

National Pavilions

We cooperate very closely with African organizations (governments, state organizations, embassies, associations, trade bodies) organizing national pavilions at the international trade fairs.

As these organizations offer exhibitors additional support and benefits, national pavilions give exhibitors a possibility to participate in foreign exhibitions in a cost effective and stress free manner. National pavilion organizers make participants the full process of exhibiting easier as they take over functions like stand construction, transport, PR and marketing as well as visa and travel arrangements for the whole group.

National pavilions are official country participations, on a smaller or bigger scale, showcasing the country, its industries, regions or companies. By participating together companies get more visibility and receive more attention among the visitors, having advantage over their competitors. National pavilions also offer a good opportunity for the new exhibitors to get to know the trade fair and its possibilities without investing too much time, money and effort for the first participation.

Should you be interested in taking advantage of exhibiting and presenting your products or services under the flag of your country at one of the trade fairs we represent in Germany or abroad, please contact us.