



The Grand Fair



Ref.No. CT/0012/09
Date 08/10/09

To _____

Invitation for participation (for Foreign Participants)

Century Promotion Service (CPS) is the leading organizer of Trade Fairs and Bazaars in Ethiopia. The company has successfully organized eleven consecutive New Year, Christmas and Easter eves Trade Fairs and Bazaars, including the great Ethiopian Millennium Eve Trade Fair and Bazaar at Addis Ababa Exhibition Center. In addition to these, the company has achieved notable track record in organizing more than ten workshops, symposiums and fund raising events in favor of nongovernmental organizations.

CPS is currently making preparations to organize two grand Trade Fairs and Bazaars from December 25, 2009 to January 06, 2010 and from March 20 to April 03, 2010 in connection with the Ethiopian X-mass and Easter festivals at Addis Ababa Exhibition Center. These are the times when Ethiopians enjoy shopping and visiting market places. From the past experience more that 500,000 people are expected to visit each event.

Ethiopia is currently emerging as a notable market for foreign companies. The successive and significant economic growth achieved over the last years is changing the highly populated nation (More than 77 Million) into a promising market place for all types of products, particularly fast moving consumer products and various inputs for the construction industry.



Tel. 011-277 75 57/58
Fax. 011-275 20 10

Mobile: 0911-20 58 26/
0911-97 40 40/
0913-19 55 26/
0911-46 79 49

WWW. centurypromotion.com
E-mail: info@centurypromotion.com
century@ethionet.et

The events also provide golden opportunities for foreign companies to establish relations with the Ethiopian companies looking for joint venture arrangements.

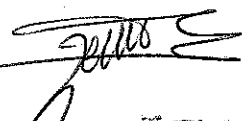
Most of the Trade Fairs and Bazaars organized by the company in the past have created great opportunities for foreign companies to enter into the Ethiopian market. A number of companies have managed to establish business relations with local companies as commission agents, importers and sole agents for their products and services.

As it has always been the case, CPS is making all the necessary preparations to make the participation of foreign companies fruitful. Accordingly, the company has organized special meeting rooms for one to one discussions between local firms and the foreign participants. The organizer will also assist foreign participants in facilitating the clearance of their exhibits from the customs and recommending dependable local clearing and transport agents. In addition to these, the company will assist in booking accommodations for the visiting companies on their request.

Century Promotion Service cordially invites foreign companies to participate in the Trade Fairs and Bazaars to promote their products and services and establish business links local firms and multinational companies operating in Ethiopia and the region at large.

For further information please visit our web site on www.centurypromotion.com. You can also send your enquiries through the company's mail address -- info@centurypromotion.com or century@ethionet.et

With best compliments


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Zengu Jemaneh
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General Manager



"The Grand Fair"
The 12th and 13th "Addis Trade for Development" Trade Fairs and Bazaars (for foreign Companies)

1. General Information

Name of the Event :- The Grand Fair(12th and 13th "Addis Trade for Development")
Organizer :- Century General Trading Pvt. Ltd. Co. (Century Promotion Service)
Venue :- Exhibition Center and Market Development Enterprise, Addis Ababa

1.1 For the X-mass eve fair (12th "Addis Trade")

Admission of Goods :- December 24, 2009
Inauguration :- December 25, 2009 at 10:00 am
Duration :- December 25, 2009 to January 06, 2010
Clearing :- January 08, 2010
Opening and closing hours:- From 8:00 am to 8:00 pm

1.2 For the Easter Fair (13th "Addis Trade")

Admission of goods:- March 18-19, 2010
Inauguration :- March 20, 2010 at 10:00 am
Duration :- March 20 to April 03, 2010
Clearing :- April 05, 2010
Opening and closing hours:- from 8:00 am to 8:00 pm

2. Specification of space lease

Exhibitors can lease a standard 12 sq. m. stand with in the pavilion and 9sq.m outside the pavilion

3. Payment

3.1 Indoor space rent

- For the X-mass eve (12th "Addis Trade")
 - = Registration fee USD 350
 - = Indoor USD 15 per Sq. m. per day
 - = Outdoor, USD 12 per Sq m per day
- For the Easter Eve (13th "Addis Trade")
 - = Registration fee USD 350
 - = Indoor USD 15 per sq. m. per day
 - = Outdoor USD 12 per sq. m. per day
- All payments are VAT inclusive

4. PAYMENT MODALITIES

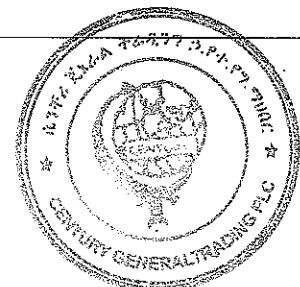
- Fill out the enclosed Application Form, Check every space you want to reserve, sign, and seal and the then return the Application Form with the first 50% advance payment to Century General Trading Office
- Effect payment by draft Cheque Payable to Century General Trading/Promotion
- Transfer total participation fee to the DASHEN Bank, Lideta Branch Current Account No 0022001489003
Swift code **DASHETA**, in favor of the Century General Trading/Promotion

5. Special Provisions

- One day free of charge for the X-mass fair (12th "Addis Trade")
- Two days free of charge for the Easter fair (13th "Addis Trade")
- Registration fee is only USD 350 for those who wish to register for both events

For further information

Tel. +251-112-77-75-57/+251-112-76-51-82
Mob. +251-911-20-58-26/+251-911-97-40-40
Mob. +251-913-19-55-26/+251-911-46-79-49
Fax +251-112-75-20-10
Web site: - www.centurypromotion.com
E-mail:- info@centurypromotion.com /century@ethionet.et



" The Grand Fair "

The "12th and 13th Addis Trade for Development Trade Fairs and Bazaars"

APPLICATION FORM(for foreign participants)

Name of the company -----

⇒ Address of the company Tel. ----- Fax: ----- E-mail:-----

⇒ Name of contact person -----

⇒ Agent in Ethiopia -----

⇒ Address of the Agent Tel. ----- Fax: ----- E-mail:-----

⇒ Exhibitor's Business

- ❶ Manufacturing ❷ Service provision----- ❸ Import
 ❹ Export ❺ Wholesale -----
 ❻ Other (Specify) -----

⇒ Registration fee:- USD 350

⇒ Required space:-

⇒ For the X-mass eve fair (12th "Addis Trade")

 ⇒ In-door Space:- ----- m² x USD 15 x 12 days = USD -----

⇒ For the X-mass eve fair (12th "Addis Trade")

 ⇒ Out-door Space:- ----- m² x USD 12 x 12 days = USD -----

⇒ For the Easter fair (13th "Addis Trade")

 ⇒ In-door Space:- ----- m² x USD 15 x 13 days = USD -----

⇒ For the Easter fair (13th "Addis Trade")

 ⇒ Out door space:- ----- m² x USD 12 x 13 days = USD -----

For the X-mass eve fair (12th "Addis Trade")

 ⇒ Total Fees: Registration fee USD 350 + space rent = USD -----

For the Easter fair (13th "Addis Trade")

Registration fee USD 350 + space rent= USD -----

Participants at both events will pay the registration of only USD 350

⇒ Exhibit type: -----

I the undersigned hereby apply for participation in The "Grand Fair" accepting the rules and regulations stated at the back of this application form.

Name & Title

Signature and Seal

Date

