



FILDA 2024

INTERNATIONAL FAIR OF LUANDA

23rd - 28th JULY

EXHIBITOR'S FILE

10 am to 6pm

WWW.FILDA-ANGOLA.CO.AO

Dear Exhibitors and Partners

Several decades have passed since FILDA - Feira Internacional de Luanda - was founded. The first edition took place in the 1960s, organised by the Industrial Association of Angola (IAIA), as a result of a gigantic process of industrial transformation that was taking place, with the need to show Angola's economic and business development to the world.

Organised by various management entities until 2015, it passed after a one-year interregnum to the direct management of the Angolan Government, namely by the Ministry of Economy and Planning with the Production and Promotion of the Fairs & Events Arena. Great changes occurred, new approaches were installed, thus 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 capacities and potential and as such an initiative that is important on the national scene and a stimulant for increasing production capacity and launching new economic bridges.

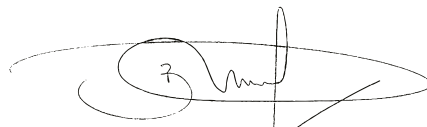
Throughout its history of ups and downs, advances and setbacks, FILDA continues to be the biggest economic event in the country.

In this way, the Ministry of Economy and Planning and Eventos Arena announce that the 39th Edition of the Luanda International Fair will be held from July 23 to 28, 2024, in the ZEE - Special Economic Zone. We invite exhibitors, partners, visitors and the others involved with the objective of enabling the international participation in Filda 2024, we thank the confidence placed in the Ministry of Economy and Planning and in Eventos Arena and we count on the presence of all for the organisation of another successful event.

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

With great esteem and consideration.

Luanda, 04 August 2023



Bruno Ricardo Albernaz
PRESIDENTE DO CONSELHO DE ADMINISTRAÇÃO DO GRUPO ARENA

Initiative:

Promotion:

Organization:



GOVERNO DE
ANGOLA

mep.gov.ao
MINISTÉRIO DA ECONOMIA E PLANEAMENTO



BY GRUPO
arena 20



TECHNICAL DATA

Event Name: **FILDA 2024**
Edition: **39^a**
Local: **ZEE - Special Economic Zone**
Duration of Exposure: **6 Days**

	TIME	DATE
Assembly	08 am to 08 pm Own stand Stand Organisation	19 th to 21 st July
Exhibition	10 am to 06 pm	23 rd to 28 nd July
Disassembly	08.30 am to 08.30pm	29 th to 31 th July
Extra Assembly (with tax assembly)	08.30 am to 06.30pm	16 th to 21 st July
Extra Assembly (with fee assembly)	08.30 am to 08.30pm	01 th to 21 st July

IMPORTANT DATES

Application Deadline
10th July
Deadline for Catalogue Registration
8th of July

PAYMENT CONDITIONS AND AGGRAVATIONS

- 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.

PAYMENT INFORMATION

Fairs and Events Arena, Lda

BAI USD
ACCOUNT: 76538619.15.001
IBAN: AO06 0040 000 7653 8619 151 16
SWIFT: BAIPAOLU

BAI EUR
ACCOUNT: 76538619.15.002
IBAN: AO06 0040 000 7653 8619 152 13
SWIFT: BAIPAOLU

Note: This data is only for international registrations and payments in Dollars and Euros.

CONTACTS

LUANDA
Phone: (+244) 924 901 280 | Tel: (+244) 937 517 980
Phone: (+244) 937 165 457 | Tel: (+244) 943 029 463 | Tel: (+244) 937 547 950 | (+244) 925 232 515
geral@eventosarena.co.ao
Cazenga - Oficinas Gerais dos Caminhos de Ferro de Luanda Luanda

BENGUELA
Phone: (+244) 933 949 642
daniel.kafina@grupoarena.co.ao
Sales Consultant
Ombaka National Stadium
Benguela

ATTENTION

This information does not invalidate the reading of the useful information of the event.

Fill With Capital Letters And Black Ink Please

REGISTRATION FEE

USD 2 3 0 \$
 EUR 2 0 7 €

SPACE REQUIREMENTS

Interior Space Without Stand

Minimum Area 9m² 150 \$ / 135 € m² () m² X (,) . . ,

Interior Space With Stand

Type of stand	Available area	Value per m ² USD	Value per m ² EUR
Básico	9m ²	230 \$	205 €
Bronze	18m ² a 36m ²	363 \$	326 €
Silver	27m ² a 45m ²	388 \$	349 €
Gold	36m ² a 54m ²	413 \$	371 €

() m² X (,) . . ,

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

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

Espaço Exterior

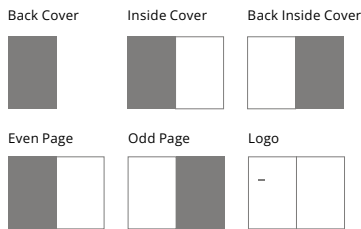
Outdoor area 54m² 75 \$ / 67,50 € m² () m² X (,) . . ,

SUB-TOTAL

. . ,

CATALOG ADVERTISING

If you would like to post an ad in the event's official magazine, tick X



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

. . ,

SPONSORS

Activate your brand or service by becoming a sponsor (for more information see Annex I)

Platinum Sponsor	45.500 \$	38.000 €
Gold Sponsor	35.000 \$	31.500 €
Activation Stage	16.500 \$	14.850 €
Lanyards and Bags	16.500 \$	14.850 €
Awards Ceremony Sponsor	16.500 \$	14.850 €
Bags, Notepads and Pens Sponsor	16.500 \$	14.850 €
Opening Ceremony Sponsor	10.000 \$	9.000 €
T-shirt's Sponsor	18.000 \$	16.200 €

SUB-TOTAL

. . ,

SUB-TOTAL () . . ,

IVA 14% () . . ,

TOTAL () . . ,

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

Initiative:

Promotion:

Organization:



GOVERNO DE
ANGOLA

mep.gov.ao
MINISTÉRIO DA ECONOMIA E PLANEAMENTO



MODALITIES	BENEFITS
<p>PLATINUM 45.500 \$ 38.000 €</p>	<p>Offer of a 36 m² space with a privileged location; Feature as Platinum Sponsor in the social networks and in the event catalogue with the right to an A4 advertisement page; Official Brand Day; 250 invitations to send to main clients; 38.000 € Reference / acknowledgement in the official opening and closing acts; Possibility of creating special actions directed to the main customers and to be and to be included in the official programme of the fair; Possibility of creating animations aimed at the general public and to be included in the official programme of the trade fair; Invitations to parallel activities organised as part of FILDA 2024; Negotiable: other forms of return; Additional: Sectorial partner (conditions to be specified if interested); Publicity of the company's advertising spot in the multimedia space of the event (to be supplied by the sponsor)</p>
<p>GOLD 16.500 \$ 14.850 €</p>	<p>Offer of an 18 m² space with a privileged location; Highlight as a Gold Sponsor on social networks and in the event catalogue with the right to an A4 advertisement page; 100 invitations to be sent to the main clients; Reference / acknowledgement in the official opening and closing acts; Possibility of creating special actions aimed at key customers and to be included in the official programme of the trade fair; Possibility of creating animations aimed at the general public and to be included in the fair's official programme; Disclosure of the company's advertising spot in the multimedia space of the event (to be supplied by the sponsor).</p>
<p>ACTIVATION STAGE 16.500 \$ 14.850 €</p>	<p>Recognition as sponsor of the Activation Stage; Space of 9m²; with special emphasis on the startup areas; Recognition in the Fair's general programme, with the right to a page in the Fair's catalogue; Highlight and primacy in the protocol visits; Disclosure of the company's advertising spot in the event's multimedia space (to be supplied by the sponsor).</p>
<p>LANYARDS AND BAGS 16.500 \$ 14.850 €</p>	<p>All exhibitors and visitors are required to wear ribbons/cords and identification passes issued to give access to the event and its activities; The sponsor of the ribbons/cords will have the opportunity to have their company logo together with the logo of the event on this support;</p>
<p>AWARDS CERIMONY 16.500 \$ 14.850 €</p>	<p>Recognition as a sponsor of the Award Ceremony; Brand image at the awarding cocktail venue, 9m² space; Special highlight at the Award Ceremony; Recognition at the AWARD CERIMONY;</p>
<p>BAGS, NOTEPADS AND PENS 16.500 \$ 14.850 €</p>	<p>Distributed to participants at conferences and forums; The Sponsor may personalise the notebooks and pens with the company's logo together with the event logo; Public recognition of the sponsorship;</p>
<p>OPENING CERIMONY 10.000 \$ 9.000 €</p>	<p>Recognition as the Inauguration Ceremony's sponsor; Space of 9m² with special emphasis on the welcoming ceremony; Recognition in the general programme of the fair;</p>
<p>TSHIRTS 18.000 \$ 16.200 €</p>	<p>Distributed to participants at conferences and forums; The Sponsor may personalise with the company logo in conjunction with the event logo; Public recognition of sponsorship;</p>

Ps: The production of the final artwork for the advertising materials is the responsibility of the sponsors. The remaining materials and promotional actions will be executed according to the event's communication and marketing plan.

Initiative:

Promotion:

Organization:

BASIC

>9m²

Basic stand of 9 square meters. Technical specifications on request

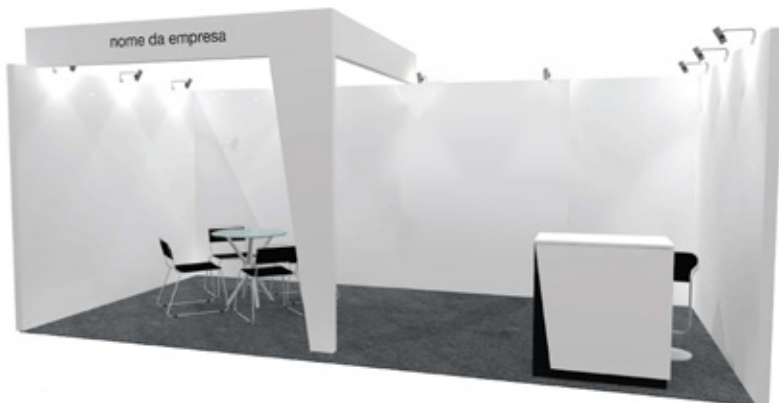
BRONZE

18m² | 27m² | 36m²

INCLUDED

- Construction System: MDF Lacquered in white paint
- Floor: Carpet
- Furniture: 01 meeting table
- 03 chair
- 01 stool
- 01 shelf counter without door

Identification: 01 fronton with company name in Helvetica print



POSSIBLE SETTINGS

18 m²



1 fronts



2 fronts

27 m²



1 fronts



2 fronts

36 m²



1 fronts



2 fronts

RULES

The walls of the stand are white and can not be painted, any intended change should be subject to evaluation and budget by It's Us.

It is also strictly forbidden to make holes in the walls, the plasmas should be on tripods or movable.

GRAPHIC PRINTING MEASURES (not included)

WALLS DIMENSIONS

- 2924 x 2400 mm
- 5848 x 2400 mm
- 2924 x 2400 mm

FRONTON

- Front: 3 x 0,35
- Side: 2,52 x 0,35
- Pilar: 0,55 x 2,40

BALCONY

- Front: 0,92 x 0,90
- Side: 0,45 x 0,90

Initiative:

Promotion:

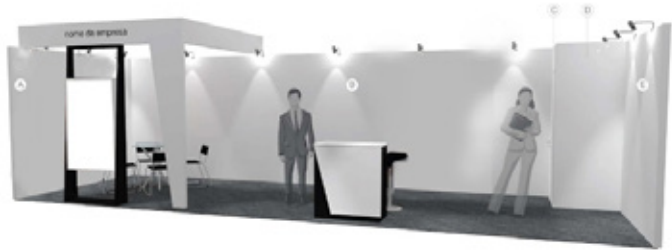
Organization:

SILVER

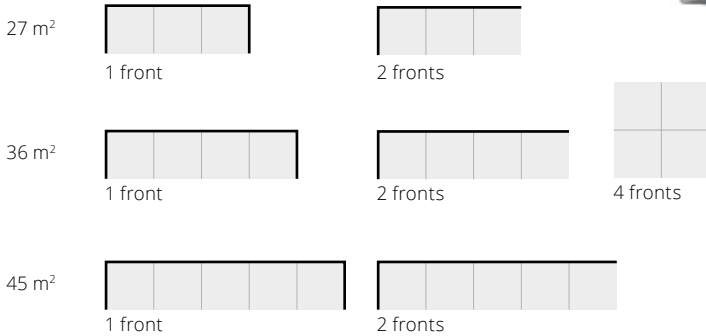
INCLUDED

27m² | 36m² | 45m²

- Construction System: MDF Lacquered in white paint
 Floor: Carpet
 Furniture: 01 meeting table
 03 chair
 01 counter with shelf without door
 01 light box with 1 image (canvas) only on the front of the box
 01 stool
 01 1x1 storage with door
 Identification: 01 fronton with company name in Helvetica print



POSSIBLE SETTINGS



GRAPHIC PRINTING MEASURES (not included)

- WALLS DIMENSIONS**
 2924 x 2400 mm
 7848 x 2400 mm
 1000 x 2400 mm
 1000 x 2400 mm
 1924 x 2400 mm

- FRONTON**
 Front: 3 x 0,35
 Side: 2,52 x 0,35
 Pilar: 0,55 x 2,40

- BALCONY**
 Front: 0,92 x 0,90
 Side: 0,45 x 0,90

RULES

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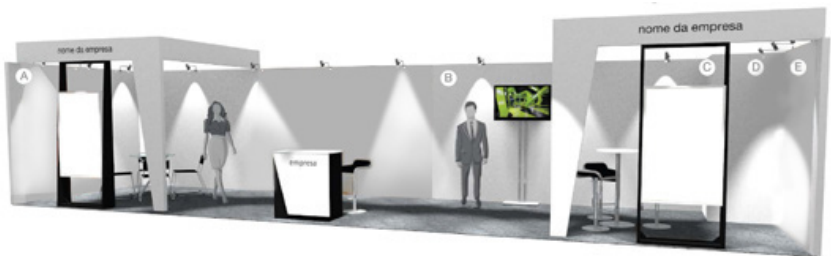
It is also strictly forbidden to make holes in the walls, the plasmas should be on tripods or movable.

GOLD

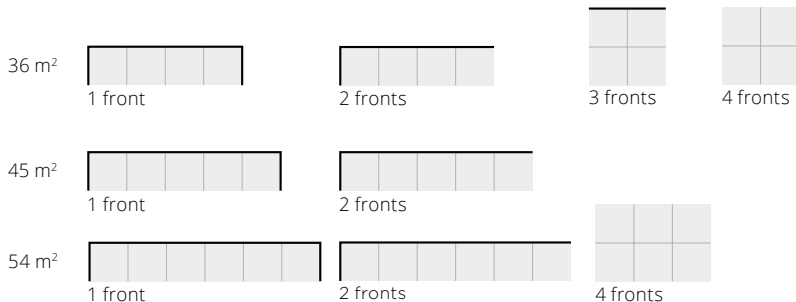
INCLUDED

36m² | 45m² | 54m²

- Construction System: MDF Lacquered in white paint
 Floor: Carpet
 Furniture: 01 meeting table
 03 chair
 01 counter with shelf without door
 04 stools
 01 high table
 02 light box with 1 image (canvas) only on the front of the box
 1x1 storage with door
 01 TV with tripod
 Identification: 01 fronton with company name in Helvetica print



POSSIBLE SETTINGS



RULES

The walls of the stand are white and cannot be painted, any intended change should be subject to evaluation and budget by It's Us.

It is also strictly forbidden to make holes in the walls, the plasmas should be on tripods or movable.

GRAPHIC PRINTING MEASURES (not included)

- WALLS DIMENSIONS**
 2924 x 2400 mm
 10848 x 2400 mm
 1000 x 2400 mm
 1000 x 2400 mm
 1924 x 2400 mm

- FRONTON**
 Front: 3 x 0,35
 Side: 2,52 x 0,35
 Pilar: 0,55 x 2,40

- BALCONY**
 Front: 0,92 x 0,90
 Side: 0,45 x 0,90

Initiative:

Promotion:

Organization:

THE FILDA 2024 AWARDS CEREMONY,

aims to publicly recognise the companies and entities that stand out the most during the exhibition.

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

2- The Criteria are General and apply across to the various Categories.

Criteria for evaluation

- a) Exhibition quality;
- b) Stand attractiveness;
- c) Innovation, application of new Technologies;
- d) Richness of contents, graphic or audiovisual;
- e) Harmony in the use of the exhibitor's branding on the multiple elements (constructive, decorative, promotional, graphics and uniforms);
- f) Available promotional materials;
- g) Pro-activity in customer service.

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

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

5- All exhibitors will automatically be nominated for each category.

6- The result of the voting will only be known during the FILDA 2024 AWARD CEREMONY, where the winners will receive trophies and personalized diplomas.

We wish everyone good luck!

AWARDS FILDA 2024

REGISTER NOW IN YOUR CATEGORY:

- | | |
|---|--|
| <input type="checkbox"/> Best Participation Public Entities and Companies | <input type="checkbox"/> Best Participation Transport and Logistics |
| <input type="checkbox"/> Best Participation Public Utility Services | <input type="checkbox"/> Best Participation of Machinery and Equipment |
| <input type="checkbox"/> Best Participation Trade and Services | <input type="checkbox"/> Best Participation Industry and National Production |
| <input type="checkbox"/> Best Participation Food and Beverages | <input type="checkbox"/> Best Participation Telecommunications and |
| <input type="checkbox"/> Best Participation Civil Construction and Public Works | <input type="checkbox"/> Information and Communication Technologies |
| <input type="checkbox"/> Best Participation International | <input type="checkbox"/> Best Participation Oil & Gas |
| <input type="checkbox"/> Best Participation Insurance | <input type="checkbox"/> Best Participation Innovative Products |
| <input type="checkbox"/> Best Participation Banking and Financial Services | <input type="checkbox"/> Best Brand Activation |
| <input type="checkbox"/> Best Participation Agriculture & Fisheries | <input type="checkbox"/> Best Press Coverage |
| <input type="checkbox"/> Best Participation Cosmetics and Health | <input type="checkbox"/> Golden Lion FILDA 2024 |
| <input type="checkbox"/> Best Participation Energy and Water | |

Initiative:

Promotion:

Organization: