

Expo and Buyer Event File

Which African buyers actually appear at which shows, and which shows only advertise that they do.

EUR 79 · delivered next business day

Africa only · every claim carries its source and date

What this is not

It is not stand booking, meeting scheduling, or anyone attending with you.

It is not an introduction. Nothing here includes a meeting, a warm handover, or anyone from MRX approaching a company on your behalf. That is a mandate, and it is a different product.

Provenance, on every claim

Every claim in the full deliverable is tagged so you know what you are relying on: **[D]** desk, public source named and dated · **[P]** pipeline, our own sourcing, Reoon power-mode verified · **[F]** field, observed by our operators in market · **[E]** estimate, our calculation with the method shown.

About this sample. It shows what the deliverable covers and how we approach it. Every operational figure, rate, name, margin and deadline is withheld, because that is what you are buying.

What the file covers

Show	When	African buyers present	Verdict
			Attend
			Attend
			Skip

For each show: dates, location, scale, who exhibits versus who visits, and a pre-show target list of African companies to approach with company-level contact routes.

Why we separate exhibitors from visitors *(reproduced in full)*

Most exhibitor lists are published by the show. Visitor lists are not, and the visitors are the buyers. A show can be full of African flags on the exhibitor floor and contain almost no African purchasing authority in the aisles, because the African presence is national pavilions selling, not distributors buying.

So the useful question is never "is this show relevant to Africa". It is "did anyone who signs purchase orders in my category travel there last year, and can I name them". That is what this file answers, and it is why it sometimes tells you to skip the show with the biggest African marketing spend.

Order the Expo and Buyer Event File — EUR 79, delivered next business day.

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SAMPLE