



3rd ANNUAL EDITION EMBASSIES BUSINESS FAIR AND CONFERENCE

“Direct Business Exchange amongst Embassies” Meet Suppliers, Manufacturers and Distributors “The Future Global Economic Impact while enhancing the AfCFTA mandate”

Date: 8 & 9 September 2026

Venue: CSIR International Convention Centre

Address: Meiring Naude Road, Brummeria, Pretoria



About

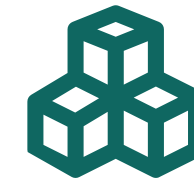
Embassies Business Fair & Conference, has been inspired by a variety of international and African commodities in need of:



Access to funding & new market entrance



Resource sharing



Research innovation and development



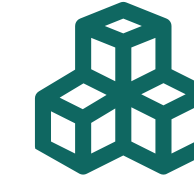
Upskill and empower Embassy and local businesses



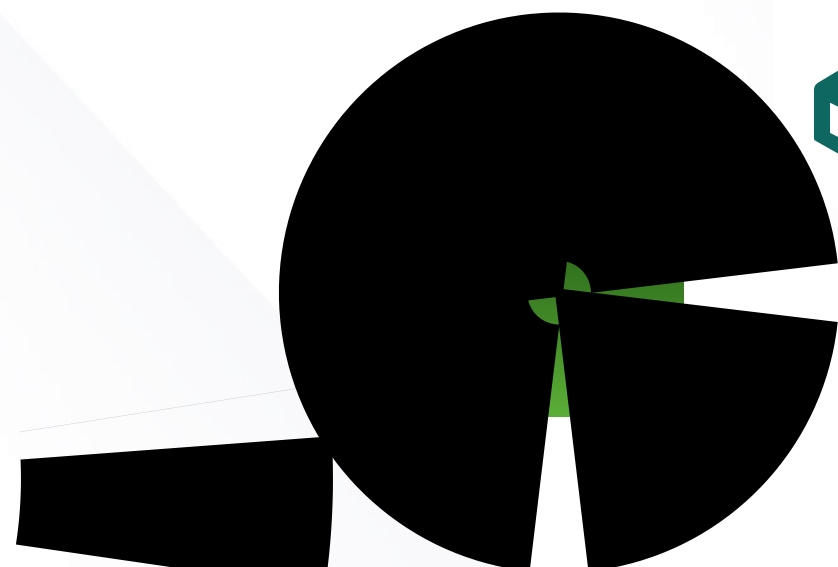
Grow the market share and investment initiatives



To conduct B2B opportunities to Embassies and local businesses



Improve access to products / services *that is* import/export





Outcomes

Country to Country showcase to buyers for market sourcing: while promoting fair business practices on packaged products and services, showcasing unique products and services between countries for global market access/entrance.

Market Access: A hub for suppliers and manufacturers of all business' sizes (small, Medium and Large) to meet distributors.

To promote trade opportunities towards a verified database of export distribution platforms/markets as the Trade Missions/Embassies/Chambers of Commerce bridge the gap for facilitating connections, distributor access/accessibility for local export ready products/services by South Africa SMMEs/MSMEs.

Investor and funders network for partnerships for empowering manufacturing growth and re-industrialisation initiatives with a potential to upscale the current operational facilities and to meet capacity upon acquiring an order.

Insightful workshops and discussions on easy of doing business aimed at addressing trading barriers and challenges, while fostering collaboration and export trade amongst Embassies/Trade missions and local South Africa Industry players and government.

Global business growth seminars and readiness to the local businesses and embassies to enable transactional services

Objectives

- A hub for suppliers and manufacturers of all business' sizes (small, Medium and Large) to meet distributors.
- Global reach attracting audience from 70+ embassies that is Africa and international.
- Perfect for bulk product sells.
- Open platform that is Multi-dimensional for products and services.
- To facilitate and enhance the Africa Free Continental Trade Area.
- To advance the Agenda 2063 Africa's blueprint and master plan for transforming Africa into the global powerhouse of the future towards collaborating with countries, international and regional organisations and the private sector for Inclusive growth and sustainable development.
- Discussions on challenges and resolutions to adapt on fair business practices through talks by leaders.



Event Attendance Profile

Expo Demographics and Attendance

Business leaders attending (all sectors)

350+

Embassies/High Commissions Attendance and International Organisations

70+

Workshops, Masterclasses & Conferences/Speakers

18+

Exhibitors

180+

Media

20+

Delegates (over 2 days)

3500

Business Exchange Sessions / Deals

10

Online Meetings diary sessions each

15 minutes



Products and Services offering

- Education
- Export Ready SMME's/MSME's
- Automotive
- Agriculture
- Airlines
- Beauty and Cosmetics
- Tourism Products and services
- Technology and Artificial Intelligence experts and implementers
- Food & Beverage
- Fashion & Accessories
- Arts and Crafts/Cultural business exchange platform
- Environmental Awareness
- Logistics and Transportation Facilities
- Financial Institutes service providers
- Export Traders
- Equipment suppliers and devices
- Government departments and agencies



All Embassy Businesses Products and services accessibility with local Businesses

Target Exhibitors profile

01



**Decision
Makers**

02



**International &
Africa
Embassies &
local businesses**

03



**Individual
producers,
government,
supporting
agencies & SMME's**

01



Manufacturers

02



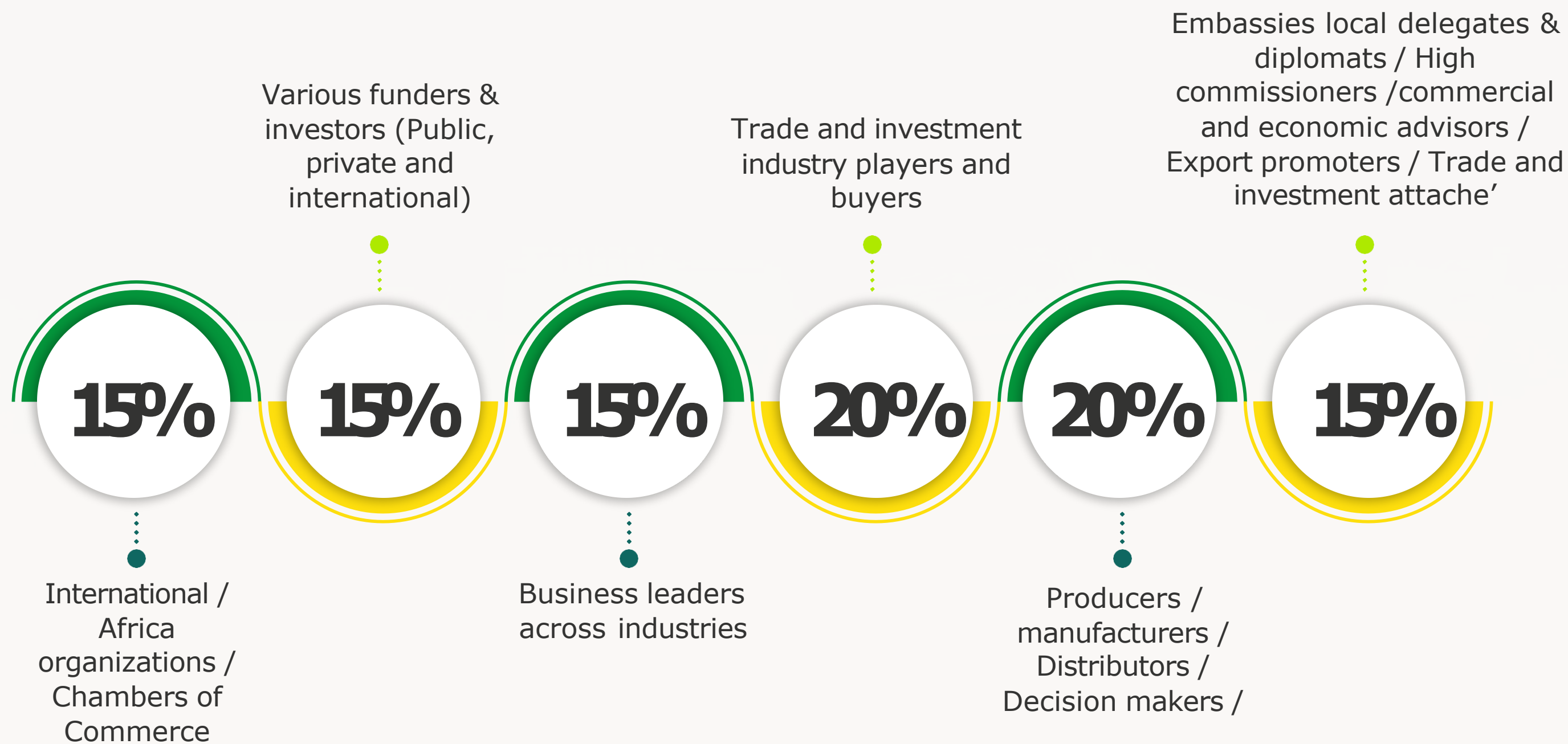
Distributors

03



**Equipment &
devices**

Delegates & Speaker Profiles



Expected Event Outcomes

35+ SMMEs/MSMEs
placement on worldwide
distribution channels and
online product and services
platforms.

\$20M+ funding and investor deals into
manufacturing establishments and
industrialisation for the locally
manufactured products.

80+ local and International
buyers
60+ Investors

25+ opportunities on Business
Exchange Pitch export ready products.

70+ Embassies Business Exchange platform deals
Pitch/partnerships/collaborations.
B2B - Business to Business (Private Sector)
B2G – Business to Government
B2E – Business to Embassies
E2E – Embassies to Embassies
E2G – Embassies to Government

30+ global markets
sourced for import &
export transactional
services

20 global women led
and youth projects
including co-
operatives





Road to the Business Fair and Conference

1 April – 31 October 2026

- PR activities - a Press release, online platforms (social media, digital website)
- Partnership discussions and confirmations
- Marketing Campaign Launch
- Exhibition packages and sponsorship agreements finalisation
- Collaboration on conference programme and activation plans

1st September to 30 September 2026

- 7 September – Pavilion Setup
- 8 - 9 September – Event day, Expo and Conference opening and ongoing heritage month activations.
- 12 – 30 September - Post show reporting and events

Upcoming add-ons for the 2026 Edition



Same Venue, CSIR International Convention Centre.

Online Match making diary – book appointments in advance for one-on-one engagements

Business exchange platform/Breakaway sessions for investor/funders and buyer's projects pitch (Key sectors: Agriculture, Tourism, Hospitality & Creative Sector, Education, Industrialisation & Manufacturing, ICT & Innovation, Healthcare, Financial services)

Change the set-up for the infrastructure to accommodate product sampling and one on one meeting desks

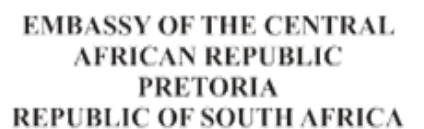
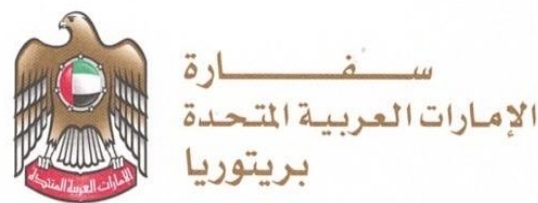
Partnerships with Online product distribution platforms

Buyers from different international regions

Investors and funders deals closing platform

OUR 2026 PARTNERS

OUR MEDIA PARTNERS & MEDIA LINKS



MEDIA LINKS

[https://www.sapositivenews.com/featured/highway -24-launches-inaugural-embassies-business-fair-conference/](https://www.sapositivenews.com/featured/highway-24-launches-inaugural-embassies-business-fair-conference/)

<https://www.facebook.com/share/v/1EduTEFocM/?mibextid=wwXIfr>

[120 Business leaders from over 30 embassies to attend Business Fair and Conference in Joburg](https://www.enca.com/business/world-descends-jozi-talk-business)

<https://www.enca.com/business/world-descends-jozi-talk-business>

SOCIAL LINKS



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https://www.instagram.com/embassies_bfac/



[https://www.linkedin.com/company /embassies-business-fair-and-conference/](https://www.linkedin.com/company/embassies-business-fair-and-conference/)





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