

Promoting and Inspiring a better Africa



What is the africa park show?

The Africa Park Show is an annual fashion and consumer exhibition initiative by Nochua International that connects brands and consumers in the Diaspora by bringing together some of the strongest brands to showcase to a global audience.

Emerging and established Fashion designers, Art lovers, Music and lifestyle brands will have the opportunity to engage with the public and sell directly to their target market. There will be fashion shows, pop up shops, activations, exhibitions and installations.

The show will be hosted in different parts of Africa every year to ensure that we reach a wider audience through our platform.

It is a one of a kind event in Africa and South Africa!

In simple terms: It is a market to sell products with a main focus on fashion, art, music and lifestyle brands.

Show details

The event will be held in a green space, a surreal environment surrounded by nature and conducive for creativity, sales, socialising and networking, hence the name: The Africa Park Show.

It is an all weekend event. Event Programme will be shared closer to the date. Fashion Shows will have exclusive show times.

Target Market:

It is open to the public to shop.
See below.

DATE:

19-22 September 2014

VENUE:

In a vibrant Park
(Details to be shared closer to the date)

TICKETS:

R100 per person

For VIP Tickets:

please email info@theafricaparkshow.com

TIME:

9am – 5pm

What will happen at the consumer exhibition?

It will be a consumer “live” event where brands which meet a set criteria will be sourced all over Africa to present to a global audience in South Africa. Brands that will be sourced to exhibit will be passionate about what they do and their need to reach a wider audience.

It will be open to the public, major industry buyers, retailers etc. to buy and interact with entrepreneurs and their brands.

There will be fashion shows, exhibitions, installations and activation of brands from different sectors and industries.

Target Market

The public:

- Fashion enthusiasts – men and women
- Industry Magazine Publishers
- Local and International Buyers
- Fashion and Art Bloggers
- Students – both high school and tertiary level

Why join us (for exhibitors)?

If you want to:

- Gain regional market exposure
- Establish trade contacts
- Leverage on cost effective marketing
- Reach a wide target market
- Develop and expand your brand
- Sell to local and international buyers

Consumer shows are proven to generate more sales prospects per spend than almost any other form of marketing or promotional activity. Even in the new age of technology led communication, social media and the mobile internet, face to face interactions are still key to fostering profitable business relationships.

They have far higher foot traffic than trade exhibitions. Think 5000 delegates for a smallish trade show and 50 000 for a medium consumer show.

Who will be exhibiting/showcasing?

A collection of premium brands from Africa and South Africa consisting of:

- Fashion designers;
- Shoes designers;
- Accessory designers;
- Art;
- Cosmetics;
- Hair;
- Home and Décor;
- Media;
- Textiles and manufacturing and
- Technology;
- Tourism;
- Luxury/Lifestyle;
- Food and;
- Others.

What will be the Experience for the exhibitor?

- It will be highly targeted
- The buyer will come to you
- 3D sales & promotion/ live demonstration platform
- Face to face contact - the most persuasive form of selling, and of building customer relationships.
- Neutral sales environment – The buyer feels under no great pressure to buy, while the seller is not intimidated by visiting the buyer on his home territory.
- Fast market penetration – You can reach a large proportion of the market in a short space of time, achieving more in four days than you might otherwise achieve in months
- A powerful combination of advertising and networking benefits



Our Unique Perspective

- Activate Africa is all about creating opportunities and development of individuals to live more fulfilling lives.
- Africa has a lot of talent but many entrepreneurs find it difficult to connect with their consumers on a grand scale and actually monetize the opportunity.
- At Nochua International our aim is to change the approach of many expos and fashion shows by creating a commercially viable platform where brands and consumers can meet, to interact face to face.
- Many exhibitors will often tell you that they can do more business in a few days at exhibitions than they'd normally do in 6 months.

Why attend?

- To interact and socialise with entrepreneurs
- See what's new
- Evaluate products and suppliers
- Keep abreast of industry and market developments
- Network/develop business contacts
- Solve specific problems
- Find new markets
- Appoint agents/seek principals
- Discuss specific terms/conditions/pricing
- Consolidate business relationships

Participating Countries from the Continent:

There will be exhibitors from all over Africa, included but not limited to;

South Africa		Ghana	
Nigeria		Zimbabwe	
Kenya		Uganda	
Tanzania		Botswana	
Ethiopia		Zambia	
Mozambique			

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OUR MOTIVATION

“To help to develop and promote a better Africa“

OUR VISION

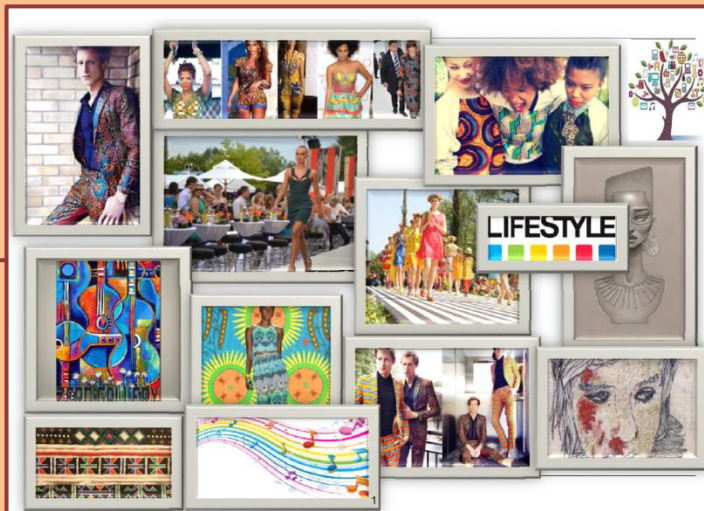
To be the Number One exhibition business in Africa by helping to develop and promote talent

Sponsors/ Event Partners

To be able to sponsor/ partner with the Africa Park Show, please email:
info@theafricaparkshow.com with the title Sponsor/ Event Partner.

Why Sponsor/ Partner with us?

- To help us make a difference in Africa
- Maximise brand awareness and create preference
- Showcase your product and services to potential users
- Develop relationships with potential customers and strengthen relationships with current ones
- Increase brand loyalty
- Create positive PR
- Build brand positioning through associative imagery
- Bring an emotive dimension to your brand
- Heighten visibility



ABOUT US

Nochua International is a global marketing platform created to inspire and promote brands and consumers. The Africa Parkshow is our annual flagship event.

OUR TEAM

The Africa Park Show has an amazing team of talent that is passionate about what we do. We are committed to excellence and a shared vision to create opportunities for development for a better Africa through our platform. Our work ethic is guided by our personal definition of success which is to create an environment of awareness, love, loyalty, trust, respect, passion, creativity and wisdom for development of humanity.

Follow us on our facebookpage/twitter.
Email: info@theafricaparkshow.com