Mode of payment for Local Exhibitors

• Booth per square meter per day =1,300 Birr
• Registration Fee = 1,000 Birr
• Minimum Booth size is 9m^2
• The duration of the Expo is 5 days
• Payment for minimum booth size =
  [(9m^2 x 1,300 Birr) x 5 days +1,000 Birr] = 59,500 Birr

100% payment upon booking through the Commercial Bankof Ethiopia [A/C Number 1000577753192 in CPO or Cash. TheCPO should be written to "Dire Dawa Administration or Skylink Technologies"

For International Companies

• Booth per square meter per day = 90 USD
• Registration Fee = 200 USD
• Minimum Booth size is 9m^2
• The duration of the Expo is 5 days
• Payment for minimum booth size =
  [(9m^2 x 90 USD) x 5 days+ 200 USD] =4,250 USD

100% payment upon booking and make the payment throughthe Commercial Bank of Ethiopia [A/C Number 1000577753192 Swift Code _____Addis Ababa, Ethiopia. Please send proof of payment to sales@direinttechexpo.com when transfer is completed.

Booking and payment schedule

Exhibitors are advised to book as early as possible, as space is limited, and booths will be allocated strictly in order of the registration payment on a rst-come-rst-serve basis. In order to conrm your exhibition space, you need to complete exhibitor registration form and send full payment upon booking

Facility for the exhibitors

The following facilities are readily available free for each rent of 9m booth: 2 Chairs, 1 Table, 2 Spotlight, 1 Socketand 1 Dustbin

ORGANIZER

EFDR, Dire Dawa adiminstration Mayor's office

sky link
TECHNOLOGIES PLC
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EFDR, Dire Dawa adiminstration
Mayor's office

☎ 025 111 1358 📱+251 9 38 49 49 50

🌐 www.dire-dawa.gov.et

✉ ddamo@ethionet.et

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✉ info@skylinkict.com

📍 Kurtu Commercial

Center,5th   Floor, 509, A.A

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Partner

1st FIRST

2024
DIRE TECH Expo
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Dire Intrernational Tech Expo
Idea to Reality

Jan 24-28/2024

Dire Dawa Youth Sport Center ,Dire Dawa

SCAN ME!

About the EXPO

1st Dire International Tech Expo is Ethiopia's largest and most extensive Technology Exhibition, Conference and Summit. Dire International Tech Expo is where established technology servicev endors, private and public sector decision makers, integrators, and users of ICT technology for business or public good—as well as disruptive startups with unique solutions—come together to create important networks and build valuable partnerships

From enterprise solutions to large telecom operators, Technology Expo Ethiopia brings the latest technology innovations to benefit organizations operating or planning to engage in the expanding Ethiopian market. The Expo serves as a catalyst for collaboration and coopetition between foreign and local technology companies and a multitude of partners in the ICT ecosystems.
The event combines unrivaled conference content with a major exhibition and a well-crafted networking opportunity.
As The Second diplomatic capital and a rising conference tourism destination—enchanting Dire Dawa provides the appropriate setting for business travelers and those curious to explore the opportunities of the wider Ethiopian market

1st Dire International Tech Expo 2024

The Federal Democratic Republic of Ethiopia Dire Dawa Administration and Skylink Technologies has made the development of Technologies as one of its strategic priorities soas to implement the Idea to Reality. The Technology policy, theincentives and the rise of government expenditure in Technology infrastructure and service are the reflection the government's commitment to use Technology as a tool for rapid economic growth. The trends in the development of Technology indicate that there is a dynamic growth of Technology infrastructure and services in the country.

In addition, there are untapped Technology market opportunities for domestic and foreign investors, especially following the enormous national demand due to its multi- dimensional role and emphasis given to the Technology sector in achieving the Idea to Reality

• Create business to business (B2B) relationship with local and International companies

Objective of the Event

• Showcasing technological advancements:
• Promoting networking and collaboration:
• Knowledge dissemination:
• Industry awareness and education:
• Promotion of digital literacy:
• Support for startups:
• Technology adoption:
• Provide information on developments and achievements in the technology sector in dire dewa;
• Demonstrate and promote local talents, expertise, know-how and export potential;
• Present dire dewa as an attractive emerging market for foreign companies and potential investors in the technology sector

Theme of the Expo

Idea to Reality

Who will participate ?

• Telecommunication Providers
• ICT Companies
• Healthcare Technology Providers
• Academic and Research Organizations
• Governmental Organizations
• SME's and Startups
• Service Companies
• Bank and Financial Technology
• Environmental Technology

What makes the Expo attractive ?

• Meet Ethiopia's fore most Technology leaders
• the national demand for Technology sector is booming locally,
• Meet buyers from All over world growing technology markets
• Networking and unrivaled audience participation
• It is the first international technology expo at the regional level in Ethiopia
• multifarious ICT services at the Federal Level
• More than 300 local and international companies in all Technology sectors. 40,000 Visitors

• The 1st Dire International tech expo is highlighted as Ethiopian
• Technology Week with side or concurrent events like Startup Ethiopia, Technology Conference,Tech Award and Q and A competition at the Dire Dawa youth sport center to maximize engagement
• Distinguished speakers

Why you should participate ?

• Connect with potential partners to address market needs, local and international
• Discover new technologies to drive performance and innovation
• Showcase your latest products, services, & ndings to potential customers
• Examine recent market trends and opportunities- Benchmark
• Create publicity and large visitor numbers expected
• Capitalize on media coverage of the event
• Gain new product development ideas; meet and learn from top decision make

Visitors mix and participation

• Over40,000 Visitors drawn from:
• Governmental Organizations
• Embassies and International Community
• The Private Sector
• Non-Governmental Organizations (NGOs)
• Academic Institutions and Schools
• General Public
• Financial Institutions
Dire international tech expo are expected to visit the Expo. Promotional works will include advertisements through TV, Radio, Newspaper, SMS, Websites, Launching Ceremony (Press Conference), Printed Materials, Banners and Billboards at selected sites in the Dire Dawa & Addis Ababa city.

For SME & Startup

For Local Companies & Government Entities
• Booth per square meter per day = 650 Birr
• Registration Fee = 1000 Birr
• Minimum Booth size is 9m^2
• The duration of the Expo is 5 days
• Payment for minimum booth size =
   [(9m^2 x 650 Birr) x 5 days + 1000 Birr] = 30,250 Birr