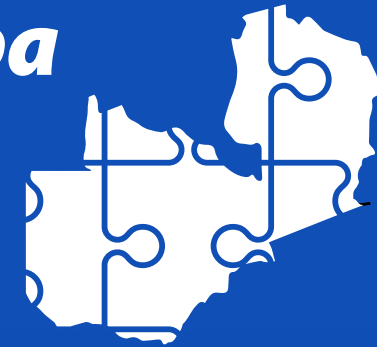


Africa's Transport & Logistics Indaba

EVENT PROFILE



Land-Linked Zambia

A transport and logistics event



4th & 5th
April, 2024



LICC, Ciela Resort
Lusaka, Zambia



CONFERENCE



EXHIBITION



BUSINESS MATCH-MAKING



Africast



Republic of Zambia
Ministry of Transport
and Logistics

ZDA
potential made possible

2024 THEME

“Connecting Zambia & SADC by Land to Facilitate Trade, Investments and Ease of Movement of Goods and People”



> PROGRAM AT A GLANCE

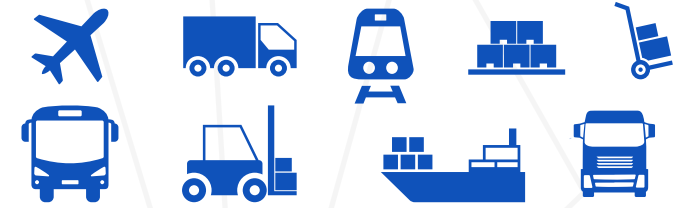
3rd April 2024
LLZ Golf Day & Prize Giving
Welcome Cocktail

4th April 2024
Exhibition Day 1
Conference Day
Opening Ceremony

5th April 2024
Exhibition Day 2
Conference Day 2
Gala Dinner
B2B & G2B match-making

6th April 2024
Technical Site Visit
Post Conference Tours

AFRICAN TRANSPORT MINISTERS | SHIPPING LINES | PORT AUTHORITIES
TERMINAL LOGISTICS | FREIGHT FORWARDERS | TECHNICAL SITE VISITS | RAILWAYS
TRANSPORTERS | COURIERS | AGENTS | IMPORTERS AND EXPORTERS | AIRLINES
MINING COMPANIES | BORDER AUTHORITIES | GOVERNMENT



> PARTICIPATING COUNTRIES



ANGOLA



BOTSWANA



COMOROS



DRC



ESWATINI



LESOTHO



MADAGASCAR



MALAWI



MAURITIUS



MOZAMBIQUE



NAMIBIA



SEYCHELLES



SOUTH AFRICA



TANZANIA



ZAMBIA



ZIMBABWE



BURUNDI



RWANDA

2024 THEME

“Connecting Zambia & SADC by Land to Facilitate Trade, Investments and Ease of Movement of Goods and People”



> LAND LINKED ZAMBIA 2024 STATISTICS



500+
ATTENDEES



40+
SPEAKERS



50+
EXHIBITORS



18
AFRICAN
TRANSPORT
MINISTERS

“Connecting Zambia & SADC by Land to Facilitate Trade, Investments and Ease of Movement of Goods and People”



> ABOUT LAND LINKED ZAMBIA 2024

AFRICA'S TRANSPORT AND LOGISTICS INDABA

Organised in collaboration with the Ministry of Transport and Logistics, the Land-Linked Zambia (LLZ©) conference which will take place on the 4th & 5th April, 2024, Lusaka - Zambia and will be held under the theme **“Connecting Zambia & SADC by Land to Facilitate Trade, Investments and Ease of Movement of Goods and People”**.

The Zambian President H.E. Mr. Hakainde Hichilema will officially open the event to underline the importance of this occasion which comes on the backdrop of his recent port visits to SADC countries in order to create linkages and unlock opportunities along the many transport corridors plying their routes through Zambia. Meanwhile, Zambian Minister of Transport & Logistics Hon. Frank Tayali, MP will welcome over 14 SADC transport ministers who will lead a strong delegation of the public and private sector from their respective countries. This will pave way for engaging conversations on transport corridors, regional partnerships, road and rail linkages, trade, technology and the impact of the transport sector on the climate.

Zambia: Although Land-linked, Zambia complements regional development plans as the strategic link of the corridor network in SADC and COMESA thereby using its land-linked status to facilitate trade and serve its neighbours. The conference & exhibition will therefore underline the vital role the regional transport and logistics industry plays in the global and regional commodity value chain and the movement and storage of goods.

AfCFTA: 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.

Climate Change & Technology: LLZ© in 2024 will also focus on the impact of the transport sector on the climate while exploring technological advancements to cushion the impact and increase productivity.

Collective Responsibility: 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.

Outcome: 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.

“Connecting Zambia & SADC by Land to Facilitate Trade, Investments and Ease of Movement of Goods and People”



> TOPIC HIGHLIGHTS

AfCFTA

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

MARITIME

- Exploring transport corridors in Zambia from; Beira, Maputo, Nacala, Durban, Dar es Salaam, Lobito, Walvis Bay
- The challenges and opportunities in the shipping market

AVIATION

- The transport air link in Trade, Tourism and Economic Development.
- The potential of positioning Zambia as an aviation and transport hub High cost of air fare and how we can make them more affordable

RAILWAY

- Optimisation of the railway network within the SADC region

ROAD

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

BORDER & TRADE

- Cross Border Restriction and trade of SMEs
- Tacking bottlenecks and de-congesting the borders

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 suggestion 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 foot print

OTHER INDUSTRY SPECIFIC TOPICS

- Embracing digitalization in the transport and logistics sector
- Sustainable and resilient regional transport corridors
- Establishment of an all-African trade route with tech driven logistics as the corner stone of all activities supply chain

> 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
- Golf Day
- Does not include Technical Site Visit (TSV)

ZMW4,500

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
- Golf Day
- Does not include Technical Site Visit (TSV)

US\$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 3m or 2m x 2m
- Company name print
- Power socket, bin, table and two chairs
- Online profile

3M X 3M US\$1,850 | ZMW24,500

2M X 2M US\$1,500 | ZMW20,500

TECHNICAL SITE VISITOR

CHIRUNDU OSBP, KASUMBALESA OR MPULUNGU HARBOUR

The technical Site Visit to a leading local port will be organized one (1) day after the event as part of the agenda for participating delegates.

US\$300 | ZMW4,000

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 present welcome remarks during the function and have a exclusive marketing materials and branding throughout the function. All arrangements with transport are made by the organiser.

US\$15,000 | ZMW250,000

SPONSOR, LUNCH DINNER

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed business lunch and drinks. The sponsor is invited to present welcome remarks during the function and have exclusive marketing materials and branding throughout this function.

US\$20,000 | ZMW300,000

SPONSOR, OPENING CEREMONY

The opening ceremony kick-starts the conference with a highly interactive gathering of high-ranking government officials and of course the guest of honor (Minister of Transport and 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 you articulate your vision, mission, products and services to the audience attending in-person and those connected online.

US\$15,000 | ZMW300,000

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 colour 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.

US\$15,000 | ZMW300,000

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 colour logo will be exclusively printed on these name tags in a highly visible format.

US\$10,000 | ZMW 200,000

SPONSOR, GOLF DAY

Pre Conference Corporate Golf Day, 3rd April 2024. Organised in partnership with the sponsor. The gold day is organized with the sponsor's target market in mind. Branded gold regalia and prizes are inclusive in the package.

US\$25,000 | ZMW400,000

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.

US\$15,000 | ZMW250,000

SPONSOR, TECHNICAL SITE VISIT (TSV)

The Technical Site Visit to leading local ports will be organized 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 welcoming remarks before the start of the TSV and have marketing materials and branding throughout the tour e.g. distribution of brochures on the bus, etc.

US\$10,000 | ZMW150,000

SPONSOR, CUSTOM

Customized sponsorship - Land Linked Zambia 2024

- Exhibition. Stand 3m x 3m
- Presentation, 10 minutes
- Panel Discussion
- Magazine Advert A4
- Logo on selected promotional materials

PRICE ON APPLICATION



EVENT MAGAZINE - A4 ADVERT

STANDARD PLACEMENT: \$1,000 | ZMW15,000

PRIME PAGE: \$2,000 | ZMW30,000

> SPONSORSHIP PACKAGES



EXCLUSIVE / PLATINUM SPONSORSHIP US\$50,000

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, 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 official website
- Acknowledgement of sponsor status and logo placement on all published promotional materials produced for the event.
- 80-word company description in the official show catalogue
- 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 official show catalogue
- 18 sqm exhibition booth (entails x2 standard booths)
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 4 complementary delegate passes valid for event

PREMIER/ GOLD SPONSORSHIP US\$30,000

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:

- 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 slot)
- Logo placement and company description on the event backdrop, digital screens and website
- Acknowledging of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement and 800-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 dates of the event

STANDARD / SILVER SPONSORSHIP US\$20,000

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: A choice of ONE of the following:

- Exclusive Sponsorship one of (x500)
 - a) Lanyards
 - b) Conference Bag
 - c) Tea/Coffee Station Branding
- Pre-Plenary presentation – 10 mins
- 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 dates of the event







EXHIBITION FLOOR PLAN & BOOTH OPTIONS






> LANK LINKED ZAMBIA 2024 FLOOR PLAN

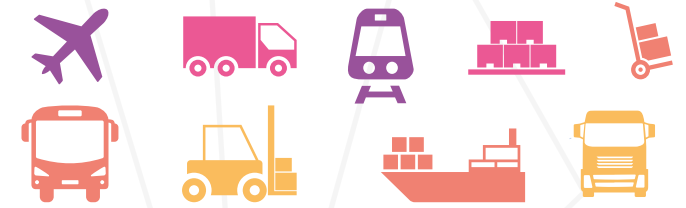


PLAN KEY

-  Chair
-  3x3 standard Exhibition Booth
-  Round Table
-  Drape
-  6x3 Large Sponsors Exhibition Booth
-  Tea Area

COLOR KEY

-  Africast 6x3 designer Booths
-  Africast ACE 33 Booths (3x3)
-  Africast ACE 22 Booths (2x2)



> AFRICAST ACE 22

2M X 2M STAND



2m x 2.5(h) fabric frame & print, 4sqm carpet, 2 ottomans, 1 coffee table, 1 fabric counter, 1 brochure stand, power socket

US\$1,500
INTERNATIONAL

ZMW20,500
ZAMBIAN

> AFRICAST ACE 33

3M X 3M STAND



3m x 3m fabric frame & print, 9sqm carpet, 2 cafe chairs, 1 coffee table, 1 fabric counter, 1 brochure stand, 2 spotlights and power socket

US\$1,950
INTERNATIONAL

ZMW24,500
ZAMBIAN



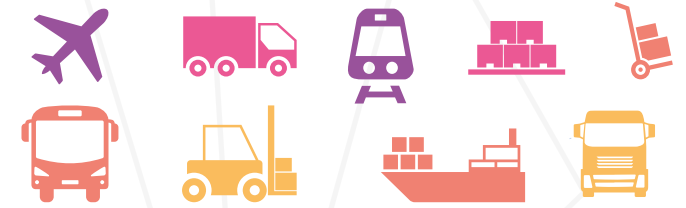
> DESIGNER CUSTOM STAND 01 (6m x 3m)





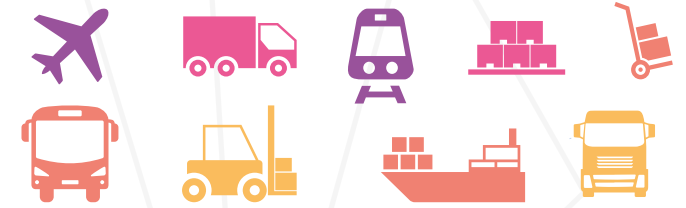
> **DESIGNER CUSTOM STAND 02 (6m x 3m)**





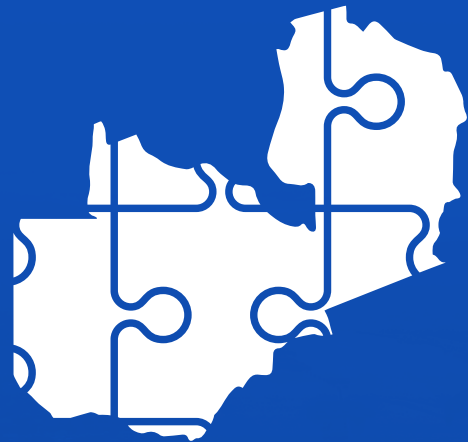
> DESIGNER CUSTOM STAND 03 (6m x 3m)





> DESIGNER CUSTOM STAND 04 (6m x 3m)





Land-Linked Zambia

A transport and logistics event
4 / 5 April 2024

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