

WOCMAP EXHIBITION AND BUSINESS FORUM NOVEMBER 10-14 2008

PREPARED BY DENZIL PHILLIPS INTERNATIONAL
ON BEHALF OF WOCMAP LOCAL ORGANISING COMMITTEE

BACKGROUND

The **International Council for Medicinal and Aromatic Plants (ICMAP)** a non profit organization dedicated to the promotion of medicinal and aromatic plants (MAP) worldwide every five years organises **the World Congress on Medicinal and Aromatic Plants (WOCMAP)**. This is probably the most important gathering of scientists, researchers and promoters of medicinal and aromatic plants on earth. The first WOCMAP was held in Europe [Maastricht, Netherlands 1992] the second in South America [Mendoza, Argentina 1997], and the third in Asia [Chiang Mai, Thailand 2003]. For the very first time **Africa** has been chosen to host the fourth WOCMAP event. [Cape Town, South Africa 2008] .The **Department of Phytomedicine, University of Pretoria** and the **African Association of Medicinal Plant Standards** working in association with **Thebe Conferences** will be responsible for local organisation.



WOCMAP expects between 1500-2500 delegates at this conference, which will be held from November 10th-13th in the magnificent Cape Town International Conference Centre. (www.cticc.com) This is a unique opportunity for Africans involved in the medicinal and aromatic plant industry to share their knowledge and the rich diversity of our flora with scientists, businessmen and researchers from all over the world. The theme of the conference is **“Using plants for the benefit of people”**.

In addition to the scientific conference programme WOCMAP will be organising a series of interesting side events including

- 1) **An exhibition and trade fair**
- 2) **Business inward mission and international trade forum**
- 3) **Field visits to local companies & farms involved in medicinal and aromatic plants**

These complementary events are designed to promote MAP trade and technology between Africa and the rest of the world.

WOCMAP EXHIBITION AND TRADE FAIR.

Organised by Denzil Phillips International Ltd (www.denzil.com) in association with the local WOCMAP Committee and Thebe Conferences (www.thebeconferences.com)



The WOCMAP exhibition and trade fair will **aim to:**

- 1) Offer some of Africa's leading commercial natural ingredient and finished product suppliers a showcase for their products and services
- 2) Offer major organisations involved in the promotion and development of Africa's natural resources an opportunity to promote themselves locally and internationally
- 3) Offer local traditional herbal practitioners and plant collectors a platform to promote their knowledge and experience

Where will the event be held?

The WOCMAP exhibition and trade fair will be held in the foyers and meeting areas adjacent to the main conference auditorium of the Cape Town International Conference Centre. (See plan below). The area will be sub divided into

- 1) **Section 1:** Area for **African companies** involved in international trade in herbal products and natural ingredients.
- 2) **Section 2:** where **international companies** and organisations offering products and services to the African natural product industry can exhibit(including publications, small equipment, laboratory supplies and facilities, consultancy services,
- 3) **Section 3: An additional tented pavilion,** where individual **local South African** craftsmen and healers can display their products and services is planned for the green space immediately opposite conference centre entrance.

WOCMAP BUSINESS FORUM



Organised in association with the Swiss Import Promotion Programme (SIPPO) which is running a Buyers mission to South Africa to coincide with this event the WOCMAP Business Forum will provide an ideal opportunity for companies and organisations to present their products and services to a specialist audience. This event will include:

Session 1: A series of 25 minute presentations on key issues which have a major impact on the scale and pattern of international trade in natural products from Africa and the rest of the world. These include

- Tariffs and Duties (WTO and UNCTAD negotiations)
- Intellectual Property Rights
- Certification
- Bio-diversity and conservation issues
- EU Regulatory standards
- Transport and Logistical issues

Session 2: A series of 15 minute presentations by **10-15 European companies** designed to highlight their human and technical skills and resources in the herbal field as well as their special product focus and market interests. Companies chosen to present will include those in the field of herbal extraction, manufacture of herbal preparations, cosmetics, essential oils, functional foods and other specialist natural products.

Session 3: A series of 15 minute presentations by **10-15 African companies** designed to highlight their human and technical skills and resources in the herbal field as well as their special product focus and market interests. Companies chosen to present will include those in the field of herbal extraction, manufacture of herbal preparations, cosmetics, essential oils, functional foods and other specialist natural products.

WHO WILL VISIT THIS EVENT

The main attendees of the fair will be the 1,000-2,000 international delegates to WOCMAP. These include leading scientists, researchers and other members of the international herbal industry. In addition to these delegates arrangements are being made to open the exhibition at certain times to the general public. Furthermore working in close association with local and regional trade associations like Phytotrade, AAMPS, South African Health Products Association and South African Cosmetic Export Council we aim to encourage special interest groups from all over the region to visit this event.



WHAT WILL IT COST?

Exhibition Area

Using the specialist services of **Oasys Exhibitions & Events** we will be offering a series of shell scheme arrangements ranging from 4 square metres to 15 square metres to all those exhibitors installed inside the conference centre (Section 1 and Section 2, see plan below).

The basic shell scheme will cost **Euros 220 per square metre**** to include flooring, table and chairs. Lighting, electricity and audio-visuals will be charged extra (at cost.)

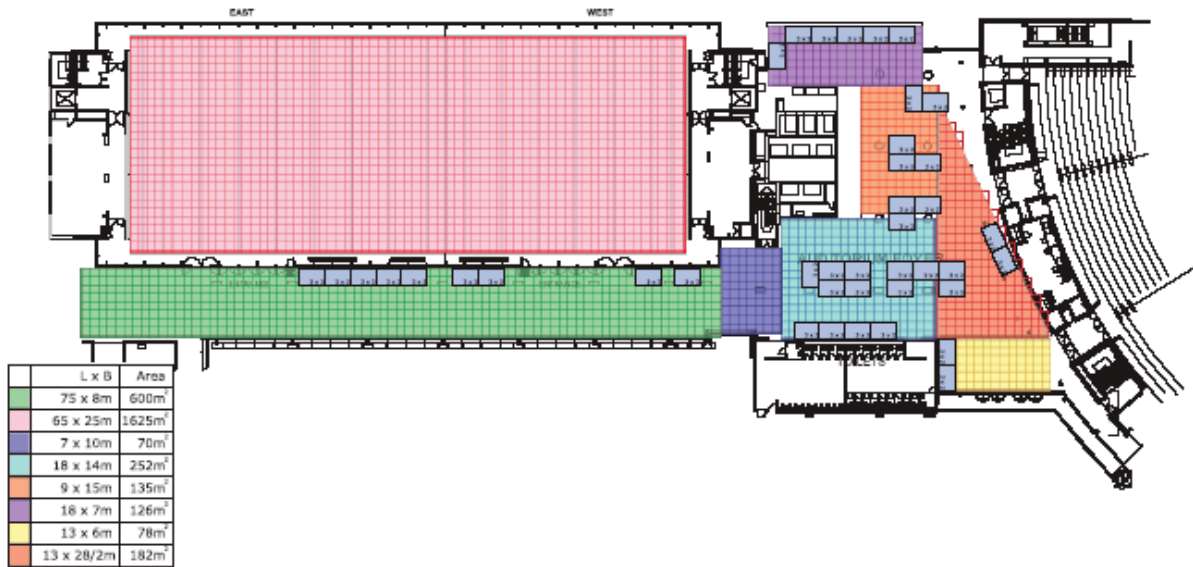
Charges for local healers and retailers taking space in the **tented pavilion** (Section 3) have yet to be finalised but will be kept to an absolute minimum to allow for maximum participation.

Business Forum Registration Fees

- **Euros 350** per person (for companies and organisations with more than 50 employees)
- **Euros 250** per person (for companies and organisations with less than 50 employees)
- **Euros 75** per person (for academics and full time students and OAPs)

****** Some **sponsorship** is being organised for **Small and Medium Sized African companies** not resident in the Republic of South Africa. This applies to both the exhibition and business forum. Please email denzil@denzil.com for details.

WOCMAP EXHIBITION AND TRADE CAPE TOWN CONFERENCE CENTRE



**PARTIAL LIST OF AFRICAN COMPANIES AND ORGANISATION
INVITED TO THE WOCMAP VI EXHIBITION AND BUSINESS FORUM**

AFRIPLEX, PAARL, RSA

AKOWILSON TRADING AND FARMS, KASOA, GHANA

ARBOR OILS, NAIROBI, KENYA

ASNAPP, ACCRA, GHANA

ASSOCIATION OF AFRICAN AND MEDICINAL PLANTS, REDUIT, MAURITIUS

BARBEX ESSENTIAL OILS, ACCRA, GHANA

BIOHARMONY, CAPE TOWN, RSA

BIOMOX, PRETORIA, RSA

BIORESOURCES , ABUJA, NIGERIA

CRISAA SA-DC, WINDHOEK, NAMIBIA

HEALTH FOREVER PRODUCTS, LAGOS, NIGERIA

LAKE PRODUCTS AND SERVICES, JINJA, UGANDA

MELVINS TEAS, NAIROBI, KENYA

MERU HERBS , NAIROBI, KENYA

MONDO GS, CASABLANCE, MOROCCO

NAPRECO, NAIROBI, KENYA

PARCEVAL , WELLINGTON, RSA

PROMETRA , DAKAR, SENEGAL

SANTIS, CASABLANCA, MAROCCO

SOTRAMEX, ANTANARIVO, MADAGASCAR

SOUTH AFRICAN HERBAL PRODUCT ASSOCIATION, SANDTON, RSA

TABECO INTERNATIONAL, DAR ES SALAAM, TANZANIA

THE PURE COMPANY, ACCRA NIGERIA

VICDORIS PHARMACEUTICALS, ACCRA, GHANA

WANPRES, OUAGADOUGOU, BURKINA FASO

**PARTIAL LIST OF INTERNATIONAL COMPANIES & ORGANISATIONS
INVITED TO THE WOCMAP VI EXHIBITION AND BUSINESS FORUM**

COMPANY	COUNTRY	INTEREST
AARHUIS OLIE ,	DENMARK	COSMETIC RAW MATERIALS
BOABAB FRUIT CO	ITALY	BOABAB
CHROMADEX	SWITZERLAND	LABORATORY SERVICES
COSMETIC VALLEY	FRANCE	COSMETIC FORMULATION
COSMOBIO	FRANCE	ORGANIC COSMETIC INGREDIENTS
DSM PENTAPHARM	SWITZERLAND	NUTRACEUTICAL RAW MATERIALS
EARTH OILS	UK	AFRICAN ESSENTIAL OILS
FRUTAROM	SWITZERLAND	FLAVOUR INGREDIENTS
INDENA	ITALY	PHYTO EXTRACTS
LAB SEROBIOLOIQUES	FRANCE	AFRICAN HERBALS
NATREX	AUSTRIA	EXTRACTION TECHNOLOGY
NATUREX	FRANCE	NORTH AFRICAN HERBALS
ORGANIC PARTNERS	UK	ORGANIC FAIR TRADING
PHYTOLAB	GERMANY	LABORATORY SERVICES
PHYTOTRADE	U.K	COSMETIC INGREDIENTS
SCHAPER & BRUMMER	GERMANY	AFRICAN HERBALS
SCHWABE	GERMANY	RAW MATERIALS AND EXTRACTS
STATFOLD OILS	UK	NATURAL FIXED OILS
VITAFOODS	UK/SWITZERLAND	TRADE FAIRS AND CONFERENCES