

# SOURCE EAST AFRICA 2018

## SELECTION CRITERIA – for Exhibitors

### 1. Introduction

**SOURCE East Africa 2018** is a B2B Trade Fair for Home Décor, Fashion Accessories and Gifts in East Africa.

### 2. Reasoning behind the setting of selection criteria

One of the challenges of some Crafts Trade Fairs on the continent is that they usually include a wide range of exhibitors; from single designers, to small producer groups, to crafts traders and crafts exporters. Although this guarantees a large diversity of exhibitors and products, it has the disadvantage of placing export ready companies next to non-export ready companies. This can be extremely irritating for international buyers who are then confronted with different quality and price levels.

Since **SOURCE East Africa** wants to establish itself as a professional B2B Trade Fair. The event seeks to attract buyers from the wider East African region, the Southern African region as well as international buyers from Europe, the US and Asia. It is therefore absolutely crucial for the success of the event, that only export ready companies with an attractive and unique product offer are allowed to participate. This is to ensure that buyer requirements are met, orders delivered reliably and buyers are not disappointed.

Enforcing these strict criteria is therefore important to help to build the reputation of the **SOURCE East Africa** and establish it as a key market-place on the international calendar.

### 3. The Selection Criteria

**Companies that wish to participate at SOURCE East Africa need to have:**

- **Unique, innovative and contemporary designs with attractive product collections in the categories: Home accessories, fashion accessories and gifts.**
- **High product quality in the area of finishing.**
- **Reliable and competitive pricing**
  - Companies will have to submit their **Costing Sheets** to show that their prices are properly calculated.
  - Companies will also have to be in a position to offer differentiated pricing for domestic and regional wholesale as well as for international export.
  - Export prices will have to be competitive based on target market pricing.
- **Adequate production capacities**
  - Companies need to prove that they have adequate production capacities to meet orders in reasonable lead times.
  - Companies also need to prove that they have good control over their production and that they have quality assurance systems in place to guarantee consistent production of orders.
- **Professional export packaging solutions**
  - Companies need to prove that they have professional packaging solutions for their products. E.g. Packaging units per item, Container quantity estimates etc.
- **Sustainable production processes**
  - Companies need to assure that they are using sustainable materials and processes in their production.
  - They also need to assure that they adhere to acceptable and expected standards in the area of Corporate Social Responsibility.
- **Professional branding**

### 4. Selection Procedure

Interested companies will be able to register via the **SOURCE East Africa** website. Next to their contact details, they will be asked to fill out a questionnaire.

A selection panel will review all applications and make the final selection.

The final selection of exhibitors will be based on:

- Compliance with the criteria listed above. (*\* In some cases, the panel can decide to verify some of the criteria. This will be done through appointed consultants*).
- Since **SOURCE East Africa** is a regional event, the selection will also try to ensure a fair regional representation.

- Trying to avoid showing producers making the same product. In such a case the company that best complies with the above criteria will be selected.
- Available space.

## 5. Product Selection and Product display

- The selection panel will also advise companies that have been selected on the products to bring.
- As the display surfaces per exhibitor will be limited, it is important that products are carefully selected and only the best and strongest products are showcased at the event.
- At the fair, exhibitors will be assisted in their product display by a professional curator to ensure that the product presentation is attractive and professional.
- Again, **SOURCE East Africa** is a professional B2B order fair. This means for the first 2 B2B days, only samples of products need to be shown.
- Exhibitors are asked to respect this advice and not clutter their stands with too many products. The motto is: ***“Less is more!”***

A professional and attractive display will also contribute to making the event a success and distinguishing it from other crafts fairs and bazaars in the region.

For further questions on the criteria, please contact:

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