

Global South-South Development Expo 2013

Exhibition Layout and Guidelines



United Nations Office at Nairobi: 28 October – 01 November 2013



Overview of the GSSD Expo Physical Exhibition

From 28 October through 1 November 2013, the GSSD Expo Exhibition Pavilion will showcase some of the most successful and innovative development solutions – shining examples of the current and potential strength of South-South and Triangular Cooperation. A number of these partnership solutions in the main thematic areas will be displayed using posters, audio-visual equipment, printed materials and publications.

The showcased solutions will embody the following key attributes: (a) Southern priority/demand driven; (b) Southern ownership; (c) Southern leadership; (d) broad-based partnership; (e) innovation; (f) efficiency; (g) sustainability; and (h) scalability. Also to be exhibited will be innovative South-South, Triangular and PPP mechanisms championed in the South, by the South and for the South, including those supported by donor agencies, the United Nations development system, multilateral financial institutions, the private sector and other development partners.

The exhibited materials are intended to demonstrate the extent to which innovative solutions (a) have contributed to sustainable development and inclusive green economies in the originating countries, and (b) could potentially make similar contributions to the achievement of internationally agreed development goals, including the MDGs, in other developing countries.



Global South-South Development Expo 2012, Vienna Exhibition Floor



PAVILION EXHIBITION AREA

The Pavilion at the GSSD Expo will offer an integrated, dynamic platform for collaborative outreach, awareness raising and interactive exchange - a custom-built structure (est. area of 600 to 800 m/sq). The Pavilion will be organized in a manner that will ensure thematic coherence with the substantive components of the Expo. It will also showcase and celebrate successful examples of South-South cooperation.

Its construction and operation will be environment friendly (use recycled and locally sourced building materials), energy efficient, and will feature an open, flowing, flexible layout (enables reconfiguration of space for different functions, if necessary).

Facilities will include a Marketplace for up to 60 exhibitors, an Auditorium for 100 persons, and an Event Hall (for receptions).



Booth Specifications

- Each Exhibitor will be allocated a space of 6 m/sq. (3m x 2m)
- Standard furniture is: 1 table (2.0M in length) and 2 chairs
- A limited number of brochure racks will be available for Exhibitors on a first come, first serve basis.
- Power cables will be provided for each stand, WIFI is available.
- All other equipment, including PCs, laptops, projectors and TVs/DVDs remain Exhibitors' responsibility
- We offer flexibility to the Exhibitors in regards to the design of their booth and invite as much active and inter-active presentations such as on screens as opposed to posters and pull-ups.

Exhibition Booth Posters

- Each booth panel poster should not measure not more than 1m wide x 2m high in a vertical layout, i.e.: allocated space per Exhibitor will allow a maximum of 3 posters of above dimensions.
- In view of the time and budgetary limitations, it is strongly recommended that all Exhibitors bring in their ready-to-use posters in the specifications listed above and/or Pull-up banners

Tips for Designing a Poster

It is recommended to take into consideration the below aspects when designing your panel poster:

- **The official name and logo of the exhibiting agency or project**
- **Texts:** A one or two paragraph description of the exhibiting agency or project.
A one or two sentence quote which relates to South-South cooperation from the Head of your organization (if any)
- **3-4 high resolution images featuring the exhibiting agency or project**
- **Sizes and format:** Digital images need to be of the highest resolution possible, about or more than 300dpi, (**NO SMALLER THAN 1 MB in file size**). Formatted to the largest pixel size (ppi) possible to allow for resizing. The image should be saved as a **JPEG or TIFF** file in an RGB format.
- **Image Caption:** 1 sentence per image, describing people, activity, venue and time featured in the image.
For instance, *“Women entrepreneurs sewing traditional clothing, Al Hana Stitching Factory, Islamabad, Pakistan, 2008. Courtesy ISCC”*.
- **Accreditation:** to a photographer or an organization.

If you need assistance with the design of your panel poster, please send your request to dingding.sun@undp.org by COB August 15, 2013 New York Eastern Standard Time

Sample Panel Posters

THE GLOBAL ALLIANCE FOR CLEAN COOKSTOVES



The Global Alliance for Clean Cookstoves is an innovative public-private partnership led by the United Nations Foundation to create a thriving global market for clean and efficient cookstoves and fuels. The Alliance aims to raise \$250 million over ten years to:

- Save lives by reducing exposure to cookstove smoke;
- Improve livelihoods by reducing disease, freeing time, and saving money (that can be used for food, medicine, and/or school fees) and other social benefits;
- Empower women through productive enterprises associated with stove use, distribution, and production; and
- Combat climate change by reducing emissions of greenhouse gases and black carbon.

The Alliance's 100 by '20 goal seeks to enable 100 million households to adopt clean and efficient stoves and fuels by 2020, toward its long-term vision of universal adoption of clean and efficient cooking solutions. With the close cooperation of global leaders in the non-profit, philanthropic, academic, government, and private sectors, the Alliance is working to overcome market barriers that currently impede the production, deployment, and adoption of clean cookstoves and fuels in developing countries.



INDIA, BRAZIL AND SOUTH AFRICA (IBSA) FUND:

a pioneer effort to engage in South-South cooperation together with the UN system.



Featuring IBSA's project in Guinea Bissau:



Agricultural Development

Over 4,000 farmers trained on enhanced agricultural techniques (40% women)



Adult Literacy

Over 400 adults (70% women) learn to read and write



Solar Energy

5 villages installed solar energy equipment, including water pumps, lights and other



The IBSA Dialogue Forum brings together 3 emerging economies and vibrant democracies

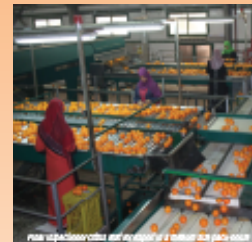


A POOR PERSON'S HOUSE IN THE AGE OF CLIMATE CHANGE!



PAKISTAN EXPERIENCE

In BSSD Expo 2009 GEF SGP Pakistan's "Benazir Housing Technology" was recognized as a "solution". The houses constructed under the project withstood cyclone Phet, a mild earthquake and two floods and heavy rains in 2010 and 2011, thus proving their disaster resilience. The further research in low cost, disaster resistant and energy efficient adobe, CEB, rammed earth and other models is now calling for global replication especially in the backdrop of the recent odd and unprecedented rains and floods in various parts of the world.



The Egyptian Traceability Centre for Agro-Industrial Exports (Etrace) is a joint project between the United Nations Industrial Development Organization (UNIDO), the Egyptian Ministry of Trade and Industry (MTI) and the Italian Development Cooperation in Egypt.

Funded through the Italian-Egyptian Cefti for Development Swap, Etrace was launched in July 2004 and works on improving the capability of Egyptian farmers, growers and pack houses along the food value chain to meet European and international food quality, safety and traceability standards, ensuring that products are safe for consumption and do not encounter barriers to trade. Etrace provides financial and technical assistance to support agro-industrial enterprises in applying traceability systems, upgrading their technology and management systems and in acquiring certification for their exports.



2 Ways To Send High-Resolution Digital Files

Register at www.gmail.com, via this GMAIL account, you can send extra large sized files to UNOSSC's GMAIL account at undp.unossc@gmail.com

GMAIL provides 25 MB space for attachment per email. If you decide to do so, please notify UNOSSC by sending notifications to dingding.sun@undp.org

Register at <http://www.yousendit.com> or <https://www.dropbox.com>

These websites provide 2 GB free space for you to upload files. And they could also generate links for free public downloading.

Logistics

- **Shipping materials:** it is advised that all exhibitors send their Expo outreach materials as early as possible to the Expo focal point at UNEP in Nairobi, Kenya through their country DHL outlet to:

Notified persons name: Ms.Biljana Kuzmanovic

Tel: +254 734 55 01 55

Email: biljana.kuzmanovic@unep.org

Delivery Address: United Nations Environment Programme (UNEP)
Division of Regional Cooperation (DRC)
UN Avenue, Gigiri, Nairobi, Kenya

Subject: Expo 2013 material

Your Agency Name and Focal Point:

- **For UN agencies** – please send a copy of the AWB and pro-forma invoice as soon as available so that customs exemption procedures can be initiated.
- **For non-UN agencies** – on AWB please tick box ‘DELIVERY DUTY PAID’ so that any incurred customs charges can be billed to sender.
- **Note:** On invoice/pro-forma invoice accompanying the shipment please add the following text:
VALUE DECLARED FOR CUSTOMS PURPOSES ONLY (OF NO COMMERCIAL VALUE)
- Any materials which cannot be shipped on time would have to be hand-carried to the Expo venue.
- The deadline for receiving Expo materials is 15 September 2013. Please bear in mind that the UNEP HQ will conduct a security clearance on the import material which might take several weeks. Therefore, it is very important that you schedule the shipment of your materials as early as possible.
- The exhibitors will be responsible for the cost of the shipment.

Timeline

- **26 October 2013:** Exhibition installation starts. Booth operators should bring their promotional materials no earlier than 0830hrs to the following physical address:

United Nations Office at Nairobi, United Nations Avenue, Gigiri

Exhibitors are requested to contact biljana.kuzmanovic@unep.org 48 hours in advance giving details on individuals requiring entry to the UN Headquarters in Nairobi, Description of any large equipment entering, as well as vehicle registration number.

All booths must be set-up by 1600hrs

- **28 October 2013 – 1 November 2013:** GSSD EXPO 2013 exhibition open
- **02 November 2013:** Exhibition tears down, 0830hrs – 1400hrs

Same instructions as above apply to vehicles and individuals entering the UN compound to remove the Exhibition materials out of the UN Compound.

Exhibition stand request form

Please fill in the attached word document and email to: gssdexpo2013@unep.org



Microsoft Word
Document

Insurance and Liability

- The Exhibitor assumes entire responsibility for losses, damages, and claims arising from exhibitor activities associated with the GSSD Expo 2013 and will indemnify, defend, and hold harmless UNOSSC, and UNEP, their respective agents and employees from any and all such losses, damages and claims.

Contact Details

For general inquiries about the participation at the GSSD Expo 2013, please contact:

GSSD Expo Secretariat

UN Office for South-South Cooperation
304 East 45th Street
New York, NY 10017

Telephone: +1 212 906 6944

Email:

gssdexpo.secretariat@undp.org

Website:

www.southsouthexpo.org
<http://ssc.undp.org/>

GSSD Expo 2013 Host Organization

United Nations Environment Programme (UNEP)
Division of Regional Cooperation,
P. O. Box 30552-00100
Nairobi, Kenya

Telephone: +254 20 762 5106

Fax: +254 20 7624270

E-mail:

gssdexpo2013@unep.org

Website:

<http://www.unep.org/south-south-cooperation/gssdexpo2013>