



SenegalConsumex'2012

In conjunction with 21st FIDAK'2012

21st Int'l trade exhibition on Consumer products
5th to 12th Dec'2012 at Dakar, Senegal

SENEGAL -The GATE WAY to West Africa: An Easy access to 200 million consumers of 15 member countries, SENEGAL: One of the best economic opportunities in the West African Region. Senegal -Consumex'2012, the event is quality international consumer fair with facilities and atmosphere to match the highest standards possible. The event is jointly organized by CENTRE INTERNATIONAL DU COMMERCE EXTERIEUR DU SENEGAL (CICES) which is member of UFI (The global association of the exhibition industry) and Arabian Exposition / Vision Exhibitions, Dubai, and supported by Chamber of Commerce -Industry and Agriculture of Dakar, Senegal.

Senegal -Consumex'2012 is being organized in conjunction with 21st FIDAK'2012 (Dakar Int'l. Trade Fair) which has been a biannual trade fair from 1976 till 2008. However, on great demand of participants, this will be now an annual event from 2010.

The event is quality international consumer exhibition on all kinds of consumer products with facilities and atmosphere to match the highest standards possible. The event would attract manufacturers, importers, exporters, traders and distributors of related products.

Senegal -Consumex'2012 is unique launch -pad for international consumer products manufacturers - exporters to launch of new products to direct consumers and traders, retail sale to general public and traders, importers and distributors, popularizing brands and samples test etc.

Products being exhibited

Consumer Products
Garments -Ladies, Gents and children
Fashion Jewellery and Accessories
Cosmetics Perfumes Beauty products
Herbal beauty products
Watches, Gifts Leather shoes, wall sets, bags
Consumer Electronics
Home decoration items
Confectionery

Fashion / Textiles
Gems, Gold & Diamond Jewellery
Toys, Indoor -outdoor sports goods
Plastic flowers
Sun glasses
Entertainment - Amusement
Home Furniture
Children books, Comics, Stationery
Kitchen & Household Products

Visitor Profile

Directors / Purchasing Managers, owners
Supermarkets, departmental stores, importers
Dealers / Distributors, shopping malls
General public, consumers
Retailers/ wholesalers, agents
Super markets, boutiques

Promotion of SenegalConsumex'12

An aggressive advertising campaign will be carried out to exposure and visitor attendance. This will include:

- Newspaper Advertising
- Outdoor Advertising
- Trade Press
- E-Marketing
- Magazines & Trade Journals
- Online Advertising
- Radio Advertising
- Direct mail

Venue

Dakar International Fair Grounds has seven halls, situated at Dakar Airport Road equipped with all modern facilities of international standard, restaurant, bank and money exchange, the visitors attendance on normal days is 15-20,000 per day and on Saturday-Sunday averages nearly 25-30,000.

Opening hours

On week days 9 am to 1 pm. For business visitors from 1 pm to 8 pm. For general visitors on weekends 10 am to 9 pm foron week days 9 a.m. to 1 pm for business visitors and from 1 p.m. to 8 p.m. for general visitors and on weekends. 10 am to 9 pm for trade and general visitors.

Country Information

Welcome to Senegal, the Gateway of Africa, the Trade Hub of West Africa. Located at the most western point of Africa, Senegal extends over an area of around 200,000 square km; bordering Mauritania, in the north, Mali in the East, Guinea Conakry, in the South East and Guinea-Bissau, in the Southwest. The Gambia and Ivory Coast are Senegal's other near neighbors.

Senegal is prominent member of Economic Community of West African States (ECOWAS-CEDEAO), a market of 200 million consumers of 15 member states.

CapitaLand port city DAKAR

Foreigners constitute about 5% of the population. They are particularly present in the capital, Dakar, where they are involved in trade, industry and service sectors as well as in international organizations.

Population

12.5 millions

Economy

The Senegalese economy continues to be dominated by tertiary activities which contribute close to 60% of the GDP, primary activities provide for 20% and secondary activities 20% as well. The promotion of external exchanges and the development of both physical and human capital constitute priority development axis for the Government. Rated B+-Stable/B Senegal is the first West African State rated by standard.

Fixed exchange rate regime

The CFA Franc is pegged at a rate of 100:1 to the French Franc and at a rate of 655.957 to the Euro. Senegal is a prominent member of WAEMU (West African Economic and Monetary Union) and monetary policy is conducted by the Central Bank of West African States.

Exports

Fish and fish products (40%), ground nuts (10%), phosphate and chemicals (20%), Gold, Iron Ore, Hydrocarbons and Marble.

Trading partners

African countries, Europe, India, UAE and other Asian countries. Senegal has close relations with World Bank and IMF (International Monetary Fund).

Railway /Airports

The Railway, which serves much of the territory and links Senegal and Mali, is also used for transportation of goods.

Senegal has three international airports: Dakar, Saint Louis and Cape Skirring. Dakar is well connected by almost all the major European, Asian, Arab, Americas and African countries by important international airlines. The country's main cities also have secondary airports for internal lines

Sea

Dakar Port: at the crossroad between Europe, North America, South America and sub-Saharan Africa. Dakar port is located on the westernmost coast of Africa Continent (Atlantic Ocean). Built on a natural reef, well protected from Atlantic swell, it provides excellent shelter to ships and ensures safe access at all times. Dakar port enjoys excellent nautical conditions.

Tourism

With over 400 miles of fine sandy beaches, an agreeable and gentle climate and with sunshine all the year long. The finest tourist destination in the whole of Africa, South of the Sahara. Tourism is one of the key sectors in the Senegalese economy.

Senegal receives around 700,000 tourists each year. Dakar has world class chain hotels, like Radisson, Le Meridien, Novotel, and Pullman besides good number of budget and deluxe hotels and resorts.

Dakar is a crossroad for business and is the home for the regional headquarters of the regional Central Bank of West African States; The BCEAO and has hosted Islamic Summit Conference in 2006.

Currency

F CFA, 1USD = 500 CFA, 1 Euro=655.957 CFA,

Language

French and Senegalese dialects (mainly wolof)

Climate

18-20° C (Feb to March)