

Connecting African Markets

The African Export-Import Bank (Afreximbank), in collaboration with the African Union Commission and the AfCFTA Secretariat, brings you the 3rd Intra-African Trade Fair (IATF2023), to be hosted by the Arabic Republic of Egypt in Cairo. IATF2023 will provide a unique and valuable platform for businesses to access an integrated African market of over 1.3 billion people with a GDP of over US\$3.5 trillion created under the African Continental Free Trade Area.

IATF2023 will attract:

+1,600

EXHIBITORS

+35k

VISITORS

+75

EXHIBITING
COUNTRIES

\$43bn

IN TRADE &
INVESTMENT DEALS



Individuals

- Creative enthusiasts
- Influencers
- Culture tourists

Governance/ Public Sector

- Culture ministries
- Law & policy makers
- Governments
- Cultural bodies
- Tourism boards
- Associations

Corporate & Investors

- Private investors
- Banks
- Hedge funds
- Sovereign funds

Industry Professionals

- Content creators
- Media editors and journalists
- Advertising and creative agencies
- Filmmakers
- Art curators and galleries
- Event and festival organizers
- Fashion designers
- Fashion and creative sector buyers
- Broadcasters
- Streaming platforms and digital platforms
- Cinemas and film distributors
- Creative sector retailers
- Visual artists
- E-gamers – players and designers

- Animators and FX artists
- Record label executives & music distributors
- Musicians
- Crafters
- Songwriters
- Composers
- Performers
- Music producers
- Literary and music publishers
- Educators and trainers

Creative Africa Nexus (CANEX)

Creativity at the heart of innovation and transformation

This platform will showcase Africa's creative economy in fashion, music, film, arts and craft, and sports. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition.

CANEX will welcome a large range of visitors and participants, speakers, stakeholders, and guests from creative hubs across Africa. Attendees will comprise of business leaders, entrepreneurs, media professionals, creative and media agencies, brands, media channels, filmmakers, marketing and advertising professionals as well as media experts.

Connecting Africa's creative industries



www.canex.africa



IATF2023:

Promoted By



In Collaboration With



IATF2023 Official partners:



IATF2023 Organisers:

Trade Fair Organiser



Conference Organiser



Creative Africa Nexus Organiser



Africa Autoshow Organiser



Creative Africa Nexus | Cairo, Egypt | 9 - 15 November 2023
www.intrafricantradefair.com/en/page/creative-africa-nexus

For CANEX enquiries:

Lara Utian
Creative Programme Director
Red Flag Creative Consultancy

+27 (0)82 346 7176 | lara@redflag.co.za

For Sponsor and Exhibitor enquiries:

Papy Luzala
Head of Commercial & Government Affairs, Africa
RX Africa

+27(0) 82 558 8214 | papy.luzala@rxglobal.com