

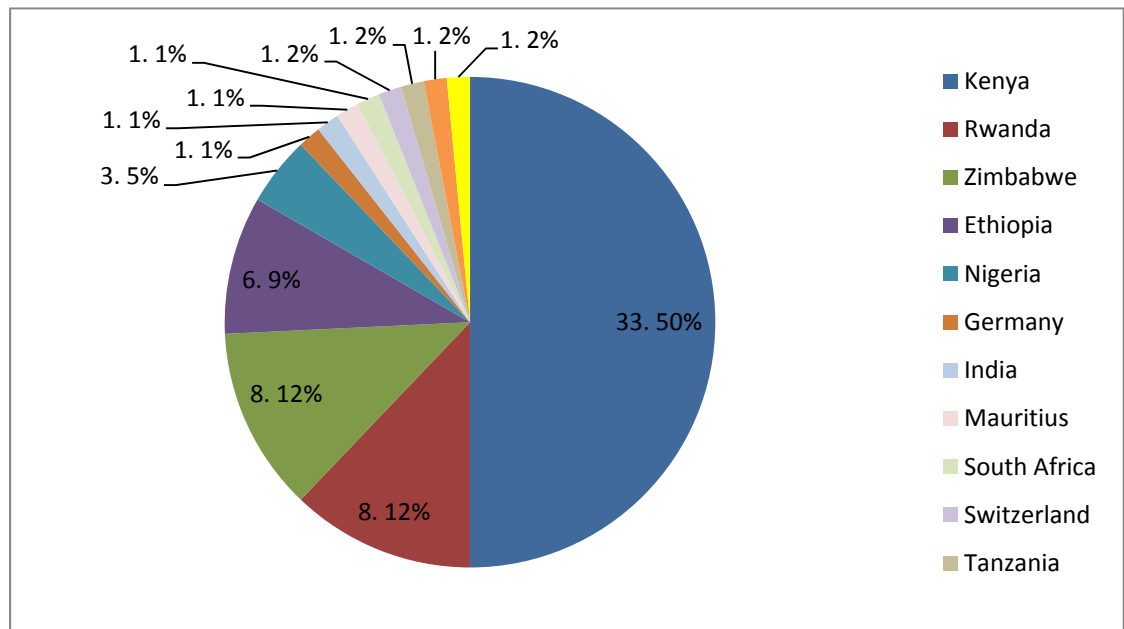
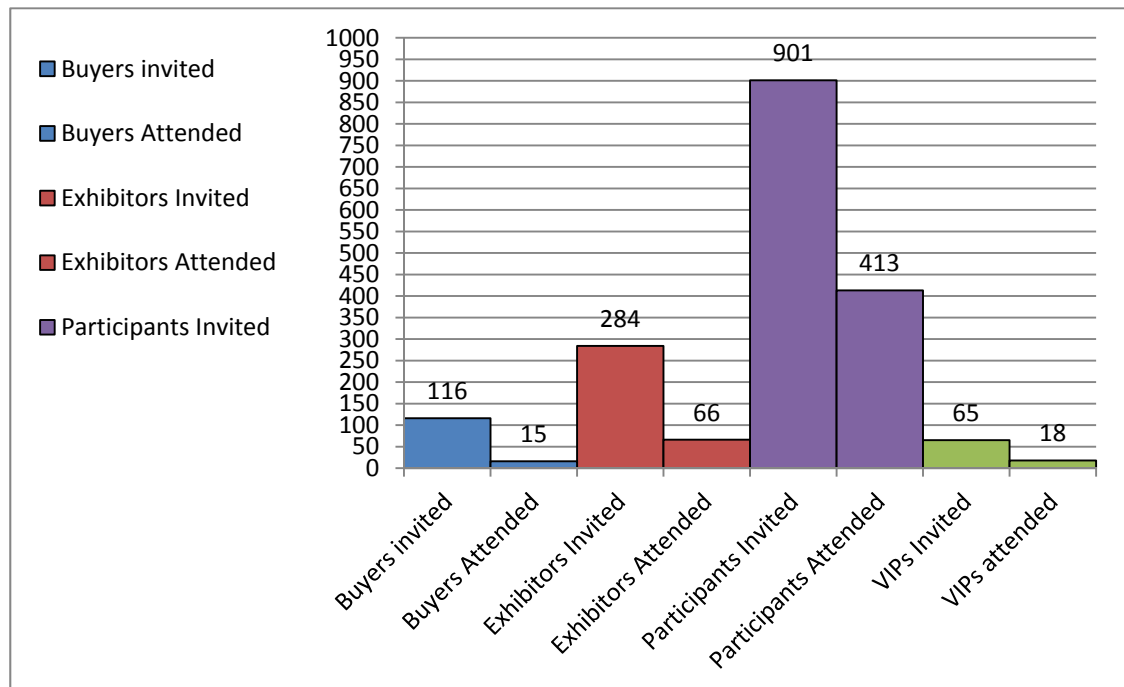


## ACTIF EXECUTIVE REPORT

### A. Overview

This was the first time that ACTIF was hosting the Origin Africa event on its own, as owner of the brand along with support various partners. It is our view that the event was successfully held, in spite of a number of challenges that stood way.

### B. Summary of Attendance





*Celebrating the spirit, style & innovation of modern Africa*

10 - 12 November 2014, Intercontinental Hotel, Nairobi, Kenya

## **ACTIF EXECUTIVE REPORT**

### **C. Key Issues / Challenges**

#### **i. No show by Key Partners**

Enterprise Mauritius & CBI were 2 critical partners that decided to pull out, citing Ebola and security concerns. Exhibitors from key countries such as Ethiopia, Lesotho & Madagascar also did not participate as expected, with additional support from SATH and EATIH offered too late.

#### **ii. Limited participation by buyers**

A huge of international buyers from EU and US had expressed interest to attend but did not show up mainly citing Ebola concerns.

#### **iii. Discounted Exhibitors**

As a result of no shows by core partners and countries, we ended up increasing the sme's section to fill up the spaces with highly discounted exhibitors. This too affected our bottom line.

#### **iv. Gala Dinner**

Participation of the President and first lady was a huge boost for us. However, it also resulted in the protocol team disrupting our sitting arrangements for our VIP guests and all other delegates. They also allowed non accredited delegates to access the venue. The rain and collapse of one of the tents also made the situation worse. The quality of support from hotel was also wanting.



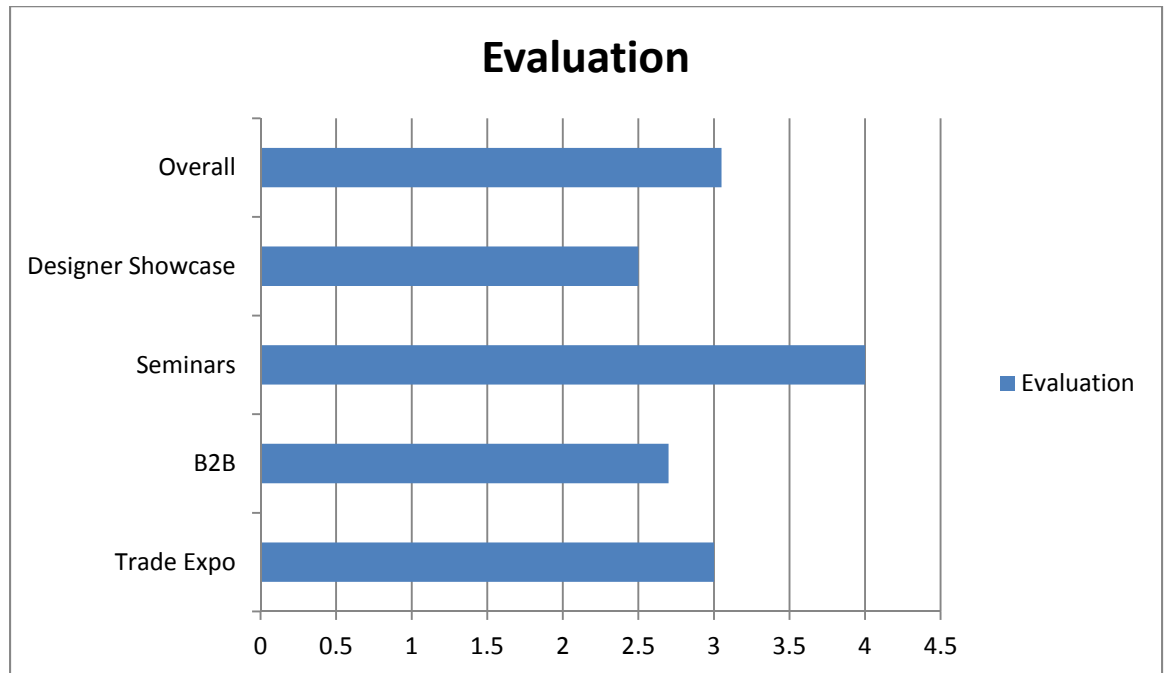
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## ACTIF EXECUTIVE REPORT

### D. Overall Assessment

#### OVERALL EVALUATION OF ORIGIN AFRICA 2014 EVENT



1 – Poor; 2 – Fair; 3 – Good; 4 – Very Good; 5 – Excellent

The above overall evaluation report has been developed by ACTIF based on various responses received from a wide range of stakeholders including, exhibitors, participants, buyers, speakers, VIPs and ACTIF members. The overall evaluation of the event was GOOD but there is need to improve on the Trade Expo, B2B and Designers showcase as highlighted above.

Going forward for Origin Africa 2015, we plan to conduct a survey on the location and date and we hope to have a conclusive report by end of December 2014.