



TRANSFORMATION: PARTNERING FOR A BETTER GUYANA.



Dear Exhibitor,

The planning committee of GuyExpo 2014 congratulates you for choosing to showcase your goods and /or services at Guyana's Premier Exhibition and Trade Fair. By signing on as a valued exhibitor, you are: demonstrating confidence in your product's ability to add value to the livelihood of patrons; endorsing the event's potential to improve your marketing competency; and undoubtedly, indicating intent to grow your business from a springboard of self- assurance.

These are the virtues that we wish to nurture for our exhibitors as we set out to create an environment that will enable you to add your footprint to the transformation process, through the numerous partnership opportunities which will be evident at GuyExpo 2014.

Delivering exceptional experiences and paving the way for business opportunities continues to be the driving force behind this event, and this year's theme, 'Transformation: Partnering for a Better Guyana' is apposite, as sits at the core of Guyana's developmental strategy and the belief that our country is on a developmental trajectory that can only be maintained through a collective effort and a common vision.

This Exhibitor's Guide is an important tool to get you well on the way. We urge you to read it carefully. It's a proven asset to getting the best of the many improvements that are in place, based on feedback received via exit surveys that targeted exhibitors and patrons. Should the need arise; do not hesitate to contact the GuyExpo Secretariat for further clarification.

See you there!

Sincerely,
GuyExpo 2014 Planning Committee



ABOUT THE EXHIBITION

Guyana's largest Trade and Investment Exposition – GuyExpo began in 1995. This public/ private partnership event which showcases locally produced goods and services, became an annual activity in 2004 and is now the longest sustained exhibition in the Caribbean. In that year, the organisers noting the growth and interdependence of international trade opened the exhibition to the Caribbean Community (CARICOM) and other regional exhibitors.

GuyExpo is now a most significant undertaking among the Ministry of Tourism, Industry and Commerce's Annual Calendar of Events. This trade and investment activity is usually held in September/ October.

This premier exposition and trade fair offers business associates the opportunity to meet, network and negotiate with international companies and establishments, as well as showcase their skills, talents and creative works.

GuyExpo provides a platform for both local and foreign businesses to interact: importers, exporters, retailers, wholesalers. It fuses a wide cross section of producers of handicraft, furniture, garments, jewellery, and horticulture, pharmaceuticals, tourism, information technology and most of all, our distinctive Guyanese culture. This ideal setting provides the opportunity for businesses to increase their competitiveness and efficiency and foster growth.

GuyExpo is undertaken as a partnership among the Ministry of Tourism, Industry and Commerce, GO-INVEST and the Private Sector; while exhibitors, franchise holders, game operators and entertainers play a major role in the overall success of the event.

The GuyExpo Planning Committee and Secretariat under the stewardship of the Honourable Minister Irfaan Ali M.P. supported by Co-chairman Mr. Derrick Cummings and the Planning Committee have established a plan of action for which will result in GuyExpo 2014 being one of the best ever.



EXHIBITORS AND VENDORS

With effect from **SEPT 15, 2014** Auditoriums and Buildings will be open to Exhibitors for booth construction and enhancement. Official Hours of the GuyExpo Secretariat and its Facilities are Monday – Friday – 08:00hrs to 16:30hrs and Saturday 08:30hrs to 12:30hrs. However, as is customary, we are always willing to consider reasonable requests from Exhibitors for an extension of these times, provided adequate notice is given. Please note that all booth construction and display decoration etc must be completed by **SEPT 30, 2013**.

1. Registration


The registration process will commence **JUNE 9, 2014**. Registration will be closed **SEPT 15, 2014**. Registration forms can be uplifted from the GuyExpo Secretariat from Monday to Friday from 8:00hrs to 16:30hrs. Late Registration will attract a fee of 25% of your registration cost. Registration forms can also be downloaded from our website; www.guyexpo.net - look for **quicklinks/downloads**.

2. Accreditation

Each booth will be allocated passes for the persons working in the booth. Small Booths – 2 passes, Medium Booths – 3 passes, Large Booths – 6 passes, Mega Booths – 24 Passes. Additional passes can be purchased from the secretariat. You are required to wear your passes at all times in the venue during event days.

Accreditation process will commence from **SEPT 1, 2014**. Exhibitors/Vendors must complete and submit **Accreditation Information** by **SEPT 26, 2014** in order to be accredited. Information for Accreditation must be sent in **SOFT COPY** via the electronic forms provided by the secretariat. Accreditation forms for groups and individuals can also be downloaded from our website; www.guyexpo.net. The secretariat will issue passes from **SEPT 16 – 30, 2014** from 8:00hrs to 15:00hrs.

Exhibitors/Vendors vehicle(s) **MUST BE ACCREDITED**. Please ensure you submit the information required on the Accreditation form provided. Vehicles without a Vehicle Pass will not be allowed in the compound on event days **2– 5, OCT**. Vehicles



will be accredited via a **colour code** system which will identify which parking lot is allocated for that specific vehicle.

3. Access Points

Vendors/exhibitors are required to use the **Southern Access Gate** for ingress and the **North Access Gate** for egress. You will be required to produce your Event Pass at the gate at all times. Exhibitors without a pass WILL NOT be allowed entry to the venue during event days.

4. Delivery Window

The Southern Access Gate will be open from **07:00hrs to 13:00hrs** during Event Days to facilitate booth cleaning, deliveries and replenishing of stock. Please pay strict attention to the daily **“Opening/Closing Hours”** for each Event DAY cleaning and replenishing of stock. This exercise will not be permitted during the official hours of the Exhibition. Please note that at no time, during event days, will exhibitors’ vehicle(s) be allowed access within the inner circle of the venue. Exhibitors are required to park in their respective parking lot and trolley their items to their booth. PS: Trolley service will be available on request.

5. Booth Information

THE MAIN AUDITORIUM: will showcase Manufacturing Businesses. It has the capacity to Accommodate 70 Booths ranging from small to large. GuyExpo will provide the space lights and an electrical point. Electricity in the Auditorium is **110Volts**.

THE ANNEX AUDITORIUM: will be the showcase for Arts and Craft, Fashion and Design, and Small Businesses. The Annex can accommodate 90 small booths. GuyExpo will provide the space and a complete booth with 3 walls, lights and a point. Electricity in the Annex is **110Volts**.

INTERNATIONAL and SERVICE PAVILIONS: will accommodate the Service Industry and Technology Businesses internationally and locally respectively. Each Pavilion can facilitate 36 small booths. GuyExpo will provide the space and a complete booth with 3 walls, lights and an electrical outlet. Electricity in the pavilion is **220Volts**.



OUTDOOR LAWNS: will accommodate Food Processing, Engineering, Entertainment, Food and Beverage and other Large and Mega Exhibitors. GuyExpo will provide the space lights and an electrical point. Electricity on the Lawns is **220Volts**. Exhibitors will be responsible for providing transformer, tents and any additional facility necessary for their booth.

FOOD COURT: will facilitate 10 Medium Booths. This facility will include one enclosure, lights, potable water, a wash sink and electrical outlets (**220 Volts**).

Exhibitors will be responsible for providing any additional facility necessary for their booth after consultation with the secretariat. All booths must be completed on or before **SEPT 30, 2014**. No carpentry and other fabrication works would be allowed after this period. Booths must be consistent with the agreed outlines set out by the secretariat.

6. **BOOTH STANDARDS/SANITATION:** The booth holder is responsible for maintaining the standards and cleanliness of the booth and its immediate surroundings. This must include the installation of Trash Receptacles.
7. Strictly **no cool-down carts** will be allowed to operate within or in proximity to the venue.
8. All vehicles will be subject to a security check on entering the compound.
9. **EXHIBITORS PARKING:** will be at parking lot parallel to Annex Auditorium. Exhibitors will not be allowed to park any vehicles within exhibition area nor next to their booths. Exhibitors are required to park in their respective parking lot and trolley their items to their booth.
10. **VENUE LAYOUT:** This venue layout is a general representation of GuyExpo 2013 and may be adjusted where necessary for the 2014 event.





ABOUT GUYANA

LOCATION

Guyana is a nation state situated on the Atlantic Ocean, to the North of Equator, in the tropics. Situated on the mainland of South America, it stands bordered by Suriname to the east, Brazil to the south and southwest and Venezuela to the west.

GEOGRAPHY

At 215,000 km², Guyana is an independent state on the mainland of South America and the fourth smallest political entity. The country is divided into four natural regions: a narrow and fertile marshy plain along the Atlantic coast (low coastal plain) where most of the population lives; a white sand belt more inland (hilly sand and clay region), containing most of Guyana's mineral deposits; the dense rain forests (forested highland region) in the middle of the country; the grassy flat savanna in the south; and the larger interior highlands interior savannah) consisting mostly of mountains that gradually rise to the Brazilian border. The Country's coastline lies 1 to 1.5 meters below sea level at high tide. The most valuable deposits are bauxite, gold & diamonds. The main rivers are Demerara, Essequibo and Berbice.

CLIMATE

The local climate is tropical and generally hot and humid, though moderated by northeast trade winds along the coast. There are two rainy seasons, the first from May to mid August, the second from mid November to mid January.

GOVERNMENT

Guyana became independent from Britain in 1966, and a "Cooperative Republic", when the President replaced the Governor General. The Cabinet is headed by the President, and there is a 65 member National Assembly elected by proportional representation.

ECONOMY

The main economic activities in Guyana are Agriculture (production of Rice and Demerara Sugar), Bauxite Mining, Gold Mining, Timber, Shrimp Fishing and Minerals.



CLOTHING

Lightweight and casual clothing can be worn throughout the year.

INTERNET

Internet service is available nationally. Service is also available in hotels and at the many Internet Cafés, which have been established around the country. There are also “Hot Spots” in various locations around the country where Internet connection can be obtained.

LANGUAGE

The official language is English, often spoken with a Caribbean Creole Flavour.

POPULATION

The population of Guyana is approximately 770,000, of which 90% reside on the narrow coastal strip (approximately 10% of the total land area of Guyana).

TELECOMMUNICATIONS

Guyana's Country code is 592, followed by a seven-digit number, for all areas of the country. Direct dialing is available from Guyana to any country in the world.

TIME ZONE

Four hours behind GMT; one hour ahead of EST.

VOLTAGE

110v in Georgetown, 220v in most other places, including parts of suburban Georgetown.

ENTRY REQUIREMENTS

All visitors require a valid passport. Those arriving by air require an onward plane ticket. Visas are necessary for all visitors except nationals of the following countries: Commonwealth Countries, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Japan, Korea, Luxembourg, The Netherlands, Norway, Portugal, Spain, Sweden, and USA. Visitors are advised to check with the nearest Guyana Embassy or Consulate or their travel agent.



TRANSPORTATION

i) VIA AIR

1. Guyana has two International Airports. The primary airport was named after the late President Cheddi Jagan, is at Timehri, 25 miles/40km south of Georgetown. Flights from Europe are routed through Antigua, Barbados, or Trinidad. There are direct flights from Miami, New York, Toronto, Brazil, Suriname, French Guiana, Barbados, Trinidad and Curacao. The second airport is Ogle International Airport located approximately 3miles/4.8km east of Georgetown. Flights from most Caribbean countries are routed there.
2. Private Charter companies operate flights into the interior from Ogle International Airport. Mini-buses serve the Airport from Stabroek Market in Georgetown.

ii) VIA LAND

Georgetown is well served with taxis, which operate throughout the city and to other urban centers. Taxis are easy to find outside most hotels and throughout Georgetown (e.g Stabroek Market & Avenue of the Republic). There are fixed fares for most distances; check in advance. Most trips within Georgetown are approximately G\$500.00; private taxis are arranged through your hotel or by calling one of the numerous taxis services.

iii) VIA RIVER

Guyana has over 600 miles of navigable river, which provide an important means of communication. The Berbice, Essequibo and Demerara are crossed by ferries and by 4 and 6 seater river boats called ballahoos and corials. River taxis can be chartered.



DEPARTURE TAX

There is an exit tax of GY\$4,000.00 (USD \$22).

DRIVING

Driving and riding are on the left. Obey all traffic signs and advisories. Use seat belt at all times. A driver's permit can be obtained from the Customs Department at the Cheddi Jagan International Airport upon submission of your valid driver's license.

BANKING HOURS

Mondays to Thursdays: 8:00 – 14:00h

Fridays: 8:00 – 14:30h

CURRENCY

The unit of currency is the Guyana dollar, which floats against the US dollar (Exchange rate at the time of publication: US \$1 = GY \$200 approximately). Check daily for cambios.

CREDIT CARDS

Master Card

Visa Card

EMERGENCY NUMBERS

Police: 911

Fire: 912

Ambulance: 913



For more Information Contact GuyExpo Secretariat
Tel: (592) 219 0086 or (592) 219 0089 Fax: (592) 219 0087
Website: www.guyexpo.net
Email: info@guyexpo.net