



Land-Linked Zambia

A transport and logistics event

“Leveraging on the impacts of the African Continental Free Trade Area (AFCFTA)
for the African Transport & Logistics Industry”

Date:

23rd & 24th March
2023

Venue:

Mulungushi
Conference Centre
Lusaka, Zambia

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LAND-LINKED ZAMBIA 2022 STATISTICS



400+ ATTENDEES



50+ EXHIBITORS



40+ SPEAKERS



13 COUNTRIES



2 AFRICAN
TRANSPORT MINISTERS



PROGRAM AT A GLANCE

22ND MARCH 2023

LLZ GOLF DAY & PRIZE GIVING
WELCOME COCKTAIL

23RD MARCH 2023

EXHIBITION DAY 1
CONFERENCE DAY 1

24TH MARCH 2023

EXHIBITION DAY 2
CONFERENCE DAY 2
GALA DINNER

25TH MARCH 2023

TECHNICAL SITE VISIT
POST CONFERENCE TOURS

TECHNICAL SITE VISIT | INTERNATIONAL SPEAKERS | LOCAL & REGIONAL DECISION MAKERS |

SHIPPING LINES | PORT AUTHORITIES | TERMINAL LOGISTICS | FREIGHT FORWARDERS |

COURIERS, AGENTS | NETWORKING ONLINE & IN PERSON | IMPORTERS & EXPORTERS |

MINING COMPANIES | BORDER AUTHORITIES | GOVERNMENT



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ABOUT

Organised in collaboration with the Ministry of Transport & Logistics, the Land-Linked Zambia (LLZ[©]) conference which will take place on the 23rd to 24th of March 2023, Lusaka – Zambia and will be held under the theme “Leveraging on the impacts of the African Continental Free Trade Area (AfCFTA) for the African Transport & Logistics Industry”.

The African Continental Free Trade Area (AfCFTA) is expected to increase intra-African trade in transport services by nearly 50 percent, according to the latest estimates by the Economic Commission for Africa (ECA). Ranging from the creation of new trade routes to a growth in the volume of exports which will translate into a faster and less expensive transport system and improved connections between the domestic and international transport and logistics forwarders, the implementation of the AfCFTA will have a large positive impact on the African Transportation and Logistics Industry.

LLZ[©] in 2023 will focus on getting the best from the AfCFTA, while giving transport and logistics professionals access to strategic content, business networking, valuable lead generation and brand awareness.

This conference is targeted at promoting the supply chain infrastructure, equipment and materials including labour resource capital. The conference will engage all stakeholders involved in the transport & logistics sector on how to provide optimum, effective and efficient transportation and logistics solutions to improve service delivery to better respond as a sector to the needs of all users of our transport systems whilst championing ethical and sustainable business practices through transparency.

The conference provides a platform for Zambian and regional dialogues on transport and logistics as an enabler of socio-economic development. It also serves as a forum for discussion and information exchange on the

implementation of policy, strategy and technology applications for all aspects and modes of transportation. Better cooperation between and engagement of all public and private sector stakeholders will be one of the key issues that will be debated and for which solutions will be sought and action plans formulated.

The expected outcome is that there would be greater understanding on how participating entities both public and private could impact the global supply chain and how they can realign their activities to derive increased benefits and/or reduce associated risks.



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TOPICS HIGHLIGHT

• AfCFTA

- Investment in rail & road infrastructure
- Removal of trade barriers
- Boosting Intra-Africa Trade
- Improving e-commerce of all member countries

• Ports

- Exploring transport corridors in Zambia from: Beira, Maputo, Nacala, Durban, Dar es Salaam, Lobito, Walvis Bay

• Aviation

- The transport air link in Trade, Tourism and Economic Development
The potential of positioning Zambia as an aviation and transport hub

• Border & Trade

- Cross Border Restriction and trade of SMEs
- Tackling bottlenecks and decongesting the borders

• Road

- How Land-Linked Zambia can further contribute to the improvement of the road network within the country

• Railway

- Optimisation of the railway network within the SADC region

• Financing

- Business advancement for transport and logistics combined with professional development of human capital
- Breaking regional trade barriers and adoption of a reliable payment solution for regional trade

• Mines

- Examining existing transport routes and providing suggestions on alternative/additional routes to increase the flow and efficiency of trade
- Transport and logistics: the challenges of the mining industry

• Climate Change

- How to promote more sustainable mobility
- Transportation industry contribution to the carbon footprint

• Other Industry Specific Topics

- Embracing digitalisation in the Transport and Logistics Sector
- Sustainable and Resilient Regional Transport Corridors



REGISTRATION PACKAGES

PARTICIPATION FEES

Delegate, Local, In-Person

Attend conference in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Dinner

*does not include Technical Site Visit (TSV)

Standard Price: ZMW 4,500

Delegate, International, In-Person

International Attendee for the conference in person in Lusaka, Zambia.

Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Dinner

*does not include Technical Site Visit (TSV)

Standard Price: \$400



Exhibitor

Exhibitors get two days to showcase their products and services in the exhibition area. The exhibition area is where the delegates break for tea during the conference. Exhibitors are also listed online for virtual attendees to get their contact, brochures and online links. An exhibition stand comes with:

- Exhibition Stand 3m x 2m
- Company Name Print
- Power Socket, Bin, Table & 2 Chairs
- Online Profile

Standard Price: \$1,850 ZMW 21,500

Technical Site Visitor (To Chirundu OSBP or Mpulungu Harbour)

The Technical Site Visit to a leading local port will be organised one (1) day before the event as part of the agenda for participating delegates

Standard Price: \$300 ZMW 3,000

Event Magazine - A4 Advert (ZMW)

Standard Price: \$1,000 ZMW 15,000

Prime Price: \$2,000 ZMW 30,000



Prices in USD for regional/international participants
Prices in kwacha for Zambian participants

SPONSORSHIP PACKAGES (HAND PICKED)

Sponsor, Welcome Cocktail

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The Sponsor is invited to say words of welcome during the function and have exclusive marketing materials and branding throughout the function. All arrangements with transport are made by the organiser.

Standard Price: \$15,000 ZMW 200,000

Sponsor, Lunch/Dinner

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed business lunch & drinks. The Sponsor is invited to say words of welcome during the function and have exclusive marketing materials and branding throughout the function.

Standard Price: \$20,000 ZMW 250,000

Sponsor, Opening Ceremony

The opening ceremony kickstarts the conference with a highly interactive gathering of high-ranking government officials & of course the guest of honor (Minister of Transport & Logistics), media, delegates, exhibitors etc. High brand visibility is associated with this activity which entails branding of the room and a presentation by your company's top executive will ensure you articulate your vision, mission, products and services to the audience attending in-person and those connected online.

Standard Price: \$10,000 ZMW 150,000

Sponsor, Conference Bag

All event participants are given a conference bag containing inserts at registration. Inside the conference bag is usually the welcome pack consisting of the event program and other essential guides about the conference and the city of Lusaka (where to go, what to do etc). Your company's full-color logo will be exclusively printed on the conference bag. The bag is also a take-me-home and will outlive the life of the event.

Standard Price: \$15,000 ZMW 160,000

Sponsor, Lanyards

All event participants are given a lanyard at registration. Attached to the name tag is a lanyard worn by all participants. Your company's full-color logo will be exclusively printed on the name tag in a highly visible format.

Standard Price: \$10,000 ZMW 150,000

Sponsor, Name Tags

All event participants are given a name tag at registration. Attached to the name tag is a lanyard worn by all participants. Your company colour logo will be exclusively printed on the length of the lanyard in a highly visible format.

Standard Price: \$5,000 ZMW 75,000



SPONSORSHIP PACKAGES

Sponsor, Golf Day

Pre Conference Corporate Golf Day, 22nd March 2023. Organised in partnership with the sponsor. The golf day is organised with the sponsor's target market in mind. Branded golf regalia and prizes are inclusive in the package.

Standard Price: \$25,000 ZMW 400,000

Sponsor, Registration Desk

Also known as the reception desk of the event, the registration desk registers each and every person entering the event guaranteeing visibility and repeated visibility throughout the event. Sponsor will brand the desk and additionally can distribute promotional materials.

Standard Price: \$15,000 ZMW 225,000

Sponsor, Technical Site Visit (TSV)

The Technical Site Visit to leading local ports will be organised one (1) day before the event as part of the agenda for participating delegates. Sponsoring the TSV transportation is an excellent way of branding your company's active participation in the local ports and terminal operations industry. The Sponsor is invited to say a few words of Welcome before the start of the TSV and have marketing materials and branding throughout the tour e.g. distribution of brochures on the bus, etc

Standard Price: \$10,000 ZMW 150,000

Sponsor, Custom

Customised Sponsorship - Land-Linked Zambia 2023

- Exhibition Stand, 3m x 3m
- Presentation, 10 mins
- Panel Discussant
- Magazine advert, A4
- Logo on selected promotional materials

Standard Price: Price on application



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SPONSORSHIP PACKAGES

EXCLUSIVE/ PLATINUM SPONSORSHIP (\$50,000) ZMW 750,000

This premiere sponsorship package is limited to two sponsors and it offers you one of the highest levels of visibility throughout the conference and exhibition. The Platinum Sponsorship includes the following items:

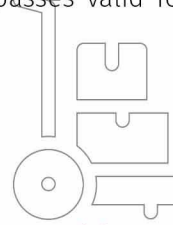
- Exclusive Sponsorship one of (x500)
 - a) Lanyards
 - b) Conference Bag
 - c) Registration Desk
 - d) Opening Ceremony
- 2 x session sponsorship, which includes a non-commercial paper presentation (one session preceded by a 10-minute speaking slots)
- Logo placement and company description on the event backdrop, digital screens and website
- Acknowledgement of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement on the cover page of the show guide
- 80-word company description in the show guide
- Logo placement on all non-directional signage at the event
- The opportunity to send one email blast to all the registered attendees prior to the event
- A full-page colour advert in the show guide
- 18 sqm exhibition booth (entails x2 standard booths)
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 4 complimentary delegate passes valid for event



PREMIER/GOLD SPONSORSHIP (\$30,000) ZMW 450,000

This sponsorship is designed for companies seeking to establish a prominent profile and it creates a close association of your brand with the event. The Gold Sponsorship package is being offered to 5 companies and it includes the following items: A choice of ONE of the following items:

- Exclusive Sponsorship one of (x500)
 - a) Lanyards
 - b) Conference Bag
 - c) Registration Desk
- 1 x session sponsorship, which includes a non-commercial paper presentation (one session preceded by a 10-minute speaking slots)
- Logo placement and company description on the event backdrop, digital screens and website
- Acknowledgement of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement and 80-word company description in the show guide
- A full-page colour advert in the show guide
- 18 sqm exhibition booth
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 3 complimentary delegate passes valid for both days of the event



Prices in USD for regional/international participants
Prices in kwacha for Zambian participants

STANDARD/ SILVER SPONSORSHIP (\$20,000) ZMW 300,000

All Silver Sponsors will have a strong presence and high level exposure at the event and will get to access lead generation opportunities. The Silver Sponsorship is being offered to an unlimited number of companies and it includes the following items: A choice of ONE of the following items:

- Exclusive Sponsorship one of (x500)
 - a) Lanyards
 - b) Conference Bag
 - c) Tea/Coffee Station branding
- Pre-Plenary presentation – 10mins
- Logo placement and company description on the event backdrop, digital screens and website
- Acknowledgement of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement and 50-word company description in the show guide
- 9 sqm exhibition booth
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 3 complimentary delegate passes valid for both days of the event



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CONTACT DETAILS

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