



INVESTMENT CONFERENCE

29TH TO 31ST MARCH 2022





About Us

The Association is the voice of the tourism sector businesses and community in Soweto.

- Established in 2017
- Serves as a channel of communication between private and public sector
- A registered & membership-based organization
- Has a growing membership base of over 200 businesses in the tourism value chain



About Us

Services and offerings:

- Tour Guides / Site Guides/ Tour Operators
- Accommodation
- Restaurant / Pub / Club
- MICE Forum (Business and Leisure) / Events
- Arts and Craft (Creative Forum)
- Travel Agencies
- Attractions – FNB stadium, Orlando Towers, Vilakazi Street, Soweto theatre and more
- Retail Tourism

We also address issues of:

- Responsible Tourism
- Health and Safety in Tourism
- Youth and Women development in Tourism

What we do



Sourcing & advocating for businesses



Advocate for SMME development programmes to be implemented in townships



Facilitate business opportunities & referrals



Form strategic partnerships to advance the economic participation of SMMEs

SOWETO INVESTMENT CONFERENCE

29TH-31ST MARCH 2022



DATE:

29TH TO 31ST MARCH 2022

PLACE:

EXPO CENTRE JOHANNESBURG

CNR NASREC & RANDSHOW ROAD JOHANNESBURG

DRESS CODE:

BUSINESS ATTIRE

ORGANISING TEAM:

AYANDA KELA - ayanda@sowetoinvestmentconference.co.za

THATO MOTHOPENG- thato@sowetoinvestmentconference.co.za

WEBSITE:

www.sowetoinvestmentconference.co.za

EVENT OVERVIEW

The Soweto Investment conference is a high level destination development project initiated by Soweto Tourism and Business Development Association working committee together with strategic partners.

The Aim of the investment conference is to attract local and international investors and partners, who are interested in partnering towards creating and developing Soweto in to an environment that is economically sustainable, business friendly, ecologically welcoming, connected to the globe through the internet and other forms and most importantly attractive to the local, regional and international tourist market to drive direct and indirect foreign capital investment.

Nasrec Expo Centre has partnered with Soweto Tourism in hosting this 1st of its kind in the countries Township Economic development vision.

OBJECTIVES

SOWETO INVESTMENT CONFERENCE

29TH-31ST MARCH 2022



ATTRACT INVESTORS

IDENTIFY
INVESTMENT
OPPORTUNITIES

IMPROVE BRAND
PERCEPTION

MATCH INVESTOR WITH
INVESTEE
OPPORTUNITIES

JOB CREATION

DESTINATION
DEVELOPMENT AND
MARKETING

SMME DEVELOPMENT

ATTRACT INVESTORS



Brief About the Soweto Investment Conference 2022

The Soweto Investment Conference 2022 will be hosted the Nasrec Expo Centre, situated on the borders of Soweto.

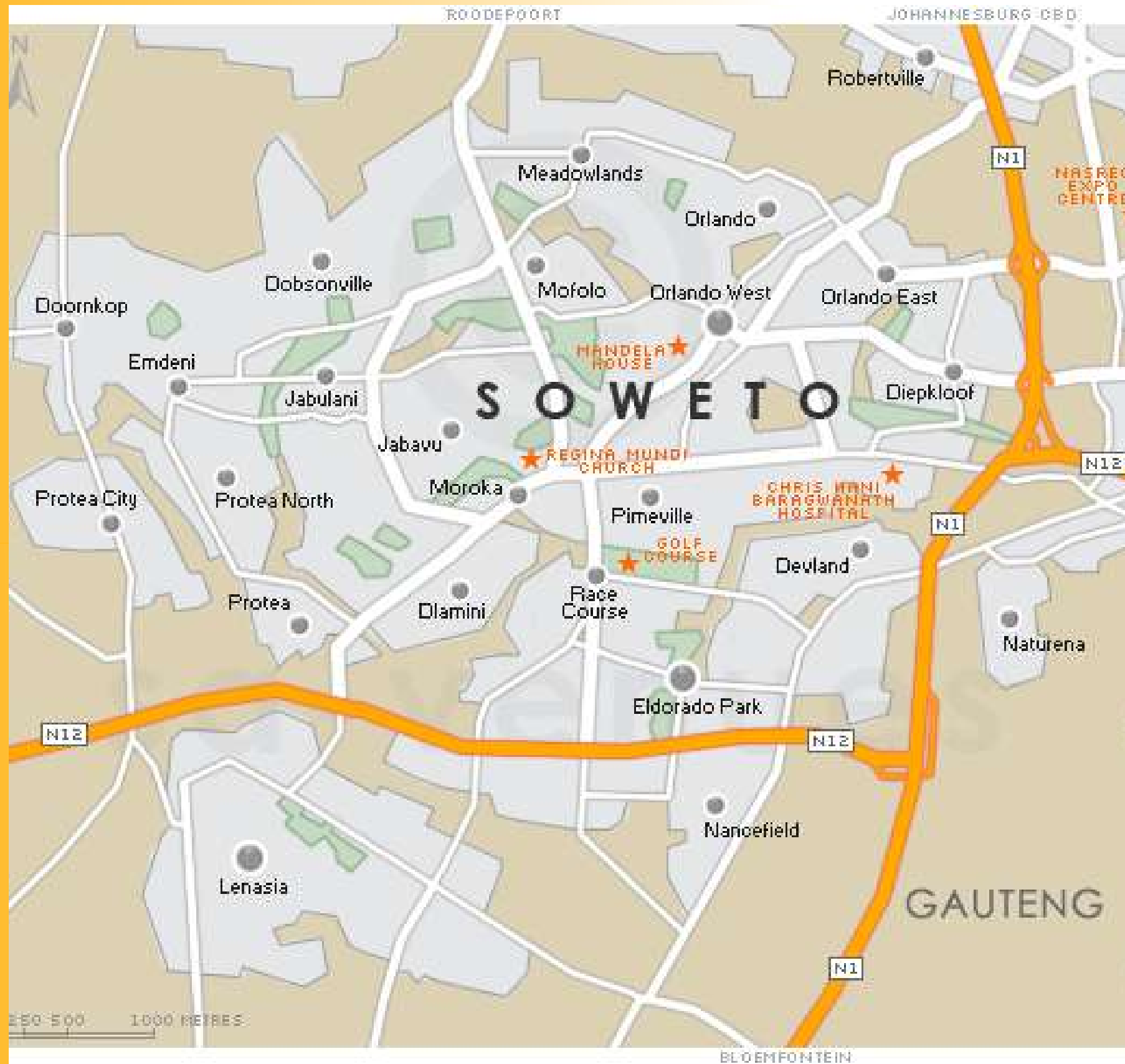
The 2022 event will have four focus areas, namely:

1. Infrastructure Development and investment;
2. Electricity Energy Investment- Alternative energy supply to the community of Soweto;
3. ICT Investment (smart township model) and;
4. Retail investment

The event will adhere to all government covid 19 regulations of the time, inclusive of hosting a hybrid and or digital event.

Investment Target

- We aim to raise 1 billion Rands worth of investment opportunities for the Community and brand Soweto as an investment destination.





SOWETO COMMUNITY INVESTMENT TRUST

- The Soweto Community Investment Trust was founded to act as a one-stop resource platform for investment matching and a social economic development tool in Soweto
- To facilitate economic participation and social economic development of the Soweto Community

INVESTMENT CONFERENCE WORK FLOW



In partnership with Nasrec expo center, GL Events. This year's conference will provide a unique opportunity for investors to gain an insight into the rapidly evolving investment opportunities available in the multiple economic sectors driving the community of Soweto. The inaugural event will first explore key municipal development plans and investment opportunities available in townships and Soweto. Secondly establish a community participation model that ensures the PPP strategy. And finally sustainability of measured economic growth of the township and improved livelihoods with cleaner and attractive environments arising from the opportunities created from the conference.



DAY I PROGRAM MORNING SESSION

TIME	ITEM	SPEAKER
09;00 TO 09:30	<ul style="list-style-type: none">BREAKFAST	<ul style="list-style-type: none">ALL
09:30 TO 09:40	<ul style="list-style-type: none">INDUCTION	<ul style="list-style-type: none">PROGRAM DIRECTOR
09:40 TO 09:55	<ul style="list-style-type: none">Welcome and role of the Soweto Community Investment Trust	<ul style="list-style-type: none">MR THATO MOTHOPENG
09:55 TO 10:00	<ul style="list-style-type: none">FLOW OF EVENT	<ul style="list-style-type: none">MISS AYANDA KELA
10:00 TO 10:10	<ul style="list-style-type: none">NATIONAL ATHEM	<ul style="list-style-type: none">PERFORMANCE
10;10 TO 11:00	<ul style="list-style-type: none">Key Note Speech – Overview of the township economic bill and governments role in attracting investment and protecting investor interests – Parks Tau	<ul style="list-style-type: none">MR PARKS TAU
11;00 TO 11:15	<ul style="list-style-type: none">WATER BREAK	<ul style="list-style-type: none">ALL
11:15 TO 12:00	<ul style="list-style-type: none">Over view of the CoJ municipality and functions- Johannesburg Mayor	<ul style="list-style-type: none">Mayor / MMC economic Development



DAY I PROGRAM AFTERNOON SESSION

TIME	ITEM	SPEAKER
12:00 TO 13:00	<ul style="list-style-type: none">LUNCH	<ul style="list-style-type: none">ALL
13:00 TO 15:00	<ul style="list-style-type: none">BREAK IN TO SEPARATE INVESTMENT PRESENTATION HALLS	<ul style="list-style-type: none">ALL
<div>HALL 1</div> <ul style="list-style-type: none">JPC- INFRASTRUCTURE INVESTMENT OPPORTUNITY PRESENTATION	<div>HALL 2</div> <ul style="list-style-type: none">CITY POWER/ ESKOM PRESENTATION ON INVESTMENT OPPORTUNITY	<div>HALL 3</div> <ul style="list-style-type: none">SMALL SCALE INVESTMENT AND FUNDING OPPORTUNITYES FOR SMMES AND Exhibition
18;00 TO 22;00	<ul style="list-style-type: none">GALA DINNER	<ul style="list-style-type: none">VENUE TO BE CONFIRMED



DAY 2 PROGRAM MORNING SESSION

TIME	ITEM	SPEAKER
09:00 TO 09:30	<ul style="list-style-type: none">BREAKFAST	<ul style="list-style-type: none">ALL
09:30 TO 09:40	<ul style="list-style-type: none">INDUCTION	<ul style="list-style-type: none">PROGRAM DIRECTOR
09:40 TO 09:55	<ul style="list-style-type: none">FLOW OF EVENT DAY 2	<ul style="list-style-type: none">MISS AYANDA KELA
10:00 TO 13:00	<ul style="list-style-type: none">BREAK IN TO SEPARATE INVESTMENT PRESENTATION HALLS	
<div>HALL 1</div> <ul style="list-style-type: none">ICT INVESTMENT OPPORTUNITIES COJ	<div>HALL 2</div> <ul style="list-style-type: none">RETAIL INVESTMENT OPPORTUNITY JPC	<div>HALL 3</div> <ul style="list-style-type: none">SMALL SCALE INVESTMENT AND FUNDING OPPORTUNITYES FOR SMMES AND EXHIBITION



DAY 2 PROGRAM AFTERNOON SESSION

TIME	ITEM	SPEAKER
13:00 TO 14:00	<ul style="list-style-type: none">LUNCH	<ul style="list-style-type: none">ALL
14:00 TO 16:00	<ul style="list-style-type: none">SOWETO TOURS EXPLORING INVESTMENT SITES	<ul style="list-style-type: none">ALL
18:00 TO 22:00	<ul style="list-style-type: none">DINNER	<ul style="list-style-type: none">DELEGATES



DAY 3 PROGRAM

ALL DAY	<ul style="list-style-type: none">SOWETO INVESMENT GOLF DAY – ALL DAY 18 HOLES	<ul style="list-style-type: none">SOWETO GOLF CLUB
18:00 TO 22:00	<ul style="list-style-type: none">DINNER/CLOSING PARTY	<ul style="list-style-type: none">VENUE TO BE CONFIRMED

MARKETING PLAN





SOCIAL MEDIA

FACEBOOK

TWITTER

INSTAGRAM

LINKDEN

Strategy:

- Special Offers: On these platforms promotions, competitions and giveaways will be advertised.
- Client Engagement: Actively engage with client base on Social Media.
- Brand Building: The marketing department will constantly create brand awareness through Social Media to build the brand.

Build your brand on social media

PRINT MEDIA

- NEWS PAPERS
- MAGAZINES
- BILLBOARDS
- DIGITAL SCREENS
- BANNERS
- BROSHURES

STRATEGY

PRESS RELEASE TO ALL MEDIA HOUSES

- SOWETON
- FORBES MAGAZINE
- SUNDAY TIMES
- SABC

DIGITAL

- TV
- RADIO
- INTERNET
- EMAIL

STRATEGY

Build an email list over time and send newsletter to promote event news, special offers and competitions to the database.





SPONSORSHIP PACKAGES

SPONSOR BENEFITS

TITLE
SPONSOR
R800000,00

PLATINUM
SPONSOR
R500000,00

GOLD
SPONSOR
R250000,00

SILVER
SPONSOR
R100000,00

BRONZE
SPONSOR
R50000,00

CONTRIBUTER
R10000,00

BENEFITS	TITLE SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
COMPANY PROFILE	✓				
TITLE AND PRIME MARKETING SPACE	✓				
LOGO DISPLAYED ON COVER PAGE	✓	✓			
PAGE ADVERT IN COST GUIDE	3	FULL PAGE	HALF PAGE	HALF PAGE	
LOGO DISPLAYED ON ALL OFFICIAL COMMUNICATION	✓	✓	✓	✓	✓
FRONT AND CENTRE STAGE DISPLAY	✓				

BENEFITS	TITLE SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
INCLUDE LOGO ON EVENT REGISTRATION PAGE					
PRESENTATION SLOT					
TICKETS OF ATTENDANCE	25	15	10	5	3
DISPLAY OF PULL UP BANNERS IN DESIGNATED AREAS	UNLIMITED	10	8	6	4
TALK SLOT AT GALA DINNER					
FULL EVENT PACKAGE	10	7	5	3	

BENEFITS	TITLE SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
INCLUSION ON ALL PR ANNOUNCEMENTS	✓				
SHOWCASE ON OFFICIAL WEBSITE	✓				
CORPORATE ADS TO BE DISPLAYED ON SCREEN	✓	✓			
ACCESS TO ATTENDIES DATABASE (POPI COMPLIANT)	✓				
MAIN SPONSOR DEDICATED CAMPAIGN ON SOCIAL MEDIA	✓				

GOLF DAY

SOWETO COUNTRY CLUB
18 HOLE GOLF CORSE





GOLF DAY PROGRAMME

SOWETO 18 HOLE GOLF CORSE

- 07h30 Registration
- 08h30 – 09h30 Meet and Greet
- 09h30 – Tee-Off
- 16h30 –17h05: Networking Session and exhibition
- 17h05– 17h15 Gather everyone into the dining hall
- 17h15 – 18h00 Thank you Speech
- 18h00 – 18h30 Auction
- 18h30 Prize Giving Ceremony and Dinner



ABOUT SOWETO COUNTRY CLUB

A newly refurbished Soweto Country Club is an iconic facility being the only 18 hole golf course located in South African historic and oldest township



GOLF DAY SPONSORSHIP PACKAGES

SOWETO COUNTRY CLUB



R180000,00

PLATINUM PACKAGE

- Branding and activation opportunity on Hole Number 1
- Branding opportunity at Registration Area
- Branding opportunity during the Prize giving Ceremony
- Acknowledgment during the Prize Giving
- Opportunity for 3 minutes speech during prize giving
- 2 x 4balls
- 1 x Golf shirts per player
- 1 x caps per player
- 4ball team picture framed



R150000.00

GOLD PACKAGE

- Branding and activation opportunity on Hole Number 18
- Branding opportunity at Putting Green
- Branding opportunity during the Prize giving Ceremony
- Pamphlet insertion in the goodie bags
- 1 x 4balls
- 1 x Golf shirts per player
- 1 x caps per player
- 4ball team picture framed



R100000.00

SILVER PACKAGE

- Branding and activation opportunity at Par 3 Short Hole
- Branding opportunity at Halfway House
- Branding opportunity at Prize Giving Dinner Tables
- 1 x 4balls
- 1 x Golf shirts per player
- 1 x caps per player
- 4ball team picture framed



R50000,00

BRONZE PACKAGE

- Branding and activation opportunity on Hole Number 10
- Branding insertion into the goodie bag
- 1 x 4balls
- 1 x Golf shirts per player
- 1 x caps per player
- 4ball team picture framed



R20000,00

WATERING HOLE PACKAGE

- Branding and activation opportunity on a Par 3 Hole
- 1x Four Ball
- 1x Quality golf shirt per player
- 1x Quality caps per player
- Four Ball team picture



STALLS

Price dependent on size
for more information email
stalls@sowetoinvestmentconference.co.za

JOB CREATION

SMME beneficiaries: 58

Cleaning Company: 35

Security Company: 25

Ushers: 15

Medical group: 10



Contact Us

We'd love to talk about all things Soweto investment conference.

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