



DESTINATION MUCHINGA 2023

"PROMOTING INVESTMENT FOR A GREEN AND HEALTHY ENVIRONMENT
THROUGH SUSTAINABLE DEVELOPMENT"

3RD - 8TH OCTOBER, 2023



Partners' Guide



www.muc.gov.zm

Message from the Hon. Provincial Minister

Dear Prospective Partners,

The Office of the President, Provincial Administration in Muchinga Province will be hosting an Investment Forum and Expo from 3rd to 8th October, 2023. The Investment Forum and Expo will showcase the massive investment opportunities that Muchinga region is endowed with. The province will host His Excellency Mr. Hakainde Hichilema the President of the Republic of Zambia, as Guest of Honor, Diplomats accredited to Zambia, business houses and other high-ranking officials and VIPs.

Not being a “business as usual” platform, the Muchinga Province Investment Forum and Expo is envisaged to result into tangible investment in the region for the growth of sectors such as Tourism, Agriculture, Energy, Mining and Manufacturing (value addition). The Provincial Administration, in collaboration with the private sector in the province, through the Chamber of Commerce, has started engaging potential investors to lure them to invest in the region way before the Expo. It is the hope of the Provincial Administration that at the time of the expo, preliminary agreements / Memorandum of Understandings on investing in the province would have been concluded between the potential investors and key stakeholders such as the traditional leaders, government and private institutions.

During the Expo, the delegates will witness the ground breaking ceremony of the Provincial Museum to be located in Chinsali. The Museum will contain information and other collections related to the fight against colonialism and political history. The museum will be a landmark to honour and respect the gallant men and women who took part in the liberation struggle and sacrificed their lives so that the country can enjoy the peace being experienced today. The Provincial Museum will also bring to reality the policy pronouncement made by His Excellency President of the Republic of Zambia during the memorial service for the late Mr. Simon Mwansa Kapwewe that was held in Chinsali in October 2021. The Head of State emphasized on the need to document and preserve the history of freedom fighters as well as identify all historical sites around the country that government will be visiting every time during the commemoration of independence.

The objectives of the above combined events are designed to:

- Woo potential investors (both locally and internationally) to Muchinga Province through marketing of tourism and other investment opportunities available in the region,
- Have a Provincial driven development initiative that will result in a self-sustaining local economy in line with the Eight National Development Plan (8NDP).
- Provide avenues for investors and people of Muchinga Province to gain greater access to information and alternative economic potential options available;
- To steer the economic development agenda for the Region by engaging various stakeholders to address the shortcomings in the development process
- Establishment of a platform for both Local and International businesses to collaborate and contribute to the implementation of the Vision 2030; and
- Have a Provincial Museum in the region that will be a center of excellence to rewrite, preserve and put Muchinga Province’s History with regards to the liberation struggle on the national and global map.

The Expo is planned for six days of business focused interactions and engagements, exhibitions and exciting travel to visit and experience targeted investment and tourism sites in Chinsali and the seven other districts of Muchinga.

Investment Forum and Expo Activities	
DAY 1	<ul style="list-style-type: none"> • Arrival of delegates • Onsite Registration and Accreditation begins • Setting up of exhibition spaces and branding of booths by exhibitors begins
DAY 2	<ul style="list-style-type: none"> • Arrival of delegates continues • Onsite Registration and Accreditation continues • Finalisation of setting up of exhibition spaces and branding of booths by exhibitors begins
DAY 3	<ul style="list-style-type: none"> • Investment Forum and Expo activities • sector engagement through thematic discussions • Welcoming Cocktail
DAY 4	<ul style="list-style-type: none"> • Investment Forum and Expo • sector engagements through thematic discussions continues • Youth Symposium
DAY 5	<ul style="list-style-type: none"> • Investment Forum and Expo • Demonstration of Agricultural equipment by suppliers • Investment and leisure sites visitations
DAY 6	<ul style="list-style-type: none"> • Investment Forum and Expo • Official Opening of Expo by the Head of State and Presidential Luncheon • Ground breaking ceremony of the Provincial Museum in Chinsali
DAY 7	<ul style="list-style-type: none"> • Investment Forum and Expo • Traditional Cultural Gala
DAY 8	<ul style="list-style-type: none"> • Departure of Delegates

The Muchinga Expo is aiming at 1,000 delegates from within and outside the country, who will also be provided an opportunity to visit and see the investment and tourism offerings in Chinsali and across the seven other districts of the province.

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| <ul style="list-style-type: none"> • Zwangendaba Burial Site • Chanka Wind Energy • Lwanga Plains • Nkobwa Hills • Nyika Plateau • Nashinga Plains • Chambeshi Plains • Kalela Solar Plant • Musanya area for timber production • Nachikufu Caves • Bangweulu Wetlands • North and South Luangwa National Park | <ul style="list-style-type: none"> • Lavushimanda National Park • Sericulture • Mutinondo Wilderness • Manshya Farming Block • Chipoma Falls • Chambeshi Plains • Mumbo Tuta water falls • Mayuke Hot Spring • Kapisha Hot Spring • Shiwa Castle • Sugar Plantation along Lwitikila river |
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Furthermore, historic sites related to the liberation struggle such as Lubwa Mission, Lenshina, and Simon Mwansa Kapwepwe Burial sites and Shambalakale Farm will also be visited during the event.

We are offering exciting partnership opportunities as outlined in this document and trust that you will come on board and help to transform the economic fortunes of Muchinga Province into reality by not only sponsoring the event but also planning to invest in the region.

We look forward to working with you.

Hon. Henry Sikazwe (MP)
Provincial Minister
MUCHINGA PROVINCE

Partnership Opportunities

#	Partnership Opportunity	Slots	Amount	Partnership Category	
1	VIP Presidential Luncheon Partner	Exclusive	1	450,000	Platinum +
		Shared	3	150,000	Gold
2	Motor Vehicle & Agricultural Finance Partner	Exclusive	1	250,000	Platinum
		Shared	2	150,000	Silver
3	Local Airline Partner	Exclusive	1	250,000	Platinum
		Shared	2	100,000	Silver
4	International Airline Partner	Exclusive	1	100,000	Silver
		Shared	2	70,000	Basic
5	Internet Partner	Exclusive	1	100,000	Silver
		Shared	2	70,000	Basic
6	Mobile Network Partner	Exclusive	1	100,000	Silver
		Shared	2	70,000	Basic
7	Cultural Street Carnival Partner	Exclusive	1	150,000	Gold
		Shared	3	70,000	Silver
8	Marathon Partner	Exclusive	1	150,000	Gold
		Shared	2	70,000	Silver
9	Official Commissioning of the Information Centre in Chinsali on the political history of the Province (Ground breaking ceremony of the Provincial Museum)	Exclusive	1	400,000	Platinum +
		Shared	4	100,000	Gold

10	Presidential Luncheon	Exclusive	1	500,000	Platinum +
		Shared	2	250,000	Gold
11	Welcome Cocktail Partner	Exclusive	1	300,000	Platinum
		Shared	2	150,000	Basic
12	Business Clinics Partner	Energy Thematic Area Partner	2	100,000	Basic
		Manufacturing/Value addition Thematic Partner	2	100,000	Basic
		Tourism Thematic Area Partner	2	100,000	Basic
		Mining Thematic Area Partner	2	100,000	Basic
		Agriculture Thematic Area Partner	2	100,000	Basic
13	Exhibition Spaces				
		Home grown package (from within Muchinga Province) 3m x 2m (indoor)	30	2,500	Basic
		Home grown package (from within Muchinga Province) 3m x 6m (indoor)	30	3,000	Basic
		Local exhibitors (from outside Muchinga Province) 3m x 2m (indoor)	40	4,500	Basic
		Local exhibitors (from outside Muchinga Province) 6m x 12m (indoor)	50	9,000	Basic
		Exhibitors 10m x 15m (outside)	20	11,000	Basic
		exhibitors 20m x 15m (outside)	20	13,000	Basic
		The youth and SME start up	30	1,500	Basic

Partner Benefits

PLATINUM PLUS

1. Placement of logo on ribbon of the identification badge.
2. Placement of logo on TV - Radio advertising spot.
3. Corporate video presentation in areas reserved for coffee breaks.
4. Inclusion of a brief company presentation in the Event catalogue, including a message from the head of the company.
5. Placement of logo on delegate briefcase.
6. Inclusion of company brochure inside delegate briefcase.
7. Placement of logo on stand up banners and billboards for the event.
8. Placement of company link on website
9. Presentation of corporate video during the cocktail reception and dinner.
10. Presentation of a promotional video during breaks between sessions during the Expo.
11. Distribution of exhibition stands - 36 m2.
12. Invitation to the cocktail reception and gala dinner (4 Persons).
13. Participation in workshops.

PLATINUM

1. Placement of logo on TV - Radio advertising spot.
2. Corporate video presentation in areas reserved for coffee breaks.
3. Inclusion of a brief company presentation in the Expo catalogue, including a message from the head of the company.
4. Placement of logo on delegate briefcase.
5. Inclusion of company brochure inside delegate briefcase.
6. Placement of logo on stand up banners and billboards for the event.
7. Placement of company link on website
8. Presentation of corporate video during the cocktail reception and dinner.
9. Presentation of a promotional video during breaks between sessions during the Expo.
10. Distribution of exhibition stands - 36 m
11. Invitation to the cocktail reception and lunch (3 Persons).
12. Participation in workshops.

GOLD

1. Placement of logo on delegate briefcase.
2. Inclusion of company brochure inside delegate briefcase.
3. Placement of logo on stand up banners and billboards for the event.
4. Placement of company link on website
5. Presentation of a promotional video during breaks between sessions during the Expo.
6. Distribution of exhibition stands - 18 m2.
7. Invitation to the cocktail reception and lunch (3 Persons).
8. Participation in workshops.

SILVER

1. Inclusion of company brochure inside delegate briefcase.
2. Placement of logo on stand up banners and billboards for the event.
3. Placement of company link on website
4. Presentation of corporate video during the cocktail reception and dinner.
5. Presentation of a promotional video during breaks between sessions during the Expo.
6. Distribution of exhibition stands - 9 m2.
7. Invitation to the cocktail reception and lunch (2 Persons).
8. Participation in workshops.

BASIC

1. Placement of company link on website
2. Presentation of corporate video during the cocktail reception and dinner.
3. Presentation of a promotional video during breaks between sessions during the Expo.
4. Distribution of exhibition stands - 9 m2.
5. Invitation to the cocktail reception and lunch (2 Persons).
6. Participation in workshops.

About the Events

Presidential Luncheon

- ❖ Will be graced by H.E Mr. Hakainde Hichilema in the accompaniment of ministerial heads and the business community that will attend the Expo.

Cultural Street Carnival

- ❖ Muchinga Province is endowed with rich culture and the carnival will be an opportunity to showcase the various cultural attributes of the province

Muchinga Province Marathon

- ❖ Participants will run a relay race at distance of 8km for each runner. Total running distance will be 42km. Participants can participate in;
 - 42KM Marathon Race
 - 21KM Half Race
 - 10KM Road Race
 - 5KM Health Walk

Ground breaking ceremony of the Provincial Museum

- ❖ This will take place in Chinsali district and will be graced by the Head of State

Welcome Cocktail

- ❖ A cocktail will be held to welcome the business community and investors to Muchinga Province for investment forum and expo

Business Clinics

- ❖ An in-depth information dissemination from relevant line ministries for business and investor community will be done

Site Tours

- ❖ Visits to sites identified for investment

Exhibition

- ❖ A highlight of companies to showcase their products and services to delegates that will attend the expo

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