



Connect Nigeria SME-eBusiness Fair 2018: The Countdown Has Begun

On the 3rd of February 2018, Connect Nigeria will again host its annual SME-eBusiness fair, the largest gathering of Small and Medium Scale Enterprises on the African continent, at the prestigious Eko Hotel, Victoria Island, Lagos.

For any company considering entering the Nigerian market then the SME-eBusiness fair presents a great opportunity and several foreign companies have already shown interest in the 2018 edition. Participants can explore the many business prospects available while entrepreneurs can learn the skills they need to grow their businesses in today's tech-driven world.

Since inception in 2011, the event has been dedicated to promoting business for SMEs, assisting Nigerian businesses achieve global competitiveness, empowering thousands of business owners, start-ups, and aspiring entrepreneurs, enabling them to fast-track the growth of their businesses by leveraging the power of technology. In 2018, over 10,000 SMEs will also learn winning business strategies that this edition of the SME-eBusiness fair will provide, and discover the enterprise-transforming tools they need to strengthen and expand into new frontiers of entrepreneurial success.

The eBusiness fair is a two-part event, featuring panel discussions and exhibitions. At the discussion sessions, top business executives, renowned start-up founders and pioneering techpreneurs will share their success strategies and tips from the cutting edge of business and technology. Panellists at past events were drawn from diverse organisations like; SageOne, OLX, Phillips Consulting, Hotels.ng, FIRS, Mai Atafo Inspired (MAI), Tuteria and so many others.

At the exhibition, businesses have the chance to showcase their products and services to thousands of participants. The event offers an opportunity to connect with professionals and leading stakeholders from Nigeria's major industries, expand business networks with high calibre partners and first-rate leads.

Sponsors from previous events include; Union Bank, Samsung, Microsoft, Google, Rack Centre, Microsoft, GT Bank, MainOne, Stanbic IBTC Bank and many others. These brands, as well as all others that have taken part in past editions of the SME-eBusiness fair, are positive about the event's effectiveness in producing immense benefits for participants, exhibitors, and sponsors.

Speaking of the previous year's fair, the Head of Retail Liabilities at Union Bank, Akinmade Olufunwa, said "this is one of the best fairs we have had in recent times, people are really engaged. It's a very good one."

Similarly, Microsoft's Olufemi George said, "The quality of execution... the insightful panel discussions and the elaborate showcase of SME oriented products by many exhibitors....showed a high level of efficiency and professionalism. This is the best event I have attended recently."

Connect Nigeria is Nigeria's most innovative Information Search Portal. It is the central portal for business resources, connecting people and businesses and helping people find everything they need at their fingertips. Sponsorship placements and bookings for exhibition booths are now available; attendance is free for participants.

To sponsor, exhibit or register, visit www.connectnigeria.com/bizfair, or call +234 700 800 5000.