



Standard Bank

BIOMASS

FAIR 2024

8 – 10 August 2024

- 8 August - Conference
- 8 August - Networking Event
- 9 August - Expo
- 10 August - Expo

Otjiwarongo

Theme: *"Innovating for a greener future"*

**BIOMASS FAIR
2024**



Call
for

Sponsors

Implementing Partners 2024



About the Standard Bank BIOMASS FAIR

Implemented by partners, the Namibia Biomass Industry Group (N-BiG) and the Charcoal Association of Namibia (CAoN), the Standard Bank 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 of best practices and knowledge on bush control and biomass utilisation. The Standard Bank BIOMASS FAIR takes place over three days, comprising a Biomass Conference, a Biomass Expo showcasing technology and field demonstrations and a Biomass Networking event. Each specific event is targeted and has a specific purpose, with the overall aim of formalising and promoting the budding 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 1,500 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 Standard Bank BIOMASS FAIR 2024?

The STANDARD BANK BIOMASS FAIR 2024 is an event tailored towards the blossoming biomass sector in Namibia and the region at large. The Standard Bank BIOMASS FAIR event will take place over three days from **8 to 10 August 2024**, comprising a BIOMASS Conference, Networking Event and the Expo. 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 Standard Bank BIOMASS FAIR 2024 will be taking place in Otjiwarongo, the hub for the wood biomass industry in Namibia. The Biomass Conference will be held at a suitable conference centre in Otjiwarongo. The conference will be followed by a Networking Event at 19:00. The Expo will be held at the Sekelbos/TOPS terrain on the road to the Otjiwarongo small-holdings.

Format and Expectations

Biomass Conference – *8 August 2024; 08:00 to 17:00*. The conference will combine research papers delivered by our scientific institutions, and presentations from industry practices specifically emphasising innovative practices to promote a greener future. It will feature local, regional, and international speakers. Attendees can expect to gain valuable insights into emerging trends and seize opportunities in the industry.

Exclusive Networking Event – *8 August 2024; 18:00 to 22:00*. There will be an exclusive cocktail event, specifically for biomass buyers and sellers to engage with one another.

Expo – *9 to 10 August 2024; from 08:00 to 18:00* for both days respectively, this is the ultimate biomass showcase event, hosting approximately 120 exhibitors, the Biomass Expo will demonstrate an extensive range of biomass products and cutting-edge technology. The Expo will feature a variety of exhibitors showcasing harvesting technology, exhibiting charcoal and other wood products, and presenting services for the biomass industry, including access to finance. Attendees can expect a family-friendly environment accompanied by a variety of food and beverage options.

Previous Events

Standard Bank BIOMASS FAIR 2023

Namibia Biomass Industry Group (N-BiG), the Charcoal Association of Namibia (CAoN), and the Namibian University of Science and Technology (NUST) hosted a three-day Standard Bank BIOMASS FAIR comprising a Research Symposium, Industry Conference, Networking Event, Music Concert and Expo from 7 to 9 September 2023 at Gross Barmen Resort, south-west of Okahandja in the Otjozondjupa region, under the theme “Igniting the growth of the biomass sector in Namibia”. The Standard Bank BIOMASS FAIR 2023, again received a diamond sponsorship from Standard Bank Namibia, thus accorded the name Standard Bank BIOMASS FAIR 2023. The event attracted over 250 participants to the conference, 60 exhibitors as well as over 23 local and international speakers. This was the first full event after a 3-year break due to COVID-19

Standard Bank BIOMASS FAIR 2022

In 2022 N-BiG, NUST and CAoN, hosted a two-day Standard Bank BIOMASS FAIR comprising a Research Symposium and Industry Conference. The event took place 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 Standard Bank 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 2024

This year’s event partners are:

- Namibia Biomass industry Group (N-BiG)
- Charcoal Association of Namibia (CAoN)

Becoming a Sponsor

The Standard Bank BIOMASS FAIR 2024 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 Standard Bank BIOMASS FAIR 2024 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 2024 and their commitment and partnership in fostering innovation and sustainability in the biomass sector.** The DIAMOND sponsor is the champion of the BIOMASS FAIR 2024. 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 2024
- 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 (9 or 10 August 2024)
- 20-minute opening presentation at the Biomass Conference (8 August 2024)
- 10-minute opening speech at Networking Evening (8 August 2024)
- 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 event

Diamond Sponsorship Cost: N\$ 500 000



The **GOLD** sponsors of the Standard Bank BIOMASS FAIR 2024 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 (9 or 10 August 2024)
- 15-minute speaking slot at Biomass Conference (8 August 2024)
- Branded flyers in gift bags, handed to all Expo visitors.
- Exhibition stand (min. 5 x 5 m) at the Biomass Expo, including equipment.
- 10 all-event passes for sponsor and associates (excluding Networking event).

GOLD Sponsorship Cost: N\$ 200 000



The **SILVER** sponsors of the Standard Bank BIOMASS FAIR 2024 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 for sponsor and associates (excluding Networking event).

SILVER Sponsorship Cost: N\$ 100 000



The **BRONZE** sponsors of the Standard Bank BIOMASS FAIR 2024 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 all-event passes for sponsor and associates (excluding Networking event).

BRONZE Sponsorship Cost: N\$ 20 000

Enquiries

For more information or enquiries, please contact Julian Nakanyala.

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