



# الصالون الإفريقي للأعمال AFRICAN BUSINESS FAIR LE SALON AFRICAÏN DES AFFAIRES



26, 27 & 28 NOVEMBER 2024 - SAFEX ALGER



**Africa Connects, Africa in Action for a Prosperous Future  
and United Strengthen Ties to Develop Inter-African Economic Exchanges.**

Partners



# THE UNMISSABLE BUSINESS MEETING



The third edition of the African Business fair **SADA 2024**, for this year 2024, is for its initiators the most eloquent way to welcome the different requests of Algerian operators, economic institutions and their African counterparts and to make of this fair an annual event, from now on.

Under the motto of renewal and recovery, **SADA** will be held within a context where Africa is full of great ambition to emerge economically by revitalizing its potentialities. In terms of growth and development, this can only be reflected by the reappropriation, by Africa, of the foundations of its economic sovereignty and identity under

the banner of: **Africa Connects, Africa in Action for a Prosperous Future and United Strengthens Ties to Develop Inter-African Economic Exchanges.**

This concept alone covers the innovative dimension that breathes life into the African Business Fair of Business, for this edition, the salient feature of which is to be a cross-fertilization place of the individual aspirations of economic operators and those collective that are expressed in a more solemn framework of intra-African cooperation.



# WHY PARTICIPATE ?

*« Le Salon Africain Des Affaires » is exceptional in Africa, consisting of a professional exhibition offering a place to share information on the African market. The presence of delegations, bringing together chambers of commerce, employers' confederations as well as economic operators from more than 25 African countries will allow participants to identify, understand the business climate and target potential markets. Above all, it allows:*



To offer the opportunity to enter an emerging African market with high economic potential, the new continental free trade area considered as the second largest market in the world.

To allow participants as buyers, sellers and investors to meet, discuss and conclude commercial agreements.

To give exhibitors an opportunity to present their products and services to engage in Business to Business (B2B) in order to exchange and close deals.



# WHO PARTICIPATE ?

ALL SECTORS THAT BRING WEALTH AND ADDED VALUE. ALL OPERATORS SEEKING INVESTMENT OPPORTUNITIES, VALUE CHAINS, MARKETS.



**INDUSTRY**



**LOGISTICS**



**AGRICULTURE**



**CONSTRUCTION**



**TEXTILE**



**SERVICES**



**TOURISM**



**STARTUP**



**ENERGY / MINES**



**HEALTH  
PHARMACEUTICALS**



**AGRI-FOOD**



**RENEWABLE ENERGY**

Please fill out the participation agreement

Corporate name / legal name: .....

Address: .....

Contact person: .....

Job title: .....

Phone: ..... Cell Phone: ..... Fax: .....

E-mail: .....

Trade register N°: ..... Fiscal ID N°: .....

Statistical ID N°: ..... Art No: .....

Corporate's sector of activity: .....

## ENTRY FORMS

**Two formulas are proposed for foreign participants**

### 1- PARTICIPATION WITH STAND BOOKING (EXHIBITOR)

Types	Flat rate
<div style="display: flex; align-items: flex-start;"> <div style="border: 1px solid black; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p>1- Furnished stand (12 M<sup>2</sup>) Includes:</p> <ul style="list-style-type: none"> <li>- Divider wall</li> <li>- 01 table + 03 chairs &amp; Lighting</li> <li>- Company sign.</li> </ul> <p>2- Participation in the business dinner.</p> <p>3- Participation to BtoB sessions.</p> <p>4- Participation to conferences.</p> </div> </div>	<p>600 usd</p>

### 2- PARTICIPATION WITHOUT STAND BOOKING (NON-EXHIBITOR)

Types	Flat rate
<div style="display: flex; align-items: flex-start;"> <div style="border: 1px solid black; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p>1- Participate in the fair.</p> <p>2- Participation to the BtoB sessions.</p> <p>3- Participation to the conferences.</p> <p>4- Participation in the business dinner.</p> </div> </div>	<p>250 usd</p>

Any other supplement and/or exceptional request not appearing in the tables above are chargeable and must be duly notified by request sent to the organizer in advance at least two weeks before the show.

The organizer will respond on the possibility or not of taking charge of exceptional requests at least 48 hours after receipt of the request.

It remains evident that the prices listed do not include accommodation, transport and catering.

## PAYMENT TERMS

By check or bank transfer payable to SARL SADACOM.

Bank: AL SALAM BANK (1606)

Address: AGENCE STAOUELI Route Nationale N°11 Ilot N°402 Lot N°04

SWIFT: SALDGDZALXXX

RIB: 038016063277261001.49

### EXHIBITOR'S STAMP AND SIGNATURE

Full name of the signatory with the mention "read and approved"

### ORGANIZER'S STAMP AND SIGNATURE

Full name of the signatory

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## GENERAL PROVISIONS

### Article 1 – General terms:

The terms of fair organization, in particular the opening date, its duration, location, the opening and closing times, the price of entries, are all set by the organizer and may be modified at his will. In the event the fair duration is extended, exhibitors who request it may be authorized to close their stands on a date initially agreed, without being able to remove the products exhibited or modify the appearance of the stand before the date set by the organizer. In the event that, for major, unforeseeable or economic reasons (such as fire, floods, destruction, accidents, fortuitous event, local or national strike, riot, risk of insecurity, storm, terrorist threat, ...), the fair cannot take place, admission requests are canceled and the available sums, after payment of the incurred expenses, are distributed among the exhibitors, in proportion to the sums paid by each of them. The exhibitor entrusts the organizer with the task of assessing whether the fair shall be interrupted or evacuated for major, unforeseeable or economic reasons or in the event of a threat to people safety and undertakes not to hold him responsible. The exhibitor commits himself to comply with, and to ensure compliance with, the prescriptions of the technical file to be given to him. The exhibitor is responsible, vis-à-vis the organizer, for non-compliance with the specifications imposed by the owner or the main tenant of the premises made available to the organizer. The organizer is not liable for implementing the provisions of this general regulation.

## PARTICIPATION

### Article 2 - Conditions of participation:

The organizer identifies the categories of exhibitors and develops the nomenclature of products and/or services presented. An exhibitor may only display materials, products, processes or services of its manufacture or design or of which he is agent or dealer. In the latter case, he attaches to his participation agreement the list of brands whose products and/or services are proposed for exhibition. The organizer may, after examination, exclude products and/or services that do not fit, at his estimation, the fair purpose or allow the exhibition of products and/or services not included in the nomenclature but are of interest to the Exhibition. Sales involving immediate and on-site delivery to the buyer are prohibited. Pursuant to the provisions relating to authorized events, an exhibitor may neither display products or materials which do not comply with Algerian regulations, except with regard to products or materials intended exclusively for use outside the Algerian territory, nor carry out any advertisement likely to mislead or constitute unfair competition. The offer presented by exhibitors shall be in line with public order and the laws in force. In this respect, exhibitors are strictly prohibited from exhibiting illegal products or products originating from illegal activities. It is also prohibited for all persons not authorized by law to offer services or products relating to regulated activities within the meaning of the law. Exhibitors who violate these provisions may be subject to legal proceedings without prejudice to the measures the organizer could take to put an end to the disturbance.

### Article 3 - Participation agreement

Any legal person wishing to make an exhibition shall send to the organizer his signed and stamped participation agreement. By sending this participation agreement, the commitment is then firm and irrevocable to pay the full price of the agreement and its related costs.

### Article 4 - Admission control

The organizer reserves the right to accept or reject the participation agreement of any exhibitor. Then, the sums paid by this latter will be, if need be, reimbursed by the organizer. The same applies to a person having submitted a participation request while being in the waiting list, if a stand cannot be allocated to him for lack of space at the Exhibition opening. Acceptance of participation is recognised by the response of the organizer to the exhibitor. This response may consist of an invoice addressed to the exhibitor. In null, in spite of its acceptance and even after distribution of stands, the participation request of an exhibitor whose business is managed, for any reason whatsoever, by a legal agent or with his assistance. This is the case, especially, for any participation request made by a company that files for bankruptcy between the date of the participation request and the opening date of the Exhibition. However, in the event that the company is legally authorized to continue its operation, the organizer may freely decide to maintain its participation.

### Article 5 - Assignment / Subletting

Except with the prior written authorization of the organizer, an exhibitor may not assign, sublet or share, against or without payment, all or part of his space within the show area. Nevertheless, several exhibitors may be granted joint authorisation to make a group presentation, providing each of them should submit a prior request for the approval to the organizer and sign an application for joint- participation.

### Article 6 – Withdrawal

In the event of withdrawal or non-occupation of the stand for whatever reason, any sums paid and/or due in whole or in part towards the hire of the stand, shall retained by the organizer, even if the stand is let again to another exhibitor. An exhibitor shall be deemed to have withdrawn if, for any reason whatsoever, he should fail to take possession of his stand 24 hours before the day on which the Exhibition is due to open. The organizer may therefore dispose of the defaulting exhibitor's stand and the latter shall have no right to claim a refund or compensation, even if the stand is allocated to another exhibitor.

## FINANCIAL CONTRIBUTION

### Article 7 – Price

The price of stands is decided by the organizer and may be revised by the organizer if there is a modification to its components, in particular in the event of the variations in the cost of materials, labour, transportation and services as well as tax and social charges.

### Article 8 - Terms of payment

Payment for hire of the stand and other associated costs is to be made by the settlement dates and by methods fixed by the organizer and notified to the exhibitor in the exhibition participation agreement. For any participation agreement occurring late, the first payment is equal to the sums already due on the date in question. The same provision applies to exhibitors on the waiting list who are allocated a stand which becomes vacant.

### Article 9 - Non-payment

Failing by an exhibitor to meet payment deadlines and terms referred to in the previous article, gives right to the organizer to implement the provisions of article 6 «Withdrawal».

## STANDS

### Article 10 - Distribution of stands

The organizer establishes the layout of the Exhibition and allocates sites at his free will, taking into account as far as possible, the wishes expressed by the exhibitor, the nature of the products and/or services which he is presenting, the layout of the stand he proposes to install as well as, if necessary, the date on which the application was registered and the exhibitor's seniority in applying to the Exhibition. The organizer may modify the size and layout of the area requested by the exhibitor. Such modification shall not entitle the exhibitor to unilaterally terminate his engagement to participate. An exhibitor is notified of the location of the stand allocated to him by means of a layout. This layout gives the characteristics of the stand as precisely as possible. Where possible, it is the exhibitor's responsibility to verify the conformity of the layout before setting up his stand. The organizer is not liable for any difference between the characteristics given on the layout and the actual measurements of the stand. The layout shows the general layout of the other stands surrounding the site allocated. These indications, valid on the date the layout is drawn up, are given for information only and are liable to modifications which may not be able to be communicated to the exhibitor. Any claim concerning the location set out in the layout must be presented within eight days. After this time limit, the location proposed shall be deemed accepted by the exhibitor.

### Article 11 - Installation and decoration of stands

Stand installation is in accordance with the plans drawn up by the organizer. Dual-level stands are strictly prohibited. The stands' particular decoration is carried out by the exhibitors and under their responsibility. It shall comply with safety regulations issued by the public authorities and adhere to the general layout for decoration and signage drawn up by the organizer. The organizer reserves the right to remove or modify any installations detrimental to the general appearance of the event, which hinder neighbouring exhibitors

or visitors, or do not conform to the plans or model previously submitted to his approval. The organizer may withdraw an authorization already given in the event of hindrance caused to neighbouring exhibitors, to circulation or to the running of the Exhibition.

### Article 12 - Restoration

The organizer declines all responsibility for structures or installations built by exhibitors. Exhibitors take the spaces in the state in which they find them and shall leave them in the same condition. Any damage, in particular to the premises and facilities in which the Exhibition is held, caused by an exhibitor or by his facilities, equipment or goods is the responsibility of this exhibitor.

## ASSEMBLY AND DISMANTLING DEADLINES

### Article 13 - Assembly and dismantling

The organizer determines the programme for erection and installation of the stands prior to the opening of the Exhibition. He also sets dates and times for dismantling the stands, and removing equipment, materials and products as well as uninstalling the site at the end on the Exhibition.

### Article 14 - Specific authorizations

Any installation of machines or devices which cannot be carried out without using space allocated to another exhibitor may only be done with the authorization of the organizer and on the date set by him.

### Article 15 – Goods

Each exhibitor provides for transport and reception of goods sent to him. He must act in accordance with the organizer's instructions concerning the delivery and dispatch of goods, particularly with regard to vehicle circulation within the confines of the Exhibition. The products and materials brought to the show may not, under any pretext whatsoever, be dispatched during its duration.

## CLEANING

### Article 16 – Cleaning

Each stand is cleaned in accordance with the conditions and at times notified by the organizer to the exhibitor.

## INSURANCE

### Article 17 – Insurance

Exhibitors must be insured via the organizer against the pecuniary consequences of their civil liability as exhibitors. Any other insurance must be taken out directly by the exhibitor.

### Article 18 – Customs

It is the responsibility of each exhibitor to complete customs formalities for equipment and products arriving from abroad. The organizer cannot be held responsible for any difficulties arising during these formalities.

### Article 19 - Intellectual property

The exhibitor ensures the Organizer that he had obtained all Intellectual Property Rights held in equipment or products/ creation/ trade mark which he exhibits or has right and/or permission necessary for their exhibition. The organizer will accept no responsibility in this regard. The organizer will be allowed to exclude the exhibitors condemned in Intellectual Property matter, especially for counterfeiting. The exhibitor allowed the Organizer as a favour to reproduce and use equipment or products/ creation/ trade mark which he exhibits, in all the communication tools of the show (Internet web site, show's catalogue, invitations, plan, promotional video, etc.) and all tools used to promote the exhibition (picture taken on the exhibition destined to be published in a newspaper or on Internet, TV program dealing with or shoot on the exhibition...). The exhibitor ensures the Organizer that he had obtained all Intellectual Property Rights held in equipment or products/ creation/ trade mark which he exhibits or has right and/or permission necessary for the aforementioned uses.

## CATALOG

### Article 20 – Catalog

The organizer reserves the exclusive right to publish and sell the catalog of exhibitors, together with the rights of advertising appearing in this catalogue. He may subcontract all or part of these rights. The information necessary for the preparation of the catalogue shall be provided by exhibitors under their own responsibility. The organizer cannot be held responsible for any omissions or errors in copying or keying or any other mistakes which may occur. The Organizer reserves the right to modify, delete or group registrations each time it deems useful, as well as to refuse or modify the texts of paid advertisements which would be likely to harm other exhibitors.

## ENTRANCE CARD

### Article 21 - "Exhibitor's pass"

« Exhibitor's passes » giving right of entry to the Exhibition, subject to the conditions set by the organizer, are issued to exhibitors.

### Article 22 - Invitation cards

Invitation cards intended for visitors whom the exhibitors wish to invite are issued to exhibitors, subject to the conditions set by the organizer. Any abusive request and/or other use will may lead to legal proceedings. Only passes, invitation cards and entrance tickets issued by the organizer give right of entry to the Exhibition.

## SECURITY

### Section 23 – Security

The exhibitor commits himself to respect all safety measures imposed by administrative or legal authorities, as well as any safety measures which may be taken by the organizer. The organizer reserves the right to verify compliance with these measures.

## IMPLEMENTATION OF REGULATION – DISPUTES

### Article 24 - Implementation of Regulation

Any violation of the provisions of regulations issued by the organizer, this regulation and the internal rules of the International Center of Conferences shall result in the exclusion of the offender Exhibitor, without notice being given. This applies, specifically, to non conformity of stand fittings, failure to comply with safety regulations, failure to occupy the stand, display of products which do not conform to those stated in the participation agreement, sale of goods with immediate on-site delivery to the purchaser. Compensation is then due to the organizer as damages for moral and material harm suffered by the event. This compensation shall be at least equal to the amount of the exhibitor's participation, without prejudice to any additional damages that may be claimed. The organizer shall have a right of retention in this respect on the exhibited articles and the furniture or decorative elements belonging to the exhibitor.

### Article 25 - Amendment to Regulation

The organizer reserves the right to rule on all cases not provided for in this Regulation and to set new provisions whenever it deems necessary.

### Article 26 – Disputes

Any action brought before the expiry of a period of 15 days from this statement and more than one year after the expiry of that period shall, on the formal consent of the exhibitor, be declared inadmissible. In case of dispute, the commercial court of the organizer's headquarters will be alone competent.