

AZANIA & THE GLOBAL TRADE & TECHNOLOGY CENTER ICT TRADE MISSION TO JOHANNESBURG AND CAPE TOWN, SOUTH AFRICA

Coinciding with
The Seventh Annual African Computing
& Telecommunications Summit ("ACT 2005")
1 – 8 October 2005

WHAT IS A TRADE MISSION

Conducting desk research into an overseas market can provide you with a host of useful information. But if you really want to get to grips with a country, there's no substitute for visiting it yourself.

A trade mission is one of the most effective ways of assessing an overseas market. It gives you the security and support of traveling in a group. During the visit your delegation attends a number of pre-arranged meetings, seminars and exhibitions to meet potential customers, agents, possible joint-venture partners, government representatives as well as American business people active in the region with experience to share.

It also gives you an opportunity to gain first-hand experience of your target market and a chance to assess your business' potential abroad.

MISSION OF THE ICT TRADE MISSION

Our mission is to provide an economical vehicle for American ICT companies to familiarize themselves with and to address the emerging trends and business opportunities in Africa's fast growing internet, software and telecommunications market.

ABOUT SOUTH AFRICA – THE ICT GATEWAY TO AFRICA

The South African information technology (IT) market is the largest in Africa, ranks 20th in the world in overall market size, and 8th in IT spending as a proportion of GDP. According to the International Data Corporation, this market is forecast to exceed \$10.7 billion by 2004, up from \$5 billion in 1999.

MARKET OPPORTUNITIES

South Africa is the 32nd largest market for direct U.S. exports of computer equipment worldwide and the largest in Africa. The South African government actively courts U.S. investment, especially in the IT sector and the United States has been the largest source of new investment in the country since 1994. Given South Africa's relatively developed economy, market opportunities for U.S. IT vendors exist in most product areas. Consulting companies specializing in the IT industry can benefit from providing their services to Government agencies charged with the development and implementation of national IT policies.

Did you know...

Standard Bank, one of the country's "big four" commercial lenders, was the first in the world to enable the online transfer of funds from mortgage bonds, using clients' homes as collateral. The bank was also one of the first two in the world to link mainframe computers in disparate sites, allowing customers nationwide access to their cheque accounts.

United Building Society (now Absa) was the first institution in the world to use IMS Fastpath, simplifying banking transactions and processing a record number of transactions per second. Following this, Absa Bank was among the first three institutions in the world to run an IBM Sysplex using IMS Fastpath.

Volkscas (now Absa) was the first bank in the world to implement remote network management to stabilise its network and obtain predictable response times, and Allied (now Absa) was one of the first institutions in the world to use FBSS for teller transactions in an IMS environment.

Multichoice was the first company in the world to broadcast digital television using MPEG2 and DVB standards with an integrated conditional access system. This company was, incidentally, the second in the world to launch satellite TV.

Amplats was the first organization worldwide to implement a full-scale SAP production environment running Windows NT.

Telkom played a leading role - investing an estimated US\$85-million - in the West Africa Submarine Cable/ Southern Africa Far East submarine cable system initiative, which involved 36 telecommunication operators from 31 countries, most of them African states. The initiative supports the continent's growing telecommunications needs and cheaper international connectivity, and will plough much of its generated revenue back into Africa.

ABOUT ACT 2005 - "Matching Investors & Partners with African ICT Enterprises & Projects"

The ACT Summit has been held in the UK, South Africa, Kenya, Nigeria and Mauritius in previous years. Over 2,000 African ICT professionals, managers, resellers, innovators and policy-makers have benefited from the Summit's intensive knowledge-sharing platform.

The ACT Partnering Hub

All delegates will have use of the free service provided by the Partnering Hub to arrange meetings with potential clients, partners and suppliers. All Summit participants will be asked to provide their local mobile numbers for ease of communication and to arrange meetings. The Partnering Hub will act as a vital meeting place where delegates can make maximum use of the networking opportunities provided by ACT.

The ACT Exhibition

The Summit will include a high-quality business-to-business exhibition, enabling local and international ICT manufacturers, suppliers, service providers and operators to promote their products and services to the ACT participants, most of whom are high-volume purchasers. In addition to the exhibition stands, syndicate rooms are available to rent as display, meeting and hospitality areas for the duration of the event. As at all its exhibitions, AITEC will provide free exhibition space for NGOs, non-profit development agencies and other non-profit organizations involved in ICT for development to network and attract partners and supporters.

ACT's distinguished pedigree

ACT was first held in Cambridge, UK, in 1999, followed by Sun City, South Africa in 2000, Pretoria in 2001, Nairobi in 2002, Abuja in 2003 and Mauritius in 2004. Over 2,000 African ICT professionals have benefited over the years from ACT's intensive educational programs and business networking opportunities.

WHO SHOULD ATTEND

CEO's, CIO's, COO's, CTO's, managers, entrepreneurs, start-ups, small and medium size businesses owners, investors, venture capitalists, software developers, consultants, programmers, system administrators, technologists, strategists, analysts, bloggers, business developers and press.

WHY YOU SHOULD ATTEND

- To tap into one of the world's fastest growing Information Technology and Communications markets
- Discover growth areas offering new opportunities
- Meet potential investors and clients
- Market your products and services to potential partners and clients
- Make valuable business contacts
- Network with key government and industry representatives
- Gain insight into the local market and business climate

EXHIBITORS (Additional fee for Exhibition Space, contact Azania for details)

Versatile marketing: Whatever your goals, exhibitions can take you there.

Attending exhibitions and trade shows abroad can be a highly cost-effective way of testing overseas markets. They bring together a large number of people interested in a particular industry, they represent an ideal opportunity to get your product in front of as large a target audience as possible. This could otherwise be extremely time-consuming in an overseas country.

If you want to launch new products, generate media coverage, build brand awareness, generate leads and find business partners, exhibitions let you do it all in one bold stroke.

ACT 2005 is designed to give you maximum exposure to a sophisticated technical audience with a minimum investment.

MORE REASONS WHY YOU SHOULD EXHIBIT

- To take advantage of a unique forum to showcase state-of-the-art technologies, new products and services
- Seize an opportunity to meet, consult and network with potential clients and investors
- Network with key government and industry representatives
- Gain insight into the local market and business climate

MISSION PARTICIPATION FEE

A business program fee of \$3,500.00 will apply for each company sending one representative. An additional fee of \$1,000.00 applies for each additional company representative. This fee entitles you to participate in all aspects of the business program, including ACT 2005, seminars, hospitality events and ground transportation to and from business program events (where applicable).

Azania will provide the following business facilitation services and due diligence for all delegates:

- We will work with you to identify potential business partners
- Setup one-to-one appointments with pre-screened and pre-qualified South African firms including but not limited to strategic business partners, sales representatives, professional services firms and government agencies
- Evaluate potential business partners in Africa by providing a detailed report on those companies

Please note that payment may be made by credit card or company check to Azania Holdings International Inc. Your participation will be confirmed upon receipt of full payment. Cancellation is only possible if Azania receives written notification by the registration deadline of September 15, 2005. An Administration Fee of \$150.00 will be deducted from all refunds. Refunds will not be issued after September 16, 2005

To register for the ICT Trade Mission or general enquiries, please contact Mona Davids at +1.917.340.8987 or via email at mona@azaniaholdings.com

TRANSPORTATION

It is your responsibility to make your own international air travel arrangements. These costs are in addition to the mission fee. Please ensure that you book your flights early. South African Airways has daily flights from New York JFK Airport to Johannesburg, South Africa.

Contact Details for South African Airways
+1.866.722.2476
www.flysaa.com

ACCOMODATIONS

ACT 2005 is being held at the Hilton Hotel, Johannesburg, South Africa. It is your responsibility to make your own hotel arrangements. These costs are in addition to the mission fee. Please ensure that you reserve your hotel accommodation early.

Contact details for the Hilton Sandton
138 Rivonia Road
Sandton
Rep. of South Africa 2146
Tel: +27.11.322.1888 Fax: +27.11.322.1818
www.hilton.com

Should you prefer to travel with the group, Azania Travel has negotiated a group package for air travel and hotel accommodations. To make a reservation please contact Azania Travel at info@azaniatravel.com

SPACE IS LIMITED. REGISTER EARLY TO SECURE YOUR PLACE.





MISSION ITINERARY

Date	Time	Description
October 1, 2005	17h55	Depart JFK on South African Airways to South Africa.
October 2, 2005	14h40 – 16h00 16h00 – 19h30 20h00 – 22h00 22h30	Arrive Johannesburg. Transfer to Hilton Hotel Check in at Hilton Hotel. At own leisure until pick up for Group Dinner. Azania hosted Group Dinner. Return to hotel.
October 3, 2005	09h00 – 10h00 10h00 - 17h00 17h30 19h00 – 22h00	Orientation Mission delegates group meetings with Chambers of Commerce, business associations and government agencies. Return to hotel. Sponsor hosted Group Dinner.
October 4, 2005	All Day 18h00 – 22h00	Attend ACT 2005 Summit at the Hilton Hotel OR Individual one-to-one business meetings set up by Azania. ACT 2005 Summit evening galas and special events.
October 5, 2005	All Day 18h00 – 22h00	Attend ACT 2005 Summit at the Hilton Hotel OR Individual one-to-one business meetings set up by Azania. ACT 2005 Summit evening galas and special events.
October 6, 2005	07h00 All Day 18h00 – 22h00	Depart to Cape Town for ALL DAY meetings with Private Sector, Chambers of Commerce, business associations and provincial government OR Attend ACT 2005 Summit at the Hilton Hotel OR Individual one-to-one business meetings set up by Azania. ACT 2005 Summit evening galas and special events.
October 7, 2005	All Day 18h00 All Day 18h00 – 22h00	One-to-one business meetings in Cape Town. Depart Cape Town return to Johannesburg OR Attend ACT 2005 Summit at the Hilton Hotel OR Individual one-to-one business meetings for delegates set up by Azania. ACT 2005 Summit evening galas and special events.
October 8, 2005	17h00 21h00	Check out of hotel. Depart South Africa for New York.



ABOUT THE ORGANIZERS

AZANIA – YOUR BRIDGE TO GLOBAL OPPORTUNITIES

Azania (www.azaniainc.com) is a South African/American business involved in promoting and facilitating global commerce. Azania provides business consulting services that include but is not limited to: business development, strategic investment counseling, marketing services, branding and web development.

GLOBAL TRADE & TECHNOLOGY CENTER – THINK BIG THINK GLOBAL

Global Trade & Technology Center (www.gttc.us) in partnership with the US Department of Commerce and the US Commercial Service assists small and medium-sized companies in North America to build trade linkages, identify investment opportunities, and access technologies.

The Global Trade & Technology Institute in partnership with the US Department of Commerce, US Commercial Service and the State of New York, sponsors Global Trade and Export Studies programs at the following colleges: City University of New York, State University of New York, Essex County College in New Jersey and Hudson County Community College in New Jersey.

For more information, please contact Mr. Myles Matthews at +1.212.421.1015 or via email at myles.matthews@gttc.us



Your Bridge to Global Opportunities