



Global**Expo**  
Botswana

2025

## INTERNATIONAL BOOKING FORM



CONFERENCES & FORUMS



EXHIBITIONS & WORKSHOPS



B2B MATCHMAKING

**08-11**  
**OCT**

 Global Expo Botswana

 [www.globalexpobw.co.bw](http://www.globalexpobw.co.bw)

**Theme:** Unlocking Botswana's potential:  
Partnerships for Sustainable Growth

Organised and managed by:



**BOTSWANA**  
INVESTMENT  
& TRADE CENTRE



# INVITATION TO GLOBAL EXPO BOTSWANA

Good Day.

We are delighted to extend our warmest invitation to you for the 18th edition of Botswana's annual premier business to business exhibition; Global Expo Botswana 2025, organized and managed by the Botswana Investment and Trade Centre. This grand event is scheduled to take place from 08th – 11th September in Gaborone, Botswana and promises to be a remarkable showcase of diverse opportunities and cutting-edge innovations in various industries.

The Global Expo will serve as ideal platforms for businesses seeking to explore investment opportunities, network with global industry leaders, and gain valuable insights into the thriving economies of Botswana.

## Key Highlights of Global Expo Botswana 2025:

	Exhibition of cutting-edge products and services from diverse industries.
	<b>Engaging seminars and workshops on market trends and emerging opportunities.</b>
	Networking sessions with key decision-makers and industry experts.
	<b>B2B meetings for potential collaborations and partnerships.</b>

We eagerly anticipate your esteemed presence at Global Expo Botswana. Your participation will undoubtedly contribute to the success of this event and foster mutually beneficial partnerships.

Kindly mark your calendars for the specified dates and plan your participation accordingly. Please find attached Booking form with stall rates information which needs to be filled in and sent back to us to secure your company/ organizations' participation.

For any inquiries or additional information, please do not hesitate to contact our team. Thank you for considering our invitation. We look forward to welcoming you as our exhibitor this year.

Chief Executive Officer  
Botswana Investment & Trade Centre

# ABOUT GLOBAL EXPO BOTSWANA

Global Expo Botswana (GEB) is the country's premier International multi-sectoral business to business exhibition that is managed by BITC on behalf of the government of Botswana. The annual expo is held towards the end of the year, and it attracts exhibitors and business people from the region and globally.

## Objectives of Global Expo Botswana are to:



Promote investment opportunities in Botswana



Encourage Joint Venture Partnerships between citizens and foreign exhibitors



Promote intra-regional trade and further integrate Botswana into the Global Trading System



Offer exhibitors and visitors a platform to explore new markets, secure new business, build new partnerships and grow business

GEB has various value-add services that run concurrently to the exhibition such as workshops, one-on-one buyer seller meetings and an international Investment and Trade Conference.

This major trade and investment platform offer businesses an exciting opportunity to do business in one of Southern Africa's and Africa's most stable and fastest growing economies, given the geographical centrality of Botswana in the SADC region.

## Global Expo Botswana 2025, will comprise of the following key components:

### TRADE EXHIBITION



Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up Pavilions and exhibition stands which will enable them to customise their exhibition to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.

### INVESTMENT & TRADE CONFERENCE



This is a one-day conference which will feature leading African and international speakers and a variety of sessions dealing with Africatrade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities

### BUSINESS MATCHMAKING PROGRAMME



The programme is aimed at creating targeted one-on-one meetings between exhibitors and visitors to avail the opportunity to discuss business prospects. A dedicated Buyers programme is also in place to support the Matchmaking initiative.

### #PushaBW Marketplace

#PushaBW is a national initiative aimed at encouraging and rallying Batswana to actively grow the local economy by supporting and buying locally made products, supporting local initiatives and using local services. It is a dedicated area withing the event where visitors get the chance to taste local foods and beverages, listen to local musicians and also an area for one to relax and discuss business in an informal setup.

# Global Expo Botswana 2025 projections;



**300+ EXHIBITORS**



**3000+ VISITORS**



**15+ EXHIBITING COUNTRIES**

## The Exhibition will target the following key sectors/groups:

- Agriculture & Agro-processing
- Automotive
- Clothing & Textiles
- Construction & Infrastructure
- Consumer goods
- Creative Industries, including Entertainment
- Diaspora
- Education
- Energy & Power
- Engineering
- Finance
- Health & Pharmaceuticals
- ICT
- Innovation
- Logistics
- Manufacturing
- Mining
- Standards
- Tourism
- Transport (road, rail, maritime, air)
- Youth Start-ups





# Technical Data



## IMPORTANT DATES

- **Application Deadline** - 29th August 2025
- **Deadline for Catalogue Registration**  
29th August 2025
- **Stall Build Up** - 3rd – 7th October 2025
- **Stall Breakdown** - 12th – 14th October 2025



## PAYMENT CONDITIONS AND AGGRAVATIONS

- Registrations will only be considered after the payment of the total 100% of the registration fee.
- Registrations made after the deadline date will be subject to a 10% penalty charge.



## PAYMENT INFORMATION

**Account Name:** Botswana Investment & Trade Centre  
**Bank Name:** First National Bank | **Branch:** Main Branch  
**City:** Gaborone | **Branch Code:** 28-14-67 | **SWIFT Code:** FIRNBWGX | **Account Number:** 62223671042  
(Enterprise Business Account)



## CONTACTS

**Mr Thomas Molebatsi [Project Manager]:**

**Tel:** (+267) 363 3359 | **Phone:** (+267) 74 650 500

**Email:** molebatsit@bitc.co.bw

**Ms Lebogang Obonetse [Marketing Officer]:**

**Tel:** (+267) 3633312 | **Phone:** (+267) 76860039

**Email:** obonetsel@bitc.co.bw

# BOOKING FORM

Company Name :

Contact Person:

Sector:

Country:

Postal Address:

Telephone:

Tel:  Email:

Date:

Please list the product(s) you wish to exhibit below

Please tick on the preferred stall space below

<input type="checkbox"/>	Indoor complete stalls (Minimum 9m <sup>2</sup> ) - US\$130 per SQM
<input type="checkbox"/>	Indoor space only (Minimum 18m <sup>2</sup> ) - US\$100 per SQM
<input type="checkbox"/>	Outdoor space only (Minimum 20m <sup>2</sup> ) - US\$40 per SQM

For more space on any of the above, please specify:

**Please note:** All complete stalls include 2 spotlights, 1 electrical power outlet, 1 table and 2 chairs.

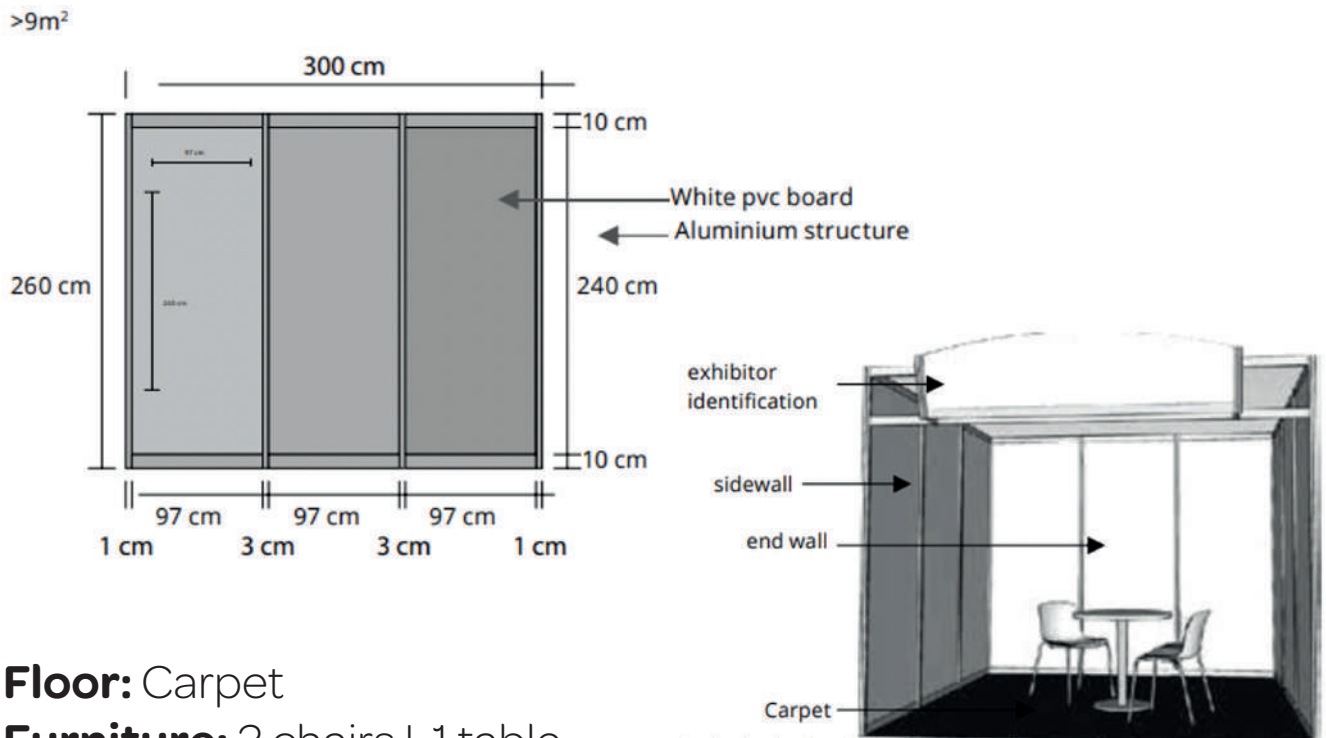
**Deadline for booking is 29th August 2025**

Looking forward to welcoming you as one of our exhibitors at the Global Expo Botswana 2025



# Type Of Stands

## Standard Booth



**Floor:** Carpet

**Furniture:** 2 chairs | 1 table



## RULES

- The walls of the stand are white and can not be painted, nor have vinyl material or double sided tape pasted on them.
- It is also strictly forbidden to make holes in the walls, the plasmas should be on tripods or movable stands.

# Catalogue Booking Form

## TECHNICAL DETAILS:

**Print Order:** 5000

METHOD OF PRINTING – Litho screen: 100 -133

### ARTWORK SPECIFICATION

In-Design for Macintosh/PC. Images must be TIF files and NO JPEGs. PDF files must be saved with no compression and output for CMYK colour.

## Type area:

**Full page:** A4 – including bleed, full colour  
9300 X 213 mm

**Half page:** No bleed | 9297 X 105 mm  
Quarter page: portrait, no bleed, full colour  
149 X 105 mm

Inside and outside back covers, include front cover: 300 X 213 mm

Please tick the area(s) you wish to exhibit on below

**\*Tick appropriate box:**

**\*Full colour only**

Full Page		<b>US \$953.00</b>	<input type="checkbox"/>
Half Page		<b>US \$495.20</b>	<input type="checkbox"/>
Quarter Page		<b>US \$353.88</b>	<input type="checkbox"/>
Double Spread		<b>US \$2,043.05</b>	<input type="checkbox"/>
Inside Front Cover		<b>US \$1,284.00</b>	<input type="checkbox"/>
Inside Back Cover		<b>US \$1,284.00</b>	<input type="checkbox"/>
OutsideBack Cover		<b>US \$1,284.00</b>	<input type="checkbox"/>

**FULL PAYMENT TO BE MADE TO** Botswana Investment & Trade Center – See Remittance Form (p.3) for payment details.

**PLEASE:** Complete in type or block capitals, we cannot be held responsible for mistakes resulting from illegible handwriting

FULL NAME OF COMPANY.....	STAND NO.
POSTAL ADDRESS: .....	Official Use Only Date Received
POSTAL CODE: .....CITY:.....	
TELEPHONE (inc.code): .....Fax: .....	
MOBILE: .....EMAIL: .....	
PERSON IN CHARGE of this service	Attended to by:
SIGNATURE: ..... DATE: .....	
(Please print name after signature)	



# Investment Climate

Botswana has created an enabling environment for capital and business to thrive and support its strategic focus to diversify the economy into value – adding sectors. As the fourth most competitive economy in Africa and the easiest African countries to do business with. The country has a peaceful democracy with an excellent investment climate. It enjoys good governance and a stable macro-economic environment.

Botswana offers many incentives for investors, including:

- No restrictions on business ownership,
- Up to 100% Duty rebates on importation of machinery,
- Liberal tax regime: 22% corporate and 25% personal tax, with 15% corporate tax for manufacturing and IFSC-registered companies (lowest taxes in the SADC region),
- Negotiable tax holiday up to 10 years maximum; and
- Deductible training rebate of 200%.
- Provide up to 100% duty rebate for customs duties on imported raw materials for manufacturing under schedule 3 of the Customs Act.
- 200% training allowance for tax purposes

## INCENTIVES FOR IFSC ACCREDITED COMPANIES

- A competitive corporate tax incentive framework; 15% corporate tax,
- Exemption from Capital Gains Tax (CGT) and Withholding Tax (WHT),
- Access to a growing network of Double Taxation Avoidance (DTA) Treaties,
- No foreign exchange controls; and
- Denomination of share capital in any major convertible currency.
- VAT exempt for export of services
- Unilateral Tax Credit of up to 15% of taxes incurred in other jurisdictions
- Expanding network of DTAA's
- 200% training allowance for tax purposes

## SPEDU REGION INCENTIVES

- 5% Corporate Tax for the first 5 years, 10 % thereafter,
- Duty rebates on imported raw material. Provide rebate of Customs duties and value,
- Added tax under schedule 4 – Rebate item 470.03, and VAT Act Third Schedule – Item 470.03 for manufacturing done exclusively for export outside Common Customs Area (CCA), and
- Provide rebate for customs duties and Value Added Tax for importation of raw materials under schedule 3 of the Customs Tariff and VAT Act.

## SPECIAL ECONOMIC ZONES INCENTIVES

- 5% corporate tax for the first 10 years then 10% corporate tax thereafter
- Duty rebates on imports of specialised plant and machinery for manufacturing purposes
- Waiver on transfer duty on land and property and Property Tax Exemption for 5 years
- Zero – rated VAT on raw materials for manufacturing for export
- Fast – tracked land allocation and long-term renewable land leases
- Exemption from payment of transfer duty for purchase of land in Special Economic Zones.

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### Industrial Rebates

*Industrial Rebates are specified under Schedule 3 of the Customs and Excise Tariff Schedule, and are granted to manufacturers who import raw materials from outside the SACU market for production of goods for domestic consumption. The Industrial Rebates offer a full or partial exemption of customs duty on the imported raw materials and are generally accessible to a wide range of industries such as Textiles, food, machinery etc. The customs duty liability on the raw materials ceases as soon as manufacture has been completed. In exceptional cases where goods manufactured under Industrial Rebate are disposed of within Botswana, VAT becomes due and payable: Botswana Unified Revenue Services*

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# Investment Opportunities

## KEY PRIORITY SECTORS:

Some of the Investment opportunities that are actively promoted by Botswana Investment and Trade Centre (BITC) include but are not limited to:



### **MINING:**

Mining and base metals, such as gold, uranium, copper, nickel, coal, manganese and mining services. Also includes prospecting, expansion of existing mining projects, new mining projects, beneficiation of minerals and business opportunities relating to links with other sectors.



### **MINERAL BENEFICIATION:**

Diamond trading, cutting and polishing, jewellery manufacturing and diamond related services such as security, banking, insurance, and certification and brokerage services.



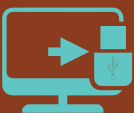
### **EDUCATION:**

Photographic safari tourism training, mining and energy technical schools, medical and health sciences institutions, business school, lifelong training institutions and education services for special needs students.



### **AGRICULTURE:**

Grain, fruit and vegetables, irrigation, dairy farming, horticulture, leather (raw hides and skins), pork and beef products.



### **INFORMATION COMMUNICATION TECHNOLOGY (ICT):**

Innovative money operations, e-Waste, TV White Space, TV Broadcasting, e-Health, BPO and Call Centres and e-Commerce, software and app development and ICT in agriculture.



### **HEALTH:**

Diagnostic facilities (imaging and laboratory), pharmaceutical manufacturing, manufacturing of biomedical equipment, medical tourism



### **AUTOMOTIVE:**

Supply of parts and components to South Africa's automotive sector, supply of replacement parts for vehicles of large scale projects, expansion of existing component manufacturing industries, R&D services, diversification of after-sales services for private and commercial vehicles and the establishment of skills development / training facilities for auto mechanics and technicians.



### **CARGO, FREIGHT AND LOGISTICS:**

Consolidation, deconsolidation, distribution, transport services, handling, warehouse management and integrated systems.



### **MANUFACTURING:**

Manufacturing across all sectors such as general manufacturing, bulk breaking, pharmaceuticals, automotive components etc



### **INFRASTRUCTURE:** Transportation and logistics



### **FINANCIAL AND BUSINESS SERVICES:** Banking, insurance and investment funds.

# GEB Excellence Awards

The GEB 2025 Excellence Awards, aims to publicly recognise the companies and entities that stand out the most during the exhibition.

1. During the week prior to the exhibition, the Organisation will pre-define the award categories according to the level of the exhibition and the sectors represented.
2. The Criteria are General and apply across to the various Categories.

## Criteria for evaluation

- a) Exhibition quality;
  - b) Stand attractiveness;
  - c) Innovation, application of new Technologies;
  - d) Richness of contents, graphic or audiovisual;
  - e) Harmony in the use of the exhibitor's branding on the multiple elements (constructive, decorative, promotional, graphics and uniforms);
  - f) Available promotional materials;
  - g) Pro-activity in customer service.
3. Based on the defined Categories and on the criteria presented, nominees are selected for each category.
  4. A jury previously selected by the organisation will vote individually.
  5. All exhibitors will automatically be nominated for each category.
  6. The result of the voting will only be known during the GEB 2025 AWARD CEREMONY, where the winners will receive trophies and personalized certificates.

**To register and get more information, please visit:**  
**[www.globalexpo.co.bw](http://www.globalexpo.co.bw)**

## All enquiries should be sent to:

Plot 54351, Off PG Matante Road, Central Business District (CBD),  
Exponential Building, Gaborone, Botswana

**Tel:** +267 36333300 | **Fax:** +267 3181941 or +267 3170452  
[geb@bitc.co.bw](mailto:geb@bitc.co.bw) | [enquiries@bitc.co.bw](mailto:enquiries@bitc.co.bw)

## Social Media:



Global Expo Botswana



Globalexpo\_Botswana

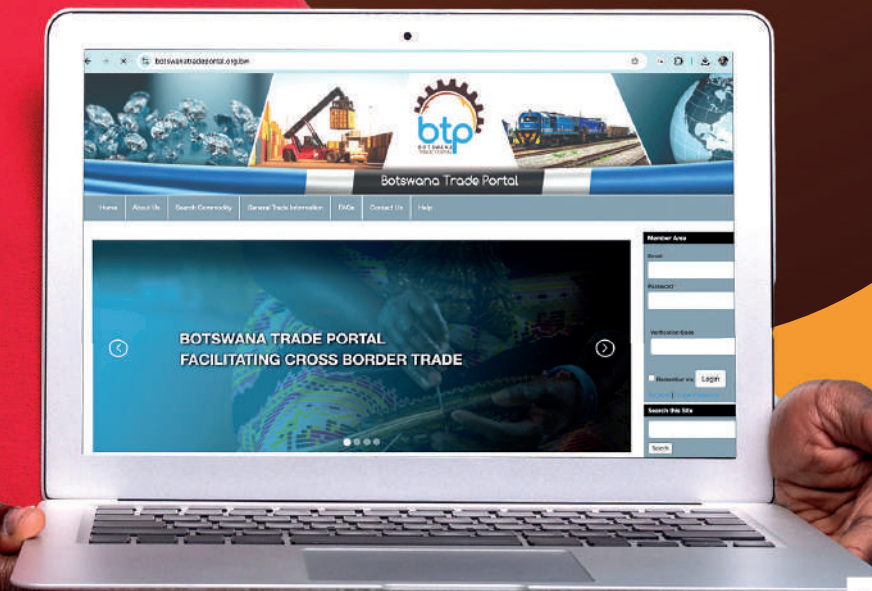


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# BOOST YOUR TRADE WITH **BOTSWANA** **TRADE PORTAL**

Access information tariffs, forms, and regulations in one place. Get real-time updates, quick answers, and easy tariff look-ups. Perfect for exporters and importers alike!



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MORE INFORMATION**

