

AFRICA TRADE AND

INVESTMENT CONVENTION

Theme: **The Challenges and Opportunities of Financing businesses in Africa.**



VENUE: ROYAL TROPICAL INSTITUTE, AMSTERDAM

DATE: 23RD & 24TH APRIL 2020

Africa Trade and investment convention is a business conference and exhibition designed specifically:

- To promote and facilitate international trade between Europe With Africa.
- To facilitate foreign direct investment into Africa.
- Provide a platform for businesses to expand into new markets.
- Build networks and technical capacities for entrepreneurs.

Africa Trade and Investment Convention will gather 1000 plus key economic players such as government delegates and policy makers, high profile African leaders, Project developers, Investors and entrepreneurs. Securing finance is a big hurdle for local entrepreneurs as well as foreign companies operating in Africa. Companies that approach banks for investment in Africa are met with doubts and skepticism. All the existing possibilities however need to be explored. Whether you are a start up or a bigger company looking to invest in Africa, **The Africa Trade and Investment Convention** is the place to be. How to secure financing and markets for your business will be our core business at the conference.

Political Stability and the new market

Legal Aspects and Regulations

Investing in SMEs

Agri-Business and food security

Digital Technology in Africa

Diaspora Investments

Africa Fintech Entrepreneurship

Financing Public and Private sector Investments

Mining, Oil and Gas

Digital Technology

Financing Urbanization Projects

Tourism and Hospitality Industry

Renewable Energy; Powering Africa

Africa Creative Economy

Impact of Micro finance in development

Acquire
Knowledge

Gain
Insights

Expand your
Networks

Discover
new
Opportunities

THE CASE FOR SMALL AND MEDIUM ENTREPRISES

Africa is one of the fastest growing economies in the world yet more than 350 million people cannot access the bank. Still, the growth of Africa is driven by the small businesses. 80% of these businesses have limited or no access to capital growth and expansion. This is a huge problem for Africa's Growth and Prosperity because the small businesses can't borrow money to expand, create jobs and fight poverty.

The developmental impact of SMEs can be enhanced by increasing access to finance and their capacity to manage their strategies and finances throughout the life cycle: Inception, survival growth, expansion and maturity. Access to finance for SMEs can add a massive contribution to economic growth in African Countries. Without access to financial services, they lack means to create goods and innovations that are crucial for achieving this. Small businesses in Africa are the true drivers of the economy employing 60% of the productive Population.

Different institutions provide funding to micro enterprises through to medium-size enterprises. Different financiers target specific industries, business types or locations. Finding the appropriate financier is important but remains a struggle for smaller entrepreneurs on the continent.

WHY INVEST IN AFRICA?

- Across the continent, economies are growing attracting the attention of foreign Investors
- Currently, six of the world's 10 fastest growing economies are in Africa.
- The ease of doing business in Africa is improving to the extent that a good number of countries (including South Africa, Ghana, Mauritius and Tunisia) now outperform China, India, Brazil and Russia.
- Despite these promising trends, significant development challenges persist across African Continent.
- Development and expansion of the private business activities and partnerships is key tool to driving sustainable development in Africa.

DRIVERS OF INVESTMENTS IN AFRICA

- 40% global population growth will be in Africa by 2050
- More than 50% of the Africa's population is under 20 years old, making in the world's youngest continent - in comparison only 28% of the population of China is under 20 years old.
- 500 million Africans are between the age of 18 and 24.
- By 2040 African population forecast is 1.1 billion - More than in China or India
- Consumer expenditure is set to rise from USD 600 billion in 2010 to nearly USD 1 trillion in 2020.
- Urban African consumers spend the largest share of their budget (45%) on food and groceries - more than the average consumer in the BRIC countries.
- More than half of all African households are projected to have discretionary income by 2020 - corresponding to almost 130,000 households.
- Consumer Industries (retail, wholesale, banking, telecommunication and tourism) in Africa are expected to grow by USD 400 billion by 2020, with the apparel, consumer goods and food accounting for \$185 billion.
- GDP growth for the continent is forecast at 5.4% in 2013 and 5.7% in 2014
- 6 of 10 of the world's fastest Growing economies are currently in Africa .
- FDI inflows to Africa have increased by 13.6% and FDI and outflows by 55.6% since 2010
- Average annual return on capital of African companies was 65-70% or higher than that of comparable companies in China, India, Indonesia and Vietnam.

BECOME A CONFERENCE PARTNER!

Promote your activities and find even more valuable contacts by becoming a conference Partner! These partner packages can ensure a company's presence and brand visibility during the conference. Companies and NGOs also have the option of holding an exhibition stand (€1000/day) for both day

	PLATINUM	STRATEGIC	STAND	WORKSHOP
Free tickets	5	2	2	2
Logo in Conference program	•	•	•	•
Logo on Floor plan of exhibition	•	•	•	•
Branding via invest in Africa	•	•	•	•
Website, social media and newsletter	•	•	•	
Single stand in exhibition hall				
Half-page Advert in Conference brochure				
Create an IIA themed workshop				
Article or advert in conference During Conference				
Prices excluding VAT	€35,000	€20,000	€7,500	€5,000

Participation Rate:

An african Embassy will receive upto 2 tickets for members of your delegation (ministers or other government representatives) For other participants prices are as indicated below

	One Day	Two Day
Conference	€300	€500
Exhibition		€1000
Early bird	€200	€400
Ends 20th April 2020		

"The prices shown are excluding VAT"



For more information, please use the contacts below:

Africa Trade and Investment Convention

Changemaker International

Betje Wolffstraat 62, 3027RN Rotterdam

Phone : +31 616 950 384

Email: info@investinginafrica.eu

www.investinginafrica.eu