

# TOP 10 REASONS TO EXHIBIT

- 1 Your gateway to the sub-Saharan market place
- 2 Touch base with your target market and share your latest products and services
- 3 Access high-level decision makers
- 4 Generate new sales opportunities within sub-Saharan Africa
- 5 Keep your team updated on the latest developments
- 6 Closely monitor market demand and developments
- 7 Benefit from personal contact with decision makers
- 8 Conduct market research and analysis
- 9 Showcase professional development opportunities within your business and recruit tomorrow's leaders today
- 10 Enhance your corporate reputation and brand image

