



**ORGANIC
& NATURAL**
PRODUCTS PORTAL AFRICA

An easy to use portal for both trade buyers and consumers to access suppliers of organic and natural products in and from the African continent.

www.organicandnaturalportal.com

PARTNERS





HOW IT WORKS

Companies contracted to exhibit at the Organic & Natural Products Expo Africa

- Companies contracted are entitled to a 12 month company listing on the portal at no extra cost.
- Qualifying exhibitors need to complete the form on the portal and upload a high res company logo

Other non-exhibiting companies who manufacture, import, supply and sell products in O&N categories

- Qualifying companies may register on the portal with payment for a 6 month, or discounted 12 month, contract.
- Form to be completed and logo uploaded via the website
- Listing will go live once payment is received
- Companies will need to be approved by SAOSO as being organic and/or natural

A photograph of an olive branch with several green olives and a small glass dish containing golden olive oil, set against a dark, textured background. The branch is positioned on the left side of the frame, extending towards the center. The olives are in various stages of ripeness, with some appearing more yellowish-green. The glass dish is partially visible at the bottom left corner, showing the clear, golden color of the oil.

WHO ARE PORTAL USERS?

Portal users are those people who visit the site looking for organic & natural products and/or suppliers. They are local, continental and international and fall into both trade and consumer categories

Trade

- Raw material suppliers/buyers
- Manufacturers
- Importers/exporters
- Wholesalers
- Retailers (online, chainstore, health shops, pharmacies)
- Restaurant owners/operators



Consumers

- Ever increasing number of the world's population that are changing their lifestyles and eating habits, and looking for new products



The background of the slide is a top-down view of a white marble surface with grey veining. On the left side, there are several sliced apples, some showing the core and seeds. In the bottom-left corner, there are two glasses filled with a golden-brown liquid, likely honey or maple syrup. The text is positioned on the right side of the image.

HOW WILL THEY FIND US/YOU?

Income generated by the portal will be ploughed back into marketing of the portal via social media and tech advancements

As this is a dedicated portal designed to support the physical Organic & Natural Products Expo, and participating exhibitors, it is not a money-making model.

All income generated by subscriptions to the portal will be used to:

- Market the portal via LinkedIn, Instagram, Facebook and Twitter
- Build new tech features to enhance the user experience as well as add further lead generating features for the listed companies.
- Allow some income relief to the O&N sales team who, since postponement of the expo, have been out of work

Portal partners and sponsors:

- As part of their contribution to the success of this portal, our dedicated partners and sponsors will be utilising their own extensive databases, contacts and marketing initiatives to drive additional traffic to the portal

ONGOING PORTAL UPGRADES

SUBJECT TO SUBSCRIBER SUPPORT

USER REGISTRATION AND LOGIN

- This will aid in the building of a database to be used in further marketing of the portal
- Users will be able to add companies to their 'favourites'

LIKES AND LEAD GENERATION

- Users will be able to 'like' any listed company
- 'Liked' companies will receive a notification, including the user's contact details



AUTOMATED COMPANY LISTING AND ECOMMERCE

- Companies can list themselves by completing an online form, with credit card payment

GAMIFICATION TO ENHANCE ENGAGEMENT

- Users get rewarded for visiting more company pages
- Rewards will be in the form of site tokens for use as discounts when purchasing from listed companies participating in a promotion





CONTACT US

Warren Hickinbotham – Sponsorships/partnerships
Warrenh@blankpage.co.za
+27 84 400 5995

John Thomson – General enquiries
John.t@satp.co.za
+27 82 895 2832

Gillian Pope – Listings: food & beverage
gill@organicandnaturalexpo.co.za
+27 82 558 7261

Gabriella Di Clemente – Listings: Cosmetics, personal care & home care
gabriella@organicandnaturalexpo.com
+27 62 027 9915

Tim Gros – Sponsorships, partnerships & listings: West Africa
tim@exprom-uk.com
+233 24 452 1682

Giacomo Rotunno – Listings: International
g.rotunno@ngexhibitions.com
+39 370 1014 694

Jeannette Hare – Listings: Organic Gardening & Farming
jenhare47@telkomsa.net
+27 84 400 5995

David Ralph – Listings: Organic Wine and Cheese
ralphad@iafrica.com
+27 83 455 7555

Johnny Malherbe – Gov Departments , Industry Organisations & Associations
jm@impactexpo.co.za
+27 82 461 6037