

# South Africa Week in Nigeria

A South Africa Week will be hosted by the South African High Commission in Nigeria at the Transcorp Hilton Hotel, Abuja from 16-18 November 2011, in order to promote South African industry, trade and cultural relations.

The primary focus of this event will be to strengthen South Africa's grip in the region further, particularly in the areas of trade, industry, tourism, arts and culture as South African businesses effectively promote their businesses and trade opportunities in various sectors to the Nigerian business community. This will further enhance the bilateral corporation between the two countries.

## A decade to partner for Africa

The theme chosen is "A decade to partner for Africa", as this reflects the objectives and vision for the continent and for South Africa. SAW 2011 is designed to create accessible windows for business exchange programmes laced with cultural displays.

South African businesses are encouraged to participate and benefit from the great long- and short-term benefits. The showcase will enable business to make business interactions, expo space as well as gala dinner hosting. The package is all-inclusive, covering travel and accommodation at a reasonable cost.

Benefits to companies include an advertisement on event brochures, the Internet and into the South African and local media in the Nigerian market to highlight the expo and the companies concerned.

Additionally, outstanding exhibitors may win one of our awards for the best exhibitor in the event and some may also be nominated to give a keynote address with a strategic opportunity to market their products and interest directly.

For more information, email [sophiem@fikiraconsulting.co.za](mailto:sophiem@fikiraconsulting.co.za) or [mohaufriends@webmail.co.za](mailto:mohaufriends@webmail.co.za).