

Transform
Africa
Summit 2023

CONNECT

INNOVATE

TRANSFORM



26 - 28
APRIL 



VICTORIA FALLS
ZIMBABWE
ELEPHANT HILLS RESORT

INFO PACK



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TAS2023

POWERED BY:



CONNECT. INNOVATE. TRANSFORM

Driving Africa's digital transformation agenda,
One country at a time



smartafrica.org

 **smart
africa**
CONNECT. INNOVATE. TRANSFORM



About Smart Africa

SMART AFRICA is a bold and innovative commitment from African Heads of State and Government to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to Broadband and usage of Information and Communications Technologies.

The Transform Africa Summit held in Kigali, Rwanda on 28th - 31st October 2013 culminated in the adoption of the Smart Africa Manifesto document by seven (7) African Heads of States (Rwanda, Kenya, Uganda, South Sudan, Mali, Gabon, Burkina Faso) in which they committed to providing leadership in accelerating socio-economic development through ICT's.

On 30th - 31st January 2014, The Smart Africa Manifesto was endorsed by all Heads

THE SMART
AFRICA
ALLIANCE
HAS SINCE
GROWN TO
INCLUDE

36

AFRICAN
COUNTRIES



1.1

BILLION
PEOPLE

of State and Government of the African Union at the 22nd Ordinary Session of the Assembly of the African Union in Addis Ababa. This development places the Manifesto at the heart of the ICT agenda in Africa beyond just the 7 original signatories at the Summit to all the 54 African countries. The Smart Africa Alliance has since grown to include 36 African countries that represent 1.1 billion people.

The Smart Africa Manifesto aims to put ICT at the center of national socio-economic development agenda of member countries; improve access to ICT especially Broadband; to improve accountability, efficiency, and openness through ICT promoting the introduction of advanced technologies in telecommunication; to put Private Sector first, and to leverage ICT to promote sustainable development.

About the Transform Africa Summit

BE PART OF THE LARGEST TECH EVENT IN AFRICA

200+

Sessions

382

Speakers

15,000+

Delegates

112+

Countries
Represented

2,500+

C-Suite
Executives

100+

Heads of State
and Ministers

180+

Sponsors &
Exhibitors

400+

Media
Representatives

180+

Mayors/
Governors

*Figures of the past 5 editions



THE TRANSFORM AFRICA SUMMIT is Africa's leading annual forum bringing together global and regional leaders from government, business and international organizations to collaborate on new ways of shaping, accelerating and sustaining Africa's on-going digital revolution.

Following five successful editions, the sixth Summit will take place at the Victoria Falls in Zimbabwe.

Geared towards connecting, innovating and transforming the continent into a knowledge economy thereby driving global competitiveness and job creation, Transform Africa Summit aims to enable Member States to become more competitive, agile, open and innovative smart economies with the most favourable business climates that attract large-scale investments, reward entrepreneurship and enable fast growth and exports, leveraging ICT innovations to transform African nations into smart societies.

The last edition run is the 2019 edition of the Transform Africa Summit which was run in Kigali, Rwanda. The summit attracted 5660 delegates that registered to attend the summit from 107 countries attesting to the fact that TAS is now a global event. Of the total number, 26.8% were female and 70% were aged between 18-44 years. In general delegates included 22 ministers, heads of international and regional organizations, captains of industry, heads of civil societies as well as representatives from different stakeholder agencies.

Three Heads of State graced the summit, namely, H.E. President Paul Kagame of Rwanda, H.E. President Uhuru Kenyatta of Kenya and H.E. President Ibrahim Boubacar Keïta of Mali. Sophia, the 1st humanoid robot, was a key highlight of the summit and proved to be the main attraction for most delegates who were eager to see a robot that could talk and respond to questions. In general, the summit had over 51 open partner sessions, various sponsored dinners and lunches, closed-door sessions, B2B meetings and networking opportunities. We also had an area exclusively dedicated to the youth dubbed "The Future" where 12 youth-centric sessions were held. The summit attracted over 37 sponsors who made TAS2019 a success.

Transform Africa Summit 2019 Highlights

TRANSFORM AFRICA
DIGITAL ECONOMY



> Economic Forum



> Gala Dinner



➤ Pavilions & Exhibition



➤ Ms Geek Africa



➤ Opening Ceremony

Transform Africa Summit 2023

WHO WILL ATTEND

Transform Africa Summit has been designed to foster constructive conversations towards building a Smart Africa and facilitate meetings of like minds seeking policy & opportunities to accelerate the continent towards socio economic transformation.

- ▶ Heads of State and Government
- ▶ First Ladies
- ▶ Ministers in ICT, Finance, Trade & Industry and Health
- ▶ Fintech companies
- ▶ Block chain experts
- ▶ Digital health service providers
- ▶ Artificial Intelligence firms & experts
- ▶ ICT Private Sector service providers
- ▶ Telecom & Utilities Regulators
- ▶ International & Multilateral organizations



- Africa's business influencers
 - Investment banks & Venture capitalists
 - Private equity fund managers
 - Start ups
 - Women & Girls in ICT champions
 - Tech innovators
 - Academia, Consultants & leading digitals leaders
 - Non-governmental organizations

WHY YOU SHOULD ATTEND

- Be part of Africa's leading forum on digital transformation.
- Form relationships to ensure your business participates in Africa's single digital market.
- Discover what's new and what's working in FinTech in Africa.
- Learn about emerging technologies in Africa and how your business can benefit.

- Form relationships with digital health experts for your health policies.
- Participate in engaging debate on crypto currency & Africa.
- Catch up on Artificial Intelligence in Africa & what it means to you & your company.
- Learn from leading experts with relevant presentations that will impact your business today.
- Support the Women and Girls in STEM through participation & contribution toward the Smart Girls initiative.
- Broaden your reach and deepen your impact through collaborations in Africa, shaping the digital landscape.
- Get insight into country specific SMART AFRICA flagship projects in the Member states.
- Interact and network with key decision makers and deal makers.

GET YOUR PASS

➤ PLATINUM

\$950.00

➤ GOLD

\$450.00

➤ SILVER

\$250.00

Partner with us

*BESPOKE SPONSORSHIP OPPORTUNITIES AVAILABLE.

Contact our team

✉ sponsor@smartafrica.org



LEAD SPONSOR

\$500,000

As the Lead sponsor, your brand will be aligned with the digital transformation of Africa. The Lead sponsor will be able to directly address thousands of Africa digital transformation champions from the main plenary at the opening session and will be the first to position its services and products as solutions to the ICT needs for government institutions & private sector businesses.

- Main Sponsor for the 3-day summit
- Co-branding at the conference and social events venues for the 3-days
- Speaking opportunity at the Opening / Presidential session
- Speaking opportunity at the closing ceremony
- Speaking opportunity at another session of your choice
- Speaking/presentation opportunity at social events
- Branding and speaking opportunities during the Summit social events
- Hosting your own customized session (1 hour)

- Access to VIP room for B-to-B meetings (3 days)
- Pavilion innovation space – 100sqm
- 30 Complimentary passes (10 Platinum, 10 Gold, 10 Silver)
- VIP transportation during the Summit
- Reserved seating at the opening session (Platinum passes)
- Dedicated account manager/liaison officer
- Opportunity to bring in and propose speakers
- 4 pages in the Smart Africa digital magazine that will go out after the summit
- Featuring in the monthly Smart Africa Newsletter
- Logo branding on all venue screens
- Offline, online and social media advertisements
- Promotional video (up to 1 mins)
- Summit marketing materials
- Sponsors own branded materials



HUB SPONSOR

\$120,000

A hub is a venue that is dedicated to a specific thematic area for the duration of the main summit program (2 days). A Hub sponsor will lead the discussions in the hub for the period. The hub will be branded and named after the sponsor. The summit will host the following hubs:

- Connect Hub - Digital Infrastructure Hub**
- Innovate Hub - Digital Empowerment & Innovation Hub**
- Digital Health / HealthTech**
- Africa Trade Hub**
- Youth / Future Hub**
- Deal Room**
- We are also able to create bespoke hubs at a Sponsor's request**

BENEFITS:

- Main sponsor of a dedicated hub for two days and drive the content
- Hub named after the sponsor for the summit
- Speaking opportunities in the hub

sessions

- Participating in the hub content provision
- Opportunity to propose speakers and moderators
- Access to VIP room for B-to-B meetings upon reservation
- Complimentary Passes (5 Platinum, 5 Gold, 8 Silver)
- Prime exhibition space
- Access to account manager /liaison officer
- Branding throughout the summit
- 2 pages in the Smart Africa digital magazine that will go out after the summit
- Featuring in the Smart Africa Newsletter
- Logo branding on venue screens
- Offline, online and social media platforms advertising
- Promotional video (1 min)
- Summit marketing materials
- Sponsors own branded materials



PARTNER SESSION SPONSOR

\$30,000

- Host one customized session (1 hour)
- Additional speaking slot in an agreed session
- Access to (VIP) room for B to B meetings
- Prime exhibition Space
- Complimentary Passes (3 Platinum, 5 Gold, 5 Silver)
- Advertising the customized session on the official summit program
- Dedicated account manager /liaison officer

- Smart Africa co-branding
- Branding throughout the summit
- 1 Page in the Smart Africa digital magazine that will go out after the summit
- Featuring in the Smart Africa Newsletter
- Logo branding on venue screens
- Offline, online and social media advertising
- Promotional video (1 Min)
- Summit marketing materials
- Sponsors own branded materials



MS. GEEK AFRICA SPONSOR

\$50,000

Ms. Geek is a competition designed to inspire African girls to be part of solving the continent's challenges using technology, and to encourage them to choose a career in the STEM fields. The competition will run for a

week with the final stages taking place during the women's Summit. Being a sponsor of Ms. Geek Africa will allow your company to set the narrative that your brand has taken in promoting women & girls in ICT to a selected audience attending the Summit.

- Main sponsor of the Ms. Geek Africa competition
- Speaking opportunity in an agreed session

- Hosting the Awarding of Ms. Geek Africa winners
- Branding of the 2 Ms Geek sessions
- Opportunity to propose & select the session's speakers and judges
- Access to VIP room for B-to-B meetings upon reservation
- Prime exhibition Space
- Complimentary Passes (3 Platinum, 5 Gold, 5 Silver)
- Access to account manager /liaison officer
- Branding during the summit social events

- Smart Africa co-branding
- 1 page in the Smart Africa digital magazine that will go out after the summit
- Featuring in The Smart Africa Newsletter
- Logo branding on venue screens
- Offline, online and social media platforms advertising
- Promotional video (1 min)
- Distribution of own merchandise
- Summit marketing materials
- Sponsors own branded materials



FACE THE GORILLAS

\$50,000

Your company will have an unparalleled opportunity to position itself as a committed supporter in developing Africa's burgeoning ICT industry from the grassroots. Through branding, presentations & speaking opportunities, your organization will align itself firmly as not only a thought leader in the advancement of the ICT industry. Face the Gorillas is a competition that provides a unique opportunity to young aspiring African entrepreneurs and young innovators to make a 5-minute

pitch to a panel of renowned business moguls in hope of accessing capital up to USD200,000 partnerships or mentorship in front of a live audience.

- Main sponsor of the Face the Gorillas competition
- Speaking opportunity in an agreed session
- Hosting the Awarding of Face the Gorillas winners
- Branding of the 2 Face the Gorillas sessions

- Opportunity to propose & select the session's speakers and judges

- Access to VIP room for B-to-B meetings upon reservation

- Prime exhibition Space

- Complimentary Passes (3 Platinum, 5 Gold, 5 Silver)

- Dedicated account manager /liaison officer

- Branding during the summit social events

- Smart Africa co-branding

- 1 page in the Smart Africa printed digital magazine that will go out after the summit

- Featuring in The Smart Africa Newsletter

- Logo branding on venue screens

- Offline, online and social media platforms advertising

- Promotional video (1 min)

- Distribution of own merchandise

- Summit marketing materials

- Sponsors own branded materials



LOUNGE SPONSOR

\$75,000

The summit will offer **2 exclusive lounges** which are open for sponsorship.

- VIPs and C-Suite Executives as well as Platinum delegates will hang out at the **Platinum Lounge** throughout the summit. Lunch and running tea and coffee will be provided. This is the perfect area to network with Captains of Industry as well as Ministers and other senior government officials.



An **Investors Lounge** which will be open to Platinum and Gold delegates will be available for investment meetings and discussions.

- Main sponsor for the VIP Platinum lounge / Investors

- Branding the room for the entire summit

- Speaking opportunity at one hub session

- Complimentary passes (5 Platinum, 5 Gold, 5 Silver)

- Access to VIP room for B to B meetings upon reservation



- Prime exhibition space
- Dedicated account manager /liaison officer
- Smart Africa co-branding during the summit
- Logo branding during the TAS Social events
- 1 page in the Smart Africa digital Magazine that will be out after the summit

- Featuring in the Smart Africa Newsletter
- Logo branding on venue screens
- Offline, online and social media platforms advertising
- Promotional video (1 Min)
- Summit marketing materials
- Sponsors own branded materials



COFFEE BREAK SPONSOR

\$30,000

Coffee Break - Don't miss out on the opportunity to offer Coffee and Tea to Africa's influential policy makers and top industry executives delegates throughout the summit.

- Main sponsor of all summit's Coffee Breaks
- Branding all Coffee stations
- Speaking Opportunity during one hub session
- Access to VIP room for B to B meetings upon reservation
- Prime exhibition Space

- Complimentary passes (2 Platinum, 3 Gold, 3 Silver)
- Access to account Manager /liaison officer
- 1 page in the Smart Africa digital magazine that will be out after the summit
- Featuring in the Smart Africa newsletter
- Logo on branding venue screens
- Logo branding during the summit
- Offline, online and social media platforms advertising
- Promotional video (1 Min)
- Summit marketing materials
- Sponsors own branded materials



GALA DINNER

\$50,000

Be a part of the largest social event in the summit program. Align your brand with the digital transformation of Africa from the start to allow for increased networking & meeting opportunities. The sponsor of The Gala Dinner will also be able to layout a detailed guide & blueprint for delegates to interact with your brand throughout the evening. Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition including exhibition space, venue branding and more.



- Main sponsor of the VIP Gala Dinner
- Welcome remarks and presentation during the Gala Dinner
- VIP room for B to B meetings upon reservation
- Prime exhibition Space
- Complimentary Passes (3 Platinum, 5 Gold, 5 Silver)
- Gala Dinner invitations
- Branding during the Gala Dinner
- Branding throughout the Summit
- 1 page in the Smart Africa digital magazine that will be out after the summit
- Featuring in the Smart Africa Newsletter
- Access to account manager /liaison officer
- Logo branding on venue screens
- Offline, online & social media advertising
- Promotional video (2 min)
- Distribution of merchandise during the dinner
- Summit marketing materials
- Sponsors own branded materials



CULTURAL SOIREE

\$50,000

Welcome cultural event - Seize the first opportunity to entertain & network with influential policy makers and top industry executives and delegates on the first day of the summit. The sponsor of Cultural soiree will also be able to layout a detailed guide & blueprint for delegates to interact with your brand throughout the soiree. Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition including exhibition space, venue branding and more.



- Main sponsor of the Cultural Soiree
- Welcome remarks and presentation during the Soiree
- VIP room for B to B meetings upon reservation
- Prime exhibition Space
- Complimentary Passes (3 Platinum, 5 Gold, 5 Silver)
- Cultural Soiree invitations
- Branding during the Cultural Soiree
- Branding throughout the Summit
- 1 page in the Smart Africa printed and digital magazine
- Featuring in the Smart Africa Newsletter
- Dedicated account manager /liaison officer
- Logo branding on venue screens
- Offline, online and social media advertising
- Promotional video (2 min)
- Distribution of merchandise during the dinner
- Summit marketing materials
- Sponsors own branded materials



SPONSORED COCKTAILS/ROUND TABLE BREAKFAST SESSIONS

\$25,000

Create bespoke cocktails and round table breakfast sessions to engage with your partners and audience at the summit.



***BESPOKE SPONSORSHIP
OPPORTUNITIES
AVAILABLE.**

Contact our team



sponsor@smartafrica.org

Past Sponsors and Exhibitors



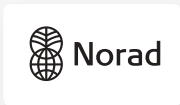


Exhibit at the Summit

Showcase your brand at the summit to a global audience of decision makers. Book an exhibition space. Smart Africa provides the exhibition booth custom fully built, branded, and furnished with your designs and you come ready for the exhibition. The exhibition stands come with several summit passes among other benefits that come with exhibiting at the transform Africa summit.

100SQM PAVILION

\$100,000

50SQM EXECUTIVE EXHIBITION

\$50,000

18SQM

\$20,000

9SQM

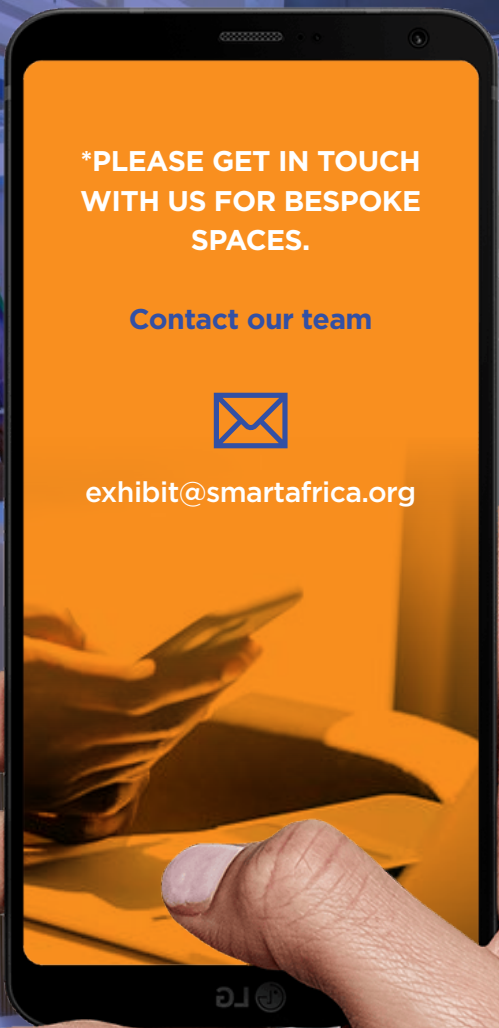
\$10,000

2SQM START-UP LANE

\$3,000

Please note that Smart Africa provides the exhibition booth fully built, branded and furnished.





Logistics Note



ABOUT ZIMBABWE


Zimbabwe is a beautiful country in Southern Africa that is known for its dramatic landscapes, its diverse wildlife and its hardworking people. Home to the Great Zimbabwe Monument, the mighty Victoria Falls and the majestic Eastern Highlands, the country also boasts of world class national parks in which a variety of animals, including the Big Five, can be found. The largest of these are Hwange National Park in the west, and the Gonarezhou Transfrontier Park in the South. Zimbabwe has a total land area of 390 000 square kilometres and a well educated population of around 14 million people.



THE VICTORIA FALLS

As a holiday destination, Victoria Falls is simply the ultimate all-round experience. From the impressive scenery to the abundant wildlife, the world-famous adrenaline activities and strong local culture, there is so much on offer in Africa's adventure capital. After viewing the spectacular Victoria Falls, one of the Seven Natural Wonders of the World, the second most popular landmark in the region is the Victoria Falls Bridge. While it is the stunning natural beauty of the Victoria Falls that takes your breath away, it is the man-made magic of building a bridge across an enormous chasm that really blows your mind!





The Mosi-oa-Tunya/Victoria Falls is the world's greatest sheet of falling water and significant worldwide for its exceptional geological and geomorphological features and active land formation processes with outstanding beauty attributed to the falls i.e. the spray, mist and rainbows. This trans-boundary property extends over 6860 ha and comprises 3779 ha of the Mosi-oa-Tunya National Park (Zambia), 2340 ha of Victoria Falls National Park (Zimbabwe), 741 ha of the riverine strip of Zambezi National Park (Zimbabwe). A riverine strip of the Zambezi National Park extending 9 km west along the right bank of the Zambezi and islands in the river are all within the Park as far as Palm and Kandahar Islands, with the Victoria Falls being one of the major attractions.



TRAVELLING TO ZIMBABWE

Zimbabwe has three International Airports in three major cities in Harare there is Robert Mugabe International Airport, Joshua Mqabuko Nkomo International Airport in Bulawayo and Victoria Falls International Airport in Victoria Falls. There are also 17 domestic airports in the country for the convenience of tourists that prefer flying to their tourist attraction places other than travelling by road.

Zimbabwe is a landlocked country in Southern Africa surrounded by South Africa to the south, Botswana to the southwest, Zambia to the northwest and Mozambique to the east and north. It has ten main border posts namely Chirundu Border Post, Kariba Border Post, Victoria Falls Border Post, Kazungula Border Post, Pandamatenga Border Post, Ramokgwebane Border Post, Beitbridge Border Post, Espungabera Border Post, Forbes Border Post Mutare and Nyamapande Border Post.



VISAS

Zimbabwe's visitor visa regime is split into 3 categories. Each category has different visa/entry requirements for the nationals within the categories. The specifics of the categories are found here <https://www.evisa.gov.zw/ regime>.

Special conference visas are also made available for delegates attending International Conferences.



ADVENTURE

For all those seeking adventure, exciting activities at the Victoria Falls can be found here: <https://zimbabwetourism.net/hard-adventure/>

Contact Us

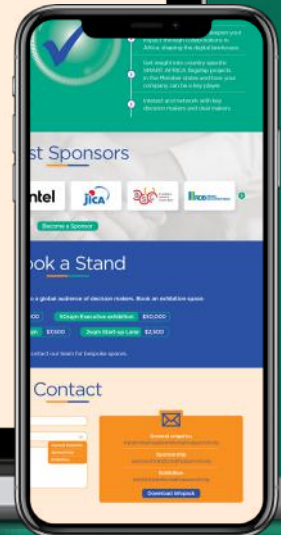


GENERAL ENQUIRIES
tas@smartafrica.org

SPONSORSHIP
sponsor@smartafrica.org

EXHIBITION
exhibit@smartafrica.org

MEDIA
media@smartafrica.org



Smart Africa Member States

The Smart Africa Alliance has grown to 36 member countries with the inclusion of **Burundi, Madagascar, Nigeria** and **Malawi** representing over 1.1 billion people. Ongoing efforts are underway to attract more member countries into the Smart Africa Alliance.



- | | | |
|------------------|---------------|------------------------|
| 1 Algeria | 13 Egypt | 25 Rwanda |
| 2 Angola | 14 Gabon | 26 Sao Tome & Principe |
| 3 Benin | 15 Ghana | 27 Sierra Leone |
| 4 Burkina Faso | 16 Guinea | 28 Senegal |
| 5 Burundi | 17 Kenya | 29 South Africa |
| 6 Cameroon | 18 Madagascar | 30 South Sudan |
| 7 Cape Verde | 19 Malawi | 31 Sudan |
| 8 Chad | 20 Mali | 32 Togo |
| 9 Congo | 21 Mauritania | 33 Tunisia |
| 10 DR Congo | 22 Morocco | 34 Uganda |
| 11 Côte d'Ivoire | 23 Niger | 35 Zambia |
| 12 Djibouti | 24 Nigeria | 36 Zimbabwe |



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