

OUR VISION

Providing local brands with market access by linking them with buyers and value chain participants.

OBJECTIVES

- ✔ To provide a platform for local producers to sell their products over a 7 day period
- ✔ To provide an opportunity for local producers to amplify their products and brands
- ✔ To provide a platform for local producers, buyers and key value chain players to interact, exchange ideas and build valuable linkages that can propel their business
- ✔ To build capacity and create an opportunity for buying and selling at the Consumer Fair

VALUE PROPOSITION

- ✔ The Traders Hub will be strategically positioned at the Botswana Consumer Fair to gain centre stage right at entrance of Ditshupo Hall providing access and visibility.
- ✔ 5m x 5m stall with Standard Electricity Connection priced at - P5400.00
- ✔ Make BIG Savings by buying three (3) or more stalls at P5, 200.00 per stall
- ✔ Logos of all companies to be included in adverts from 15 July 2022 and as and when they enrol.
- ✔ Logos of all companies to be projected at the Botswana Consumer Fair press conference scheduled for mid August 2022