



FILDA 2022

37th EDITION OF THE LUANDA INTERNATIONAL FAIR

12 - 16 JULY

10H - 18H

ZEE - SPECIAL ECONOMIC ZONE

EXHIBITOR'S FILE

www.filda-angola.co.ao



GOVERNO DE
ANGOLA

mep.gov.ao
Ministério da Economia e Planeamento



eventos
arena
grupo
arena



FILDA 2022

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INTERNATIONAL ENTERPRISES

1 - INVITATION LETTER

Dear Exhibitors and Partners

Several decades have passed since the creation of FILDA - Feira Internacional de Luanda.

The Industrial Association of Angola - AIA - in the 60's, organized the first edition resulting from a huge process of industrial transformation that was happening, with the need to show the economic and business development of Angola, to the world.

Organised by various management entities until 2015, it passed after a one year interregnum, for direct management by the Angolan Government, namely by the Ministry of Economy and Planning with the Production and Promotion of the Events Arena, great changes occurred, new approaches were installed assuming a new dynamic and modernity.

For many decades it has been a symbol of business, socio-economic and social development in Angola, a meeting point for national and foreign operators and partners, a showcase of skills and potential and as such an initiative that stands out in the national scene and a stimulant for the increase of productive capacity as well as the launch of new economic bridges.

Throughout its history, FILDA has suffered ups and downs, advances and setbacks, but it is still, the largest economic event in the country.

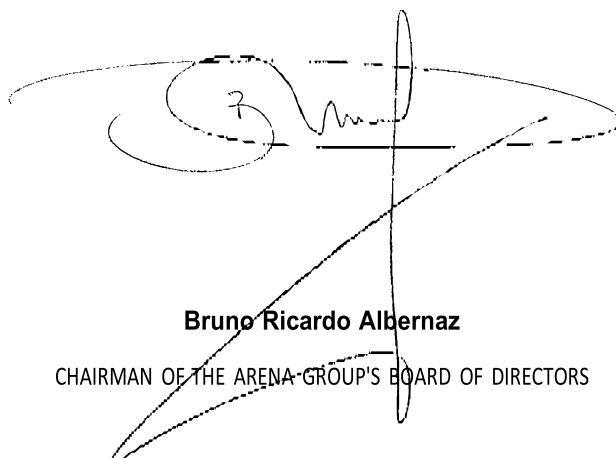
Following the recommendations of the Government of Angola, with a view to mitigate the effects of COVID-19, ensuring the safety of exhibitors, partners, visitors and all involved alongside with the aim of enabling the International participation at the 37th Edition of the International Luanda Fair, the Ministry of Economy and Planning and Eventos Arena announce that FILDA 2022, will be held from 12th to 16th July, in the ZEE - Special Economic Zone.

We are grateful for the trust placed in the Ministry of Economy and Planning and in the Eventos Arena and we count on the presence of everyone for the organization of yet another successful event.

In the certainty of counting on your participation, we thank you in advance for your attention and we are available for any clarification.

With high esteem and consideration,

Luanda, January 31st 2022



Bruno Ricardo Albernaz
CHAIRMAN OF THE ARENA-GROUP'S BOARD OF DIRECTORS



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PARTICIPATION RULES

SCOPE OF EXHIBITION

FILDA 2022 - Luanda International Fair

LENGTH OF EXHIBITION

12th to 16th July 2022

Assembly	from 8 am to 20 pm Proper Stand Basic Stand	24th June to 10th July 2022 9th to 10th July 2022
Exhibition	12th to 16th July 2022	10h00 - 18h00
Disassembly	from 8 am to 6 pm	17th to 19th July 2022

FEES

A.Registration

With the registration will be paid the amount of 230\$ / 207€ A0A which includes:

- Electric connection fee up to 10KW and consumption;
- Entry in alphabetical order in the Exhibitors' List in the Fair's Official Catalogue with the company's name, sector of activity, e-mail, address, products to be exhibited and the represented brand;
- Offer of the Fair's Official Catalogue;
- 10 free invitations per module of 9m of exhibition area.

Registration will take place from 13th June to 10th July from 08:30 am to 17:30 pm, in a place to be announced by the organization.

ATT: The cards are personal and non-transferable, and it is mandatory to present the company's credential to collect them.

N.B. The registration fee is mandatory and non-refundable

B.Sponsorships

- Sponsor Platinum – 45.500 USD / 38.000 €
- Sponsor Gold – 35.000 USD / 29.000 €
- Sponsor Welcoming Ceremony – 10.000 USD / 9.000 €
- Sponsor Ribbons Neck and Bags – 16.500 USD / 15.000€
- Sponsor Bags, Notebooks and Pens – 16.500 USD / 15.000€
- Sponsor T-shirt's – 8.000 USD / 6.000€
- Sponsor Award Ceremony – 16.500 USD / 15.000 €

N.B. The Sponsors' fees are added to the registration fee.

C. ADDITIONAL INVITATIONS

Additional invitations are available to exhibiting companies only and can be purchased at a value of AOA 1,500.00 until 10th July 2022.

D. TICKETS

The tickets are on sale from the first day of the fair, at the ticket office of the exhibition centre, for an individual daily price of AOA 3,000.00.

OBS: The sale starts after the inauguration act.

E. TECHNICAL SUPPORT

The request for technical support services must be made to the Organisation, whenever possible at the time of registration.

CONDITIONS OF PARTICIPATION

A. Registration

Deadline for registration: 12th June 2022

1. The request for space and/or services by the Exhibitors, through the Registration Form, requires full payment.

2. In case of withdrawal, presented in writing and at least 60 days before the exhibition start date, the Organisation may exempt registrants from the payment of the outstanding instalments, except for the registration fee.

If the cancellation occurs between 60 and 30 days before the exhibition start date, the Organisation is obliged to charge 50% of the total value of the service awarded. In the case of withdrawal within 30 days of the exhibition taking place, the client will be charged the full amount foreseen for their participation.

N.B. Space and technical service requests must be sent to the Organisation at least 30

B. Occupation Rate

Interior space without stand		Interior Space with Stand	
9m ²	150\$ / 135€/m ²	Basic 9m ²	230\$ / 205€/m ²
		Bronze: from 18m ² to 36m ²	363\$ / 326€/m ²
		Silver: 27m ² a 54m ²	388\$ / 346€/m ²
		Gold: from 36m ² to 54m ²	413\$ / 371€/m ²

Outdoor Area	
Minimum 54m ²	75\$ / 67,50€/m ²

The allocation of an Additional frontage will increase the total cost of space by:

For 2 fronts	+10%
For 3 fronts	+15%
For 4 fronts	+20%

days before the date of the fair.

N.B. The allocation of fronts to exhibitors depends on the Organisation.

A. STANDS ASSEMBLY / DISASSEMBLY

A. Assembly Fee

Assembly companies are subject to the payment of an Assembly Fee of 75% of the amount invoiced to customers by the assembly company.

B. Assembly companies

Companies involved in assembly and decoration work are required to have prior accreditation, which provides for the presentation of:

- Stand project and invoice;
- Civil liability insurance;
- License;
- Commercial Registry.

C. Bail

*In case of delay by the assembling company, a fine of 1 million kwanzas per day and per stand will be imposed.

D. Accreditation

The Exhibitor must inform the Organisation of who will carry out the assembly/disassembly of its stand. For access to the fairground facilities.

E. Extension and Assembly/Disassembly Plan

The assembly/disassembly plans must be communicated to the Organisation. Requests for extended assembly/dismantling times should be requested to the Organization and will be analysed according to availability.

Confirmation of availability implies advance payment of the number of hours requested. No overtime will be authorised on the night before the opening of the fair.

OFFICIAL CATALOGUE

A. Insertion of Exhibitors' Data in the Fair's Official Catalogue.

The delivery of exhibitor data to the Organization is the sole responsibility of the Exhibitor and must be done until June 13th, 2022.

In case of late registration, the Organisers are not responsible for not inserting the company data in the Official Catalogue.

B. Advertising

Format: (to be designated) / Colour printing

The delivery of the final artwork is the responsibility of the Exhibitor and must be delivered to the Organisation by 13th June 2022.



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Back cover	1.480\$/ 1.332€
Inside Cover	1.200\$/ 1.080€
Back Inside Cover	1.200\$/ 1.080€
Even Page	900\$/ 810€
Odd Page	980\$/ 882€
Logo	205\$/ 184€

CLEANING SERVICE

1. The cleaning service after the assembly, is included in the value of the project of the official company.
2. The Exhibitor in charge of setting up the stand must ensure its cleanliness.
3. The daily cleaning service is not included in any of the cases.

SALES AUTHORIZATION

In accordance with the General Regulations of the Organisation, the direct sale of products and/or services in the exhibition space is not authorised. Exhibited products may not be removed from the stand during the duration of the fair. Indication of prices on the products displayed is not allowed.

LAST MINUTE REQUESTS

The Organisation provides a set of support services for the assembly of the stand and its presence at the fair. Exhibitors should contact the Organisers should they wish to make use of any additional service.

N.B. Services requested during the set-up period will have a surcharge of 50% of the price list.

ACTIVITY PROGRAMME

The realisation of extraordinary activities by the Exhibitors must be authorised in due time by the Organisation. For such purpose, the Organisers must receive the proposed activity, including a brief description of the activity, objectives, date and time of the event. Once approved the realization of the action, the availability for divulgation in the usual supports of the Fair will be evaluated.

N.B.: Failure to do so carries a fine of 250,000.00 AOA for each share.

PAYMENT CONDITIONS

100% with registration

Registrations made after the registration deadline will be subject to a 10% surcharge over the list price.

The Organization reserves the right not to accept the registration if it is not accompanied by the respective payment, after the deadline date mentioned will be evaluated according to the availability of space and requires the payment of 100% of the total value of the award.

NOTES:

Value Added Tax (IVA 14%) is added to the value of this proposal.

USEFUL CONTACTS

EVENTOS ARENA ANGOLA

Luanda
Oficinas Gerais dos
Caminhos de Ferro de Luanda
Cazenga

Registration
Phone: + 244 924 901 280
geral@eventosarena.co.ao

STANDS | It's Us
Phone: + 244 939 769 081 | 943 029 413 | 921 385 528
itsus@grupoarena.co.ao

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2 - SPONSORSHIPS·COUNTERPARTS

Modalities	Counterparts
<p>a</p> <p>Sponsor PLATINIUM 45.500 USD 38.000 €</p>	<ul style="list-style-type: none"> •Space of 36m2 with prime location; •Highlight as Platinum Sponsor on the FILDA 2022 website and Fair Catalog; •Official Brand day; •100 invitations to send to key clients; •Double page ad in the fair catalog; •Preferential/referential treatment with the Press (TV, Radio and Newspapers); •Reference / appreciation in the Official Opening and Closing Acts; •Possibility of creating special actions targeted at key clientes and be included in the official fair program; •Possibility of creation of animations to the general public and to be inserted in the official fair program; •Availability of one day in the conference room for activities; • Invitations to parallel activities developed With Filda 2022 •Showing an ad for up to 30 seconds on indoor TV; • Display of the company´s logo during the opening Gala and on indoor TV;
<p>b</p> <p>Sponsor GOLD 35.000 USD 29.000 €</p>	<ul style="list-style-type: none"> •Space of 18m2 with prime location; •Highlight Gold Sponsor on the FILDA 2022 website and Fair Catalog; •50 invitations to send to key clients; •Announcement on page A4 in the fair catalog •Preferential/referential treatment with the Press (TV, Radio and Newspapers); •Reference / appreciation in the Official Opening and Closing Acts; •Possibility of creating special actions targeted at key clientes and be included in the official fair program; •Possibility of creation of animations to the general public and to be inserted in the official fair program; •Availability of one day in the conference room for activities; •Showing an ad for up to 30 seconds on indoor TV; • Display of the company´s logo during the opening Gala and on indoor TV; •Company advertising publicity spot in the media space of the event.
<p>c</p> <p>Sponsor WELCOMING CEREMONY 9.000 € 10.000 USD</p>	<p>Recognition as a sponsor of the Welcoming Ceremony; Brand-name image on the welcome cocktail; 9m2 Stand; Recognition in the general program of the Fair; Page in the Fair catalog.</p>
<p>d</p> <p>Sponsor LANYARDS AND BAGS 15.000 € 16.500 USD</p>	<p>All exhibitors and visitors are obliged to use ribbons and identification passes issued to give access to the Event and its activities. The ribbons sponsor will have the opportunity to have your company logo along with the event logo on this materials.</p>
<p>e</p> <p>Sponsor BAGS AND NOTEBOOKS 15.000 € 16.500 USD</p>	<p>Distributed to conference participants and forums. Sponsor may customize the notebooks and pens with the company logo in conjunction with the event logo; Public acknowledgment of the sponsorship and in the event catalog.</p>
<p>f</p> <p>Sponsor T-SHIRTS 6.000 € 8.000 USD</p>	<p>The Official Event Tshirts Sponsor will be able to see your brand everywhere, by recording the logo on the back of the tshirt; Public recognition of sponsorship.</p>
<p>g</p> <p>Sponsor AWARD CEREMONY 15.000 € 16.500 USD</p>	<p>Recognition as sponsor of the Awards ceremony; Brand image at the cocktail venue award, 9m2 stand; with special highlight for the Award ceremony; Recognition in the general program of the fair, page in the catalog of the fair.</p>

Ps: The production of the Af's advertising is on the responsibility of the Sponsors.

The remaining materials and promotional actions will be executed according to the communication and marketing plan of the event.



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3 - AWARD CEREMONY

The FILDA 2022 Awards Ceremony aims to give public recognition to the companies that will stand out the most during this 37th Edition of the Luanda International Fair.

1- During the week prior to the exhibition, the Organisation will pre-define the award categories according to the level of exhibition and the sectors represented.

2- The Criteria are General and Cross-cutting to the various Categories. These are the Criteria to be assessed:

- a) Quality of the exposure;
- b) Stand Attractiveness;
- c) Innovation, application of new Technologies;
- d) Richness of content, graphics or audiovisuals;
- e) Harmony in the use of the Exhibitor's brand in the various elements (constructive, decorative, promotional, graphics and uniforms);
- f) Promotional materials available;
- g) Pro-activity in attendance.

3- Based on the defined categories and the criteria presented, the nominees for each category are selected.

4- A Jury previously selected by the organisation will vote individually.

5- All exhibitors are automatically nominated for each category.

6- The result of the voting will only be known during the FILDA 2022 AWARD CEREMONY, where the winners will receive trophies and personalized diplomas.

7- If the company wishes to acquire more places it should contact the marketing department.

FILDA 2022 AWARDS - ENTER YOUR CATEGORY NOW:

Companies are requested to identify the category they wish to apply for by marking with an X

- Best Participation Public Entities and Companies
- Best Participation Public Utility Services
- Best Participation Trades and Services
- Best Participation Food and Beverages
- Best Participation Civil Construction and Public Works
- Best Participation International
- Best Participation Insurance
- Best Participation Banking & Financial Services
- Best Participation Agriculture and Fisheries
- Best Participation Cosmetics & Health
- Best Participation Energy and Water
- Best Participation Transport and Logistics
- Best Participation Machinery and Equipment
- Best Participation Domestic Industry and Production
- Best Participation Telecommunications and Communication Technologies
- Best Participation Oil & Gas
- Best Participation Innovative Products
- Best Brand Activation
- Best Press Coverage
- Golden Lion Award

Note: The event organisation reserves the right to cancel or add prizes depending on the level of exposure.



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4- REGISTRATION FORM - DATA

FILL WITH **CAPITAL** LETTERS AND **BLACK INK** PLEASE

Registration Form No. Date Account _____

Pav. No. Pediment No. Account _____ To be filled by the organization

4.1 - COMPANY INFORMATION TO EXPEDITE THE INVOICE

Name of the Company

Address

City Postal Code

Country Fiscal Identity No.

Phone No. Fax Mobile

Person to Contact

Other Contact

Email

Website

name that identifies the company during the exhibition

4.2 - CATALOGUE INFORMATION (Please fill with enterprise general contacts)

Name of company

Address

Country Postal Code

City Website

Brands

Products

Represented Countries

4.3 - SECTORS OF ACTIVITY (Mark your company's Sectors of Activity)

- | | | |
|---|--|---|
| <input type="checkbox"/> Agriculture, farming and fisheries | <input type="checkbox"/> Public/governmental entity | <input type="checkbox"/> Shipping operations |
| <input type="checkbox"/> Food and beverages | <input type="checkbox"/> Real estate agency | <input type="checkbox"/> Private security |
| <input type="checkbox"/> Architecture and urbanism | <input type="checkbox"/> Extractive and manufacturing industry | <input type="checkbox"/> Boreholes and abstractions |
| <input type="checkbox"/> Automobile | <input type="checkbox"/> Logistics and transportation | <input type="checkbox"/> Graphic |
| <input type="checkbox"/> Banking and insurance services | <input type="checkbox"/> Furniture and decoration | <input type="checkbox"/> Water treatment systems |
| <input type="checkbox"/> Trade and distribution | <input type="checkbox"/> Oil and gas | <input type="checkbox"/> Softwares |
| <input type="checkbox"/> African handicrafts and costumes | <input type="checkbox"/> Health, cosmetics and beauty | <input type="checkbox"/> Electronic security |
| <input type="checkbox"/> Civil engineering | <input type="checkbox"/> Services | <input type="checkbox"/> Medical devices industry |
| <input type="checkbox"/> Sport, culture and leisure | <input type="checkbox"/> Information technology and media | <input type="checkbox"/> Others |
| <input type="checkbox"/> Education and training | <input type="checkbox"/> Tourism and hotel management | |
| <input type="checkbox"/> Energy and environment | <input type="checkbox"/> Agribusiness | |



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5- APPLICATION FORM • REQUIREMENTS

FILL WITH CAPITAL LETTERS AND BLACK INK PLEASE

REGISTRATIONS OPEN UNTIL JULY 7TH, 2022

5.1- REGISTRATION FEE: (mark your option and payment currency)

USD	230 \$
EUR	207 €

5.2- SPACE REQUIREMENTS

5.2.1- Interior (Without stand)

Minimum Area	Value	USD	150 \$
9m²	Per m²	EUR	135 €

Inside Space (Without stand)

 m² X (,)

5.2.2 - Interior (With Stand)

Minimum Area	Value	USD	230 \$
9m²	Per m²	EUR	205 €

Inside Space (With stand)

 m² X (,)

Bronze	Value	
18m² a 36m²	per m²	326 € / 363 \$
Silver	Value	
27m² a 54m²	per m²	349 € / 388 \$
Ouro	Value	
36m² a 54m²	per m²	371 € / 413 \$

Fronts Number

(The request of more than 1 front implies the addition of 10%, 15% or 20%, by means of no. of fronts)

Fronts Number

 1 2 (+10%) 3 (+15%) 4 (+20%)

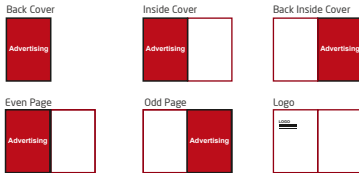
5.2.3 - Outdoor area

Minimum Area	Value m²	USD	75 \$
54m²	Per m²	EUR	67,50 €

Outdoor Area

 m² X (,)
Sub - Total

6 - CATALOG ADVERTISING (If you would like to post an ad in the event's official magazine, tick)



	USD	EUR
Back Cover	1.480 \$	1.332 €
Inside Cover	1.200 \$	1.080 €
Back inside Cover	1.200 \$	1.080 €
Even Page	900 \$	810 €
Odd Page	980 \$	882 €
Logo	205 \$	184 €

Sub - Total

7 - SPONSORS (Active your brand or service by becoming a space)

	USD	EUR
Platinum Sponsor	45.500 \$	40.950 €
Gold Sponsor	35.000 \$	31.500 €
Opening Cerimony Sponsor	10.000 \$	9.000 €
Lanyards and Bags	16.500 \$	14.850 €
Bags, Notepads and Pens Sponsor	16.500 \$	14.850 €
T-shirt's Sponsor	18.000 \$	16.200 €
Awards Cerimony Sponsor	16.500 \$	14.850 €

Sub - Total

SUB - TOTAL	<input type="text"/>
IVA (14%)	<input type="text"/>
TOTAL	<input type="text"/>

We declare that we are in accordance with the conditions of this **REGISTRATION FORM** and we attach the proof payment participation referring o 100% in the amount of _____ relating to our participation.

Organization

Client

Date

This information does not invalidate the careful reading of the **General Regulations of Fairs.** Please sign and stamp all sheets



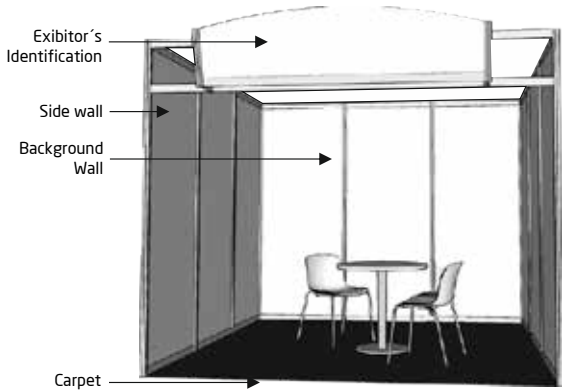
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8 - TYPE OF STANDS

9 m² Basic

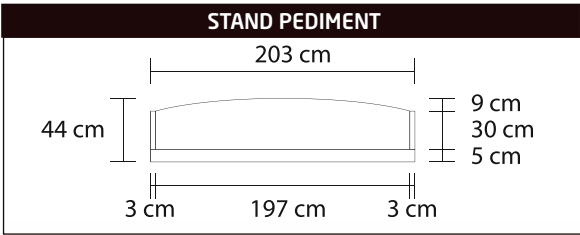
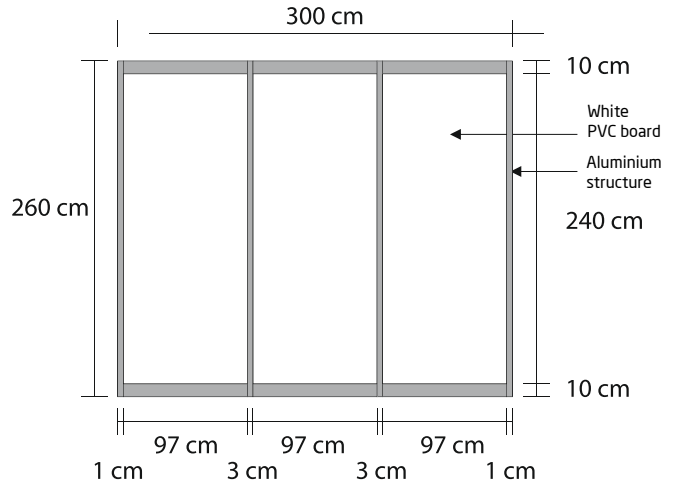
Specifications



- » 1 table
- » 2 Chairs
- » Stand Carpet

The printing of the graphic image of panels can be equested separately and subject to budget (consult It's Us)

6.1.2 - TECHNICAL SPECIFICATIONS (STAND 3X3)

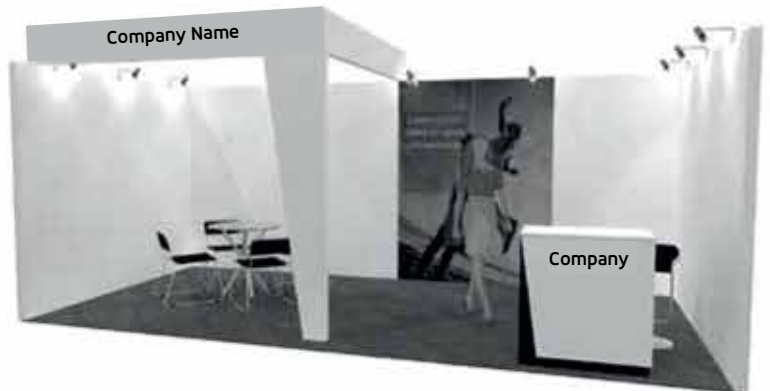


18 - 36 m² Bronze

Specifications

Pediment: Lettering or Logotype (maximum height 300mm)
 Panels with graphic image (dim.: 1000xh2400mm)

- 03 chairs
- 01 counter with storage
- 01 Stool





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8 - TYPE OF STANDS

27 / 36 / 45 m² Silver

Specifications

Painted MDF Building System

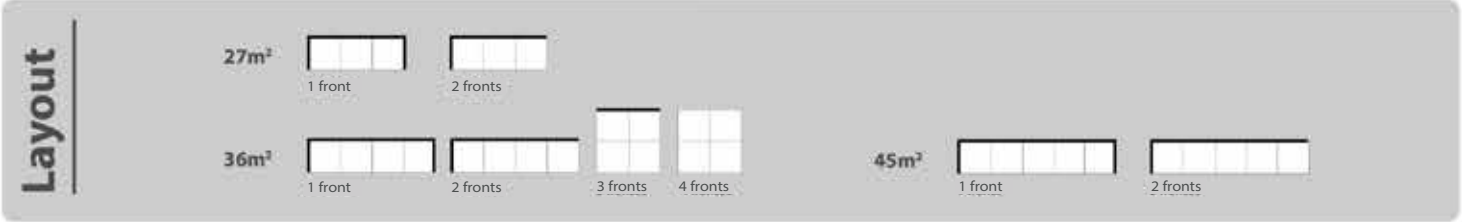
Floor: Grey Carpet

Graphic Image

- Pediment: Lettering or Lógotype (Maximum height 300mm)
- Panels with graphic image (dim.: 1000xh2400mm)

Furniture:

- 01 Meeting Table
- 04 Chairs
- 01 Counter With Storage
- 01 Stool
- 01 Store (dim.: 1x1m)
- 01 Light Box with image (dim.: 840 x h1340mm)



36 / 45 / 54 m² Gold

Specifications

Painted MDF Building System

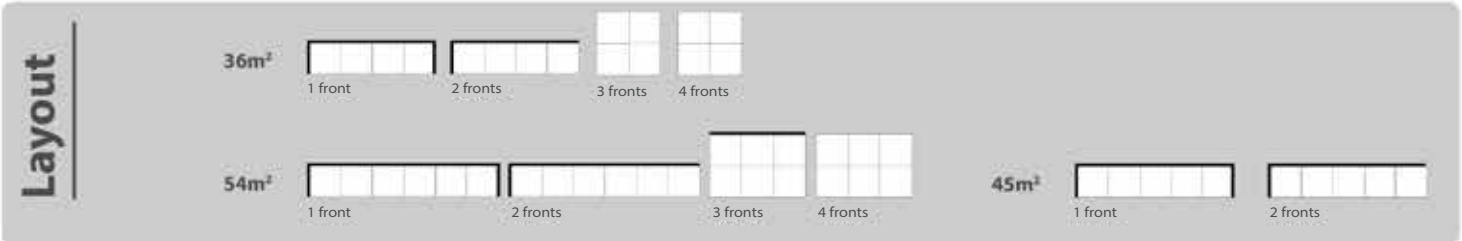
Floor: Grey Carpet

Graphic Image

- Pediment: Lettering or Lógotype (Maximum height 300mm)
- Panels with graphic image (dim.: 1000xh2400mm)

Furniture:

- 01 Meeting Table
- 04 Chairs
- 01 Counter With Storage
- 01 Stool
- 01 Store (dim.: 1x1m)
- 01 Light Box with image (dim.: 840 x h1340mm)
- 01 LCD Screen + 01 DVD Player





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NATIONAL ENTERPRISES

9 - ORGANISATION CONTACTS

9.1 - CONTACTS



Luanda

Oficinas Gerais dos Caminhos de Ferro,
Cazenga - Luanda

Tel: (+244) 924 901 280

geral@eventosarena.co.ao

Benguela

Estádio Nacional da Ombaka

www.eventosarena.co.ao

9.2 - MOUNTING AND FURNITURE

Note: To order a different colour carpet, furniture, extra switchboards or decoration, we advise you to contact ITS US directly. **its us** is our official assembly company, specialising in the design and production of architectural and design projects, and the hire and assembly of structures for trade fairs and events.



Tel: (+244) 939 769 081 | 943 029 413 | 921 385 528

itsus@grupoarena.co.ao
Oficinas Gerais dos Caminhos de Ferro,
Cazenga - Luanda

9.3 - ENERGY

IMPORTANT NOTE (EXTRA POWER):

The registration fee includes 1 electrical connection up to **10 KW**, please check the power of your materials.

If power needs to be increased, please contact **Beline** official service company in a timely manner at **(+244) 937 525 797** or email: jessica.carmo@grupoarena.co.ao

9.4 - PAYMENT INFORMATION

Brameba - Prestação de Serviços, LDA

STANDARD BANK

USD:

CONTA: 1003030378

IBAN: AO06 0060 0131 0100 3030 3781 6

SWIFT: SBICAOLU

EUR:

CONTA: 1001003030408

IBAN: AO06 0060 0131 0100 3030 4082 3

SWIFT: SBICAOLU

Initiative:



Organization:



Production:



9.5 PAYMENT CONDITIONS AND AGGRAVATION

Registrations will only be considered after the payment of the total **100% of the registration fee**.

Registrations made after the deadline date will be subject to a **10% surcharge over the list price**.