



Embassies Business Fair & Conference returns in 2026 to strengthen trade links between business and diplomacy

The 3rd Annual Edition will focus on market access, investor engagement, global buyer linkages and practical trade opportunities for businesses seeking regional and international growth.

Pretoria, July 2026 - The Embassies Business Fair & Conference will return for its **3rd Annual Edition** from **8 to 9 September 2026** at the **CSIR International Convention Centre in Pretoria**, with a renewed focus on helping businesses access buyers, investors, global distribution platforms and international market opportunities.

Unlike traditional networking-led business events, the 2026 edition is being positioned around practical trade outcomes, including SME/MSMEs placement, embassy-led business exchange, investor engagement, business pitching and import-export market pathways.

Held under the theme “**Direct Business Exchange Amongst Embassies: Meet Suppliers, Manufacturers and Distributors - The Future Global Economic Impact while Advocating for the AfCFTA Agenda**,” the conference will bring together embassies, trade missions, trade representatives, investors, local and international buyers, suppliers, manufacturers, distributors, service providers, policymakers and entrepreneurs.

Sihle Dube, Founder and Managing Director of the Embassies Business Fair and Conference, highlights that the 2026 edition is designed to create more

direct pathways between diplomatic networks and businesses seeking access to new markets.

“Embassies/High Commissions are often seen mainly through a diplomatic lens, but they also hold valuable insight into market entry, trade requirements, buyer networks and investment opportunities. This year, we want to use that access more intentionally by creating a platform where businesses can engage with the right stakeholders and identify practical routes into regional and global markets,” says Dube.

According to the event’s published outcome targets, the 2026 edition aims to support **70+ MSME placements** on global distribution and online service platforms, facilitate **90+ embassy-led business exchange opportunities**, spotlight **20 women- and youth-led global projects**, attract **60+ investors across industry sectors**, create **25+ pitch opportunities for export-ready products**, connect businesses with **80+ local and international buyers**, and open pathways into **30+ global markets** for import and export transactional services.

The conference programme is expected to include high-level discussions, sector-focused sessions, buyer engagement opportunities, product showcases, business matchmaking and investment-led conversations designed to support businesses looking to expand beyond their immediate markets.

Through its economic diplomacy platform, the Embassies Business Fair & Conference contributes to advancing regional priorities reflected in the **Southern African Development Community (SADC)** agenda, including economic growth, deeper cooperation, regional integration and stronger participation in the global economy. For businesses, this means access to a practical environment where embassies, investors, buyers and trade stakeholders can engage directly around market access, investment linkages and cross-border opportunities.

Key focus sectors include agriculture, tourism and hospitality, education and skills development, creative industries, manufacturing and industrialisation, ICT and innovation, healthcare, automotive, Fintech, Energy, SMMEs/MSMEs and township economy development.

For Dube, the fair's value lies in making economic diplomacy more practical and accessible for businesses: "For the 2026 edition, our focus is on creating a practical trade environment where businesses can meet the right stakeholders, understand market requirements and identify pathways for growth beyond their current borders. We want the fair to show how diplomacy can translate into tangible value for entrepreneurs, suppliers, manufacturers and investors."

The event will also explore the role of the African Continental Free Trade Area (AfCFTA) in supporting intra-African trade, fair market access and broader participation in global supply chains. Discussions will consider how embassies/trade missions, government agencies, business chambers and private sector stakeholders can work together to improve trade facilitation and unlock new commercial opportunities.

As the **Embassies Business Fair & Conference** enters its third year, the platform continues to evolve from a business networking event into a practical market-access environment where diplomacy, enterprise and investment intersect.

Businesses, exhibitors, delegates and investors are encouraged to participate in the 2026 edition to connect with diplomatic and trade networks that can support regional and international growth.

For more information and to register as an exhibitor, buyer, delegate or investor, please visit: <https://embassiesbfc.com/registration/>

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