

# **Lagos International Trade Fair 2019**

## **Japan Pavilion**

### **Exhibition Guidance**

Date : 1st – 10th November, 2019

Venue: TAFAWA BALEWA SQUARE

Address: Lagos Island, Lagos, Nigeria

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The application deadline : **22<sup>nd</sup> July, 2019 09:00(Nigerian Time)**

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JETRO will set up Japan Pavilion inside "Lagos international trade fair 2019" which is the biggest trade fair for all sectors held in Lagos, Nigeria from 1 to 10 on November, 2019.

Nigeria is the greatest major economic power in Africa with a population of 190 million people. JETRO makes an appeal Japanese high quality product and brand to consumers in Nigeria and supports business expansion of Japanese companies, by participating in the trade fair.

## ■ Outline of Nigeria

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	Federal Republic of Nigeria
Area	923,769km <sup>2</sup>
Population of the Country	193,880,000 (2018)
Population of Lagos	Approx. 21,000,000 (2016)
Capital	Abuja
Languages	English, Hausa, Yoruba, Igbo, etc...
Religions	Islam — (Mainly North), Christianity — (Mainly South), Traditional Religions (All areas)
Currency	Naira (NGN)
Independence	October, 1960
Ethnic Groups	Hausa, Yoruba, Igbo etc... (Estimated that there are more than 250)
President	Muhammadu Buhari (May, 2015- )
	(Source) National Bureau of Statistics, United Nations, World Population Review

# ■ Outline of the Fair

The biggest international trade fair in Nigeria. Not only Nigerian companies, but a huge numbers of foreign companies exhibit every year.

	Lagos International Trade Fair 2019
Date	1st – 10th November, 2019 (10days) Time: 8:00~18:00
Venue	TAFAWA BALEWA SQUARE
Organizer	Lagos Chamber of Commerce & Industry
Total exhibition area	46,500sqm <Previous record>
Number of exhibitors	1,815 companies<Previous record>
Sector	All (Foods, Consumer goods, Home appliances, Car, etc.)
Number of visitors	Approximately 173,000 (Total 10days/Previous record)
URL	<a href="http://lagosinternationaltradefair.com/">http://lagosinternationaltradefair.com/</a>



The Venue is full of visitors



Participation from all over the world



China pavilion is also one of the biggest



Tafawa Balewa Square is a historic place in Lagos. Nigeria's independence ceremony was held here



# ■ Outline of Japan Pavilion

Japan pavilion is one of the biggest pavilion, which stands out. It welcomes many people to attract Japanese products.

Organizer	Japan External Trade Organization (JETRO)
Total area	2,200sqm
No. of Exhibitors	Approximately 35 companies (2018: 30)
Sector	All (Foods, Consumer goods, Home appliances, Car, etc.) *2018: Vehicles, Outboard motor, Generator, Tyres, TV, Camera, AC, Kitchen equipment, Instant noodle, Seasoning, Cosmetics, Hair products, Medical equipment, Stationery, Electric tool, etc...
No. of visitors	Approximately 55,000人 (Total 10days／2018)



Japan pavilion stands out the most



Vibrant booths



Japanese top brands are here



Many VIP visit the pavilion  
Vice President of Nigeria has visited the pavilion last year

### ◆Necessary Conditions for Exhibitor◆

- (1) Japanese company or Agent, which is dealing with Japanese products, technologies, services, etc. (But exhibitor's products must be only Japanese brands)
- (2) Staff of Exhibitor attend inside the booths for the whole period .(10days)
- (3) The application of participation will be reserved on a first come first serve basis.
- (4) Payment of participation is acceptable in Japanese Yen or Naira by remittance to the account which JETRO assigns (For detail, see p. 7)

◆Scale of booth◆	PRICE
Basic booth: (In case of using basic stands provided by JETRO) <b>※1booth=9sqm (3m × 3m)</b> < Basic decoration > 1 Company sign board, 1 Reception counter ,1 Exhibit table, 2 Chairs, 2 Spot lights, 1 Electrical socket, Trash bin	<b>NGN 205,000/booth</b> <b>Or</b> <b>JPY64,000/booth</b>
For applicant that need space only: (In case of decorating your stand by yourself) JETRO will provide you with the amount of space, with Rug Carpet based on your application. <b>※1booth=9sqm (3m × 3m)</b>	<b>NGN 165,000/booth</b> <b>Or</b> <b>JPY52,000/booth</b>

Note) Depending on availability of space, JETRO may adjust the numbers of your booths

### The costs below are NOT included in the Basic booth price

- Cost of exhibit products, management cost for exhibits, including insurance
- Cost of decorating the booth, except basic decoration which JETRO will provide to exhibitors
- Cost of additional rental equipment
- Travel expenses (Airfare, accommodation charges, etc.), VISA fee, Overseas travel insurance fee
- Transportation expenses
- Private expenses(such as meal)
- Transportation fee of exhibits  
(including Customs fee, Cost for moving in and moving out inside the pavilion, Cargo insurance premiums, etc.)
- Cost of booth assistants, interpretation
- Other cost, except as provided by JETRO on previous page

## ◆How to apply◆

### [STEP 1] Application

- Please carefully read this “Exhibition Guidelines” and “Participation Regulations for the JETRO Trade Fair” before applying through the exhibitor recruitment Website below.  
[Website]  
[Application Deadline] **22nd July, 2019 at 9 a.m. (Nigerian time)**

### [STEP 2] Submit Document

- We will send you your Exhibit Application and Confirmation Form (hereinafter referred to as “Application Form”) to the e-mail address you entered in STEP 1. Ensure the information displayed is correct, print off two copies, affix the seal of your representative to both, and write the date. If the information needs to be revised, revise them and then print the forms out.
- Convert the seal-affixed form to PDF, and submit them through e-mail.  
[Submit to] a) [faa2@jetro.go.jp](mailto:faa2@jetro.go.jp) (Market Development and Trade Fair Division, JETRO)  
b) [info\\_lagos@jetro.go.jp](mailto:info_lagos@jetro.go.jp) (JETRO Lagos)  
**Note) Please send the e-mail to the BOTH addresses(a&b).**
- After receiving e-mail from us with approval of the seal-affixed forms, mail to us two originals of the seal-affixed form and a copy of your company’s outline by **5th August**.  
[Addressee]  
\*Market Development and Trade Fair Division, JETRO (Attn: Ms. Mina Kishino, Ms. Kambe Takako, Ms. Minako Kawasaki)  
Ark Mori Building, 12-32, Akasaka 1-chome, Minato-ku, Tokyo 107-6006 Japan  
\*JETRO Lagos (Attn: Mr. Chiharu Yamamura, Mr. Shigeyo Nishizawa)  
7th Floor, Churchgate Tower 2, Plot Pc. 31  
Churchgate Street, Victoria Island, Lagos NIGERIA  
**Note) Please send the original documents to either of the above addresses.**

### [STEP 3] Payment

Deadline for payment : **23rd August, 2019**

Note)

<For Companies in Nigeria>

- Payment of participation is acceptable in NAIRA by remittance to the bank account in Nigeria, which JETRO assigns.

<For Companies outside Nigeria>

- Payment is acceptable in Japanese YEN by remittance to JETRO accounts in Japan.
  - All expenses when making payments for exhibition fee must be covered by Exhibitors.
  - The price of exhibition fee on the invoice should be paid by the deadline(**23rd August**).
- In case there is no payment by the deadline, JETRO will consider the application as cancelled.

## ◆Cancellation Policy◆

The Exhibitor shall give to JETRO signed written notice of his desire to cancel the exhibition of the booth.

Date of Receipt of Notice of Withdrawal	Cancellation fee
24th August ~ 30th August, 2019	10% of total exhibit fee
31st August ~ 20th October, 2019	50% of total exhibit fee
21st October ~ 30th October, 2019 or During the trade fair or non participation without notice	100% of total exhibit fee

■ JETRO will deduct cancellation fee from payment of participation, and refund the balance to exhibitor.



## ◆Precautions◆

Important information is listed below. Please check it before your application.

- (1) If JETRO receives the number of applications, it's required before deadline, JETRO will decide to close the application entry.
- (2) If the exhibitor wishes to change the contents which it have filled in the "Application form/Letter of Acceptance", please provide JETRO with a written notice of request. In addition, it may not be acceptable to make the change after the application deadline.
- (3) JETRO will decide the location of each exhibitors booth in consideration of the application order, number of booths, exhibit products, category of business, and other issues. On the occasion of position decision of each exhibitor, JETRO will not accept all the demands from the exhibitors.
- (4) It is required that JETRO will approve the applicant's suitability as an exhibitor.
- (5) The exhibitors should observe the rules of the organizer (Lagos Chamber of Commerce & Industry), the laws or ordinances of Nigeria.
- (6) Transferring booth rights, buying and selling, exchanging, subleasing exhibit space to another company is prohibited for any reason whatsoever.
- (7) Exhibitors are kindly requested to cooperate with surveys, before, during and after the event so that JETRO can measure the outcome of the Fair.
- (8) JETRO plans and implements the overall configuration and basic design of the venue, layout and basic booth (facilities, furnishings, and fixtures, etc.) to ensure coordination and overall harmony. The Exhibitors exhibit their products and decorate their booths, if they have chosen space only on their application.
- (9) Any materials for decoration by exhibitors, which disfigure the harmony and coordination of the entire Japan Pavilion or which will disturb or inconvenience other exhibitors, may be changed or remove from the venue based on judgement and instructions of JETRO.



(10) Cancellation of the participation of Japan Pavilion

1. JETRO may cancel the participation of Japan Pavilion at the Lagos International Trade Fair 2016 in case of any of the following events:
  - a. When the trade fair must be canceled due to war, political instability, natural disasters or for other reasons, which are not attributable to JETRO's responsibility;
  - b. When changes have been made to the date, method of holding the trade fair or other conditions;
  - c. When it is no longer possible or appropriate for JETRO to participate of Japan Pavilion, due to political instability, diplomatic or economic relations between Japan and the country concerned or for other unavoidable reasons.
2. In the event that a trade fair is canceled for one of the reasons specified above, JETRO shall decide on what course of action to pursue with regard to matters such as the adjustment of exhibition fee, the additional expenses to be borne by exhibitors, and the handling of the exhibit products, and exhibitors shall follow JETRO's decision.

(11) Indemnification

If the events described above (10) or in "20.Matters not covered by the regulations" of "Participation Regulations for the JETRO Trade Fair" should occur, JETRO shall not be held liable for any damages or losses to the exhibitors which may be caused by such events

(12) All expenses concern with payment for exhibition fee must be covered by the exhibiting applicant. If the amount of payment is less than the total exhibition fee and the exhibiting applicant does not pay the balance by the deadline, JETRO considers it to be the cancellation of the exhibiting application by that the applicant.

(13) If exhibition fee are unpaid, applicant cannot participate as an exhibitor. Please pay all fees within the deadline for payment.

(14) JETRO have made two exhibition rules for the exhibitors as follows: this "Exhibition Guidelines" and "Participation Regulations for JETRO Trade Fair". JETRO would however, advice exhibitors to pay more attention to the "Exhibition Guidelines" as regards to its detailed contents.

(15) Each exhibitor shall stand as witnesses when work is undertaken to deliver, unpack or install, etc. the exhibit products in the exhibitor's booth(s). Each exhibitor shall be in attendance at its booth(s) during the trade fair to enhance the effect of the exhibit displays and to provide information on the exhibits, deal with inquiries and engage in business meetings. The exhibitor shall also stand as a witness during the disposal of the exhibits after the end of the trade fair to ensure a smooth clear-up/clean-up.

(16) The exhibitors cannot exhibit the products of a forgery, defective, rights abuse intellectual property rights. In addition, about the exhibit products, pictures, music to use in the Trade Fair venue, the exhibitors should prevent from infringing on copyright. When the exhibitors reproduce a recording instrument for a performance, the audio system video of the music for exhibition, a demonstration, the processing procedure for the copyright is necessary.



## ◆Precautions◆ Important information is listed below. Please check it before your application.

(17) JETRO will inform to the exhibitors the detail about future preparations such as decoration of basic booth, moving in products, etc. after decision of their participation.

(18) About every unpredictable matter which can occur in the trade fair, Japan Pavilion, JETRO cannot take responsibility.

(19) Please acquire permission in the responsibility of exhibitors about the exhibit products with the fate in the national laws such as the Foreign Exchange and Foreign Trade Act beforehand.

<Security Export Control Policy>The Ministry of Economy, Trade and Industry, Japan

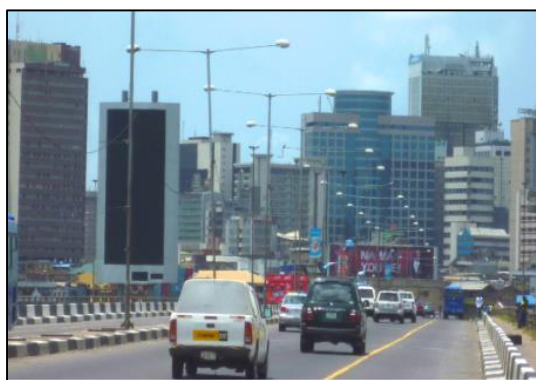
<http://www.meti.go.jp/policy/anpo/englishpage.html>

## ◆ Transportation /Customs◆

(1) **In this trade fair, spot sales are admitted by organizer (Lagos Chamber of Commerce & Industry).** As for the products that have been passed customs, spot sales are possible, and yet at the same time, depending on a product, please check regulation about the products because the certification such as STANDARD ORGANISATION OF NIGERIA (SON) or NATIONAL AGENCY FOR FOOD AND DRUG ADMINISTRATION AND CONTROL (NAFDAC) is required. Please refer to JETRO Lagos ([info\\_lagos@jetro.go.jp](mailto:info_lagos@jetro.go.jp)) for the details, if you have question.

(2) It takes so long time to entry to Nigeria of transportation. When it will be transported from Japan, JETRO recommend it so that it will be prepared as soon as possible.

Reference : <http://www.jetro.go.jp/world/africa/ng.html>



## ◆Contact for Inquiries◆

<Inquiries from Nigeria or other countries except Japan>

JETRO Lagos (Contact: Mr. Chiharu Yamamura, Mr. Shigeyo Nishizawa)

TEL: +234-1-454-7643 / E-mail: [info\\_lagos@jetro.go.jp](mailto:info_lagos@jetro.go.jp)

<Inquiries from Japan>

Market Development and Trade Fair Division, JETRO (Contact: Ms. Kishino, Ms. Kambe, Ms. Kawasaki)

TEL: +81-3-3582-5242 / E-mail: [FAA2@jetro.go.jp](mailto:FAA2@jetro.go.jp)