

# Tradeway Promotions expands into Africa

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Tradeway Promotions has announced its expansion to Namibia and Botswana, offering clients broader coverage in the Southern African region as a first step to further international expansion. The leading promotions company, which services consumer brands in the promotional, experiential and field marketing arenas, can now offer full service including sampling, demonstrations, pamphlet distribution, road shows and experiential event support in these neighbouring countries.



Managing director Michelle Francis says Tradeway's service is set apart by considerable emphasis on systems and procedures which underpin a commitment to excellence, all of which have been implemented in the new international service. This includes the customised 86-step Tradeway Operating Procedures (TOPS®), a unique cellphone tracking system for promoters, as well as specialised booking software. Training systems, which include DVDs, ensure that consistent high standards are maintained on national and international campaigns.

“We are always looking for new ways to enhance our service and to deliver big results for the world-class brands we work for. This geographic expansion services the needs of existing clients, as well as offering potential clients a wider footprint than many of our competitors,” says Michelle Francis, Tradeway Promotions managing director. “Once we had established the need amongst our clients, we found suitable local partners with knowledge of the area and set up solid infrastructure. We now provide a seamless, integrated service for clients with operations that extend beyond South Africa's borders.”

Visit the Tradeway Promotions website at [www.tradeway.co.za](http://www.tradeway.co.za).

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