

Africa-Focused Exhibition Marketing That Delivers Results

AFRICAN MARKET SPECIALISTS SINCE 1996



Company Introduction

At Africa Business Pages, we specialize in promoting trade fairs and exhibitions to targeted African audiences. Our goal is simple: help you attract more African visitors, buyers, and participants to your event—boosting visibility for your exhibitors and increasing overall satisfaction and participation for future editions.

Our Track Record

We pride ourselves on our diverse portfolio of clients across various industries. **Africa Business Pages** has successfully partnered with exhibition organisers in sectors such as:

- ✓ Beauty & Cosmetics
- ✓ Foodstuff
- ✓ Technology
- ✓ Plastics
- ✓ Automotive
- ✓ Printing



Delivering Tangible Results

As Africa specialists, we ensure your event receives the visibility it deserves across the continent, delivering tangible results in the form of increased footfall from Africa and verified visitor registrations from key African markets



Our Services include:

- Dedicated Email Marketing
- Social Media Marketing
- Facebook Shoutouts
- Content Marketing & SEO
- Banner Advertising
- Featured Listings
- Field & Radio Advertising
- Media Outreach
- WhatsApp Promotions

**USE OUR DATABASE TO REACH YOUR
TARGET AUDIENCE IN AFRICA**



+971501854333



Total Visits

112,000

Unique Visitors

96,000

Registered Users

2.2 million

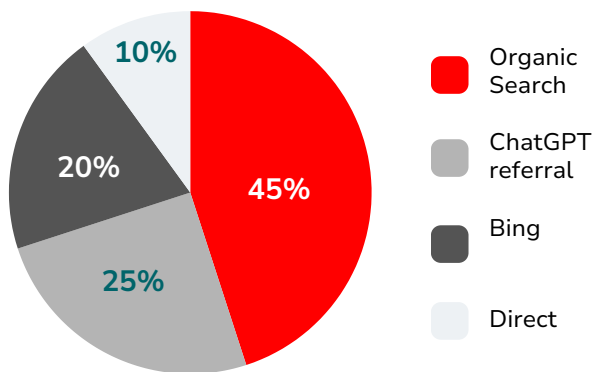
WhatsApp Community

2.5 K

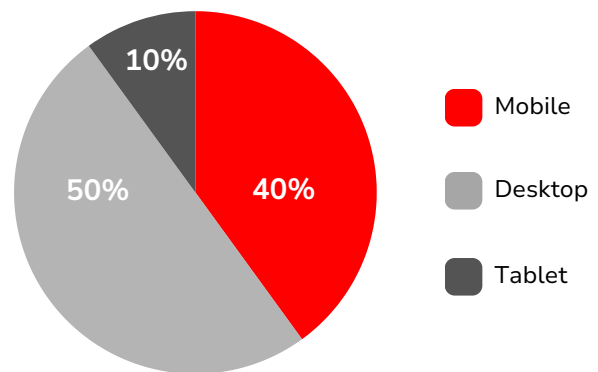
Establishment

28 Years

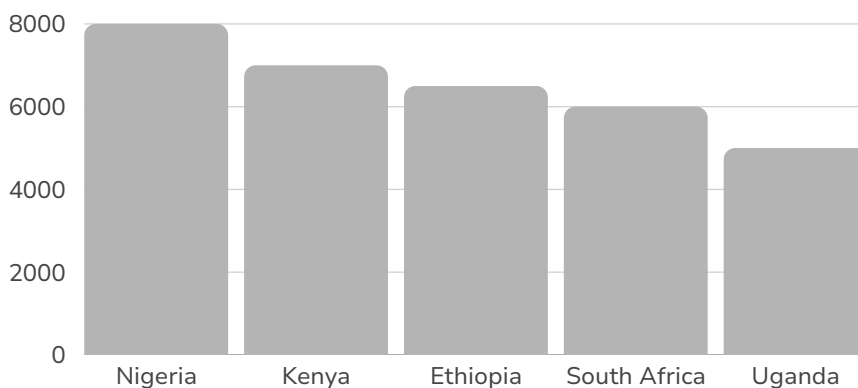
Traffic Sources



Top Devices



Top African Traffic Sources:



Facebook

95,000+

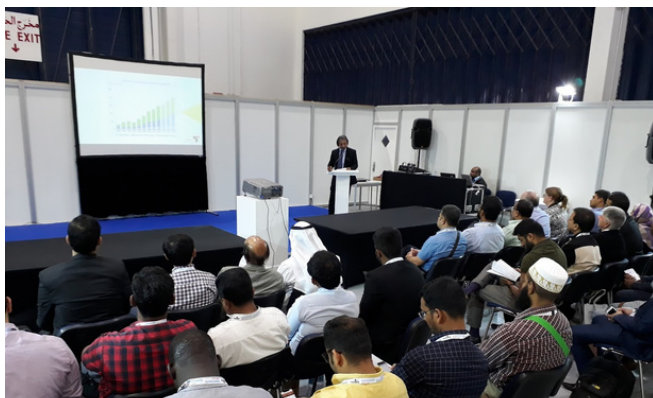
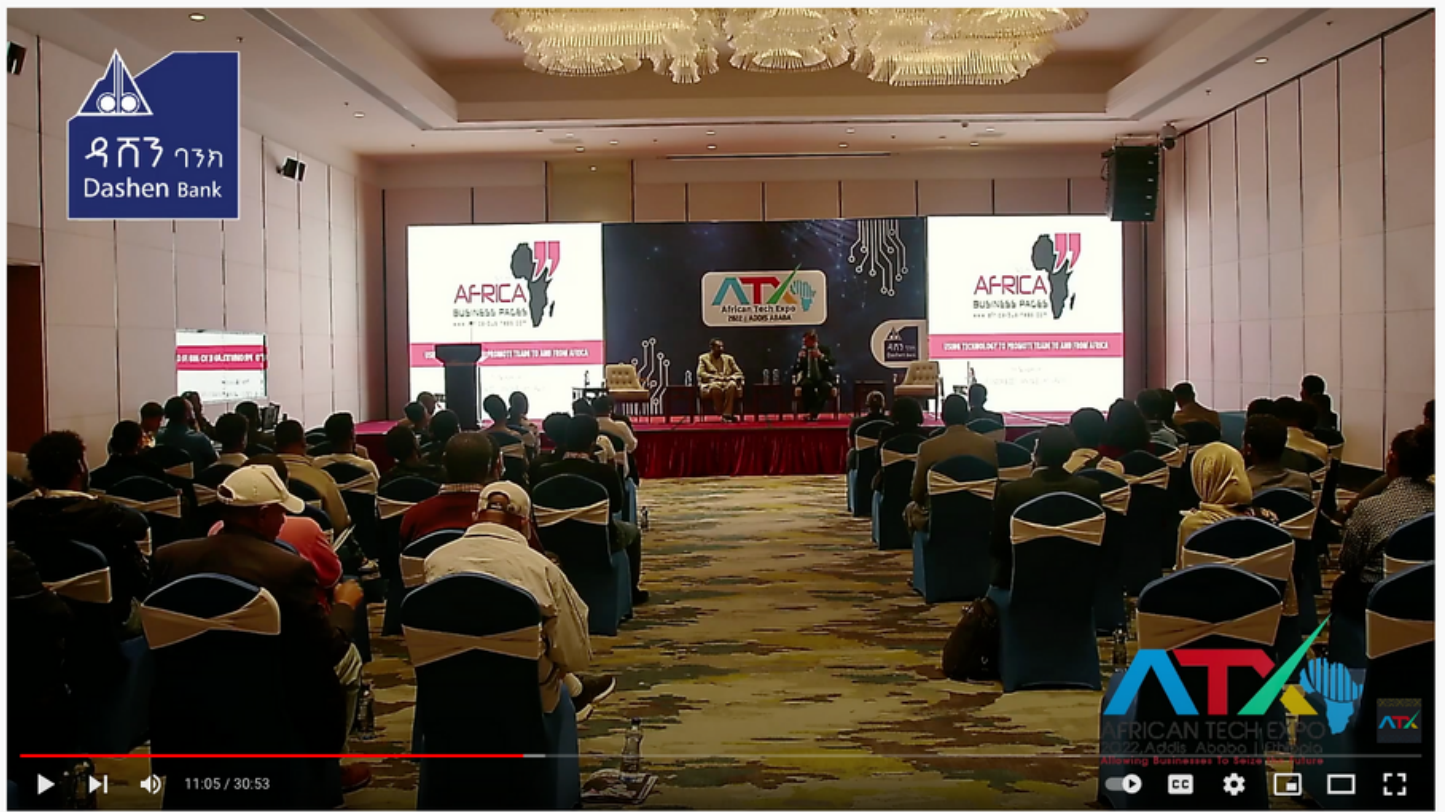
Followers

PRIVILEGED TO HAVE WORKED WITH:



messe frankfurt





SPEAKER OPPORTUNITIES

SEMINARS | CONFERENCES | SUMMITS

Our Founder & CEO, Naved Hasan, has been a regular speaker at major keynote events around the world, bringing with him deep expertise on African markets and B2B trade dynamics. We have also partnered with Messe Frankfurt to jointly organize **Africa Buyer-Seller Meets**, further strengthening our engagement in the region's business landscape.



PRICING



MINIMUM 500 REGISTRATIONS FROM AFRICAN VISITORS GUARANTEED

We are committed to delivering measurable, results-driven outcomes and work closely with your team at every stage to ensure you achieve the highest possible return on your advertising investment. By aligning our strategies with your objectives, we maximize the impact of your campaigns and ensure every dollar spent contributes to measurable increase in the number of African visitors to your exhibitions

BASIC PLAN  \$4,500	STANDARD PLAN  \$7,000	PREMIUM PLAN  \$9,000
✓ Featured Listing in Exhibitions Category of Africa Business Directory ✓ Banner Advertising (Home Page (R*) + industry specific reports) ✓ Dedicated Landing Page for Lead Generation ✓ Email Marketing to target audiences using our database ✓ WhatsApp Reachout to our registred users in target countries ✓ Social Media shoutouts 95,000+ FB Followers	✓ Everything in the Basic Plan ✓ Banner Advertising on 2 other portalsof choice: • Dubai Times • Dubai Business Pages • Foodstuff Africa • Auto Parts Africa • Beauty Africa ✓ 10 minutes presentation on How to Penetrate the African Market ✓ On-site video interviews with African visitors and exhibitors (Testimonial format)	✓ Everything in the Basic + Standard Plan ✓ Field Marketing in any two countries of your choice (Kenya, Uganda, Tanzania, Ethiopia, Nigeria, South Africa) ✓ Shortlisting and inviting high network qualified Hosted Buyers from African markets ✓ Registrations to virtual trade show or online B2B plaform (if available)

* Rotating