



**GlobalExpo**  
Botswana

**GEB 2023 PRESENTATION TO EU BUSINESS  
COMMUNITY IN JOHANNESBURG  
5<sup>th</sup> MAY 2023; BOTSWANA CONSULATE, SANDTON,  
JOHANNESBURG, SOUTH AFRICA**

**BY**

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Botswana

## INTRODUCTION

- Global Expo Botswana (GEB) is a premier business to business exposition set up by the Government of Botswana in 2006 to facilitate the attraction of foreign direct investment (FDI) into Botswana, expansion of domestic investment,, promotion of exports of locally produced goods and services into international markets, as well as the promotion of trade between Botswana and other countries.



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## Objectives of the GEB are to:

- Attract Foreign Direct Investment
- Promote joint venture opportunities between citizen and foreign investors
- Stimulate a culture of entrepreneurship locally
- Promote exports of locally-produced goods
- Promote access to Botswana market for international exhibitors

THEME FOR  
GEB 2023

***AfCFTA as a springboard  
for improved intra-African  
trade***

# GEB 2023 (11-14 OCTOBER) TARGETS

EXHIBITOR TARGET

300

VISITOR TARGET

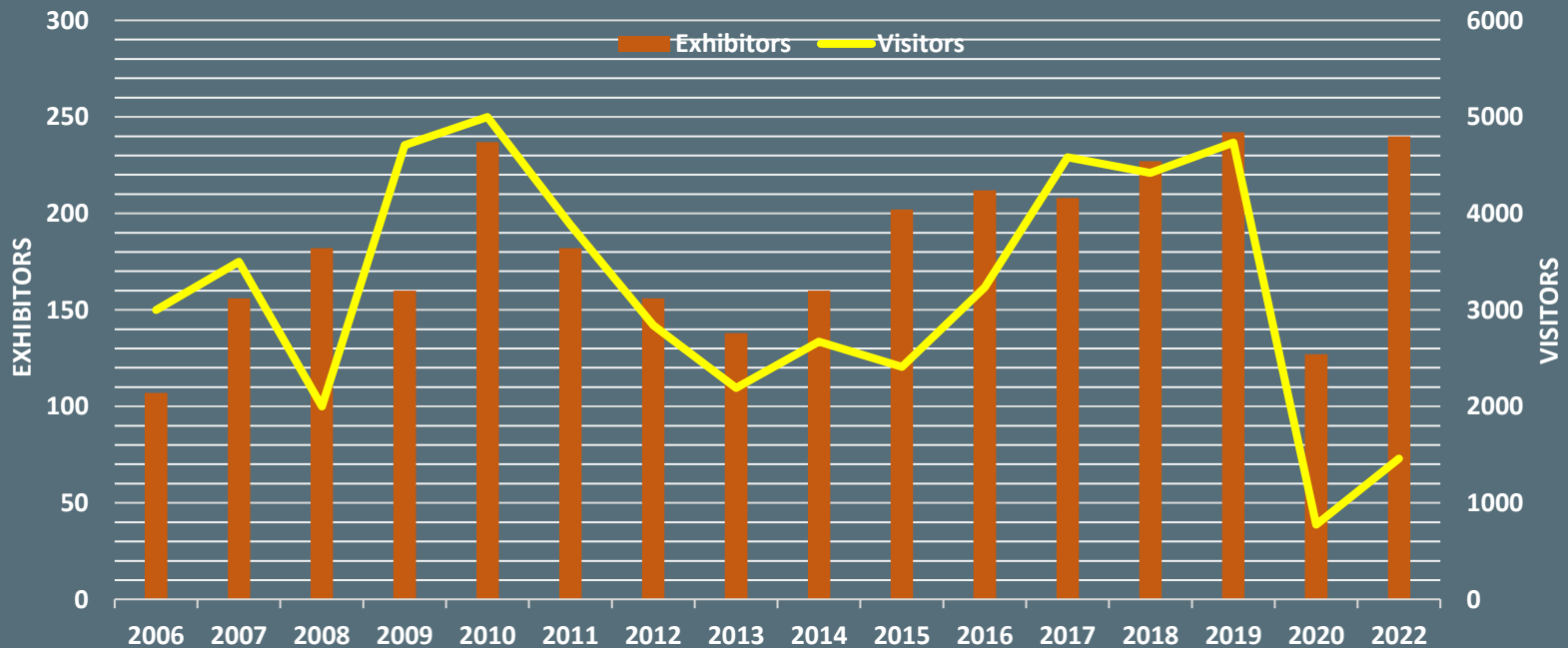
4,000

B2B MEETINGS

500

BUSINESS  
GENERATED

EUR10M



# KEY ACTIVITIES FOR GEB 2023

Activity	Date
Europe Botswana Business Forum	11 <sup>th</sup> – 12 <sup>th</sup> October 2023
Exhibition	11 <sup>th</sup> – 14 <sup>th</sup> October 2023
Thematic Workshops	12 <sup>th</sup> – 13 <sup>th</sup> October 2023
Business Matchmaking	11 <sup>th</sup> – 14 <sup>th</sup> October 2023
GEB Welcome Reception	11 <sup>th</sup> October 2023
GEB Opening Ceremony	12 <sup>th</sup> October 2023
Inward Buyer Mission	11 <sup>th</sup> – 14 <sup>th</sup> October 2023
GEB Closing Ceremony	13 <sup>th</sup> October 2023

## EXHIBITION BOOTH COSTS

- **Complete stand (9sqm) = \$110 per square metre**  
**Indoor Space Only (subject to booking minimum of 18sqm) = \$85 per square metre**  
**Outdoor Space Only (subject to booking minimum of 20sqm) = \$25 per square metre**