



PRESS RELEASE

EIPA launches the first Eswatini Virtual Trade Fair 2020/21

Mbabane, 22 September 2020 – The Eswatini Investment Promotion Authority (EIPA) today launched the Eswatini Virtual Trade Fair 2020/21 (EVTF) which will run for 12 months from November 2020 to be hosted on EIPA's newly launched BuyEswatini.com website.

The virtual exhibition shall begin with a Technology and Energy Sector Fair from 02 - 06 November 2020 focused on showcasing businesses in the sector, while also offering access to exclusive content available to members of the public who register online to attend the trade fair. This will be followed by the Consumer Fair, running from 14 - 18 December 2020, aimed at exhibitors and visitors who would like to showcase or view goods and services related to the festive season, general lifestyle needs or both.

EmaSwati can register to attend The Eswatini Virtual Trade Fair for free. Visitors can look forward to chats with exhibitors, Zoom video calls, and networking opportunities all in real-time, while enjoying industry specific webinars from captains of industry and a chance to view the goods and services on offer. Exhibitors will have the opportunity to respond to specific client interests based on information entered by the consumer on registration; an advantage offered by an interactive online platform. Each exhibition will run with live content for 5 days, however, visitors will be able to visit exhibitors booths for a 30 day period



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to take advantage of on-demand viewing and download informative content even when the live online events from the start of the fair have ended.

Head of Trade at EIPA, Bongani Ntshangase points out the importance of utilizing trade as one of the drivers to restarting the economy of Eswatini in light of COVID-19 and other challenges: “2020 has been a challenging year for business around the world and Eswatini has been no exception. It is critical that we adapt to new ways of doing business in order for our economy to thrive. These adaptations bring in innovative and efficient ways of doing business never explored or tried before.”

Ntshangase continues, “Reports* have highlighted that in South Africa alone, the eCommerce market is projected to reach E65.8bn by the end of this year with an approximate spend per user averaging E3000. Such growth for a neighbouring country demonstrates the importance for business in Eswatini to display its capability to supply quality goods, while also harnessing the promising eCommerce growth trends outside the region. The launch of the Eswatini Virtual Trade Fair 2020/21 and “BuyEswatni.com”, are both critical steps to taking our brand to the world while stimulating regional and international trade opportunities. This also supports the actions being taken by government to create an export-driven, private-sector led economy in Eswatini.”

In addition to hosting the Eswatini Virtual Trade Fair into 2021, “ButEswatini.com” will continue to operate as a permanent virtual catalogue of goods and services offered by traders from all over Eswatini. The site is intended to make local products accessible to all those within and beyond our borders at the click of a button, exposing local goods and services to multiple markets. The site allows visitors to search for specific products per category, view product specification and pictures, compare prices, while also accessing more details from those selling the goods.



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The ICT & Energy Trade Fair (02 - 06 November 2020) and the Consumer Fair (14 - 18 December 2020) will be followed by the Financial Services Fair which will commence after festive closures from 22 to 26 February 2021. Exhibitors in the ICT, Technology and Energy sectors are invited to approach EIPA and register to be part of the Eswatini Virtual Trade Fair. Limited booth spaces are available, so book early to avoid disappointment.

*Statistical Source: <https://www.statista.com/outlook/243/112/e-commerce/south-africa>

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