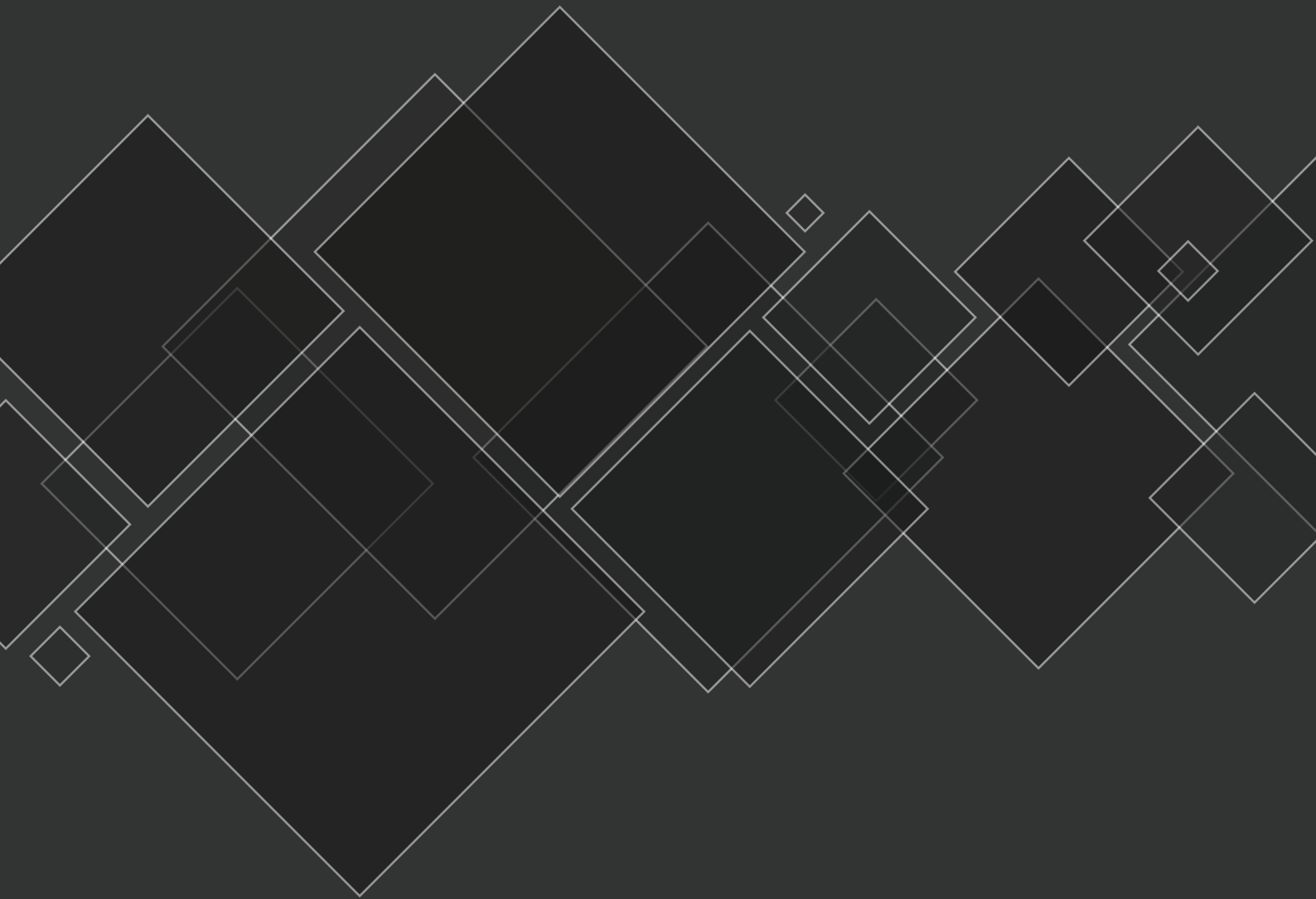


AUG 29<sup>TH</sup> - 31<sup>ST</sup>  
2023

AFRICA BUSINESS FORUM & EXPO  
ISTANBUL



Organized by



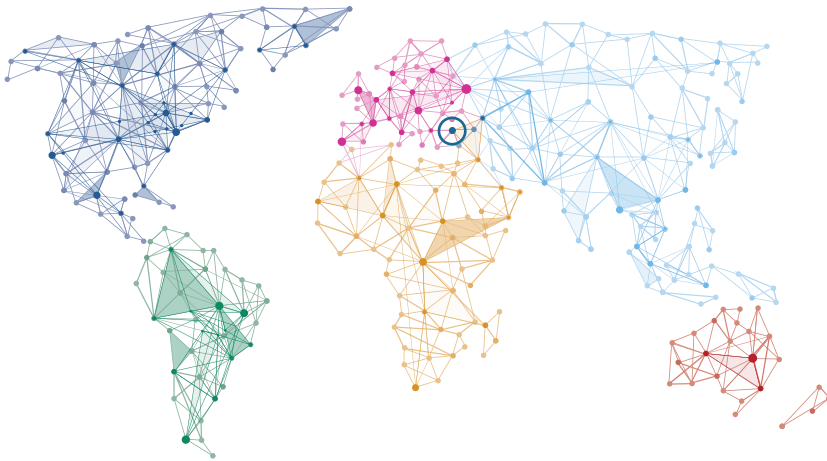
**TABAA**  
TURKISH | AFRICAN  
BUSINESS ASSOCIATION



# WHAT IS AFEX

## An Intercontinental Convention on business with Africa

Organized by TABA, AFEX is an exclusive forum that generates and bolsters trade relations and commercial networks with Africa.



Distinguished business people and prominent companies will meet in

**ISTANBUL - TURKEY**  
**AUGUST 29<sup>TH</sup> - 31<sup>ST</sup> 2023**

to engage, connect and share.

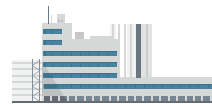
## AFEX by numbers



**+2000**  
Delegates



**+10**  
Main sectors



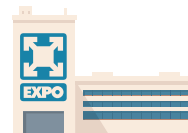
**+1000**  
Companies



**12**  
Conferences



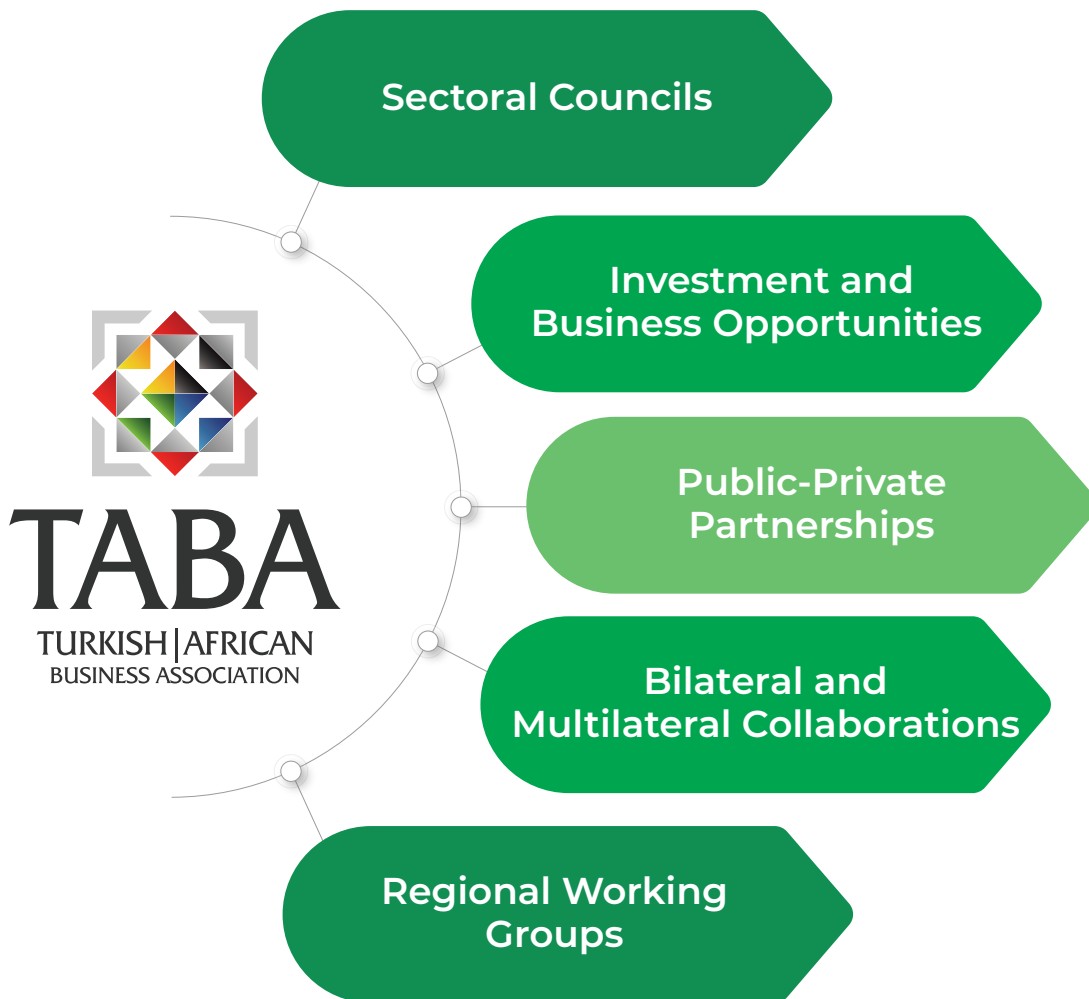
**+3**  
B2B sessions



**15.000 m<sup>2</sup>**  
Expo grounds

# WHO WE ARE

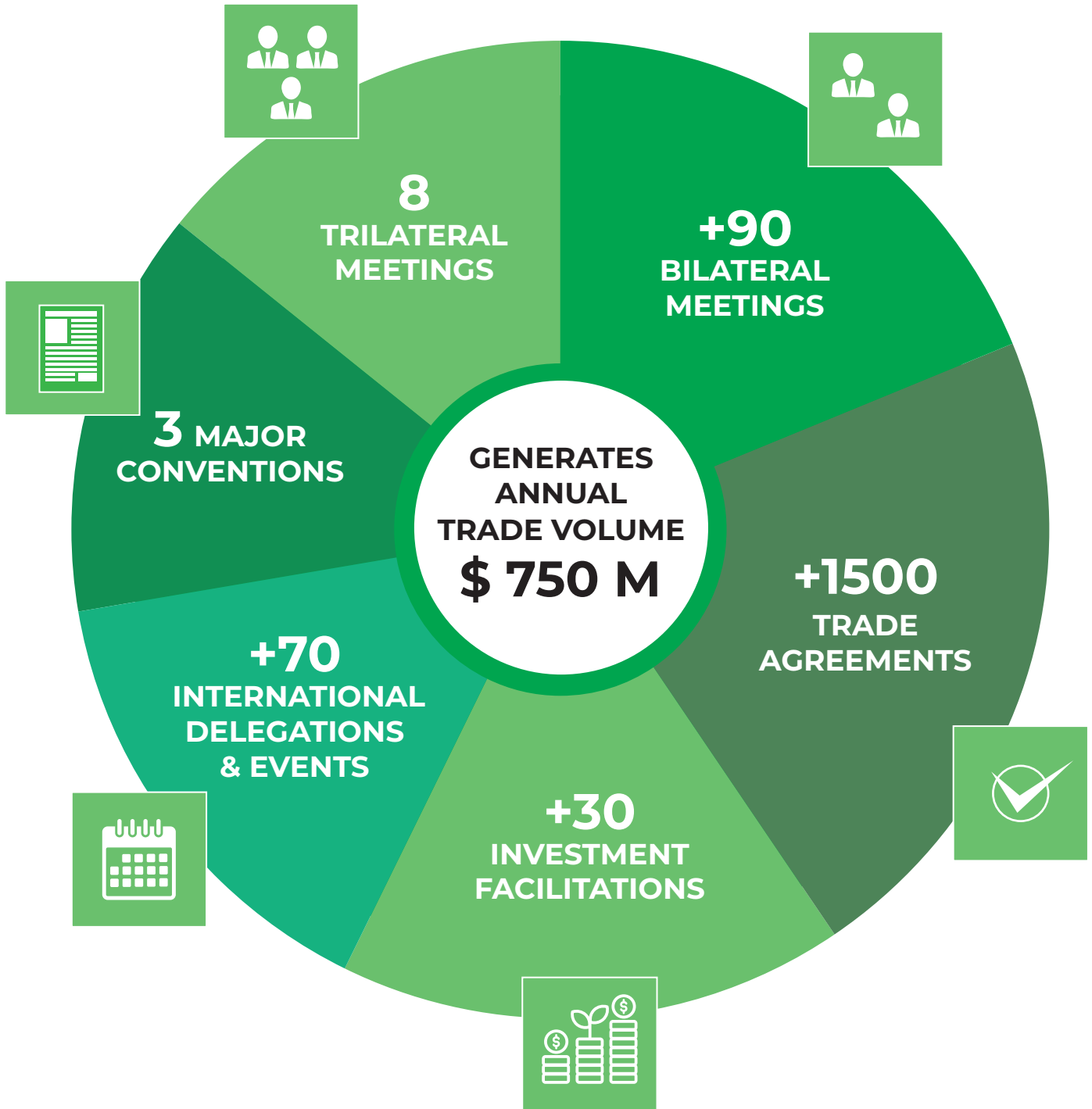
Turkish African Business Association (TABA) is a platform of development, initiation, cooperation and collaboration, founded in 2010 to contribute to the social, political, economic, scientific, commercial and technological development of Türkiye and Africa.



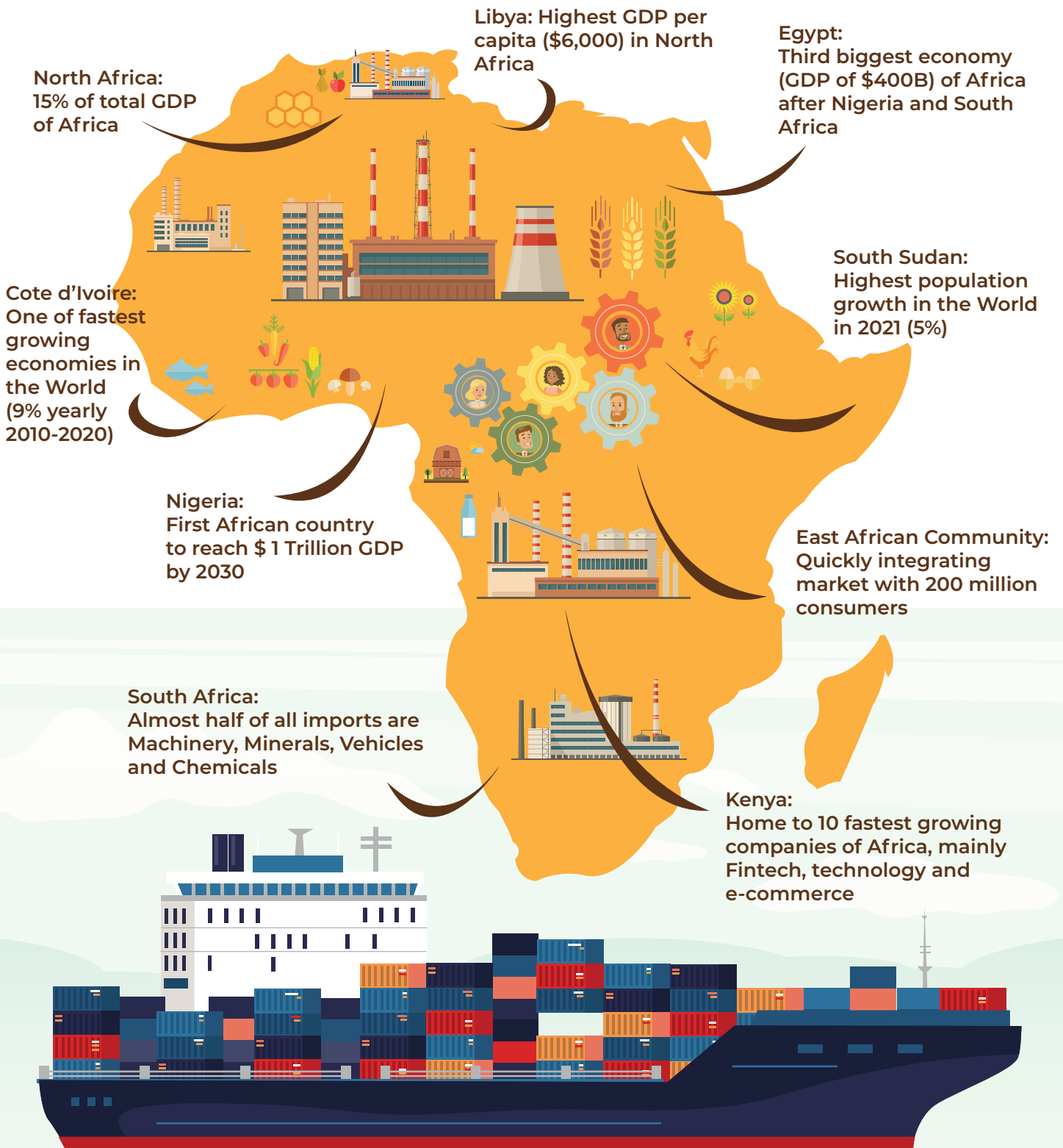
Headquartered in Istanbul, TABA has regional offices in **Nigeria, Cameroon and Mauritania**, and representatives in **Morocco, Algeria, Senegal, Guinea, Ghana, Kenya, Uganda, South Sudan, Ethiopia, Sudan and Libya**.

# WHO WE ARE

Turkish African Business Association (TABA) is an organization that aims to strengthen business bridges between Turkey and Africa. Since 2010, TABA has coordinated;



# WHY AFRICA



## AFRICA HAS THE YOUNGEST POPULATION IN THE WORLD,

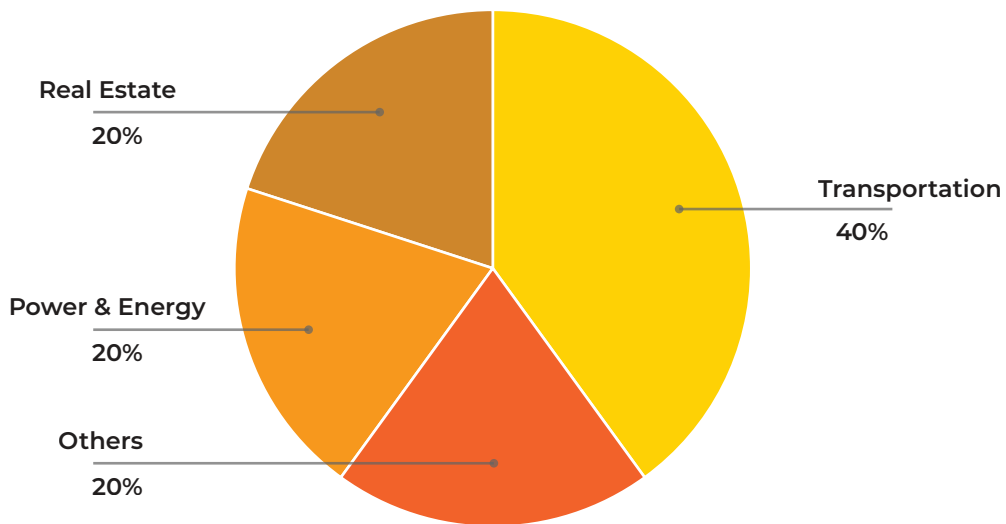
with 70% of sub-Saharan Africa under the age of 30. Such a high number of young people is an opportunity for the continent's economic growth



# WHAT AFRICA OFFERS

## Construction Sector

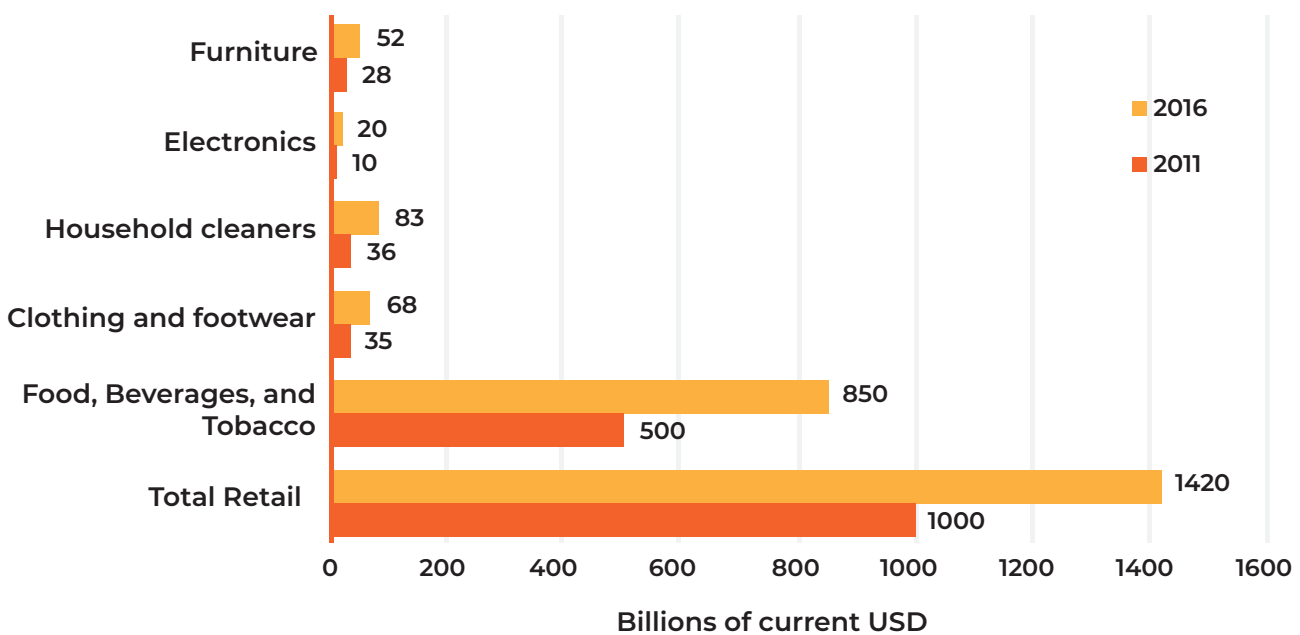
Currently about 600 projects in progress worth \$500B in Africa



## FMCG and Retail Sector

Consumer market will reach \$2T volume across Africa in 2025

African consumer expenditure in major retail subsectors, 2011 to 2016 :

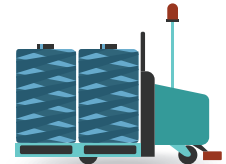
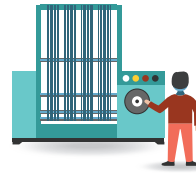
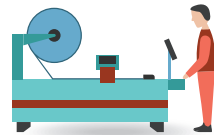
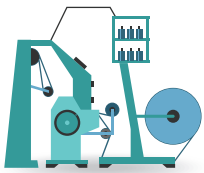
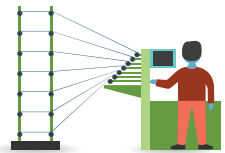
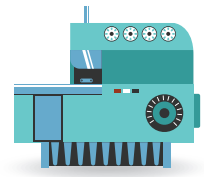
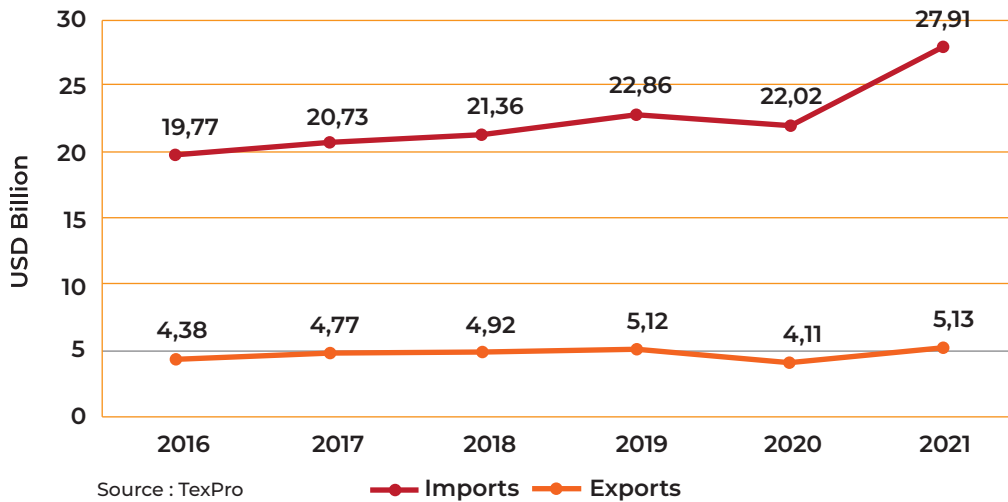


# WHAT AFRICA OFFERS

## Textile Sector

Textile and clothing export to Sub-Saharan Africa rose from \$ 19,8 B in 2016 to \$ 27,9 B in 2021.

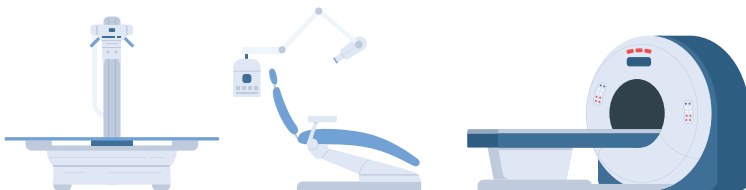
### Sub-Saharan Africa's total trade statistics for textile & clothing (annual)



## Health Sector

UNECA reported that health business opportunities in Africa will be worth as much as **\$259 billion** by 2030.

The report finds considerable demand for investment over the next decade, including over half a million additional hospital beds.





# WHAT AFRICA OFFERS

## Furniture Sector

Africa imports 40% of its total furniture consumption.  
Total furniture imports amounted to \$3,6B in 2013. This rose to \$5B in 2018.

2013



2018

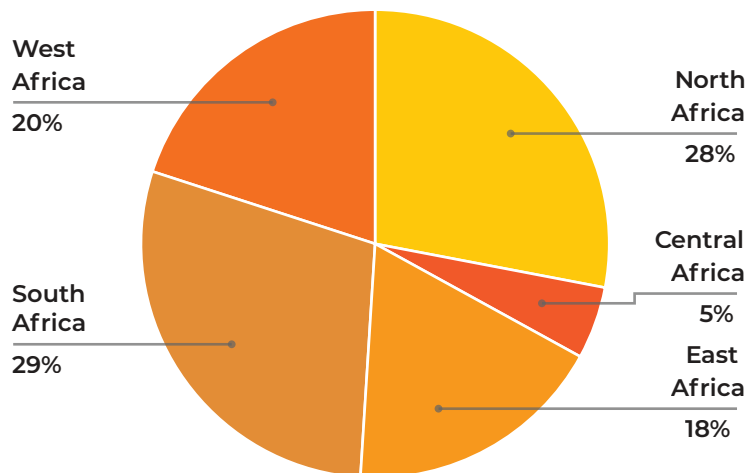


2022



AFRICA'S REAL ESTATE BOOM IS INCREASING FURNITURE SALES

## Furniture imports by area



Total furniture imports into Africa (both from other African countries and other areas of the world) exceeds **\$3B**

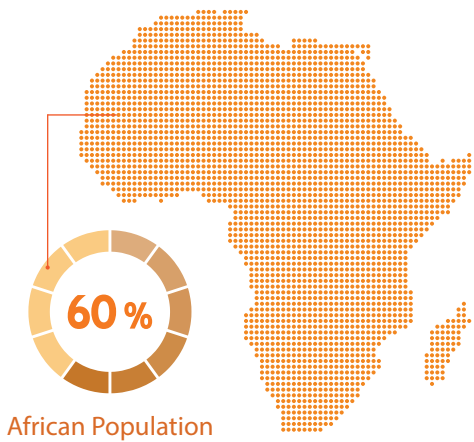
Corresponding to about **2%** of world imports as estimated by CSIL.



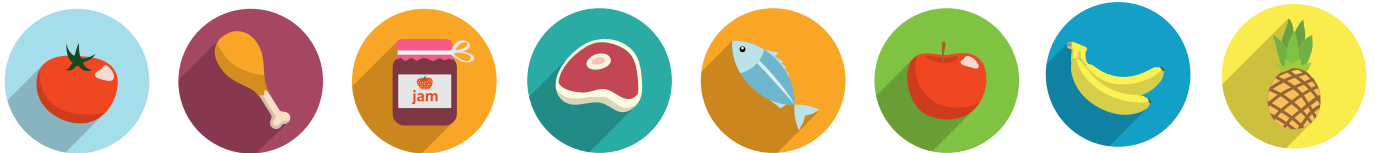
# WHAT AFRICA OFFERS

## Agriculture Sector

More than 60 percent of the population of sub-Saharan Africa is smallholder farmers, and about 23 percent of sub-Saharan Africa's GDP comes from agriculture. Yet, Africa's full agricultural potential remains untapped.



Rising urbanization and the growth of urban middle-class consumers in Africa could lead to **\$645 Billion** in growth in consumer spending between 2015 and 2025 of that growth, \$167 billion could be in food and beverages; a majority of that would come from sub-Saharan African countries.



Currently, sub-Saharan Africa imports \$15 billion in food crops (grains, edible oils, and sugar), primarily from regions in Asia and South America.

# WHAT AFRICA OFFERS

## Education Sector

Students from Sub-Saharan Africa are enrolling in big numbers, and the competition is increasing, with indicators predicting that the region's **430,000 outward mobile students will double in the next decade.**



The Africa e-learning market size reached **US\$ 2.8 Billion** in 2022. In short term, total market value is expected to reach **\$5.2 Billion** by 2028.

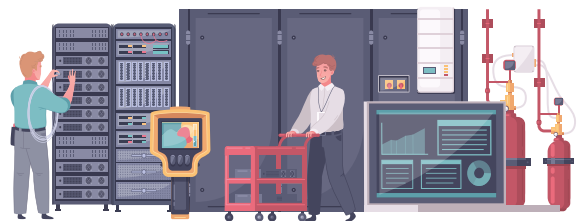


## IT Sector

E-government systems and internet access will significantly increase the consumption rates of African nations.

In 2022, **18** data centers were built in Africa. However, with the colocation market growing and the demand for cloud and internet-based services from businesses and consumers rising, investment in this area is expected to rise up to **\$6 billion.**

By **2030**, total market value of the IT sector is expected to pass **\$100 billion.**



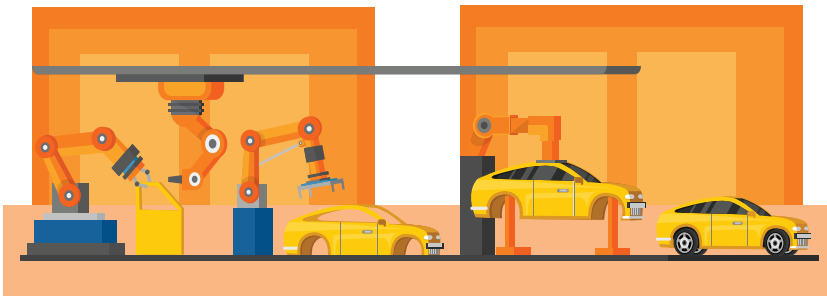
# WHAT AFRICA OFFERS

## Automotive & Spare Parts Sector

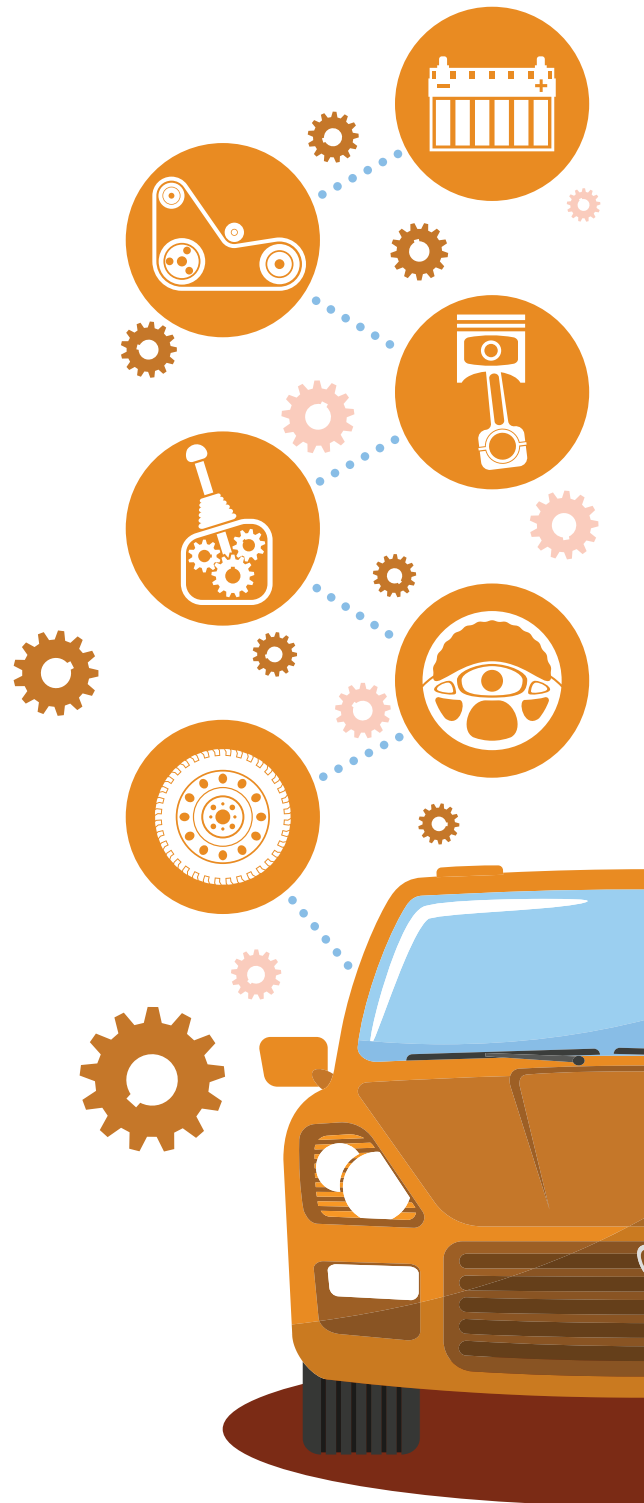
The automotive industry in the African continent in 2021 was valued at US\$30.44 billion and predicted to grow to

**US\$ 42 billion** by 2027.

South Africa and Morocco were the two largest exporters accounting for over 80% of exports. But the continent as a whole is a major net importer of vehicles and parts.



**US\$4.5 billion** or about 15% of total trade in the automotive industry was destined for other African countries (termed as intra-Africa trade).



# WHAT AFRICA OFFERS



## Machinery Sector

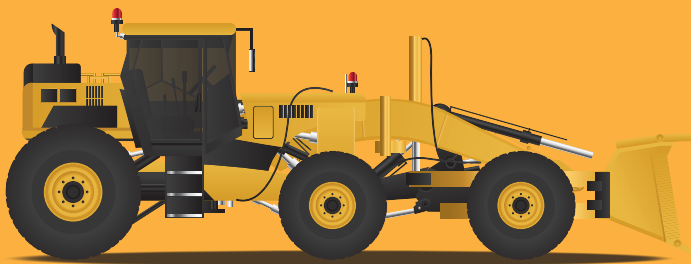
### Construction machinery

Governments, development authorities and even companies have begun investing in infrastructure development projects in several African countries. Moreover, many African governments have invested heavily in irrigation and mining projects across the continent. All these factors have contributed immensely to the increased use of construction machinery.

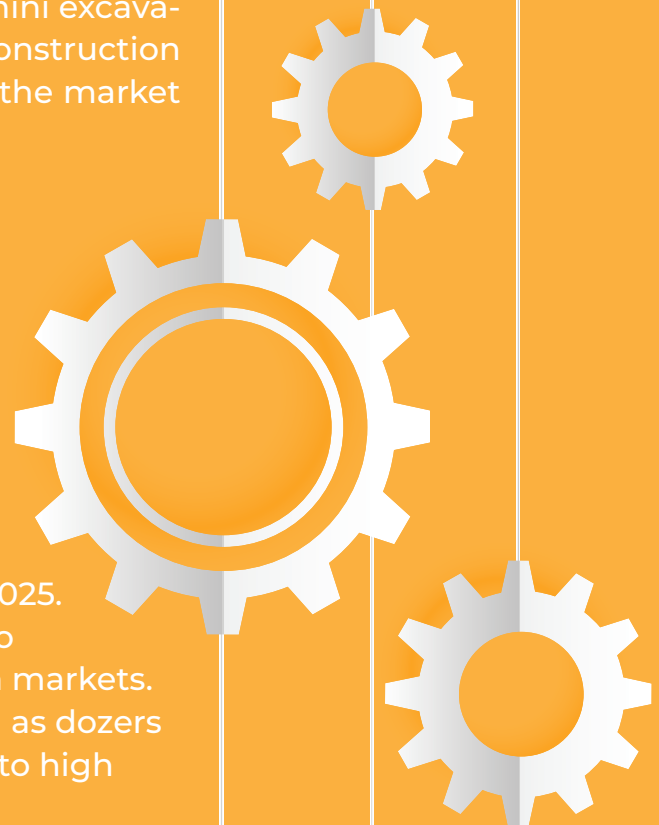
**The construction machinery industry in the African market is worth \$900 million and immensely increasing.**



Earth moving machinery accounted for the highest market share in 2020. Increasing demand for large and mini excavators, backhoe loaders, and such other heavy construction equipment from developing countries is driving the market growth.



Among excavators, loaders, and other such earth moving machinery segments, excavator is anticipated to capture highest market share by 2025. Demand for loaders is expected to boost owing to increased requirement from Chinese and African markets. Demand for other earth moving equipment such as dozers are anticipated to grow at very high pace, owing to high demand from mining sector in Africa.



# WHAT AFRICA OFFERS

## Manufacturing equipments

African manufacturing equipment market was valued at **\$7.21 billion** in 2020 and is expected to grow at a CAGR of **4.3%** in the next 3 years. Increasing demand for manufactured goods in Africa is driving the growth of this sector.



## Agriculture machinery

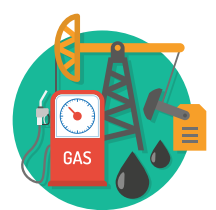
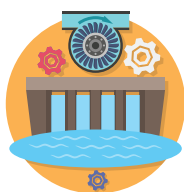
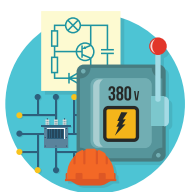
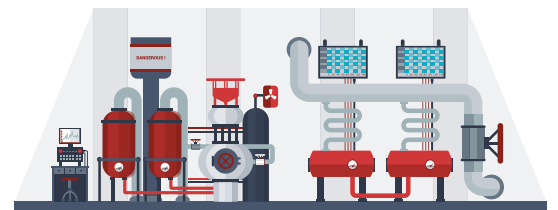
The African agricultural machinery market is expected to reach **\$7.94 billion** value by 2027. Increasing demand for food in Africa is driving the growth of this sector.



## Energy & power equipments

The energy and power equipment sector in Africa is also growing, driven by the need for reliable and affordable energy.

The market was valued at **\$22.6 billion** in 2020 and is expected to reach **\$34.1 billion** by 2027.



# WHY ISTANBUL

Istanbul is a dynamic mega-city, operating as a :

Manufacturing Capital

Transcontinental Hub

Commercial Center

Access to a market of **\$30T**  
with **1.8 billion** people  
within **4 hours** of flight range



**317** direct flights  
around the globe

**64** direct flights to  
African destinations

Hosting **+40.000** International Companies



# BRAZIL-AFRICA TRADE FACTS

In 2022 Brazil's exports to Africa will exceed **+\$15B**

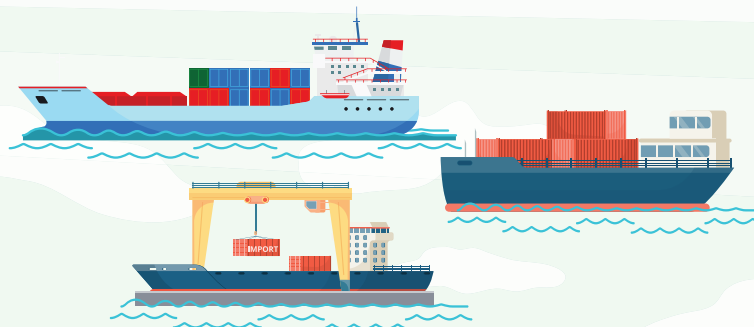
**70%** Brazil's exports to Africa are agriculture related products

**-42%** of Brazil's vehicle exports goes to Africa

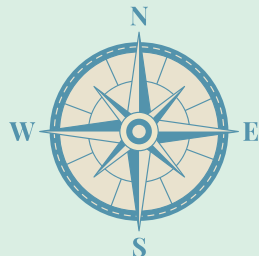


**30%** of Brazil's total agricultural exports are headed to Africa

Brazil is **2nd** largest food exporter to Africa



In the first half of 2022, Brazil bought from Africa  
**\$2B** worth of fertilizers  
**\$1B** worth of oil.

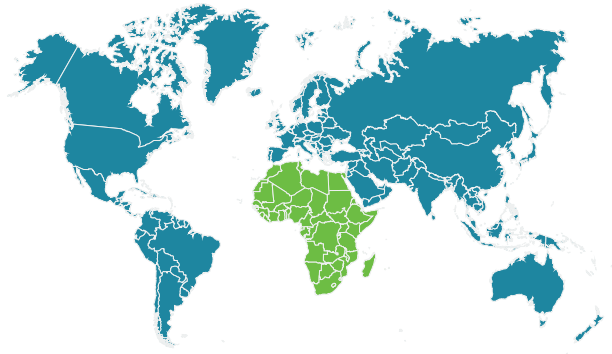




# WHAT AFEX OFFERS

## **Common Interest:**

Save yourself from the effort of pitching your market to potential investors. Instead, take part in AFEX, where every participant shares the same goal: To do business in Africa!



## **Direct Access:**

Directly reach distributors, manufacturers, investors and buyers within your industry; speak to key players of your target market face to face. Cut off the middleman, save your capital.



## **Instant Feedback:**

Compare your business with others and learn what your competitors are doing right. Get accurate, valuable feedback to improve your business and increase your profit.



# WHAT AFEX OFFERS

## Intercontinental Participation:

Get in touch with prominent business people from Africa, Asia, Americas, Middle East and Europe. Introduce yourself to the world!



## Know-How Transfer:

Exchange knowledge and experience with players from different sectors. Discover new investment and business development opportunities and expand your horizons.



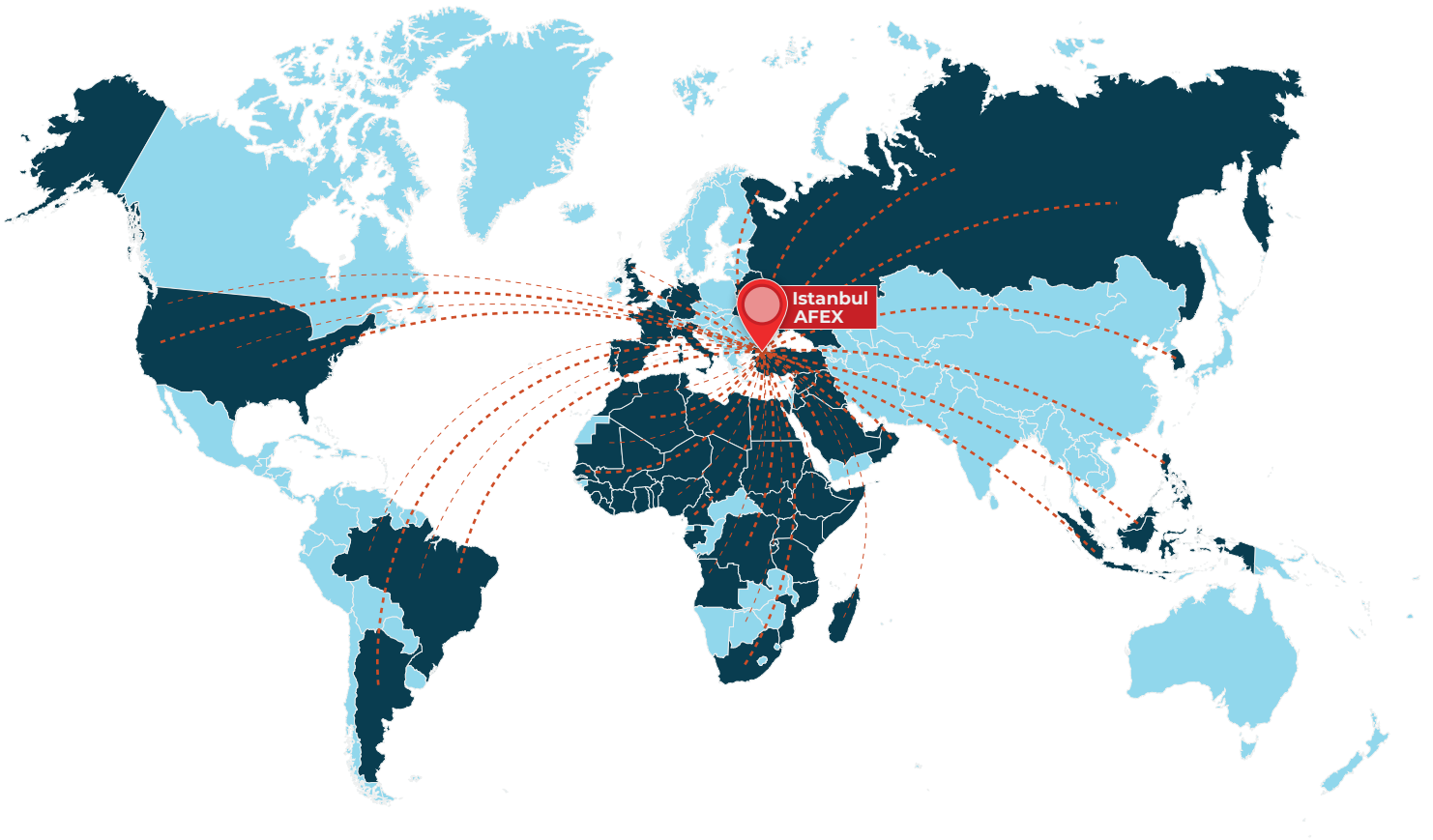
## Future Partnerships:

Find the missing part of the puzzle that keeps you from establishing long-lasting partnerships. Create opportunities to expand your distribution and supply chain.

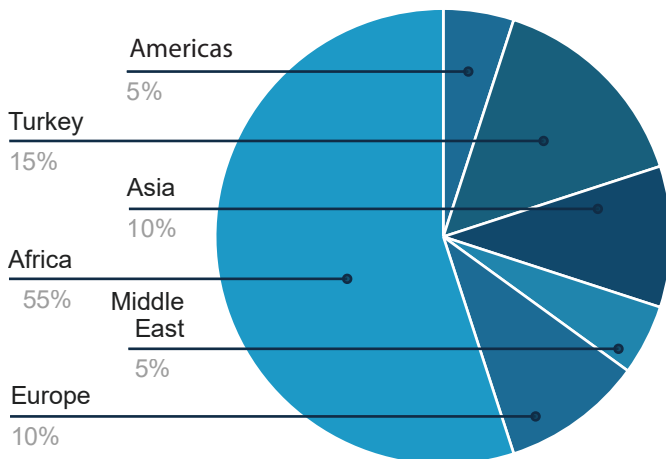


# WHO WILL BE IN AFEX

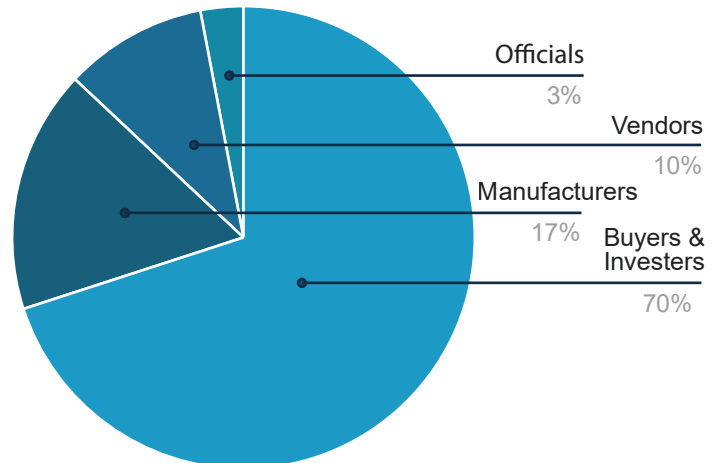
Thanks to TABA's strong presence and rich portfolio, AFEX presents a unique opportunity to establish connections with most credible businesses from all over the world.



Participants by Nationality

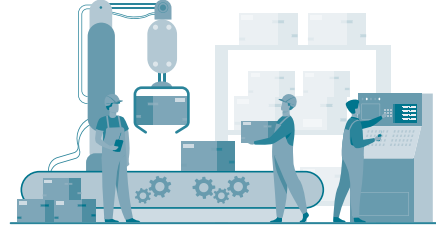


Participants by Role



# WHO WILL BE IN AFEX

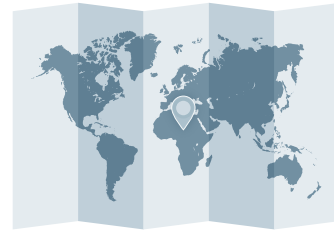
**Importers** in search of better products with competitive prices



**Investors** that are seeking new business opportunities



**Exporters** looking for clients and distributors



**Manufacturers** looking for regional partners to distribute their products in Africa



## Sectors



Construction



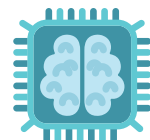
Education



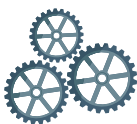
Furniture



Health



IT



Machinery



Food & FMCG



Agriculture



Textile



Automotive

## Subsectors

### 1. Construction:

- Building materials
- Construction Machinery
- Residential construction
- Industrial construction
- Infrastructure construction
- Renovation and restoration
- Interior design and decoration
- Real estate



### 2. Education:

- School Managements
- Universities and Schools
- Educational Tools and Materials
- Stationary Companies
- School Furniture
- Uniforms and School Attire
- Hospitality services and Accommodation
- Entertainment and recreation



### 3. Furniture:

- Home furniture
- Office furniture
- Outdoor and patio furniture
- Upholstery and fabrics
- Lighting and accessories
- Carpets and flooring
- Custom furniture design
- School Furniture



# WHO WILL BE IN AFEX

## Subsectors

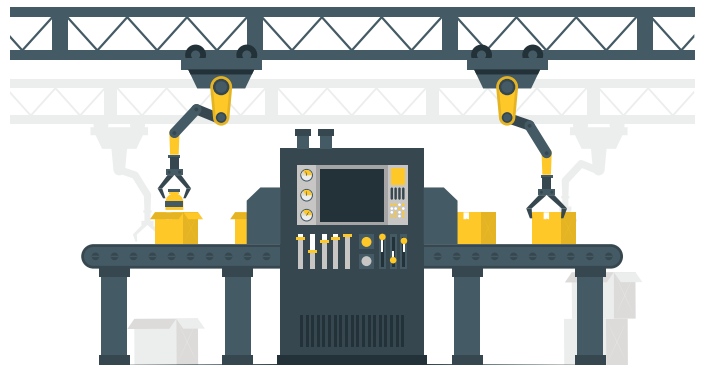
### 4. Health:

- Hospitals and clinics
- Medical equipment and supplies
- Medical Management and Consulting
- Pharmaceuticals and biotechnology
- Health insurance
- Wellness and spa services
- Fitness and exercise equipment



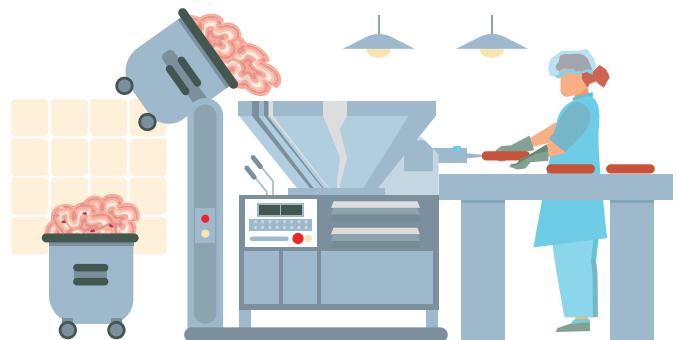
### 5. Machinery:

- Manufacturing equipment
- Conveyor Lines and Equipments
- Packaging Machinery
- Industrial machinery and tools
- Construction and mining equipment
- Agricultural machinery
- Printing machinery
- Textile machinery
- Energy and power equipment
- Transportation and logistics equipment



### 6. Food & FMCG:

- Food Companies
- Cleaning chemicals
- Cosmetics
- Food production and processing
- Beverage production and bottling
- Packaged foods and snacks
- Frozen and canned foods
- Bakery and confectionery
- Personal care and household products



## Subsectors

### 7. IT:

- Artificial Intelligence and Machine Learning
- Cloud Computing
- Cybersecurity
- Data Analytics and Business Intelligence
- E-commerce
- Enterprise Software and Business Applications
- Internet of Things (IoT)
- Mobile App Development
- Software as a Service (SaaS)
- Virtual and Augmented Reality
- Blockchain Technology and Cryptocurrencies
- E-Commerce and Online Marketplaces
- Mobile Money and Digital Payments
- Open Source Software and Technologies
- Renewable Energy Management and Monitoring Systems
- Rural Connectivity and Internet Access Solutions
- Telemedicine and Health Informatics



### 8. Automotive & spare parts:

- Automotive Electronics and Electrical Systems
- Fuel Efficiency and Emissions Reduction Technologies
- Spare Parts
- Safety and Driver Assistance Systems
- Vehicle Design and Styling
- Agricultural and Off-Road Vehicles
- Auto Parts and Maintenance Equipment
- Motorcycles and Two-Wheelers
- Public Transportation and Buses
- Recreational Vehicles and Boats
- Electric Motorbikes and Scooters
- Low-Cost Transportation Solutions
- Off-Grid and Remote Area Transportation Solutions
- Three-Wheeled Vehicles for Urban Transportation



## Subsectors

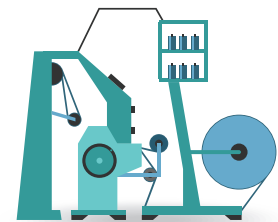
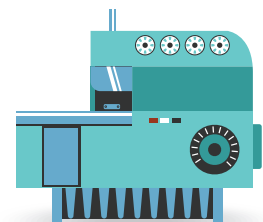
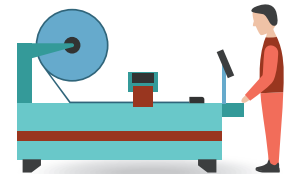
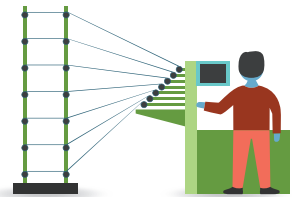
### 9. Agriculture:

- Crop production (grains, fruits, vegetables, etc.)
- Livestock farming
- Aquaculture and fisheries
- Agricultural machinery and equipment
- Irrigation and water management
- Seed and fertilizer production
- Agricultural chemicals and pesticides
- Food processing and packaging



### 10. Textile:

- Kidswear
- Menswear and Womenswear
- Shoes and Slipper companies
- Apparel production
- Home textiles and furnishings
- Fashion accessories (bags, hats, etc.)
- Luxury fashion and haute couture
- Performance and sports apparel
- Uniforms and workwear
- School uniforms
- Denim and jeans
- Leather and suede
- Lingerie and swimwear
- Traditional and ethnic textiles
- Recycled and upcycled textiles
- Textile machinery and equipment manufacturers





# GLOBAL PARTICIPATION

## AFRICA



ALGERIA



ANGOLA



CAMEROON



CHAD



BURKINA FASO



BOTSWANA



BENIN



EGYPT



TANZANIA



CAPE VERDE



SUDAN



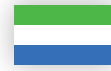
SOUTH SUDAN



SOUTH AFRICA



SOMALIA



SIERRA LEONE



ZAMBIA



MOZAMBIQUE



MOROCCO



MAURITIUS



MAURITANIA



MALI



MALAWI



MADAGASCAR



LIBYA



SENEGAL



NIGER



GABON



ETHIOPIA



ERITREA



IVORY COAST



KENYA



DRC



GUINEA



TUNISIA



DJIBOUTI



GAMBIA



LIBERIA



TOGO



RWANDA



UGANDA



GHANA



NIGERIA

## REST OF THE WORLD



TURKEY



BRAZIL



ARGENTINA



USA



UK



ITALY



NETHERLANDS



FRANCE



SAUDIA ARABIA



KUWAIT



JORDAN



IRAQ



EMIRATES



OMAN



BAHRAIN



QATAR



PHILIPPINES



MALYSIA



INDONESIA



BURUNEI



SOUTH KOREA



SPAIN



PORTUGAL



RUSSIA



BELARUS



SYRIA



LEBANON



GERMANY



UKRAINE



BANGSOMORO



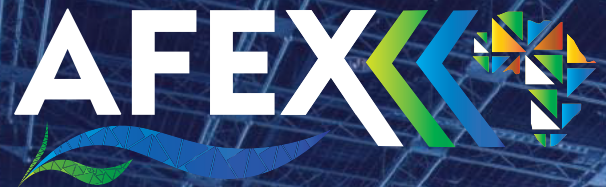
**TABA**

TURKISH | AFRICAN  
BUSINESS ASSOCIATION

# GET INVOLVED!

Be a part of this prestigious  
B2B event!

Reserve your place at



2023 >> AFRICA BUSINESS FORUM & EXPO

5 Stars Full Package	Single Entry Package
<p>Single: <b>\$1390 p.p.</b> Double: <b>\$1090 p.p.*</b></p>	<p><b>\$875</b></p>
<p>Package includes;</p> <ul style="list-style-type: none"><li>- 5 star hotel at or near the venue</li><li>- M&amp;G/Transportation throughout the stay</li><li>- Breakfast/Lunch/Dinner for 4 days</li><li>- Entrance to the event</li><li>- Coffee Breaks</li><li>- Simultaneous translation</li><li>- B2B Table</li></ul>	<p>Package includes;</p> <ul style="list-style-type: none"><li>- Entrance to the event</li><li>- Lunch for 3 days</li><li>- Coffee Breaks</li><li>- Simultaneous translation</li><li>- B2B Table</li></ul>

\*Price for one person in a 2 occupancy sharing room.

For exhibition or sponsorship opportunities please contact us : [info@afextr.com](mailto:info@afextr.com)



# VENUE & PROGRAM

## Pullman Istanbul Hotel & Convention Center

Pullman Istanbul is one of the largest convention hotels in Europe and one of the most prestigious venues in Istanbul.



## Program

**AUG  
29**

- ▶ AFEX Opening
- ▶ Conferences
- ▶ B2B Meetings
- ▶ EXPO

**AUG  
30**

- ▶ B2B Meetings
- ▶ Panels
- ▶ Round Table Meetings
- ▶ EXPO

**AUG  
31**

- ▶ Follow Ups
- ▶ EXPO
- ▶ Company & Site Visits
- ▶ Gala Dinner

# WHY EXPO

- Promote your products or services to potential customers
- Make sales and close deals in an atmosphere to execute special segment pricing
- Get qualified sales leads and prospects in all exhibiting and B2B meetings
- Share your vision with businesspeople from all over the world



0-10 m<sup>2</sup>

10-30 m<sup>2</sup>

30+ m<sup>2</sup>

*Hall A*

\$500/m<sup>2</sup>

\$450/m<sup>2</sup>

\$420/m<sup>2</sup>

*Hall B*

\$350/m<sup>2</sup>

\$300/m<sup>2</sup>

\$270/m<sup>2</sup>

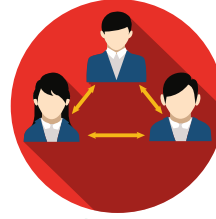
# WHY SPONSOR

## BRAND PROMOTION



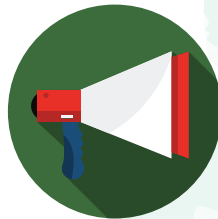
At AFEX, you will get the opportunity to promote your brand to the leading businesses in the target market, particularly in Africa. Your brand/company will be in the spotlights of all stages, sessions, and B2B presentations.

## NETWORKING



Establish critical and prominent connections based in Africa, Brazil and Türkiye. Reach your prospective customers and clients without the hassle of intermediaries.

## ADVERTISEMENT



Take a huge leap in accessing to the African market and regional competition. Utilize this chance to develop direct/indirect distribution channels and establish African connections with B2B meetings.

## PRIVILEGES



Exhibit your products in the general exhibition area specially reserved for you. Enjoy the VIP privileges exclusive to sponsors throughout AFEX.

## TARGET MARKET



Meet the figures and companies shaping the future of African market and expand your horizons. With these connections, detect the needs and demands in different markets first-hand and determine your target market accurately.

## SALES



With promotional opportunities and sectoral privileges exclusive for sponsors, present your products smoothly and effortlessly to buyers. Remain closely contacted to your potential customers and clients over the course of AFEX.

## MAIN SPONSORSHIP BENEFITS

\$75.000

### PASSES

VIP Entrance Passes: 2 VIP passes will grant access to VIP Lunch & Dinners, VIP Yacht Cruise, VIP GALA / seating.  
Entrance passes: 15 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.  
Gala dinner VIP passes: 2 gala dinner passes will grant VIP access to gala dinner.

### SPEAKING OPPORTUNITIES

Opening Speech: An executive from your company will be able to give a 3-minute speech addressed to AFEX attendees in opening ceremony (Plenary Session).  
Conference Sessions: Your company will host two (2) 45-minute sessions at AFEX'23.

### BRANDING

**Visibility:** Company logo will be visible (1st level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.  
2 Pages Advertisement on summit guide.  
Company Profile: Your company profile will be placed at AFEX'23 guide and website with 250 words.

### GALA DINNER SPONSORSHIP OPTION

Gala dinner can be sponsored by main sponsor.

### EXHIBIT

50 m2 booth space on the most prominent location. Your company will be bring/construct your own booth for maximum branding exposure.  
**Exhibit Staff Passes:** General staff exhibition passes will grant access to the exhibit hall.

### NETWORKING OPPORTUNITIES

**Main Sponsor Lounge:** Lounge which main sponsor will be able to host their guests.  
**Sponsors & Speakers Lounge Access:** Access to a sponsors & speakers lounge.  
**VIP Lounge & Dinners:** Access to VIP lounge & dinners.

### MARKETING

Video Content in Opening: 2-minute video show at opening conference.

### EXTRAS

1 item insert at delegate bags.  
Presenting plaque.  
Logo and company name on the photo stage, press room, media shares and e-mail blasts with 1st level visibility.  
Logo on attendee badges  
Available specialized desk at bilateral meetings.  
Exclusive sponsor for your sector. (Only sponsor for your sector)  
Opportunity to leave one item at delegates' rooms.  
Full attendee list.  
%40 Discount on additional marketing and Promotional Opportunities

## PLATINIUM SPONSORSHIP BENEFITS

**\$50.000**

### PASSES

**VIP Entrance Pass:** 1 VIP passes will grant access to VIP Lunch & Dinners, VIP Yacht Cruise, VIP GALA / seating. Entrance passes: 10 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

**Gala dinner VIP pass:** 1 gala dinner pass will grant VIP access to gala dinner.

### SPEAKING OPPORTUNITIES

**Opening Speech:** An executive from your company will be able to give a 1-minute speech addressed to AFEX attendees in opening ceremony (Plenary Session).

**Conference Sessions:** Your company will host a 45-minute session at AFEX'23.

### BRANDING

**Visibility:** Company logo will be visible (2nd level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.

1 page Advertisement on summit guide.

**Company Profile:** Your company profile will be placed at AFEX'23 guide and website with 150 words.

### LUNCH SPONSORSHIP OPTION

One of the lunches during the event will be sponsored by Platinum Sponsor

### EXHIBIT

30 m2 booth space on the prominent location. Your company will be bring/-construct your own booth for maximum branding exposure.

**Exhibit Staff Passes:** General staff exhibition passes will grant access to the exhibit hall.

### NETWORKING OPPORTUNITIES

**Access to VIP Networking Events:** VIP yacht tour, VIP dinner and lunch events.

**Sponsors & Speakers Lounge Access:** Access to a sponsors & speakers lounge.

### MARKETING

**Video Content in Opening:** 1-minute video show at opening conference.

### EXTRAS

1 item insert at delegate bags.

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 2nd level visibility.

Available specialized desk at bilateral meetings.

Exclusive sponsor for your sector. (Only sponsor for your sector)

Opt In attendee list.

25% Discount on additional marketing and Promotional Opportunities



## GOLD SPONSORSHIP BENEFITS

**\$30.000**

### PASSES

**Entrance passes:** 6 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

### SPEAKING OPPORTUNITIES

**Coffee Break Speech:** An executive from your company will be able to give a 1-minute speech addressed to AFEX attendees at the beginning of a coffee break.

### BRANDING

**Visibility:** Company logo will be visible (3rd level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.

Half page Advertisement on summit guide.

**Company Profile:** Your company profile will be placed at AFEX'23 guide and website with 100 words.

### EXHIBIT

20 m2 booth space on the prominent location. Your company will be bring/-construct your own booth for maximum branding exposure.

**Exhibit Staff Passes:** General staff exhibition passes will grant access to the exhibit hall.

### NETWORKING OPPORTUNITIES

**Access to VIP Networking Events:** VIP yacht tour, VIP dinner and lunch events.

### EXTRAS

1 item insert at delegate bags.

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 3rd level visibility.

Available specialized desk at bilateral meetings.

Opt In attendee list.

20% Discount on additional marketing and Promotional Opportunities

## SILVER SPONSORSHIP BENEFITS

**\$15.000**

### PASSES

**Entrance passes:** 3 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

### BRANDING

**Visibility:** Company logo will be visible (4th level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.

Shared page Advertisement on summit guide.

**Company Profile:** Your company profile will be placed at AFEX'23 guide and website with 50 words.

### NETWORKING OPPORTUNITIES

**Access to VIP Networking Events:** VIP yacht tour, VIP dinner and lunch events.

### EXHIBIT

10 m2 booth space on the prominent location. Your company will be bring/-construct your own booth for maximum branding exposure.

**Exhibit Staff Passes:** General staff exhibition passes will grant access to the exhibit hall.

### EXTRAS

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 4th level visibility.

Available specialized desk at bilateral meetings.

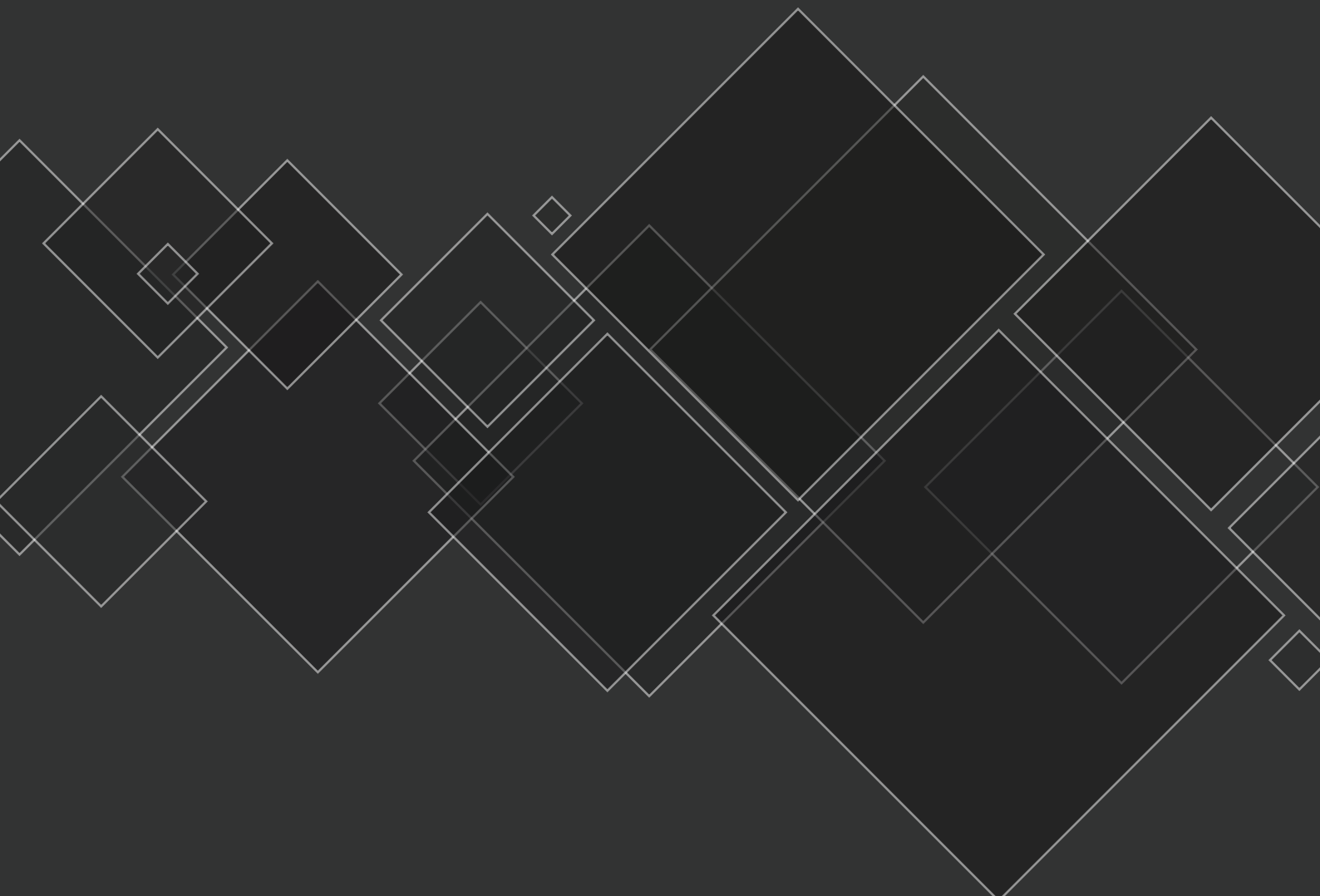
Opt In attendee list.

15% Discount on additional marketing and Promotional Opportunities

# SPONSORSHIPS

Details of Sponsorship Packages	Main Sponsor (1) \$ 75.000	Platinum (4) \$ 50.000	Gold (6) \$ 30.000	Silver (10) \$ 15.000
<b>Passes</b>				
Entrance	15	10	6	3
Opening Reception	15	10	6	3
Opening Speech Entry	1			
Gala Dinner VIP	2	1		
Entrance to All VIP Events	2	1		
<b>Expo - Booth</b>				
Expo Booth Space	50 m2	30 m2	20 m2	10 m2
Exhibition Hall	Hall A	Hall A	Hall A	Hall B
Staff Entry	x	x	x	x
<b>Conference and Speeches</b>				
Opening Speeches	3 minutes	1 minute		
Conferences & Sessions	2	1		
Break Speeches			x	
<b>Networking Privileges</b>				
Sponsor & Speaker Lounge Access	2	1		
VIP Networking Lunch and Dinners	x	x	x	x
<b>Advertisement</b>				
Video Content in Opening	2 minutes	1 minute		
<b>Branding (Pre/Post-Event &amp; on Site)</b>				
Logo on the Main Stage	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Website	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Invitations	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on Advertising Materials (Brochures,Flyer,Banners)	x	x	x	x
Event Guide	2 pages	1 page	Shared Page	Shared Page
Event Guide and Website Profile	250 words	150 words	100 words	50 words
Event Bag Contents - Delegate Pack (insert-item)	x	x	x	
Presenting Awards (Plaque)	x			
Logo on the Photo Stage	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo in the Press Room	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Social Media Shares	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on E-mail Blasts	x	x		
Delegate Badge	x			
Bilateral Meetings - Specialized Desk Available	x	x	x	x
Discount on Additional Marketing and Promotional	40%	25%	20%	15%
Exclusive Sponsor in Sector	x	x		
Room Gifts - Advertising	x			
Opt in Attendee List	x	x	x	x
Attendee List	x			





**AFEX**   
AFRICA BUSINESS FORUM & EXPO

The logo for AFEX (Africa Business Forum & Expo) is positioned at the bottom center. It features the word "AFEX" in a bold, white, sans-serif font. To the right of the text is a colorful graphic element consisting of several overlapping, semi-transparent shapes in shades of green, blue, and yellow, resembling a stylized map of Africa or a cluster of business icons. Below the "AFEX" text is a blue and green wavy line that suggests a river or a path. Underneath the graphic, the words "AFRICA BUSINESS FORUM & EXPO" are written in a smaller, white, sans-serif font.