



The AfCFTA marketplace

IATF2023 Sponsorship Prospectus

PROMOTED BY



IN COLLABORATION WITH



HOSTED BY EGYPT



Cairo, Egypt
9 - 15 November 2023

www.intrafricantradefair.com


**Connecting
African Markets**

Why the Intra-African Trade Fair (IATF)

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 comprise of the following key components:

- **Trade Exhibition** – Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up Pavilions and exhibition stands which will enable them to customise their exhibition to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.
 - **Trade and Investment Forum** – The four-day conference will feature leading African and international speakers and a variety of sessions dealing with African trade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities under the AfCFTA and will also include training workshops covering exporting, standards, and marketing.
 - **Creative Africa Nexus (CANEX)** – This platform will showcase Africa's creative economy in fashion, music, film, arts and craft, sports, gastronomy and culinary arts. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition.
 - **A B2B and B2G platform** – The platform will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. This is supported by a dedicated African Buyers' Programme.
 - **Country Days** – The country day segment which has sponsorship opportunities is open to 4 countries - it presents a platform for the 4 selected countries to showcase their trade, investment, tourism, and cultural opportunities. The first slot is reserved for the Host Country (Egypt).
 - **IATF Virtual** - This platform showcases goods, services and investment opportunities on an interactive online platform. The IATF Virtual is currently live and will continue even after the physical Trade Fair has ended.
 - **The Africa Automotive Show** – The Africa Automotive Show will present a platform for auto manufacturers, assemblers, Original Equipment Manufacturers (OEMs) and component suppliers to exhibit their products and also interact with potential buyers and suppliers. It consists of an Auto Forum, Autoshow and B2B and B2G exchanges.
 - **AU Youth Start-Up** – The Youth Start-Up segment will have a dedicated Pavilion for Youth Start-Ups in Africa where they will showcase their innovative ideas, prototypes, goods and services. The IATF will provide opportunities for matchmaking with venture capitalists, entrepreneurship training, networking amongst the youth and other delegates at the Trade Fair.
 - **Diaspora Day** – IATF2023 Diaspora Day will highlight commercial and cultural ties between Africa and its diaspora, featuring a Diaspora Summit, market and exhibition, cultural and gastronomic showcase.
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Target Market

Exhibition with target the following keys sectors/groups:

- Agriculture & Agro-processing
- Automotive
- Clothing & Textiles
- Construction & Infrastructure
- Consumer goods
- Creative Industries, including Entertainment
- Diaspora
- Education
- Energy & Power
- Engineering
- Finance
- Health & Pharmaceuticals
- ICT
- Innovation
- Logistics
- Manufacturing
- Mining
- Standards
- Tourism
- Transport (road, rail, maritime, air)
- Youth Start-ups

Visitors

- Government and Government Parastatals
- Private sector
- Organised Business Associations
- Academia
- Research Institutions
- Financial Institutions
- Development Institutions



Buyers Programme

More than 400 International and African buyers across the key sectors will participate in IATF2023. Pre-scheduled meetings will be arranged with exhibitors and sellers resulting in business deals.



IATF2023 Projections

+1,600

EXHIBITORS

+35k

VISITORS

+75

EXHIBITING
COUNTRIES

\$43bn

IN TRADE &
INVESTMENT
DEALS



1,501

EXHIBITORS

32,541

VISITORS

69

EXHIBITING
COUNTRIES

\$42.1bn

IN TRADE &
INVESTMENT
DEALS

IATF2021 Outcomes

IATF2023 Objectives:

IATF2023 is aimed at achieving the following objectives:

- Bring together continental and global players to showcase and exhibit their goods and services, explore business and investment opportunities in Africa;
- Provide a platform for B2B and B2G exchanges and to serve as a marketplace where buyers and sellers of goods and services meet and explore business opportunities;
- Provide a platform to share trade, investment and market information with various stakeholders including investors, SMEs, the informal sector and Africans in Diaspora; and
- Provide a platform to discuss topical issues relating to the African Continental Free Trade Agreement, as well as issues affecting Intra-African trade and investment, and to identify and offer practical and effective solutions to address the challenges.

Opportunities for Sponsors:

- Sponsors will have the opportunity to be associated with the IATF brand aimed at creating brand awareness for the sponsor through the various IATF2023 media platforms;
- Sponsors will be promoted to a captive audience of visitors, delegates, exhibitors and buyers attending the event;
- Sponsors will have access to potential business leads and secure business deals through the various networking and B2B platforms available at IATF2023; and
- Sponsors will be recognised as thought leaders in the various knowledge sessions of the Trade & Investment Forum (Conference) taking place at IATF2023.





IATF Sponsorship Packages

Premier Partner

\$1,000,000

- Sponsor to be recognised as an **"Premier Partner"** on all IATF promotional collateral and media platforms
- Logo on IATF TVC campaign
- Branding rights at all IATF events and media platforms
- Full page advert in the IATF conference programme and exhibitor catalogue
- Exhibition floor space not exceeding 162 sqm (18x9) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 10 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaking and panel opportunity at the Trade and Investment Forum (Conference)

Conference Partner

\$600,000

- Sponsor to be recognised as a **"Conference Partner"** on all IATF promotional collateral and media platforms
- Branding rights on specific IATF events and media platforms relevant to conference partner agreement
- Full page advert in the IATF conference programme and exhibitor catalogue
- Exhibition floor space not exceeding 108 sqm (12x9) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 7 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaking and panel opportunity at the Trade and Investment Forum (Conference)

Buyers Programme Partner

\$500,000

- Sponsor to be recognised as **"Official Buyers Programme Partner"** on all IATF promotional collateral and media platforms
- Branding rights on the hosted buyers lounge
- Full page advert in the IATF conference programme and exhibitor catalogue
- Exhibition floor space not exceeding 81 sqm (9x9) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 5 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner.
- Panel opportunity at the Trade and Investment Forum (Conference)



IATF Sponsorship Packages

VIP Lounge Partner

\$150,000

- Sponsor to be recognised as **"Brought to you by"** on all IATF promotional collateral and media platforms
- Branding rights for VIP lounge
- ½ page advert in the IATF conference programme and exhibitor catalogue
- Exhibition space not exceeding 18 sqm (6x3) (Shell scheme)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 3 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner

Registration Partner

\$250,000

- Sponsor to be recognised as **"Official Registration Partner"** on all IATF promotional collateral and media platforms
- Branding rights on the registration area and attendee badges
- Full page advert in the exhibitor catalogue
- Exhibition space not exceeding 18 sqm (6x3) (Shell scheme)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 3 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner

Ambassador Programme Partner

\$250,000

- Sponsor to be recognised as **"Brought to you by"** on all IATF promotional collateral and media platforms
- Branding rights for the ambassador dinner
- Mentions on ambassador social media posts
- ½ page advert in the exhibitor catalogue
- Exhibition space not exceeding 18 sqm (6x3) (Shell scheme)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 5 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner



IATF Sponsorship Packages

IATF Virtual Partner

\$100,000

- Sponsor to be recognised as **"Official IATF Virtual Partner"** on all IATF promotional collateral and media platforms where relevant
- Exhibition space not exceeding 9 sqm (3x3) (Shell scheme)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner

Stand Awards Partner

\$50,000

- Sponsor to be recognised as **"Brought to you by"** on all IATF promotional collateral and media platforms where relevant
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- Branding rights specific to Stand Awards partner
- 1 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner





CANEX Sponsorship Packages

IATF CANEX Partner

\$500,000

- Sponsor to be recognised as **"Official IATF CANEX Partner"** on all IATF promotional collateral and media platforms
- Branding rights on specific IATF events and media platforms relevant to IATF CANEX Partner agreement
- Full page advert in the exhibitor catalogue
- Exhibition floor space not exceeding 81 sqm (9x9) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 5 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner.
- Speaking and panel opportunity at the Creative Africa Nexus Summit

CANEX Summit Partner

\$150,000

- Sponsor to be recognised as an **"Official CANEX Partner"** on all IATF promotional collateral and media platforms
- Branding rights at all CANEX events and media lounge
- ½ page advert in the IATF conference programme, exhibitor catalogue and a full page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 3 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit and IATF Virtual events

Technology and Innovation Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX Technology & Innovation Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the exhibitor catalogue and a ½ page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit



CANEX Sponsorship Packages

Film and Content Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX Film and Content Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the exhibitor catalogue and a ½ page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit

Music and Performance Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX Music and Performance Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the exhibitor catalogue and a ½ page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit

Fashion Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX Fashion Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the exhibitor catalogue and a ½ page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit



CANEX Sponsorship Packages

Sport Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX Sport Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the exhibitor catalogue and a ½ page advert in the CANEX programme
- Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit

eGaming Partner

\$100,000

- Sponsor to be recognised as an **"Official CANEX E Gaming Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the CANEX programme
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 1 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Speaker opportunity across CANEX Summit

IATF CANEX Champion

\$15,000

- Sponsor to be recognised as an **"CANEX Champion"** on all IATF promotional collateral and media platforms
- Sponsor branding onsite
- Logo in the exhibitor catalogue and the CANEX programme
- IATF Virtual booth



Automotive Sponsorship Packages

The Africa Automotive Show Partner

\$250,000

- Sponsor to be recognised as **"Official Africa Automotive Show Partner"** on all IATF promotional collateral and media platforms
 - Branding rights on specific IATF events and media platforms relevant to The Africa Automotive Show Partner agreement
 - Full page advert in the exhibitor catalogue
 - Exhibition space not exceeding 18 sqm (6x3) (Shell scheme)
 - IATF Virtual booth for 12 months hosted on IATF virtual platform
 - 5 VIP Passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and the Ambassador dinner
 - Speaking and panel opportunity at The Africa Automotive Show
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The Africa Automotive Show High Level Ministerial Breakfast

\$100,000

- Sponsor to be recognised as **"Brought to you by"** on all IATF promotional collateral and media platforms
 - Branding rights at feature areas and session branding
 - ¼ page advert in the IATF conference programme, exhibitor catalogue and a ½ page advert in The Africa Automotive Show programme
 - Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
 - IATF Virtual booth for 12 months hosted on IATF virtual platform
 - 2 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
 - Panel opportunity at The Africa Automotive Show
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The Africa Automotive Show Partner

\$70,000

- Sponsor to be recognised as an **"Official Africa Automotive Show Partner"** on all IATF promotional collateral and media platforms
 - Branding rights at feature areas and session branding
 - ¼ page advert in The Africa Automotive Show programme
 - Exhibition floor space not exceeding 9 sqm (3x3) (includes space only)
 - IATF Virtual booth for 12 months hosted on IATF virtual platform
 - 1 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
 - Panel opportunity at The Africa Automotive Show
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Automotive Sponsorship Packages

The Africa Automotive Show Gold Partner

\$50,000

- Sponsor to be recognised as an **"Official Africa Automotive Show Gold Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- ¼ page advert in the The Africa Automotive Show programme
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 1 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Panel opportunity at The Africa Automotive Show

The Africa Automotive Show Silver Partner

\$30,000

- Sponsor to be recognised as an **"Official Africa Automotive Show Silver Partner"** on all IATF promotional collateral and media platforms
- Branding rights at feature areas and session branding
- Logo in the exhibitor catalogue and in The Africa Automotive Show programme
- IATF Virtual booth for 12 months hosted on IATF virtual platform
- 1 VIP passes – All access across Sponsor VIP lounge, Opening Ceremony, Host Country Gala dinner and Ambassador dinner
- Panel opportunity at The Africa Automotive Show

The Africa Automotive Show Champion

\$15,000

- Sponsor to be recognised as an **"Africa Automotive Show Champion"** on all IATF promotional collateral and media platforms
- Sponsor branding onsite
- Logo in the exhibitor catalogue and The Africa Automotive Show programme
- IATF Virtual booth



Contact us

For further information please contact

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