

EXHIBITING IN WEST AFRICA MADE EASY



**BtoB
EVENTS**

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🌐 www.btob-events.com

BtoB Events supports you every step of the way.

A trade exhibition is a great way for an overseas business to enter the dynamic Nigerian and West African markets.

No other format can give you instant face-to-face access to a such a large number of clients and customers over a period of 3 days.

By exhibiting with us, you can rest assured that you will make the connections that you need to maximise your return on investment.



Whether you are a first-timer in Nigeria, or one of our many returning exhibitors, our support means you will have a successful show.



Pharma West Africa



www.pharma-westafrica.com



West Africa
Automotive Show



www.westafricaautomotive.com



Food & Beverage
West Africa



www.fab-westafrica.com



Beauty West Africa



www.beautywestafrica.com



WHY CHOOSE BtoB EVENTS?

WHO WE ARE

BtoB Events Ltd is Nigeria's leading trade event organiser, with exhibitions across four different business sectors.

Our exhibitions attract visitors from across the West Africa region, and our exhibitors attend from across the entire globe. We are delighted to host over 20,000 visitors and over 1,500 exhibitors with us every single year!

Our popularity with exhibitors means our onsite rebooking rates run at over 90%, reflecting exhibitors' trust in us and the business opportunities we can help provide.

WE'VE BEEN WORKING IN AFRICA FOR 15 YEARS

Founded by partners who have both held senior roles at major multinational corporations and have more than 40 years of combined experience working in exhibitions, and 15 years in Africa, our portfolio includes some of Africa's largest industry-specific expos and prominent trade shows in the UK.

BUILD YOUR BRAND IN NIGERIA AND WEST AFRICA WITH US

We know the Nigerian and West African markets incredibly well. We have built close working relationships with trade sectors and trade associations, ministries and government agencies, retailers, manufacturers, distributors and importers.

Exhibiting with us means you have access to unrivalled support, information and marketing opportunities to help you achieve your business goals in West Africa. Whether you are new to the market or expanding your business across the region.



As a Government Organisation, it was a pleasure working with BtoB Events. They supported over 120 Pakistani exhibitors and made the whole process from start to finish very easy with great support. The exhibitions BtoB Events organise are very high quality.

Ali Tamkin Butt, Trade & Investment Attaché, Commercial Section, Lagos, High Commission of Pakistan, Nigeria



- proudly runs **4 exhibitions in Africa annually** within the medical, food and beverage, beauty, and automotive industries
- hosts over **1,500 exhibitors and 20,000 visitors** annually
- is headquartered in Coventry, UK, with a global remit

NETWORKING

- Our extensive network of contacts will help you to launch your products into the West African market.
- Our exhibitions are endorsed, and supported by Government bodies and the appropriate trade associations driving the market, as well as a successful hosted buyers program.
- We work to ensure that our exhibitors have access to local market information, and to ensure that retailers attend our events.
- We can help you build awareness of your business before, during, and after the event.
- Use one-to-one meetings, forums and seminars to make new business contacts.
- Ask trade experts about how to build your brand(s) across Nigeria and West Africa.



The potential of the West Africa market is huge! The Food & Beverage West Africa Exhibition is a great opportunity not only for Indonesia but for all countries around the world. The Nigerian customers are very good, we meet many distributors and importers here. We are already looking forward to being here again next year!

**Hendro Manurung, Director,
Indonesia Trade Promotion Center**



The exhibition venue is located in the vibrant Landmark Village complex.

ABOUT THE VENUE

The exhibition venue we use in Lagos is the Landmark Centre.

The Landmark Centre is the latest purposefully built for BtoB events following incredible demand for space with four large modern exhibition halls (the newest having opened in 2022) situated in the grounds of the Landmark Village.

This is a spectacular beach-front location overlooking the majestic Atlantic Ocean, on Victoria Island, and is the heart of the vibrant and lively Lagos business district and metropolis.

Nearby the events venue are restaurants including the Hard Rock Café, hotels, bars and stylish nightclubs, a cinema complex, and the Landmark Boulevard shopping mall.

Transfer time from Lagos international airport to the Landmark Centre is a little under an hour.



Ever since this exhibition began it has been out of this world. Fantastic. Our exposure onsite was better than any social media platform and we have upped the stakes and booked a larger space for 2022.

**Karim Khalil, BDM Emel Corporate
Solutions, Nigeria**

FIRST TIME EXHIBITOR IN NIGERIA?

We can help with practical support and recommendations.

We know that exhibiting in a new country can be daunting, but over the 15 years we have been putting on exhibitions in Nigeria, we have built up a network of trusted and reliable local business service providers who can assist you whether you are a new or returning exhibitor.



GETTING HERE

LOGISTICS

We have a global network of shipping agents.

We can recommend logistics companies relevant to your country who will be able to help you ship your exhibition materials safely and securely to and from the venue.

Our network of agents means exhibitors can access and book their services from whichever part of the world you are coming from.

VISAS

The exhibition venue, the Landmark Centre, has a visa support service for exhibitors and visitors.

When entering Nigeria, foreign nationals require a visa. This can be obtained before travelling, from the Nigerian Embassy, or Mission, in your Country of residence, or on arrival.

To use the 'Visa on Arrival' procedure, you will need a Visa On Arrival Approval Letter in advance, which the Landmark Centre Visa Service can provide.



A well organised show. Ideal for those looking to grow in the West Africa market. Vibrant, busy and great contacts made.

Ben White
Key Relationship Director
British Corner Shop, UK

The West Africa Automotive Show exhibition is a high end event and I recommend it to every company wanting to establish their presence in Africa.

Wojciech Zawistowski, Zamel, Poland



DISCOUNTED
HOTELS

LOCAL
TRANSPORTATION

PHONE & WI-FI
PACKAGES

ONCE YOU'RE HERE

ACCOMMODATION

Exhibitors can claim a BtoB Events hotel discount.

We have agreed special exhibitor discounts at several good quality and comfortable hotels, within a 10 minute drive from the exhibition venue.

Our recommendations include:

- Eko Hotel & Suites (located in a large, modern complex only a short drive from the venue with a good range of bars and restaurants)
- Lagos Continental
- Hotel Bon Voyage

A fantastic opportunity - the West Africa Automotive Show exhibition has enabled us to enter a new market and present our products and services to the Nigerian audience. We would 100% recommend it to anyone who is considering participating.

**Sarunas Cirvinsras, Partan,
Lithuania**

LOCAL TRANSPORTATION

We recommend Bayutin Car Hire Services for all airport and exhibition transport services.

The cars are standard. They are clean, comfortable, reliable and safe, and we use this service for our own staff transportation.

Bayutin Car Hire Services offers a special BtoB Events exhibition service:

- Airport shuttle service: pick up upon arrival / return to airport when travelling home
- Daily transfer from hotel to exhibition centre and return in the evening after the exhibition
- Evening restaurant transfer (to a restaurant, should you wish to go out for dinner, and back to the hotel)



Lagos Continental



The Eko Hotel & Suites, only a short drive away from the exhibition venue.



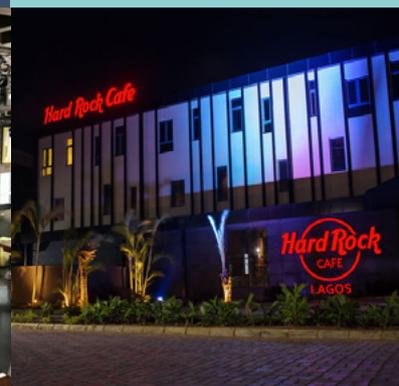
Restaurant within the exhibition centre complex.



Lagos Continental



The Hard Rock Café in close proximity to the exhibition halls.



TELECOMS

Keep in touch with a local SIM card for your phone or Wi-Fi connectivity package.

To keep your calls and internet data usage costs down, we can recommend a reliable local connectivity service provider. Exhibitors can book:

- Wi-Fi dongle (portable Wi-Fi device for one week)
- Local Nigerian SIM cards



AT THE SHOW

EVENT SUPPORT STAFF

Stand hosting and interpretation support is available.

We work with agencies who can provide experienced exhibition staff to help you host your stand or event. Experienced interpreters for a variety of languages (including Mandarin, Hindi, Urdu, Arabic, French, etc.) can also be hired.



STAND BUILD AND DESIGN

We can highly recommend a number of local stand and exhibition contractors.

From design to fitting and construction, build up and break down, these contractors will help you be as creative as you want with your showpiece stand.

360° MARKETING

Marketing is our strength.

We market our shows and our exhibitors brands not only during the exhibition, but also before and after.

Our 360° marketing strategy is a comprehensive plan that focuses on reaching our visitor audience from multiple platforms and channels.

Partnering with the industries' most important media partners and social media influencers helps to maximise our joint exposure.

Our connections with trade organisations and associations, import agents and distributors, allows us to highlight the show to tens of thousands of people working in the relevant markets.

This all means we can offer exhibitors a wide range of opportunities to promote their brand at the show and beyond.

SPONSORSHIP OPPORTUNITIES

We can help to increase your brand exposure even further.

In addition to being included in our marketing campaigns, exhibitors can book additional sponsorship packages to get ahead of their competitors and stand out.

These packages can be bespoke or 'off the shelf', and offer a wide range of opportunities to promote our exhibitors' brands even further.





Our exhibition portfolio in West Africa is growing continuously. Currently our annual events in Lagos, Nigeria are:



Pharma West Africa – PWA

www.pharma-westafrica.com

Connect with the biggest buyers from the West African pharmaceutical sector.



West Africa Automotive Show – WAAS

www.westafricaautomotive.com

The only opportunity to access the key decision makers across the West African Automotive Industry under one roof.



Food & Beverage West Africa – FAB

www.fab-westafrica.com

The region's premier exhibition dedicated to West Africa's food and beverage industry.



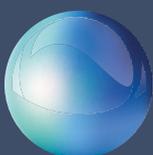
Beauty West Africa – BWA

www.beautywestafrica.com

Showcase your products to over 4,500 beauty professionals from the African beauty industry.

GET IN TOUCH

To find out more, get in touch with BtoB Events at:



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