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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](http://www.organicandnaturalportal.com)



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# PARTNERS





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& NATURAL  
PRODUCTS PORTAL AFRICA

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SOUTH AFRICAN ORGANIC  
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## 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 of olive oil, set against a dark, textured background.

## 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





## 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







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**Organic & Natural Portal Africa**  
196 followers  
1w •

The Organic & Natural Products Portal Africa is an easy-to-use portal for both trade buyers and consumers to access Organic & Natural Products Expo information, as well as the company information of suppliers of organic and natural products in, and from, the African continent. #organicfarming #sa #veganfood #halalfood #freshfood #foodindustry #naturalproduct #organic #organicskincare #plantbaseddiet #naturalbeauty <https://lnkd.in/d/kg6Atr>

**Africa's portal**  
for organic & natural products

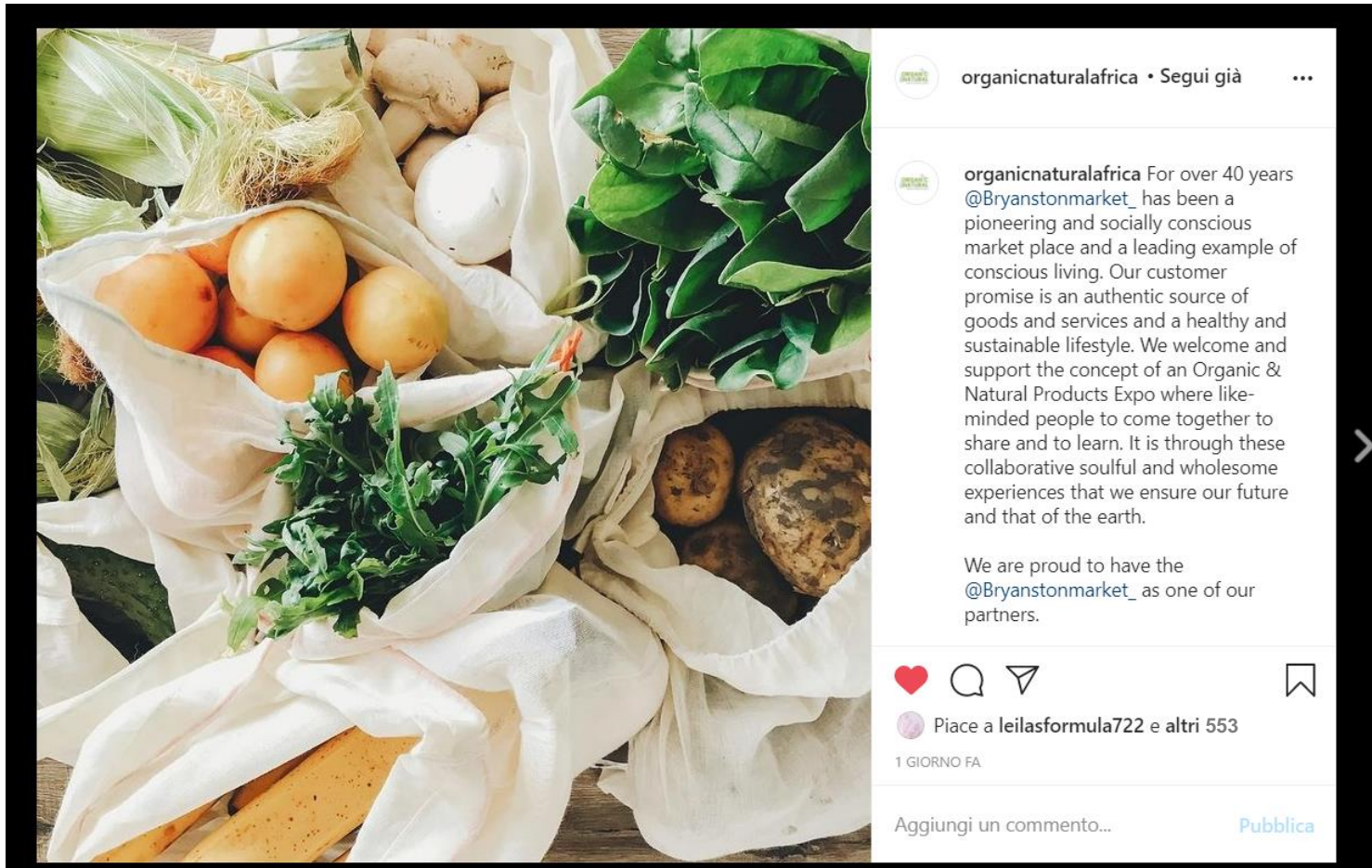
4522  
Like Comment Share Send  
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**People also viewed**

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Show more

# Instagram





## INTERNATIONAL LISTING BOOKING FORM



Africa's best supported information hub for everything Organic & Natural

COMPANY LISTING APPLICATION FORM & CONTRACT N.: INT.KNJ. #

Company Name: _____	
Company registration number: _____	VAT reg. numb.: _____
Street Address: _____	Postal code: _____
Town: _____	Country: _____
Company Contact: _____	Designation: _____
Direct email: _____	Direct Tel.: _____
E-mail _____	URL: _____

### Please select listing option:

<u>Months</u>	<u>USD</u>	<u>total USD</u>
6	\$300.00	
12	\$490.00	

all prices are VAT ex.

### Payment Terms:

Payment is required upfront for the selected option, once received the bank details, invoice then follows. Once all listing approvals are in place, the listing will be taken live on clearance of payment into our account.

Name of sales executive: NGEXHIBITIONS - KONEJ LTD Date: \_\_\_\_\_

Client signature:

send this filled in to: [g.rotunno@ngexhibitions.com](mailto:g.rotunno@ngexhibitions.com)



### Keeping the Organic & Natural conversation going

ORGANIC & NATURAL PORTAL PRODUCTS AFRICA APPOINTED INTERNATIONAL SALES & LISTINGS AGENCY

KONEJ LTD - 10 Jesus Lane - CB5 8BA Cambridge - Cambridgeshire - England UK - co.reg. n. 09941409 - VAT GB 283 6166 82

send this via email to: [g.rotunno@ngexhibitions.com](mailto:g.rotunno@ngexhibitions.com)

# YOUR CONTACT:

Giacomo Rotunno

E.mail: [g.rotunno@ngexhibitions.com](mailto:g.rotunno@ngexhibitions.com) | Mob. +44.7522.128609

international sales office

10, Jesus Lane CB5 8BA – Cambridge England UK



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