



Standard Bank

BIOMASS

FAIR 2023

7 – 9 September 2023

- 7 September - Research Symposium
- 8 September - Industry Conference
 - Expo starts at 12:30
 - Networking Event
 - BIOMASS FAIR Concert
- 9 September - Expo



@biomassfairnam

Call *for* Sponsors



Namibia Biomass Industry Group



NAMIBIA
UNIVERSITY
OF SCIENCE AND
TECHNOLOGY



Charcoal Association of Namibia

About the BIOMASS FAIR

Implemented by partners, the Namibia Biomass industry Group (N-BiG), the Charcoal Association of Namibia (CAoN) formerly known as Namibia Charcoal Association (NCA), and the Namibia University of Science and Technology (NUST), the BIOMASS FAIR is an event tailored toward the blossoming bush biomass sector in Namibia and the region at large. By bringing together stakeholders of the growing biomass sector, the sector is strengthened, and new opportunities can be explored. The annual fair provides an excellent opportunity for networking and exchanging best practices and knowledge on bush control and biomass utilisation. The BIOMASS FAIR takes place over three days, including a Research Symposium, a Biomass Industry Conference, and a Biomass Expo showcasing technology and field demonstrations. Each specific event is targeted and has a specific purpose, with the overall aim of formalising and promoting the biomass industry in Namibia.

With approximately 300 visitors and 30 local exhibitors, the Biomass Technology Demonstration Day at Cheetah Conservation Fund in 2018 was a successful pilot event that paved the way for the foundation of this annual biomass event. In 2019, the Biomass Technology Expo drew over 1500 international, regional, and local visitors, as well as 120 exhibitors to Otjiwa Lodge in the Otjozondjupa region, the central hub of bush biomass in Namibia.

To supplement the financial efforts of the implementing partners, an annual call for sponsorships is advertised for interested companies.

What is the BIOMASS FAIR 2023?

The BIOMASS FAIR 2023 (BF 2023) is an event tailored towards the blossoming biomass sector in Namibia and the region at large. The BIOMASS FAIR event will take place over three days from **7 to 9 September 2023**, comprising a Research Symposium, an Industry Conference, Networking event on invitation and the Expo, the event will also be spiced by a Biomass concert under the stars. Each specific event is targeted, and has a specific purpose, with the overall aim of formalising and promoting the budding biomass industry in Namibia.

The Biomass Fair 2023 will be taking place at **Gross Barmen Resort** south-west of **Okahandja** in the Otjozondjupa Region offering a modern conferencing venue and ideal surroundings for biomass product and technology showcasing and field demonstrations.

Format & Expectations

This BIOMASS FAIR 2023 is expected to engage over 1 500 visitors across its three-day format, with the following exciting array of activities:

- **Research Symposium** – the first day will kick off with a symposium to get the creative juices flowing. The applied research focus will ensure relevance to a wide audience, and with over 15 local and international speakers, will offer presentations on cutting edge research on biomass related topics.
- **Industry Conference**– the second day will set the gears in motion, with the focus on industry, including markets, technologies, products, and services. The conference will host over 15 high level speakers from Namibia and abroad, to engage the audience with trends and opportunities.
- **Networking Event** – from 17:00 to 19:00 there will be a cocktail event, which is targeted at the networking platform, specifically for biomass buyers and sellers to engage with one another, in a relaxed setting, with drinks and a warm atmosphere. Buyers will be specifically invited to attend, and

serious sellers will be identified.

- **Biomass Concert**– a concert in the bush (under the stars) will help guests unwind, after an intense and thought-provoking conference and welcome those who have travelled far to attend the Expo. The concert, accompanied by an assortment of food vendors, will set the mood for the following day.
- **Expo**– the ultimate biomass showcase event, hosting over 120 exhibitors, product and technology demonstrations. The best way to wrap up the BIOMASS FAIR 2023. Family friendly, with food and beverages on offer, this event will see crowds of people from far and wide attend, accompanied by media.

Previous Events

Standard Bank BIOMASS FAIR 2022

Namibia Biomass Industry Group (N-BiG), the Charcoal Association of Namibia (CAoN), and the Namibian University of Science and Technology (NUST) hosted a two-day BIOMASS FAIR comprising the Research Symposium and Biomass Industry Conference on 7 and 8 September 2022 at the Safari Court Hotel and Conference Centre in Windhoek, under the theme “Discovering A New Decade for Biomass. The BIOMASS FAIR 2022 received diamond sponsorship from Standard Bank Namibia, thus accorded the name Standard Bank BIOMASS FAIR 2022. The event attracted over 500 participants and over 20 local and international speakers.

BIOMASS FAIR 2020 and 2021

Following the COVID-19 pandemic, which halted the event and made large-scale activities worldwide difficult, the Namibia Biomass Industry Group (N-BiG), the Charcoal Association of Namibia, and the Namibia University of Science and Technology (NUST) were unable to Host the BIOMASS FAIR 2020 and 2021.

Biomass Technology Expo 2019

The Biomass Technology Expo 2019 attracted over 120 exhibitors and over 1 500 visitors on 9 August 2019. It received high praise from its exhibitors and guests alike, leaving many surprised by the scale and attendance of the event.

Biomass Technology Demonstration Day 2018

The Biomass Technology Demonstration Day 2018 attracted 300 visitors and 30 exhibitors on 20 October 2018. This was the pilot event, planned to test the interest of people in the biomass sector. It was deemed a success, as it proved there was interest, both from local and international exhibitors, as well as from the general public.

Event Partners

This year's event partners are:

- Namibia Biomass Industry Group (N-BiG)
- Charcoal Association of Namibia (CAoN)
- Namibia University of Science and Technology (NUST)

Becoming a Sponsor

The BIOMASS FAIR 2023 is in need of strategic sponsorship partners for the new and improved event format. This year's event is bigger and better – and needs strategic sponsors who see the biomass industry for what it is, a huge growth opportunity for the country and the region.

The BIOMASS FAIR 2023 Sponsors will form part of a targeted, high-impact and pioneering event. The event has already grown beyond Namibia's borders, and as such, this year's iteration will gain even more exposure on a regional level, with specific focus on the Southern African Development Community.

Sponsors will gain exposure through a variety of platforms, including pre-event, event, and post-event marketing efforts, including television and radio coverage, print media, digital media, and others. Not only that – the sponsors will be given opportunities to address and engage the event participants at various points throughout the format.

Sponsorship Packages

Sponsorship tiers offer a package that suits each sponsor specific needs as follow:

We acknowledge Standard Bank as the Diamond Sponsor for the Biomass Fair 2023 and their commitment and partnership in fostering innovation and sustainability in the biomass sector.



The **DIAMOND** sponsor is the champion of the Biomass Fair 2023. Being the premier sponsor, the **DIAMOND** sponsor will receive exclusive sponsorship benefits, as follows:

- Full event branding as official sponsor – large logos included within all visual platforms (digital and print), and specific mentions in all television and radio platforms.
- Naming rights to the Biomass Fair 2023
- Full event branding rights – branded banners at event entrance, welcoming area, main hall, food court, entertainment area, etc.
- Networking hub on site
- Branding included on event sponsorship banners (at event)
- Branded pre-event social media boosts (x 10)
- Press interviews (TV & Radio) at Expo (Day 3)
- 20-minute opening presentation at Industry Conference (Day 2)
- 10-minute opening speech at Networking Evening (Day 1)
- Branded flyers in gift bags, handed to all Expo visitors

- Branded gifts in gift bags, handed to all Expo visitors
- Exhibition stand (min. 6 x 6 m) at the Expo, including exclusive furnishings
- 20 complimentary passes to the Fair
- 10 complimentary passes to the networking dinner

Diamond Sponsorship Cost: N\$ 500 000



The **GOLD** sponsors of the BIOMASS FAIR 2023 are the industry leaders. **GOLD** sponsors will receive premium sponsorship benefits, as follows:

- Full print-media branding – logos included within all visual platforms (digital and print)
- Event branding rights – branded banners at entrance, welcoming area, and main hall
- Branding included on event sponsorship banners (at event)
- Branded pre-event social media boosts (x 3)
- Exclusive press interviews (TV & Radio) at Expo (Day 3)
- 15-minute speaking slot at Industry Conference (Day 2)
- Branded flyers in gift bags, handed to all Expo visitors.
- Exhibition stand (min. 5 x 5 m) at the Biomass Expo, including equipment.
- 20 complimentary passes to the Fair
- 5 complimentary passes to the networking dinner

GOLD Sponsorship Cost: N\$ 200 000



The **SILVER** sponsors of the BIOMASS FAIR 2023 are the industry upcomers. **SILVER** sponsors will receive optimal sponsorship benefits, as follows:

- Full print-media branding – logos included within all visual platforms (digital and print)
- Branding included on sponsorship banners (at event)
- Branded pre-event social media boost (x 1)
- Branded flyers in gift bags, handed to all Expo visitors.
- Exhibition stand (min. 4 x 4 m) at the Biomass Expo, including equipment.
- 4 all-event passes to the Fair
- 2 complimentary passes to the networking dinner

SILVER Sponsorship Cost: N\$ 100 000



The **BRONZE** sponsors of the BIOMASS FAIR 2023 are the biomass industry supporters. **BRONZE** sponsors will receive basic sponsorship benefits, as follows:

- Branding included on sponsorship banners (at event)
- Branded pre-event social media blast.
- Branded business cards in event bags, handed to all Expo visitors.
- Exhibition stand (min. 3 x 3 m) at the Biomass Expo, excluding equipment.
- 4 complimentary passes to the Fair (excluding Networking dinner and concert tickets).

BRONZE Sponsorship Cost: N\$ 20 000

Note: PayPal will be used as a payment method.

Enquiries

For more information or enquiries, please contact **Julian Nakanyala** (Knowledge Management and communications Officer).

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