

## السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

استكمالاً للجهود المستمرة والعلاقات المتميزة التي تربط الجمعية بشركائها الاستراتيجيين، وحرصاً على تعزيز التعاون مع الجهات الخارجية وفتح آفاق جديدة أمام مجتمع الأعمال المصري، قد ورد إلينا دعوة من جامعه سنجور للمشاركة في أحد أبرز الفعاليات الدولية المعنية بتمكين الشباب وربط التعليم بسوق العمل، والذي يُعد منصة هامة تجمع بين مختلف القطاعات الأكاديمية والصناعية والحكومية، بما يساهم في تعزيز فرص التعاون وبناء شراكات استراتيجية واعدة، إلى جانب إتاحة فرص متميزة للترويج للأنشطة والخبرات، والتواصل المباشر مع نخبة من رواد الأعمال والمبتكرين، فضلاً عن دعم الابتكار وريادة الأعمال خاصة في مجالات التحول الرقمي والذكاء الاصطناعي، وهو ما ينعكس إيجاباً على تعزيز تنافسية الشركات المصرية وفتح آفاق جديدة للتوسع والنمو داخل الأسواق الإفريقية.

مرفق مع المنشور

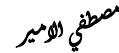
وتفضلوا بقبول فائق الاحترام،

رئيس مجلس إدارة جمعية  
رجال الأعمال المصريين الأفارقة

  
د/ يسري الشراوي

جمعية رجال الأعمال المصريين الأفارقة  
مشهرة برقم 11455 لسنة 2021  
Egyptian African Businessmen's Association  
6779/2020

الأمين العام لجمعية  
رجال الأعمال المصريين الأفارقة

  
م/ مصطفى الامير



# FUTURE BELONGS TO AFRICA

Career Arena Edition  
22 April 2026

Université Senghor – Borg Al Arab



Scan QR code for Sponsors' registration



Scan QR code for Participants' registration

## #UNIVERSITÉSENGHOR

université internationale de langue française  
au service du développement africain

Université Senghor is an international organization and a direct operator of the Francophonie, established in 1989 by the heads of state and French-speaking governments. Based in Alexandria, Egypt, the university trains creative executives in French to address the challenges of sustainable development in Africa and Haiti. It offers around thirty master's programs across four main fields—culture, environment, management, and health—supported by a network of 350 experts and partnerships with major institutions in Africa and Europe.



The Bibliotheca Alexandrina is a leading center for knowledge, learning, and intercultural dialogue, dedicated to fostering understanding among peoples and civilizations. Through its Professional Diplomas and Programs Section and International Cooperation Section—which encompasses the Francophone Networks and BA Information for Africa—the Library promotes capacity building, youth empowerment, and collaboration at the local, regional, and international levels, across Africa and the Francophone world.

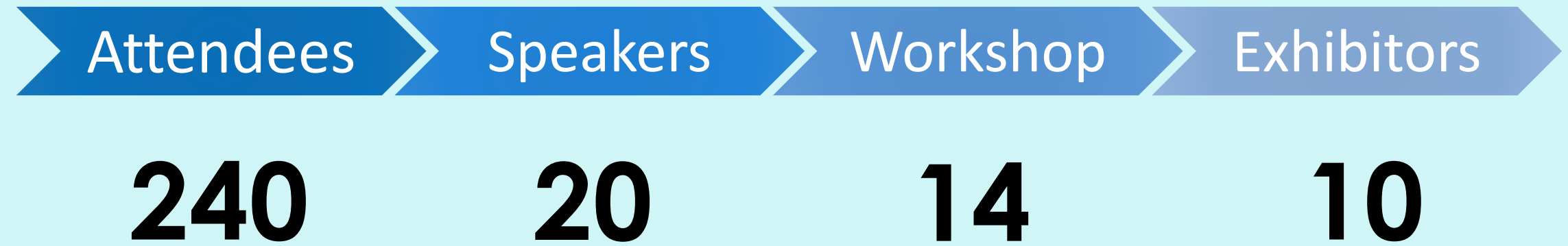
# MAIN ORGANIZERS



CEALEX focuses on Strengthening innovation & entrepreneurship ecosystems, Supporting startups, SMEs, and social enterprises to thrive and scale, Building and growing Innovation Hubs, Consulting governments and corporations on the design and implementation of impactful programs, products, and services, and Empowering youth through impactful innovation programs. ICEALEX provides a range of services that have an approach centered around creating an enabling ecosystem for action-oriented minds co-creating sustainable solutions for local challenges and transforming them into sustainable businesses. This is achieved through a comprehensive set of programs that serve ecosystem stakeholders at all levels, from youth and aspiring entrepreneurs to governmental institutions.

**FBA**  
in numbers

## 1<sup>st</sup> Edition in Numbers



## 2<sup>nd</sup> Edition in Numbers



# CAREER ARENA SPECIAL EDITION

Université Senghor, the Bibliotheca Alexandrina, and ICEAlex are proud to launch the Career Arena special edition of the flagship international forum “Future Belongs to Africa 2026.

Building on the success of previous Future Belongs to Africa editions, FBA 2026 – Career Arena returns as a high-impact special edition bringing together young African talents, training institutions, and innovation experts. It serves as a catalyst for employability, leadership development, and cross-sector partnerships that support youth inclusion and professional growth across the African continent.

This special edition focuses on empowering African youth to navigate a rapidly evolving world shaped by artificial intelligence, digital entrepreneurship, and new learning models. It showcases innovative practices, inclusive approaches, and transformative solutions in education and employment, bridging the gap between learning and the labor market and equipping young people with the skills to shape their own professional future.



DATE

1

22 April 2026

LANGUAGE

2

English - French - Arabic

VENUE

3

Université Senghor - New Campus Borg Al Arab

PROGRAM

4

- Opening Session
- Sponsors panel
- Capacity building workshops
- Consultation Tables
- Interactive Festival
- Companies' Exhibition Area

# Workshops

Agenda	Entrepreneurship	Freelancing	Career Development
Kick Off	Opening Ceremony & Keynote		
Session 1	<p>From Idea to Startup Reality in Africa</p> <ul style="list-style-type: none"> <li>What it really takes to start a business in Africa</li> <li>Common myths vs realities</li> <li>When entrepreneurship makes sense and when it does not</li> </ul>	<p>Introduction to Freelancing and Independent Careers</p> <ul style="list-style-type: none"> <li>Freelancing vs employment;</li> <li>Income models and expectations</li> <li>Skills that actually sell in the market</li> </ul>	<p>Navigating Career Choices in a Rapidly Changing Market</p> <ul style="list-style-type: none"> <li>Job market realities in Egypt and Africa</li> <li>Corporate, startup, NGO, and hybrid careers</li> <li>Early career decisions</li> </ul>
Session 2	<p>Business Models, Market Fit, and Early Validation</p> <ul style="list-style-type: none"> <li>Understanding customers before building products</li> <li>Simple market validation tools</li> <li>Why many startups fail early</li> </ul>	<p>Building a Strong Freelance Profile and Personal Brand</p> <ul style="list-style-type: none"> <li>Positioning and differentiation</li> <li>Portfolios, platforms, pricing basics</li> <li>Avoiding the race to the bottom</li> </ul>	<p>CVs, Interviews, and Standing Out Professionally</p> <ul style="list-style-type: none"> <li>CVs that get interviews</li> <li>Interview readiness and common mistakes</li> <li>Communication and professionalism</li> </ul>
Break	Networking & lunch break		
Session 3	<p>Fireside Chat / Panel: Digital Skills for the Next 5 Years</p> <p>Digital literacy vs advanced skills</p> <p>AI, automation, and digital tools</p> <p>Realistic upskilling</p>		
Session 4	<p>Creativity, Innovation, and Design Thinking in Practice</p> <ul style="list-style-type: none"> <li>Structured creativity</li> <li>Problem solving approaches</li> <li>Turning ideas into testable solutions</li> </ul>	<p>Creating an Impactful Freelance Portfolio</p> <ul style="list-style-type: none"> <li>What clients look for</li> <li>Storytelling through work</li> <li>Feedback and iteration</li> </ul>	<p>English &amp; French, Communication, and Professional Growth</p> <ul style="list-style-type: none"> <li>Languages as career enablers;</li> <li>Daily improvement strategies;</li> <li>Academic mobility and global exposure</li> </ul>
Parallel Mentoring & Coaching Lounges	Startups mentoring lounge	Freelancers mentoring lounge	Career coaching & job shadowing interviews
Closing Plenary	Closing session		



## Target Audience

- ◆ University and college students
- ◆ Recent graduates and young job seekers
- ◆ Interns and early-career professionals
- ◆ Freelancers
- ◆ Aspiring entrepreneurs
- ◆ Early-stage startup founders
- ◆ Education and training institutions



## Why to participate in FBA Career Arena 2026?

- ◆ Showcase Your Culture  
Highlight your organization's unique values
- ◆ Ensure Effective Outreach  
Reach the right audience
- ◆ Increase Brand Visibility  
Be Seen. Be Remembered
- ◆ Demonstrate Expertise  
Highlight your skills, knowledge, and experience
- ◆ Network with Stakeholders  
Collaborate with academic and industry partners
- ◆ Strengthen Brand Reputation  
Build a positive public image
- ◆ Support Youth Development  
Empower emerging talent through skills and capacity building

# SPONSORS PACKAGES

Joining the Future Belongs to Africa 2026 Sponsorship Program offers a unique opportunity to enhance your company's visibility, credibility, and impact. Connect with leaders, employers, and policymakers while showcasing your commitment to empowering Africa's next generation of innovators.

**50K**  
Platinum

**30K**  
Gold

**15K**  
Silver

**In-kind sponsorships are available  
through the above-mentioned packages**

Catering – Transportation – Accommodation – Printing House – Stationery Stationery Provider  
Furnishing – Interpretation services – Audiovisual Services

Privileges / Benefits		Platinum	Gold	Silver
Contribution (amount)		50 000 EGP	30 000 EGP	15 000 EGP
<b>Acknowledgment</b>	Sponsor's logo displayed on screens	✓	✓	✓
	Logo on outdoor banners	✓	✓	✓
	Verbal recognition at Université Senghor	✓	✓	✓
<b>Exhibition</b>	Display booth at the FBA exhibition	✓	✓	✓
	Product demo during the exhibition	✓	✓	✓
<b>Advertising &amp; promotion package</b>	Strategic on-site visibility (name & logo on event signage)	✓	✓	✓
	Space for Roll-up banners (upon arrangement)	3	3	2
	Sponsor's logo included in all printed materials	✓	✓	✓
	Workshop slot during the workshops day	✓	⊘	⊘
	Keynote speaking slot	✓	✓	⊘
	Advertisement in the conference e-booklet	2 pages	1 page	1/2 page
	Sponsor's logo on the FBA website with hyperlink	✓	✓	✓
	Promotional materials in the conference welcome package	✓	✓	
	Social media promotion through FBA official channels	✓	✓	✓
	Sponsored ads through FBA social media platforms	✓	⊘	⊘
<b>Networking</b>	Coffee break vouchers	3	2	1
	Seats at the conference lunch	3	2	1
	Access to the list of conference registrants	✓	⊘	⊘



# Social Media

[FbAfrica Forum](#)



[Facebook Official Page](#)

[FBA2022](#)



[FBA2024](#)

# Photos Archive

[FBA2022-album1](#)

[FBA2022-album2nd edition2](#)

[FBA2022-album2](#)

[FBA2022-album3](#)

[FBA2022-album4](#)

# Contact

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**THANK YOU**

