



# BLACK BUSINESS EDMONTON

Trade Fair 2024 Report



## FOUNDER AND ORGANIZER

Ibukun Orefuja (IBK)

## LEAD PLANNER

Ajibike Akinrinwale

## EVENT TECHNICAL DIRECTOR

Olakunle Oyeneeye

## DIGITAL & CREATIVE DIRECTOR

Jack Johnson

## DATE AND LOCATION

August 24, 2024 |  
Blatchford Field Air  
Hangar, Fort  
Edmonton Park



# Executive Summary.

Vendors

90

Attendees

1000+



The Black Business Edmonton (BBE) Trade Fair 2024 was a resounding success, with a total of 1,089 attendees. The event featured 90 vendors, including Black-owned businesses, Indigenous businesses, and allies from a variety of business categories. The diversity of participants and offerings created a vibrant and inclusive marketplace.

## Purpose and Vision

The event aimed to:

- **Empower Black-owned businesses, Indigenous entrepreneurs, and allies** by providing a platform to showcase their products and services.
- **Foster connections** between local businesses, community members, and resources.
- Highlight the importance of supporting local entrepreneurs to **strengthen Edmonton’s economy and community.**

# VENDOR SPOTLIGHT

SOLD OUT PRODUCTS

BUSINESS GROWTH

NETWORK EXPANSION

A The Black Business Edmonton (BBE) Trade Fair 2024 brought together 90 vendors from diverse industries, showcasing a wide variety of products and services that highlighted the creativity, resilience, and entrepreneurial spirit of the local community. Vendors included Black-owned businesses, Indigenous entrepreneurs, and allies, representing sectors such as fashion, food, health, technology, and more.

Vendors connected with key resources such as RBC, BDC, and the City of Edmonton Procurement team, gaining insights to scale their businesses. Many vendors experienced overwhelming demand, leading to sold-out inventory by the end of the day. The event allowed vendors to network with one another, fostering potential collaborations and partnerships.

## VENDOR CATEGORIES

- FASHION AND ACCESSORIES
- FOOD AND BEVERAGES
- HEALTH AND WELLNESS
- TECHNOLOGY AND INNOVATION
- ARTS AND CRAFTS





# IN THE SPOTLIGHT

The BBE Trade Fair 2024 garnered extensive media coverage and promotional reach, amplifying its impact and highlighting the success of Edmonton's Black entrepreneurs and community allies. Below is a showcase of the media features, campaigns, and promotional efforts that brought the event to life.



## Global News

Coverage of the trade fair's purpose, community impact, and vendor success stories.

## CTV News

A focus on the diversity of vendors and the event's contribution to local businesses.

## CBC Radio

Interview with key organizers about the significance of the BBE Trade Fair.

## Shine FM

Promoted the event and its goals via social media and live radio mentions.



# Community Engagement

Community engagement was at the heart of the BBE Trade Fair 2024, reflecting our commitment to fostering relationships, celebrating diversity, and empowering local businesses. Through interactive activities, cultural celebrations, and meaningful discussions, we created a vibrant environment that resonated with attendees of all ages.

## Kids Area

### POWERED BY JOYFUL NOISE

Children participated in storytelling sessions, crafts, and interactive games designed to connect them with African heritage and cultural roots through Hands-on activities such as mask-making and drumming workshop

Families expressed gratitude for a space that combined fun and education, making the event inclusive for all age groups.

Indigenous singers and Afrocentric bands provided live performances, celebrating the cultural diversity of Edmonton. Traditional art, clothing, and artifacts were presented to educate and inspire attendees. Attendees gained a deeper appreciation for the richness of Black and Indigenous cultures.

## Health and Wellness Discussions

Attendees left with actionable insights and support for their health and well-being. topics covered include mental health, cardiovascular health, vaccinations, and mental health. The sessions were hosted by Africa Center and the Alberta Black Therapist Network. They provided free resources and consultations to over 100 visitors.



# BBE Trade Fair Experience

Experience highlights of our event on our [YouTube Channel](#) and view our [Full Event Gallery](#).



Indigenous Acknowledgement



Trade Fair Preparations



Vendor Spotlights



Event Recap

# AWARDS AND SPECIAL RECOGNITIONS

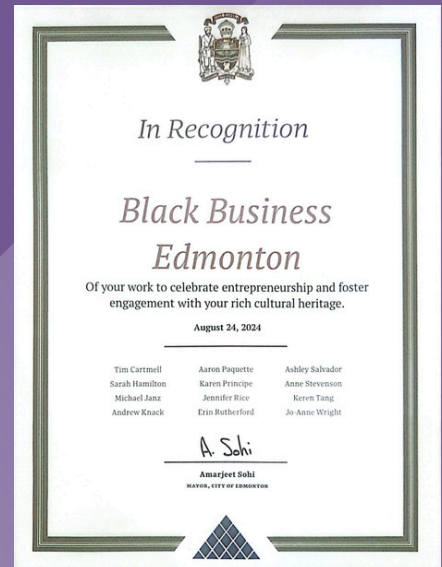


## MLA Nathan IP

Presented a plaque to BBE, congratulated the organization on the fair's success and connected to vendors.

## MLA Rhiannon Hoyle

Recognized BBE's dedication to supporting Black entrepreneurs and fostering community spirit, presenting a plaque and offering inspiring words of encouragement



## Mayor Amarjeet Sohi

Opened the event, awarded a plaque to BBE and connected with all 90 vendors, offering insights on how local businesses can engage with the City of Edmonton's procurement opportunities.

# Our Sponsors

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TELUS



BEN



AMAZON



AFRICA  
CENTER



BBI



ABOUT US

# THE TEAM

The success of the BBE Trade Fair 2024 was made possible by the dedication, expertise, and passion of a talented team committed to fostering community growth and entrepreneurial success. Below are the individuals who played pivotal roles in organizing this landmark event:



IBUKUN OREFUJA

Founder and Organizer



AJIBIKE AKINRINWALE

Lead Planner



OLAKUNLE OYENEYE

Event Technical Coordinator



JACK JOHNSON

Digital & Creative Director

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## BLACK BUSINESS EDMONTON

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## Connect with Us Today



Our website

[www.bbedm.ca/tradefair](http://www.bbedm.ca/tradefair)



Our e-mail

[info@blackbusinessedmonton.ca](mailto:info@blackbusinessedmonton.ca)



Social media Links

[Linktree](#)