

## EXHIBITORS PACKAGE

(PLEASE NOTE: The cost of the exhibition booth does not include the delegate registration cost or accommodation. All attendees at the convention are required to register as full or day convention delegates.) Inclusive in your shell package of \$745.00 per booth:

Size: 3.0 x 3.0m

Wall: 2.4m high

Fascia: White fascia board with 2.1m clearance

Signage: 1 x sign with blue lettering per booth. Logo signage/ corporate colours can be produced at additional cost

Lighting: 2 x 120 watt adjustable spotlights installed on the back of the fascia

Power: 1 x 13amp 240V square pin British type outlet.

Furniture: Table - wood veneer top 80 cm diameter round & 70 cm high

1 x waste basket

## ACCOMPANYING PERSON'S PACKAGE

\$450.00 pp - Early Bird

\$495.00 pp - Late Registration

The Accompanying Guests Registration Fee includes:

- Entrance to the Opening Session on Monday
- All morning & afternoon teas and lunches within the Exhibition Hall
- Free beer from the Convention Bar
- Evening functions
- Dinners at the Lake Victoria Serena Resort (even if you are staying away from the hotel)
- Closing Banquet
- Return transfers from the airport in Entebbe to listed convention hotels
- Transfers between the listed convention hotels and the main convention hotel from the 6th – 10th March 2011

**Excludes: International flights, visas & hotel accommodation. Additional day time tours will be available at an extra charge** (City tour of Kampala Ngamba Island excursion - Chimpanzee Island Day trip to Jinja- Source of the Nile)

## ACCOMPANYING PERSON'S PROGRAMME

The convention organisers have put together a fun and exciting programme for accompanying persons. The programme includes:

**City tour of Kampala**

**Ngamba Island excursion - Chimpanzee Island**

**Day trip to Jinja- Source of the Nile**

## SOCIAL PROGRAMME

The convention includes a full social programme:

**MONDAY – 7th MARCH 2011**

An "African Night themed" evening in the grounds of the Convention Hotel

Dress- casual

**TUESDAY 8th MARCH 2011**

A Seafood dinner at the Marina Club House of the Convention Hotel

Dress - casual

**WEDNESDAY - 9th MARCH 2011**

This evening is at leisure with a buffet dinner in the main dining room of the Convention Hotel

**THURSDAY - 10th MARCH 2011**

The Closing Banquet will be held in the main plenary convention venue

Dress - jacket and tie / lounge suit / traditional dress

## ANY FURTHER QUERIES CAN BE ADDRESSED TO:

The Convention Secretary

E-mail : [cathy.oosthuysen@ziemann.com](mailto:cathy.oosthuysen@ziemann.com)

Website : [www.ibdafrica.co.za](http://www.ibdafrica.co.za)

International Tel: +27 11 285 0094

International Fax : +27 11 285 0145

P O Box 783174

SANDTON

2196

SOUTH AFRICA



# AFRICA – ENDLESS POSSIBILITIES

LAKE VICTORIA SERENA, UGANDA

SUNDAY 6TH MARCH 2011 to

FRIDAY MORNING 11TH MARCH 2011

## CONVENTION ORGANISATION TEAM

### CHAIRMAN

Ian Jones

### HONORARY TREASURER

Idelet Meijering

### TECHNICAL CHAIRMAN

Pieter Engelbrecht

### TECHNICAL SECRETARY

Anne Schamotta

### TRADE EXHIBITION

Brian Hirst

### CONVENTION SECRETARY

Cathy Oosthuysen

### CONVENTION ORGANISERS

ICE Solution

All information subject to change without prior notice





## INVITATION FROM THE CONVENTION CHAIRMAN

The 13th IBD Africa Convention, "Africa – Endless Possibilities", will be held at the **Lake Victoria Serena, Uganda**, from **Sunday March 6th to Friday 11th, 2011**. This magnificent resort has just been completely rebuilt by the Serena Hotel Group and is a truly world class hotel and convention centre. Apart from the stunning views across Lake Victoria the resort also offers a championship golf course, marina and ready access to some of Africa's greatest beauty.

The main theme for our convention will be "Africa – Endless Possibilities". 2007 and through into 2009 saw one of the worst financial crashes the world has ever seen rivalling that of the great Wall Street Crash of 1929. The markets fell by 40% - the worst decline since the Great Depression - and today are still unstable and recovery is slow and uncertain. Growth and development has virtually ground to a halt in western economies due to these pressures and volumes in the beverage industry are down.

Against this backdrop Africa has actually seen one of the greatest periods of expansion ever in the brewing industry with new breweries coming online in Tanzania, Mozambique, South Africa, Sudan and Angola along with other expansions at existing sites. This seems set to continue into 2010 with new breweries/expansions proposed for Angola, Zambia, Namibia, Nigeria and the Democratic Republic of Congo. It is obvious that there is a thirst to be filled in Africa and companies are lining up to do the job.

It is apparent that Africa has "Endless Possibilities" and the thirst is not just for the product but also knowledge, skills and expertise. Therefore the opportunities are available not only for the brewers and distillers but also suppliers and academia. This convention will apprise our brewing and distilling community of the possibilities available in this amazing continent and discuss ways that they may be realised. It will also review some of the challenges facing this realisation and therefore we envisage papers and lively debate on such topics as health, learn-

ing and development, raw materials, logistics, politics and a revisit of the main theme of our last successful convention in 2009, Sustainable Development.

A large number of presentations will be given by invited speakers, knowledgeable in their specific field thereby including subject matter beyond the brewing and distilling industries. The Technical Committee would like to call for papers and posters on the main convention theme of "AFRICA - ENDLESS POSSIBILITIES" or other issues of interest to the African and Global brewing and distilling industries. Abstracts of no longer than 400 words should be e-mailed with full details to the Technical Chairman, Dr. Pieter Engelbrecht at [pieter.engelbrecht@za.sabmiller.com](mailto:pieter.engelbrecht@za.sabmiller.com) no later than August 30, 2010. Please state whether you would like to present a paper or poster.

The convention committee has chosen a truly beautiful and very African location with much to keep delegates and partners active – papers, discussions, exhibition and numerous leisure activities. As Convention Chairman I would like to cordially invite the whole brewing and distilling industry to our 13th convention. Africa really has "Endless Possibilities" – come and discover them with us!

Ian Jones – Convention Chairman

## VENUE- LAKE VICTORIA SERENA RESORT

Located half way between Entebbe and Kampala this is a five star resort overlooking Lake Victoria, Africa's largest freshwater lake. Built on a Tuscan design the imposing main building comprises the dining areas, conference centre, two presidential suites, a Maisha spa and swimming pool.

## ACCOMMODATION

**PLEASE NOTE:** The conference organisers have secured accommodation at other venues in the area as well as the primary venue. Accommodation will be provided at a preferential rate for the convention guests. Please contact the convention secretary for more information.

## SPONSORSHIPS

As with all previous Conventions, the Africa Section would be very appreciative of sponsorship towards the total costs of staging the 2011 Ugandan Convention. Sponsorship in the form of financial contributions, material goods or events funding will be gratefully received. The Organising Committee offer the following suggestions for sponsorship :

- Welcome function
- Closing Banquet
- Lunch or dinner on any day
- Delegate badges/lanyards
- Writing pads and folders
- Convention shirts
- Golf gifts or green fees
- Pens
- Entertainment
- Delegate gifts
- Speaker sponsorships
- Speakers gifts
- Beer
- Guests outing
- Drinks at an evening/lunch function

**Please contact the convention secretary for more information.**

## EXHIBITION VENUE

The Exhibition area will be held just outside the main plenary convention venue. Positioning of the Convention Bar within the exhibition area together with the serving of daily lunches has been arranged in a further effort to fully integrate the Convention and the Exhibition. **The Exhibition will be open daily from 08h30 till late and will close after lunch on Thursday 10th March 2011.**

## REGISTRATION

Registration for the Convention will be on **Sunday 6th March 2011** from 14h00 adjacent to the convention plenary venue. All Delegates are required to complete the **online registration form at [www.ibdafrica.co.za](http://www.ibdafrica.co.za)**. The "Early Bird" registration fee only applies to payments **received before 31st December 2010**. Payments made after this will attract the standard fee. All prices are quoted in US Dollars - **please note that Credit Card payments are NOT accepted.**

## DELEGATES PACKAGE

**\$1395.00 pp - Early Bird**

**\$1535.00 pp - Late Registration**

**The Full Delegate Registration Fee includes:**

- Entrance to all Lecture and Workshop sessions
- Morning teas
- Convention lunches served in the Exhibition Hall only
- Free beer from the Convention Bar in the Exhibition Hall
- All the evening functions at the Lake Victoria Serena Resort (even if you are staying away from the hotel)
- Closing Banquet
- Return transfers from the airport in Entebbe to listed convention hotels
- Transfers between the listed convention hotels and the main convention hotel from the 6th – 10th March 2011

Day Delegates will be entitled to the same privileges as the Full Delegates for the day/s on which they are registered.

**Excludes: International flights, hotel accommodation & visas**

