Zimbabwe's Good Living Expo invites exhibitors

The third edition of the Good Living Expo, set to take place from 21-23 September 2012 at the Harare International Conference Centre (HICC), Zimbabwe, is now calling on potential exhibitors to book stands.



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Says Mukta Cardozo of African Incentive, the company behind the expo, "We are delighted to advise that the third edition of the Good Living Expo will take place in September in Harare."

"We had a fantastic show last year with more than 10 000 quality consumers from the middle to high income consumer group visiting the show over the three days", says Cardozo.

She adds that during last year's event "exhibitors were very positive and extremely happy with the expo, particularly the quality of visitors and sales generated (both on-site and ongoing)".

New additions this year

This year, in addition to the two specialized components initiated last year - Weddings and Events Show and Good Food and Drink Show, there is the Ultimate Dezign Show - for interior/exterior designers, landscapers, and other players in the design industry including architects, property developers, suppliers and service providers.

"We are delighted that renowned Zimbabwean designers have endorsed the show and committed to participating! All these designers are looking to work with suppliers who have appropriate products that they can utilize within their designs", states Cardozo.

Another major addition is an International Food and Drink Evening which will take place at an up-market venue. This is an interfacing opportunity where exhibitors, corporates, diplomats/expatriates, NGO's and other relevant organisations will be invited to purchase tickets for their VIP clients or guests.

Exhibitors from South Africa are expected to showcase their products, where the DTI (Department of Trade and Industry) provide concessions for qualifying companies participating in foreign trade shows.

Cardozo is hopeful of drawing a number of exhibitors from the economically advantaged neighbours, "We very much hope that South Africans will join us this year. They will see the value in participating in a growing and important event like Good Living Expo".

Cardozo highlights that exhibitors benefit from the opportunity to showcase their products and services to quality visitors who come from business, and high-middle income consumer groups.

Part of this year's marketing strategy features a brochure and a continued Facebook presence while visitors can visualize spectacular images from the Good Living Expo 2011.

An exhibition catalogue is produced each year incorporating profiles and full contact details of all exhibitors free of charge. The catalogue is retained by visitors and utilized as a resource directory for the year until the next expo so advertisers and exhibitors receive ongoing exposure.

The expo is a significant role player in revamping Zimbabwe's conference and exhibition sector which more than a decade ago was a standard bearer in Southern Africa.

For more, go to Good Living Expo on Facebook.

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