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Intra-African Trade Fair
Media Kit



IATF[®] 2025

The AfCFTA Marketplace

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IN COLLABORATION WITH



HOSTED BY ALGERIA



GATEWAY TO NEW OPPORTUNITIES

ALGIERS, ALGERIA
4-10 SEPTEMBER 2025

INTRODUCTION TO THE INTRA-AFRICAN TRADE FAIR (IATF)

The Intra-African Trade Fair (IATF) is the African continent's premier bi-annual trade and investment event and provides a unique opportunity for exhibitors to showcase their goods and services, engage in Business to Business (B2B) and Business to Government (B2G) exchanges, network, establish new business contacts and conclude business deals. IATF serves as the marketplace for African Continental Free Trade Area (AfCFTA), supporting its implementation.

Promoted by African Export-Import Bank (Afreximbank), in collaboration with the African Union and the AfCFTA Secretariat, IATF2025 will provide a unique and valuable platform for businesses to access a single African market of over 1.4 billion people with a GDP of over US\$3.5 trillion created under the African Continental Free Trade Area.

Taking place in Algeria from September 4- 9 at the Algerian Company of Fairs and Exports (SAFEX), IATF2025 will be hosted by the Government of the People's Democratic Republic of Algeria. Expected attendees include Heads of State, Government Ministers, businesses including Small and Medium Enterprises (SMEs), buyers, sellers, traders and investors, captains of industry, senior government officials, trade finance and advisory specialists, trade and economic organisations, senior executives from corporates and multinationals, innovative entrepreneurs and the media in one venue. The theme of IATF2025 is 'Gateway to New Opportunities'.

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IATF Objectives



To bring together continental and global players to explore business and investment opportunities in Africa.



To serve as a marketplace where buyers and sellers meet and explore business opportunities.



To provide a platform for B2B and B2G exchanges and development of business opportunities.



To share trade, investment and market information and to identify solutions to address the challenges affecting intra-African trade.



To share information about trade finance and trade facilitation interventions provided by Afreximbank and similar financial institutions.



To provide a broad platform that connects a broad spectrum of tradeable and trade-facilitating activities, namely Creative Industry, Automotives, Seminars and Workshops etc.



IATF Key Components



01.

Trade Exhibition

Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up pavilions and exhibition stands, which will enable them to customise their exhibitions to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.

02.

Trade and Investment Forum

The four-day conference will feature leading African and international speakers and a variety of sessions dealing with African trade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities under the AfCFTA and will also include training workshops covering exporting, standards, and marketing. It will also discuss key barriers affecting intra-African trade and investment and provide practical solutions.

03.

Creative Africa Nexus (CANEX)

This platform will showcase the African and Diaspora creative economy in fashion, music, film, arts and craft, sports, literature gastronomy and culinary arts. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition and showcase.

04.

A B2B and B2G Platform

The platform will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. This is supported by a dedicated African Buyers’ Programme which will provide trade facilitation and financing solutions to Africa buyers.

05.

Special Days

The Special Day segment is open to countries, private and public sector entities and offers opportunities for them to sponsor their own special event on a particular day to showcase their trade, investment, tourism, and cultural opportunities. The first slot is reserved for the Host Country (Algeria).

06.

IATF Virtual

This platform showcases goods, services and investment opportunities on an interactive online platform. The IATF Virtual is currently live and will continue even after the physical Trade Fair has ended.
www.intrafricantradefair.com/en/iatf-virtual-page

07.

Africa Automotive Show

The Africa Automotive Show will present a platform for auto manufacturers, assemblers, Original Equipment Manufacturers (OEMs) and component suppliers to exhibit their products and interact with potential buyers and suppliers. It consists of an Auto Forum, Autoshow and B2B and B2G exchanges.

08.

AU Youth Start-Up Programme

The Youth Start-Up segment will have a dedicated Pavilion for African Youth Start-Ups where they will showcase their innovative ideas, prototypes, goods and services. The IATF will provide opportunities for matchmaking, entrepreneurship, training, networking amongst the youth and other delegates at the Trade Fair.

09.

Global Africa Day

IATF2025 Global Africa Day will highlight commercial and cultural ties between Africa and its diaspora, featuring a Global Africa Summit, market and exhibition, cultural and gastronomic showcase.

10.

Africa Research and Innovation Hub @IATF

The Africa Research and Innovation Hub @IATF will allow university students, academia and national researchers to exhibit prototypes of their inventions and showcase published research papers. This will provide opportunity for researchers to move from prototype to full development and also attract venture capital.

11.

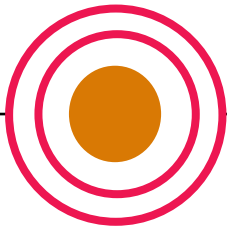
Sub-Sovereign Governments Network (AfsNET)

The African Sub-Sovereign Governments Network Conference presents a platform to promote intra-African trade and investment, educational and cultural exchanges and effective and active engagement on development of African regions among sub-sovereigns in the context of the AfCFTA. The Conference is expected to bring together, several African Sub-Sovereign Governments including members of the Forum of Regions of Africa (FORAF) as well as a diverse range of high-level participants from the Diaspora. Participants will include senior government officials, prominent private sector leaders, seasoned investors, reputable financial institutions, and respected development partners.

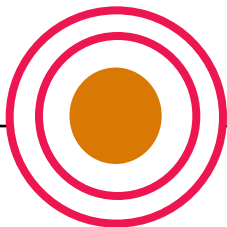


The IATF Journey

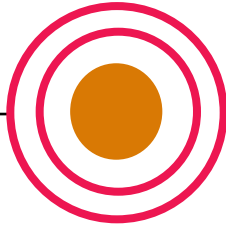
2018 IATF2018
Cairo, Egypt



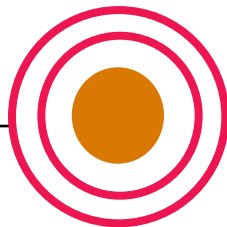
2021 IATF2021
Durban, Kwa-Zulu Natal,
South Africa



2023 IATF2023
Cairo, Egypt



2025 IATF2025
Algiers, Algeria



1,080 Exhibitors



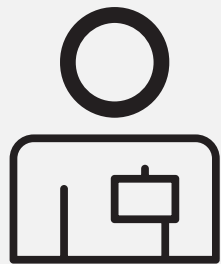
1,501 Exhibitors



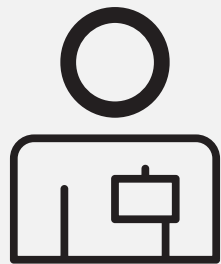
1,939 Exhibitors



2,000+ Exhibitors



10,049 Visitors



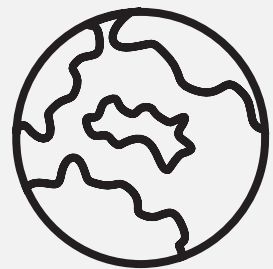
32,541 Visitors



28,282 Visitors



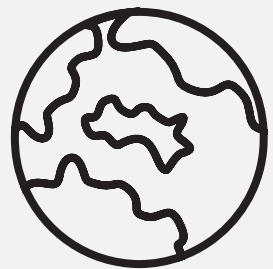
35,000+ Visitors



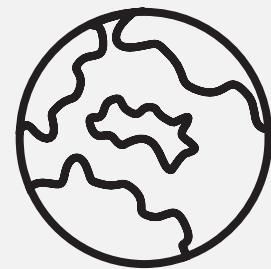
45 Participating countries



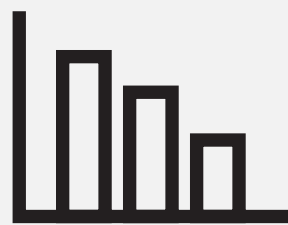
128 Participating countries



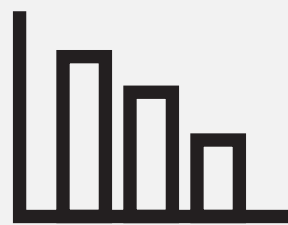
130 Participating countries



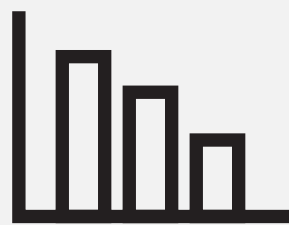
140+ Participating countries



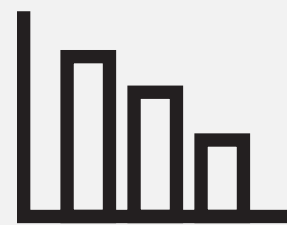
\$32 bn Deals made



\$42.1 bn Deals made



\$43.8 bn Deals made



\$44 bn Projected deals made



Key Sectors

IATF2025 target sectors:

✓ Agriculture and Agro processing

✓ Automotive

✓ Clothing & Textiles

✓ Construction & Infrastructure

✓ Consumer Goods

✓ Creative Industries, including Entertainment

✓ Diaspora

✓ Education

✓ Energy & Power

✓ Engineering

✓ Finance

✓ Health & Pharmaceuticals

✓ ICT

✓ Research, Innovation and Development

✓ Logistics

✓ Manufacturing

✓ Mining

✓ Standards

✓ Tourism

✓ Transport (road, rail, maritime, air)

✓ Youth Start-Up

Success Stories



Bongani Masela, Pluto Africa

"Businesses can gain a multitude of benefits from participating in IATF, including exposure to a diverse audience of potential partners, customers, and investors. The event facilitates meaningful networking opportunities, fosters collaboration, and creates a platform for sharing knowledge and best practices. Additionally, participants can engage in valuable capacity-building programs and workshops that enhance their skills and business acumen, ultimately driving growth and innovation".



Bright Aferi, Hill Bill Shoes

"I believe creatives should exhibit at the IATF not only because of the exposure but also for the networking opportunities it comes with. The event brought together policy makers, renowned personalities and great entrepreneurs across the continent. Making meaningful connections on this stage is surely an asset for the future. I believe the fashion and food industries have a lot to gain culturally. Our fashion and food determines our roots and to be able to represent ourselves uniquely, we need both industries to flourish and churn out unique designs and recipes. This assertion I believe makes the fashion and food industries the most to benefit culturally, from IATF".



Francisca Nana Ama Djokoto, Aypak Royaal

"Exhibiting at IATF significantly benefited Nature's Beauty by allowing us to expand our customer base and explore new markets in some part of Africa. For example, we gained interest from distributors in Southern Africa, which opened discussions for potential partnerships to stock our natural skincare products in local stores. This exposure has positioned us to scale our business and enter international markets".



Success Stories



Zodidi Gaseb, African Natural Trading Enterprises

"Access to a global market that provides a diverse perspective across different regions as well as connecting with international partners, suppliers, distributors, and potential clients. In essence, my takeaway from participating in 2023 was gaining competitor insights as well as trends in specific markets. Participation in an international expo such as IATF can be a significant investment, but the potential returns in global expansion, market knowledge and business growth can be substantial".



Ezekiel Olaleye, Instruments of Africa

"I believe that participating in the IATF offers businesses boundless opportunities. From networking and investment prospects to product exposure and trade avenues both within and beyond the continent, the benefits are immense. For instance, our company generated valuable sales leads at the IATF2023 and successfully sold several of our products at the IATF conference attendees".



Rowland Mwale, Maziko Fintech Solutions

"Participating in the IATF offers businesses a unique chance to network with industry leaders, explore new markets, and form strategic partnerships. It's a place where ideas are exchanged, and innovative solutions are brought to life, ultimately paving the way for business expansion and growth across the continent. The exposure and insights gained are invaluable".



Success Stories



Mohammed Wahid Rostom Ounas, Biofertech

"Exhibiting at IATF was a significant boost for Biofertech, opening new doors across African markets. Through the Sokokuu platform, supported by AfCFTA and the AE Trade Group, our products are now displayed across several African countries. We forged key partnerships with Drone Link from Malawi, agronomists from Egypt, and businesses from Nigeria and South Africa, which are instrumental to our five-year expansion plan. Winning second prize in the African Startup Pavilion, organized by the African Union and AE Trade Group, gave us visibility and a grant provided By AE Trade Group to accelerate our growth".



Sinethemba Sakuba, Electrical Electronic Quality Solutions

"Companies can get invaluable exposure to markets they would normally struggle to get to. You have the opportunity to listen to thought leadership discussions that open your eyes to the potential that is out there and how one can align himself and be in the right place at the right time".



Viloshnee Singh, Thembane Chemicals

"The IATF platform provided an excellent opportunity to highlight our expertise, engage in meaningful conversations, and explore trade opportunities that align with our goal of delivering high-quality solutions across Africa. Additionally, participating in this event enabled us to strengthen our brand presence, drive growth through new partnerships, and contribute to the broader objectives of enhancing intra-African trade".





Q&A

When and where will IATF2025 be held?

IATF2025 will take place from 4 -10 September 2025 in Algiers, Algeria at the Algerian Company of Fairs and Exports (SAFEX).

Why was Algeria chosen as the host for IATF2025?

The selection of Algeria to host IATF2025 followed a rigorous review of the bids received from various countries by the IATF Advisory Council for the hosting of the continental event. The trade fair has established a tradition with each edition being better than the previous one, and Algeria looks set to uphold that tradition.

Who will be attending IATF2025?

Attendees include Heads of State, businesses, exhibitors, visitors, youths, delegates, SMEs, academics researchers, buyers, sellers, traders and investors, captains of industry, senior government officials, trade finance and advisory specialists, trade and economic organisations, senior executives from corporates and multinationals, innovative entrepreneurs and the media – all in one venue.

You can find out more about who is exhibiting at IATF2025 here: <https://www.intrafricantradefair.com/en/exhibitors/list>. This list will be updated regularly, so please keep checking for further additions. This list will be updated regularly, so please keep checking for further additions.

Why should I attend IATF2025?

IATF2025 offers unique access to networking opportunities with key business leaders and global investors who may be interested in doing business and investing in Africa. IATF also provides a sustainable platform for sharing trade and investment information on the importance of intra-African trade, market trends, and economic developments.

As Africa's premier trade and investment event, it provides you with the chance to capture real-time business deals and explore cross-sector stories in manufacturing, tech, agriculture, and more.

IATF2025 is much more than classic trade and investment show. It will also showcase what Africa has to offer, courtesy of a rich and varied events programme and key leading African and international speakers.

Where can I find out more about IATF2025?

To find out more please visit our website <https://www.intrafricantradefair.com>. The website will be updated on a regular basis to provide more information. You can also visit our LinkedIn, Facebook and Instagram pages for all the latest and exciting IATF2025 updates and developments.

How do I register to attend as media?

If you'd like to attend IATF2025, please email media@intrafricantradefair.com to express your interest.

PAST PRESS RELEASES

Countdown begins to the fourth Intra-African Trade Fair (IATF2025) in Algiers

IATF2025 will build on past successful editions in promoting trade and investment across Africa

Algiers, September 5, 2024 – Over 35,000 visitors from more than 140 countries across the world are expected to converge in Algiers, Algeria from 4 – 10 September 2025 to attend the Intra-African Trade Fair 2025 (IATF2025), Africa’s premier trade and investment event.

During the week-long fair, more than 2,000 exhibitors, including businesses from the African continent and globally, will be showcasing their goods and services to the visitors and buyers while exploring opportunities and exchanging information. This is projected to translate into over US\$44 billion in trade and investment deals.

Hosted by the Government of the People’s Democratic Republic of Algeria under the theme ‘Gateway to New Opportunities’, the week-long event offers a platform for boosting trade and investment. It aims to tap into opportunities from the single market of the African Continental Free Trade Area (AfCFTA) of over 1.4 billion people and a GDP of over US\$3.5 trillion. The fair is held biennially by the African Export-Import Bank (Afreximbank), in collaboration with the African Union and the AfCFTA Secretariat.

The Chairman of the Advisory Council of IATF and former President of Nigeria, H.E. Chief Olusegun Obasanjo said: “The IATF has distinguished itself as an instrument for promoting intra-African trade and investment by enabling businesses to interact and access trade and market information opportunities. Over \$100 billion in trade and investment deals have been closed cumulatively with over 70,000 visitors and more than 4,500 exhibitors participating in the last three editions of IATF. We welcome African businesses to tap into the opportunities to market, grow sales, expand to new markets and to exchange ideas with peers. We thank our host, Algeria, which is one of the continent’s more advanced economies”.

Heads of State and Governments, Ministers of Trade, Finance, Culture and other ministries as well as high profile business, small & medium enterprises and industry leaders are expected to attend IATF2025.

Chief Obasanjo added “IATF is the largest, holistic trade fair championing the continent’s growth and development. It serves as a collaborative platform for driving shared aspirations for prosperity and stability, as envisioned by AfCFTA. It is a strong backbone for meaningful transformation of Africa and enhancing resilience by creating a gateway to new opportunities for economies and businesses through intra-African trade and investment.

Key activities lined up for IATF2025 include a trade exhibition by countries and businesses; the Creative Africa Nexus (CANEX) programme with a dedicated exhibition and summit covering fashion, music, film, arts and craft, sports, literature, gastronomy and culinary arts; a four-day Trade and Investment Forum featuring leading African and international speakers; and the Africa Automotive Show for auto manufacturers, assemblers, original equipment manufacturers and component suppliers. There will be Special Days dedicated for countries as well as public and private entities to showcase trade and investment opportunities, and tourism and cultural attractions, as well as IATF Global Africa Day which highlights commercial and cultural ties between Africa and its diaspora, featuring a Global Africa Summit, market and exhibition, cultural and gastronomic showcase. Also planned is a business-to-business (B2B) and business-to-government (B2G) platform for matchmaking and business exchanges; the AU Youth Start-Up programme showcasing innovative ideas and prototypes; the Africa Research and Innovation Hub @IATF for university students, academia and national researchers to exhibit innovations; and the African Sub-Sovereign Governments Network to promote trade, investment, educational and cultural exchanges at the local level. The IATF Virtual platform is already live, connecting exhibitors and visitors throughout the year.

To participate in IATF2025 please visit www.intrafricantradefair.com.

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The African Research and Innovation Hub @IATF launched to utilise academia in advancing understanding of intra-African trade

University lecturers, students, and researchers affiliated with National Research Institutions invited to participate and showcase their publications and prototypes at IATF2025.

Cairo, Egypt, 28 January 2025 – Afreximbank, in collaboration with African Union Commission and AfCFTA Secretariat, is excited to launch its new initiative the “African Research and Innovation Hub @IATF”, during the 4th Intra-African Trade Fair (IATF2025). The key objective is to boost academic research output and increase collaboration between academia, industry, and policy makers across Africa in the bid to drive forward intra-African trade and industrialisation.

The platform aims to provide an opportunity for African, Caribbean and Diaspora lecturers, students, and researchers to showcase innovative research and prototypes that contribute towards intra-African trade and industrialisation. It also seeks to develop industry collaborations and exchange knowledge with leading professionals in the field during IATF2025 in Algiers, Algeria from September 4-10, 2025.

The African Research and Innovation Hub @IATF aims to promote and commercialise African research and innovation. It also acknowledges that there are many talented and creative Africans across Africa, the Caribbean and the Diaspora, who have brilliant ideas, concepts, publications and prototypes but lack the relevant support required to help them nurture their ideas and commercialise them. The platform provides access to more comprehensive information, relevant data, and literature whilst exposing national researchers to potential investors or venture capitalists who could assist with commercialising their research output and prototypes.

A key objective of the Hub is to encourage innovation and entrepreneurship among lecturers and students by connecting them to trade exhibitions, start-up pitches, and networking opportunities with business leaders, potentially leading to new start-ups and increased academic-industry collaborations. It also provides opportunities for networking and potential collaboration with others in academia and practitioners across the continent, research institutions, industry, and policymakers.

Researchers, academics and university students are provided with access to information on emerging issues in the field of intra-African trade and can incorporate these into their research programs and academic curricula. Lastly, it enhances the capacity of lecturers and students in understanding and teaching the complexities of trade policies, trade standards, regional economic communities, the African Continental Free Trade Area (AfCFTA) and industrialisation. The hub aims to support the broader objectives of enhancing intra-African trade, fostering economic development, and building a connected, informed, and empowered next generation of African trade and investment leaders across all fields. This hub will allow students to exhibit their prototype inventions and published research papers on select topics, which are expected to adhere to world-class standards.

Mrs. Kanayo Awani, Executive Vice President Intra-African Trade and Export Development at Afreximbank said: “IATF2025 is an important moment for African research and innovation, bringing together the brightest minds from universities and research institutions to contribute towards promoting intra-African trade and industrialisation. The African Research and Innovation Hub @IATF will serve as a groundbreaking platform for African, Caribbean and Diaspora lecturers, students, and researchers to demonstrate their capabilities, and connect with industry leaders, investors, and policymakers. This is more than an opportunity to display research; it’s a unique moment to shape the future of intra-African trade and industrialisation to drive economic growth across the continent.”

Entries will be judged by a panel consisting of distinguished trade experts, scholars, and industry leaders from across Africa. The panel will evaluate submissions based on innovation, relevance to African trade and industrialisation, and the potential for practical application. Candidates should demonstrate a number of key criteria – including academic excellence and a passion for advancing research on intra-African trade, industrialisation, leadership and initiative in projects related to trade, industrialisation and innovation, and regional economic integration; high-quality research outputs or innovative prototypes aligned with IATF’s themes and a commitment to furthering knowledge and collaboration by sharing insights from the event with their academic institutions.

University Lecturers, University Students, and Researchers Affiliated with National Research Institutions from Africa, the Diaspora including the Caribbean are invited to submit their applications directly through this email: ARIH@intraafricantradefair.com by **28 March 2025, 23:59 GMT**.

You can find out the eligibility criteria, application requirements and other details on the IATF2025 website: 2025.iatf.africa/newfront/page/explore#africa-research-and-innovation-hub-iatf

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Algeria steps up preparations for IATF2025 as six-month countdown starts

Algiers, March 17, 2025 – Preparations are on course for the Intra-African Trade Fair 2025 (IATF2025), Africa's premier trade and investment event that will be held in Algiers, Algeria from 4th to 10th September 2025.

With only six months to go until IATF2025, the Government of the People's Democratic Republic of Algeria in conjunction with the organising committee is stepping up final preparations for the event that is expected to bring to Algeria over 35,000 visitors from more than 140 countries to participate in what has become the foremost trade and investment platform on the continent and a marketplace for the African Continental Free Trade Area (AfCFTA).

Addressing the fourth meeting of the Advisory Council of IATF, **Algeria's Minister of External Trade and Export Promotion, Hon. Mohammed Boukhari** said, "Algeria has expressed its full readiness to organise IATF2025, especially given our extensive capabilities and resources which will be leveraged fully to ensure the success of this important event. A high-level intersectoral committee has been established to oversee and monitor the preparations. We are confident that IATF2025 will meet the set objectives as it perfectly aligns with Algeria's economic objectives and we are committed to making the trade fair a resounding success." The Minister noted that Algeria takes pride in its continental belonging, which 'reflects its deep-rooted civilisation and strengthens its future aspirations.

More than 2,000 exhibitors including businesses from the continent and overseas will be showcasing their goods and services to thousands of visitors and buyers during the fair. It is expected to result in trade and investment deals worth over US\$44 billion, spotlighting the growing impact of the fair as Africa's leading marketplace. The Government of Algeria is putting in place measures to ensure a seamless travel experience for the huge number of visitors expected to attend IATF2025.

Deputy Chairman of the IATF Advisory Council and former President of African Export-Import Bank (Afreximbank), Mr. Jean Louis-Ekra said, "We have had a fruitful meeting of the Advisory Council. We are satisfied with the commitment and progress made so far towards preparing for IATF2025 as September beckons. We encourage countries, corporates, Small and Medium Enterprises (SMEs), buyers, visitors, and delegates to take this early opportunity to register for the trade fair."

IATF is a platform for boosting trade and investment in Africa and aims to tap into opportunities from AfCFTA's single market of over 1.4 billion people and a GDP of over US\$3.5 trillion. It is held biennially by Afreximbank, in collaboration with the African Union Commission (AUC) and the AfCFTA Secretariat. In the last three editions of IATF, over \$100 billion in trade and investment deals have been closed cumulatively with over 70,000 visitors and more than 4,500 exhibitors participating.

Ahead of the Advisory Council meeting, **Mrs Kanayo Awani, Executive Vice President, Intra-African Trade & Export Development Bank at Afreximbank** briefed Hon. Boukhari on pending deliverables identified during the CANEX WEEKEND, which was held in Algiers in 2024 and used as a dry run for IATF2025. The Minister acknowledged the gaps and committed to addressing them promptly and putting measures in place to ensure a seamless travel experience for the large number of visitors expected at IATF2025.

Mrs. Awani stated, "Overall, we are happy with the progress made towards hosting IATF2025, the biggest trade and investment platform on the continent. I want to laud the Government of Algeria for agreeing to take necessary measures to ensure that IATF2025 is a resounding success. IATF2025 is pivotal to advancing intra-African trade. Therefore, I want to encourage local businesses, especially SMEs, to take advantage of the fair to showcase their products and services to buyers and visitors attending the fair, in order to expand their markets."

Some of the activities lined up for the week-long IATF2025 include a trade exhibition by countries and businesses; the Creative Africa Nexus (CANEX) programme with a dedicated exhibition and summit on fashion, music, film, arts and craft, sports, literature, gastronomy and culinary arts; a four-day Trade and Investment Forum featuring leading African and international speakers; and the Africa Automotive Show for auto manufacturers, assemblers, original equipment manufacturers and component suppliers. Special Days will also be held, dedicated for countries as well as public and private entities to showcase trade and investment opportunities, and tourism and cultural attractions, as well as Global Africa Day to highlight commercial and cultural ties between Africa and its diaspora, featuring a Diaspora Summit, market and exhibition, cultural and gastronomic showcase. Also planned is a business-to-business (B2B) and business-to-government (B2G) platform for matchmaking and business exchanges; the AU Youth Start-Up programme showcasing innovative ideas and prototypes; the Africa Research and Innovation Hub @IATF targeting university students, academia and national researchers to exhibit their innovations and research projects; and the African Sub-Sovereign Governments Network (AfSNET) to promote trade, investment, educational and cultural exchanges at the local level. The IATF Virtual platform is already live, connecting exhibitors and visitors throughout the year.

To participate in IATF2025 please visit www.intraafricantradefair.com.

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IATF2023



Media Contact

For more information – or to register your interest in attending IATF2025 from 4-10 September 2025 in Algiers, Algeria –please contact:

media@intrafricantradefair.com

www.intrafricantradefair.com



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