

WESGRO

cape town & western cape
tourism, trade & investment

SA TOURISM AND TRADE SHOW: 24-29 JUNE 2018 CHINA (Beijing-Chongqing-Shenzhen)



Background:

1. This year is an important year for South Africa. South Africa will celebrate the 'Year of Mandela', 20 years of diplomatic relations with China and also be hosting the BRICS Summit. The tourism, trade and investment spotlight will be on South Africa throughout the year.
2. The South African Tourism (SAT) Office in Beijing will once again be hosting a tourism trade show in China with the aim to promote trade and services in tourism. SAT play a critical facilitation role for travel business exchanges between South African inbound operators and product suppliers in China Mainland and Hong Kong markets. SAT has, for the first time, extended an invitation to Wesgro to showcase their uniquely South African products and services at the event.

Rationale:

1. Last year, Wesgro participated in the South African Tourism Trade Show in China. The event was extremely successful and provided a fantastic platform to showcase South Africa. At each event, there were over 150 tourism traders / buyers.
2. This year, Wesgro will facilitate Western Cape based companies to participate and showcase their uniquely South African products at the Trade Show. This will provide a platform for exporters to not only market their goods but also to meet with new and or their existing clients in market as well as understand the local trade trends.
3. Regional Chinese trade authorities / agencies and business chambers / importers and distributors have been invited to participate.
4. Export products and services targeted for this event is open to all Western Cape based companies, however, focus on products and services that are uniquely South African will be given preference.



Trade Show Structure:

1. The trade show / workshops will take place in three (3) hotel locations in China: **Beijing, Chongqing and Shenzhen.**
2. The trade show / workshops will assume a trade business style, and have a multi-sensory impact, making participation more enjoyable, fun, and indeed memorable.
3. The trade show / workshops will be undertaken in collaboration with the tourism trade show.
4. Exporters will be provided with tables and chairs.

Trade Show Schedule:

Day	Activity	City	Comment
Day 1 Sun 24/06	Arrival in Beijing Briefing Dinner: 18:00-20:00 Overnight: Beijing	Beijing	Airport pickup will be arranged. Briefing dinner at the hotel Hotel is TBC
Day 2 Mon 25/06	Morning at leisure / own appointments Booth set up from 12:30-13:30 Show / Workshop: 14:00-19:30 Dinner Reception: 18:00-19:30 Overnight: Beijing	Beijing	Workshop Hotel : TBC
Day 3 Tue 26/06	Transfer to Chongqing Afternoon at leisure or your own appointments Overnight: in Chongqing	Chongqing	Please book the same flight number: CA 1429 PEK/CKG 9:30-11:40 Only transfers from the airport for the suggested flight will be arranged
Day 4 Wed 27/06	Morning at leisure / own appointments Booth set up from 12:30-13:30 Show / Workshop: 14:00-19:30 Dinner Reception: 18:00-19:30 Overnight: Chongqing	Chongqing	Workshop in hotel : TBC



Day 5 Thurs. 28/06	Transfer to Shenzhen Afternoon at leisure or your own appointments Overnight: in Shenzhen	Shenzhen	Book the below flight Flight number: CA 4347 CKG/SZX - 13:45-16:00 Only Transfer for suggested flight will be arranged
Day 6 Fri 29/06	Morning at leisure / own appointments Booth set up from 13:00-13:30 Show / Workshop: 14:00-19:30 Dinner Reception: 18:00-19:30 Overnight: in Shenzhen	Shenzhen	Workshop hotel : TBC

Estimated Costs for participants Breakdown:

Item	Cost	Covers
Participating Fee:	R15 000.00 Payment will be due before 01 April 2018 to secure space.	<ul style="list-style-type: none"> ▪ Registration ▪ Trade show, ▪ Dinner / cocktails. ▪ Transfers between airport (if you take the same flights as the group)
International Flight to Beijing		
Domestic Flight	To be confirmed.	<ul style="list-style-type: none"> ▪ Suggested to book with group as will receive discounted rate.
Hotel: Beijing	R2 770.00 per night	<ul style="list-style-type: none"> ▪ Hotels in China require a credit card upon check in.
Hotel: Chongqing	R 1 900.00 per night	<ul style="list-style-type: none"> ▪ Hotels in China require a credit card upon check in.
Hotel: Shenzhen	R 2 550.00 per night	<ul style="list-style-type: none"> ▪ Hotels in China require a credit card upon check in.
Samples		<ul style="list-style-type: none"> ▪ To be taken either on board with you or to ship to respective hotels one month in advance.
Visa		<ul style="list-style-type: none"> ▪ SAT will issue invitation letters

Applications Process:

1. Complete application and submit supporting documents before 13:00 on Friday 02 March 2018.
2. Outcome of adjudication provided to successful applicants before 23 March 2018.



CHINA TRADE EXPORT APPLICATION FORM 24-29 JUNE 2018

I (Full Name) _____ authorised to sign on behalf of
(Company Name) _____ hereby submit our application and relevant
documents to be considered to participate in the China Trade Show from 24-29 June 2018.

Documents Required / Checklist

	Item	Yes or No
1	Company Registration	
2	Tax clearance Certificate	
3	Export Licence	
4	Latest 3 months bank statements and or Latest Audited Financials	
5	BBBEEE Certificate	
6	Product Brochure.	
7	Passport Copy of Applicant	
8.	Proudly South African Certificate	

- 1- Please provide details of the contact person(s) who will be representing the company in case there are queries about your application.

Title and Full Name	
Office Tel	
Cell	
Email	

Please note that the information provided by you to Wesgro is to be utilised for adjudicating your participation in the Trade Show. Wesgro's aim is to ensure that all companies based in the WC receive equal opportunity to leverage off these incentivised opportunities. If in any case it should be found that the information provided in this applications is not true or misleading then Wesgro will have the right to recover any costs incurred directly from the company. Your application submission is taken as an agreeance / approval to this.

Signed _____ Date _____ Full Name _____

SUBMISSION OPTIONS:

- Email to:
 - kamiela@wesgro.co.za and copy che@wesgro.co.za; or;
- Hand deliver in a sealed envelope: Attention: Trade: China
 - South African Reserve Bank, 18th Floor, 60 Snt Georges Street, corner Burg and Hout Street.
(NB: You are required to have an ID to enter the South African Reserve Bank).