



SADC LAWYERS ASSOCIATION BUSINESS MISSION EXHIBITION FOR LAW, TRADE & COMMERCE

**29 JULY 2024, AVANI VICTORIA FALLS RESORT,
LIVINGSTONE, ZAMBIA**

1. MISSION

Our Mission is to *accelerate business development potential through an impact platform that delivers globally competitive growth and value for law and commerce sector players in Southern Africa.*

2. INTRODUCTION

The SADCLA Business Exhibition Mission for Law and Commerce is an impact platform designed in response to demand for greater collaboration and synergy between business and law in the SADC region. The establishment and operationalization of the 3trillion dollar Africa Continental Free Trade Area demands deliberate and coordinated efforts to bring to the fore the role of the legal services sector in providing the key pillars for trade and commerce. It is a tailor-made solution and strategic thought leadership platform that brings to the fore transboundary solutions for the futuristic looking business and law firm based on a common passion for prosperity for trade and commerce in the SADC Region.

With institutional membership and presence in all the 16 SADC member states, SADC LA has the perfect convening capacity to unite major stakeholders in law and business to unlock the technical barriers to trade and commerce in Southern Africa. The ultimate goal is to contribute to the establishment of SADC as a preferred destination for doing business with globally competitive ease and increase the share of our region's GDP in the AfCFTA, world trade as well as Africa's overall growth.

Our comprehensive conference programme with inspirational keynotes, practical workshops and interactive roundtable discussions will provide delegates with fresh insights into current business challenges, emerging opportunities and game-changing technology, best practices, and innovations - helping you to stay ahead of the curve and thrive in the years ahead. It will give your firm a unique voice to shape the development of the legal marketplace for business and commerce in Southern Africa. The innovation of business speed-dating brings an exciting edge to conventional networking.

The most important thing is that the BME will not focus only on Southern African Players but provide a launch pad into the global trade and commerce arena by convening both state and non-state actors. The exhibition allows you to explore a large showcase of market-leading business suppliers and service providers from Southern Africa- a fantastic opportunity to identify new products and services that will help to improve your systems and processes and reduce costs.

3. OBJECTIVES

- To create a platform to connect business and the legal services sector across the Southern African Region for strategic leadership and solution seeking
- To establish Southern Africa as a preferred destination for doing business in Africa
- To create a launch pad for global inward bound law and business interest firms to engage big business and the leading legal services providers in SADC
- To create a launch pad for outward business and legal services providers into the global market for trade and commerce.
- To create a sector specific space dedicated to the growth in discourse between law and commerce.
- To facilitate delegates' experience and achievement of business ideals and objectives, through participation in legal sector specific events and exhibitions.
- To facilitate innovation and creation of new strategies that can help make a difference in exhibition and marketing campaign, from exhibit design, brand development to providing innovative marketing communication tools for global market players in southern Africa and beyond.
- To contribute towards the sustainability of the SADC LA in implementing its mandate as the leading voice and umbrella body of the legal profession in Southern Africa.



SADC LAWYERS ASSOCIATION BME-LTC 2024

“WHERE LAW AND COMMERCE MEET”

4. TARGET PARTICIPANTS

- Transboundary commercial firms operating in Africa and SADC and from Africa and SADC into the global business community
- Financial institutions, Banks, multilateral institutions and project funders
- Global, regional and continental business organisations with both public and private partnership interest.
- Law firms with cross border legal service provision portfolios in corporate and commercial law present in Southern Africa.
- Special focus is placed in facilitating the participation of small to medium business enterprises with potential to develop and benefit from cutting edge legal and business solutions
- Civic society and Intergovernmental Organisations with keen interest in capacitating business and commerce in Southern Africa to discover and meet the benefits of business and human rights principles awareness.

5. MISSION SPECIFIC CHARITY

A key outcome of the BME will be to identify and donate resources to one specific charity of case of need aimed at children or youth initiatives in the host country.

So beyond your participation, a donation to the BME's charity cause will be most

6. VISIBILITY AND MARKETING FOR PARTICIPATING FIRMS

- All delegates firms/individuals will be displayed as members of the SADC LA Leading Law Firms/Lawyers Forum
- Your Logo will be displayed as a partner on all BME materials as well as the SADCLA Annual Conference and General Meeting Materials and website.
- You will be included in a special edition directory of institutions and law firms that are members of the Southern Africa BME to be hosted on the SADC-LA website
- You will be allowed to market and exhibit your services and products during the BME and also at the SADCLA Annual Conference and General Meeting.
- One free pass to the SADCLA annual conference

7. REGISTRATION REQUIREMENTS

PRIVATE BUSINESS ORGANISATIONS AND LAW FIRMS - \$1000.

INDIVIDUALS - \$100

For more details, to register or inquire or participate in any capacity please send an email with the reference BME-LCT 2023 and your name/firm name to sadclawyers@gmail.com

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