



SEP. 7TH - SEP. 9TH 2022

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AFRICAN TECHNOLOGY EXPO (ATX)

“Allowing Businesses to Seize the Future”



The African Technology Expo (ATX) is set to be Africa’s sought-after technology summit. The Expo is set to offer a venue for pioneering companies, bright minds, and cutting-edge technologies in tech, robotics, blockchain technology, startups, and other future-defining spaces.

ATX will see the coming together of industry leaders, technocrats, young innovators, investors, R&D professionals, academia, and policymakers- all sharing their vision for the future. Along with exhibiting their disruptive technologies, symposiums will be conducted on progress toward investments in technology, startups, fintech, and more.

The African Tech Expo (ATX), is set to take place at **Skylight Hotel**, in Addis Ababa, Ethiopia from **September 7th - 9th, 2022**. This pan-African technology expo is geared to offer trade facilitation, market linkages, the introduction of new technology, and exchanges between stakeholders across the global technology sector. Most importantly it will offer opportunities for **B2B** as well as **B2C** to showcase their projects with serious buyers under one roof. It's an opportunity you can't afford to miss!

Who Should Exhibit?

ATX 2022 offers opportunities for those who are interested in developing relationships with key decision-makers within the global tech industry. Your involvement with ATX 2022 has the potential to generate exciting opportunities for your organization. Some of the exhibitors include:



Tech companies



Solar Technology



Fintech and Payments Solution Providers



Consumer Technology



Smart Car Manufacturers



Telecommunications



Startups



Biotechnology



Social Media Companies



Cyber Security



Banking (including innovations in online banking technologies)



Insurance (including innovations in claim request)



Agricultural innovator and more

Why you Should Be At ATX 2022?

1.4 BILLION PEOPLE

With the potential of meeting and interacting with tech representatives and clients from some **50-plus** countries **African Tech Expo (ATX) 2022** is geared to offer a one-stop-shop for client acquisition, promotion, networking, and collaboration. The event is designed to help showcase some of the best tech innovations from Africa and beyond while also helping open up the African market to technological innovation and trade.

The Expo is designed to create a platform for exhibitors to communicate, network, and transact with key sector stakeholders, professionals, and business owners besides creating a platform to attain maximum exposure for their brands to increase revenue sources.


Some Quick Facts About The African Market

Africa is home to more than **1.4 billion** people, half of whom will be under 25 years old by 2050. The continent offers immense trade potential in terms of consumer goods and technological solutions. The demographical shift would mean Sub-Saharan Africa will soon account for more than half of global population growth over the next two decades, with over 70% of this attributed to the rise in the working-age population on the continent. Against a backdrop, many young Africans are embracing entrepreneurship, innovation, and digital transformation.

In addition, it is home to the world's largest free trade area and a 1.2 billion-person market the African Continental Free Trade Area (AfCFTA). It brings together a combined gross domestic product of more than **US \$3.4 trillion**

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Africa's consumer markets are currently showing enormous potential for future growth as the region's emerging markets undergo a process of economic modernization and demographic transformation. Already, Africa's total consumer expenditure accounts for roughly 8 percent of all spending in the world's emerging markets, roughly on par with that of Brazil.

Rising penetration of mobile internet and smartphones are driving digital transformation in sub-Saharan Africa. Mobile internet penetration in sub-Saharan Africa has almost doubled over the past five years, reaching 48% of the total population in 2021, while smartphone penetration rose to 77% of households in 2021.



Consumer spending in Africa is projected to surpass \$2 trillion within the next few years—an increase of more than 30 percent from 2015 levels. As a result, industries supplying Africa’s consumer markets are expected to increase revenues, with household consumption projected to grow by **\$645 billion** or more.

According to the International Energy Agency, renewable energy will constitute almost half of power generation growth within Africa by 2040. While several countries generate almost all their electricity from renewables however current electricity penetration is at 47%. This indicates opportunities for energy companies to look towards eyeing solar mini-grid expansion as well as decentralized solutions to reach remote areas.



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Reasons To Exhibit At ATX 2022

1

Meet new buyers and develop a quality database.

2

Develop a personal and direct relationship with your clients.

3

Show your full product range in real life rather than in a catalog. Live events provide the best possible interactive marketing platform.

4

Let buyers use all five senses to gain a full appreciation of your product.

5

Overcome objections and accelerate the buying process.

6

Display your products and services to key decision-makers.

7

Raise your profile in the market and add value to your brands.

8

Locate new agents and distributors for your products.

9

Launch a new product and generate media interest.

10

Get immediate feedback on your product.



Why DO Expos Work?

Meet the decision-makers directly as a majority of all visitors to an Expo have the authority to purchase or are a decisive influence in the purchasing decision of the organization.

A majority of Expo visitors intend to make a purchase either at the show or shortly.

More than half of visitors come specifically to see new products and services; seek information; come to keep updated with technology, or come to make new business contacts.



About The Avenue

The Skylight hotel is owned by Ethiopian airlines- Africa's leading airline. It is located at the heart of Africa's diplomatic hub Addis Ababa, just five minutes away from Bole international airport. Besides being a venue for the Expo its facilities include state-of-the-art hotel rooms, three luxurious restaurants, 13 different meeting halls, and more.



About The Host City Addis Ababa

Addis Ababa is Africa's diplomatic capital being the seat for African Union, and United Nations Economic Commissions for Africa (UNECA) and hosts more than 112 diplomatic missions. It is home to nearly 5 million people and boasts of monumental architecture and all of the grandeur that can be expected from any national capital. There are various tourist attractions that include parks, zoos, churches, museums, and galleries.

Obtaining Visas

All visitors to Ethiopia (except for Kenyan and Djiboutian nationals) must obtain an entry visa, which can be obtained in advance through the Ethiopian Embassy in your country or upon arrival at Bole International Airport in Addis Ababa. Visitors can also apply for visas online <https://www.evisa.gov.et/#/home>, which can save considerable time and avoid common application problems.

Getting There

From its hub at Addis Ababa, Ethiopian serves 116 international and 23 domestic destinations. You can book your flights to Addis Ababa online through <https://www.ethiopianairlines.com/et>. The ATX team can help with your booking you can contact us at info@africantechexpo.com.

Currency ₪

The local currency is the Ethiopian Birr (ETB), foreign currency may only be exchanged at banks and hotels, and a receipt can be obtained. Visitors may change back any surplus Ethiopian Birr to cash at the airport before departure.



Electronic Supply

Electric supply in Ethiopia is **220-240 volts**, 50 cycles AC accessible via 13-amp, two-pin (Italian) socket.



Mobile Phones

Participants can come to Addis Ababa with their dual-band mobile handsets (**900/1800 MHZ**). Ethio telecom offers SIM Cards with pre-charged airtime.

Eating Outs

Addis Ababa has restaurants and diners that cater to all pockets, from luxurious restaurants to traditional Ethiopian restaurants, and the full gamut of Indian, Arabic, and European restaurants.



Climate

From June to mid-September, **Addis Ababa** enjoys a long wet season. This period coincides with summer, but temperatures are much lower than at other times of year because of the frequent abundance of cloud cover and fewer hours of sunshine. Visitors are advised to bring warm clothes and umbrellas in case of showers.

Crime

Addis Ababa is considered to be extremely safe in comparison to the other cities, visitors are advised to be vigilant of petty theft.

About The Organizers

Jorka Event Organizer is a full-service professional event planning, marketing, and promotion company that specializes in any event imaginable. We handle all details involved with the event process so you can focus on what's important to you. We provide the highest quality event management services, achieving sustained client satisfaction and leadership through exceptional planning and flawless execution. If you are looking for a reliable partner for strategic execution when organizing your events — then look no further. We offer a mix of providing the right strategic support, to offering clear and empathetic communications and support, our team will help you with strategy, planning, and day-of execution.

JORKA
Event Organizer PLC

We Specialize In

- Expos, Trade fairs & Exhibitions
- Sports and Outdoor events
- Marketing and Communications
- Corporate Events
- Conferences and Symposiums : ● catering & more.
- Fundraisers ,Private Events, Dinner Galas .

Contact Details

For further information on sponsorship and exhibition opportunities, please contact us at

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