

The international conference
**FINANCING INVESTMENT
AND TRADE IN AFRICA**

TUNISIA is your
GATEWAY TO AFRICA



APRIL 28 & 29, 2026



**Radisson Blu & Convention
Center Hotel , Tunis**



TABC is organizing the 9th edition of the international conference ***Financing Investment & Trade in Africa “FITA”***.

FITA2026 will be held in Tunis on **April 28-29, 2026**, as one of the continent's leading platforms for high-level dialogue, strategic partnerships and high-impact economic meetings.

Africa is at a decisive turning point in its development. Despite its exceptional wealth of natural resources, a dynamic youth, and considerable growth potential, the continent remains too dependent on the export of unprocessed raw materials. This dependency hinders value creation, limits industrialization, and prevents sustainable continental economic integration.

Building on the theme of the previous edition – ***“Driving Africa’s Transformation”*** – **FITA 2026** aims to consolidate and deepen this vision. This time, the focus will be on highlighting **African value chains as concrete tools for economic transformation, productive sovereignty, and local wealth creation** -





General Objective

To make **FITA 2026** a platform for **mobilization** around the **structuring, industrialization** and **financing** of **African value chains**, placing **innovation, strategic partnerships, and regional integration** at the heart of the discussions.

KEY STRATEGIC PILLARS FITA2026





Specific Objectives

1. Identify priority value chains in key sectors (agriculture, agro-industry, energy, pharmaceuticals, textiles, digital, mining, infrastructure, tourism, etc.).
2. Connect public, private, and financial actors to foster structuring investments in these value chains.
3. Showcase successful experiences and best practices of vertical integration across the continent.
4. Explore technological and digital tools that can accelerate the upgrading of value chains.
5. Promote the harmonization of industrial and trade policies at regional and continental levels (notably within the framework of the AfCFTA).
6. Encourage South-South partnerships for more resilient, competitive, and sustainable local production.



Thematic Axes

- 1. Strategic sectors** : which value chains for Africa's industrial future ?
- 2. Financing and structuring** : how to make African value chains bankable ?
- 3. The role of SMEs and local champions** in regional economic integration.
- 4. Innovation, digitalization, and Industry 4.0** : drivers of value chain transformation
- 5. AfCFTA and economic sovereignty** : towards continental industrial convergence.
- 6. Logistics, transport, connectivity** : : key infrastructures for efficient value chains.
- 7. Integrated infrastructures and connectivity** : foundations of pan-African industrial transformation.



8. Human capital and education : training talent for competitive African value chains.

9. Health systems : building Africa's health sovereignty.

10. Agro-industry and local processing: structuring sustainable and competitive agricultural value chains.

11. Textile and apparel industries : reviving a sector with high African value-added potential.

12. Sustainable tourism and cultural value chains : a driver of inclusive growth for Africa.

13. Sustainable energy and access to electricity : foundations of inclusive industrialization.

14. The role of women and youth in Africa's new value chains.

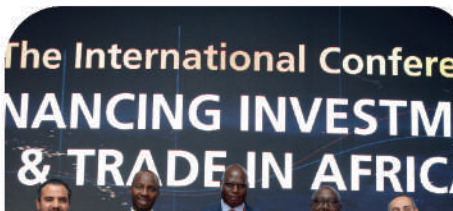
15. Pharma Made in Africa : building a strategic value chain for health independence.

16. GreenTech, green economy, and climate innovation : catalyzing sustainable and resilient value chains in Africa.





LOOK BACK IN PICTURES
AT PREVIOUS EDITIONS



9TH
EDITION



28 & 29 APRIL
2026



Radisson Blu & Convention
Center Hotel, Tunis

Look Back in pictures at previous editions





Organizing committee of the *9th Edition FITA*



2026

"Financing Investment & Trade in Africa"



Nadia YAICH
Secretary General of TABC



Laurent KAZADI
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Council - RDC -



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- Senegal -



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- Guinea -



Moustapha CHEKARAO
Director of Operations -
House of Business, CCI - Niger -

Conférence Internationale FITA 2026

www.tabc.org.tn

www.fita2026.com

April 28 & 29, 2026
Radisson Blu & Convention
Center Hotel, Tunis

Why FITA 2026 ?



Unique and Targeted Visibility

- Over 3,000 participants from 60 countries expected, including Heads of State, Ministers, CEOs, financiers, and media.
- Exposure of your brand across all official platforms (stages, badges, screens, folders, web).
- Digital presence on social media (+1 million views expected) and



High-Impact Connections

- B2B, B2G, and B2I meetings with key public and private decision-makers.
- Privileged access to VIP cocktails, official dinners, and private networking sessions.
- Inclusion in steering committees or thematic panels, depending on partnership level.



Enhancing Your Corporate Image :

- **Associate** your brand with a high-impact continental initiative.
- **Commit** to sustainable, inclusive, and pan-African growth.
- **Opportunity** to sponsor high-value projects (youth, women's entrepreneurship, climate, etc.).



Accelerate Your Business Opportunities

- **Position** yourself as a sector leader or solution provider in key value chains.
- **Generate** qualified leads and strategic regional partnerships.
- **Showcase** your offers, innovations, and solutions to an influential and engaged audience.



Innovation: Access to an Impact Report :

- For major sponsors: a post-event report including:
 - o Media visibility rate
 - o Contact data collected
 - o Business opportunities generated
 - o Participant feedback

At the heart of **FITA2026**, two full days will be dedicated to **B2B** and **B2G** meetings, offering **companies, institutions, and donors** a privileged space to establish direct contacts, **explore partnerships**, and engage in **strategic discussions**.

With the participation of investors, financial institutions, and high-level public decision-makers, **FITA2026** creates a unique **environment** that fosters targeted **networking**, the conclusion of agreements, and the launch of concrete projects.







Welcome Cocktail

Sponsor Welcome Cocktail on April 27 at 8 p.m.

5000 \$



Gala Diner Sponsor

for 300 personalities at the Radisson Blu on April 28, 2026

20 000 \$



Sponsor Coffee Break *(Morning)*

for 400 people at the Radisson Blu on April 28, 2026

7000 \$



Sponsor Coffee Break *(afternoon)*

for 200 people at the Radisson Blu on April 28 2026

3500 \$



Sponsor Lunch

for 400 people on April 28, 2026

15 000 \$



Sponsor coffee break *(Morning)*

for 200 people at the Radisson Blu on April 29, 2026

6000 \$



Sponsor coffee break *(afternoon)*

for 100 people at the Radisson Blu on April 29, 2026

3500 \$



Sponsor Lunch

for 300 people at the Radisson Blu on April 29, 2026

12 000 \$

COMMUNICATION SUPPORT

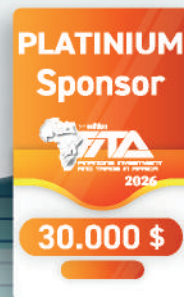
- ★ A 1-minute advertising spot before the launch of the event 1000 \$
- ★ Giant Canvas at the entrance to the Hotel 2000 \$
- ★ A 1-minute advertising spot before the launch of the event 3000 \$

FORUM CATALOG

- 4th cover page 3000 \$
- 2th cover page 2000 \$
- 3th cover page 1500 \$
- Internal page 1000 \$
- 1/2 Internal page 500 \$



SPONSORS PACKS 2026



PROMOTIONAL TOOLS ON SITE

	12m ²	12m ²	9m ²	9m ²	6m ²
Stand on site	2 PAGE	1 PAGE	1 PAGE	1 PAGE	1/2 PAGE
Pages inside the forum catalog	50	40	30	20	10
Invitations to the official opening of the forum	10	4	3	2	1
Invitations to the Gala dinner 28 April 2026	10	5	4	3	2
Invitations for the lunch cocktails	✓	✓	✓	✓	✓
Logo on the forum brochure	✓	✓	✓	✓	✓
Logo on Banners	✓	✓	✓	✓	✓
Logo on giant canvas at the entrance of the hotel	✓	✓	✓	✓	✓
Logo on press wall	2 Roll-up	1 Roll-up	1 Roll-up	1 Roll-up	
Roll-ups at the entrance to the main hall of the Laico hotel + Gala dinner	✓	✓	✓		
Flyers distribution	✓	✓	✓		
Possibilities to carry out a selective distribution of the advertising objects	✓	✓			
Possibility of organizing and leading a conference on a subject chosen	✓	✓			
Display of the logo and announcement during the Gala dinner ceremony	✓	✓			
Logo on the back of the badge	✓	✓			
Logo on the forum stage backdrop	✓	✓			
Testimony during the press conference of the event	✓				

SPONSORS PACKS 2026



**PARTNER
Sponsor**

80.000 \$

**DIAMOND
Sponsor**

50.000 \$

**PLATINIUM
Sponsor**

30.000 \$

**GOLD
Sponsor**

20.000 \$

**SILVER
Sponsor**

10.000 \$

PROMOTIONAL TOOLS ON SITE

• Speaking at the gala dinner of the event	✓				
• Announcement as partner on the conference	✓				
• Possibility of suggesting a speaker in a panel	✓				

MULTIMEDIAS AND DIGITAL COVERAGE

Insertion on TABC social networks

• Forum Banner	✓	✓	✓	✓	✓
• Social media banner	✓	✓	✓	✓	✓
• Banner on TABC website	✓	✓	✓		

Promotional video

• Broadcast on TABC's social networks of a promotional video	✓ 5 times during 5 days	✓ 4 times during 4 days	✓ 3 times during 3 days	✓ 2 times during 2 days	✓ 1 times during 1 day
• Promotional video projection of before the official opening	✓ 2 min. before off.opening	✓ 1 min. before off. opening			

B2B area and ACP Plateform

• 1 year subscription on ACP	✓	✓	✓	✓	✓
• Logo on ACP	✓	✓	✓	✓	✓
• Internal banner	✓	✓	✓		
• A special table in the BtoB space of the conference	✓	✓			
• Assistance in setting up B to B meetings	✓				



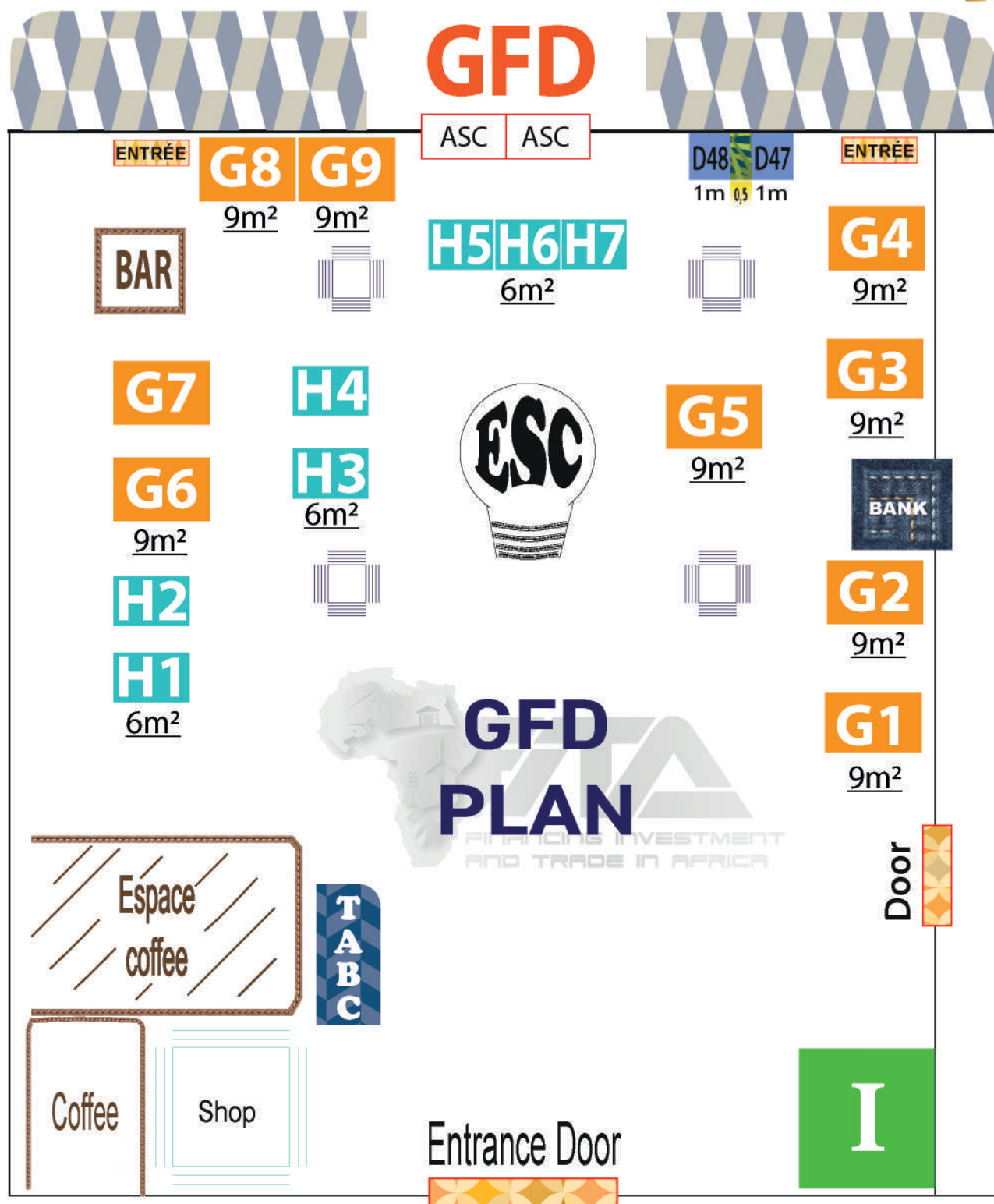
Pack DESK

- Free acces for one person
- A panel of 1Mx2M
 - *Printing and installation at our expense
- High Table
- Chair
- Space 1M²

Price du Pack **2000 \$**



P GROUND FLOOR PLAN



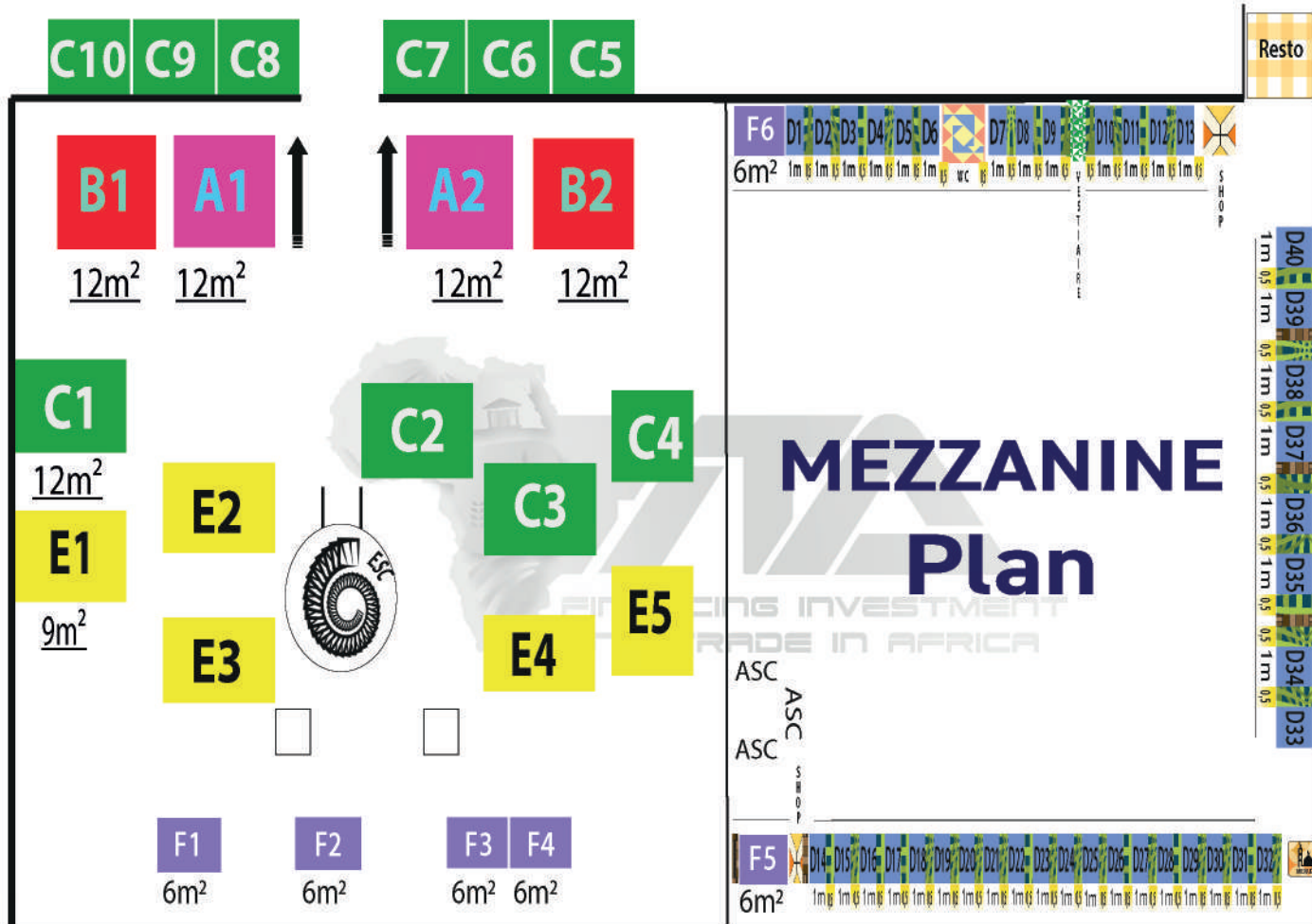
I 7500 \$

H 3000 \$

G 4000 \$

D 2000 \$

OYA
 Salle de conférence



- | | |
|----------------------------|-------------------------|
| A SPONSOR PARTNER | E GOLD SPONSOR |
| B DIAMOND SPONSOR | F SILVER SPONSOR |
| C PLATINIUM SPONSOR | D 2000 \$ |



April 28 & 29, 2026



**Radisson Blu & Convention
Center Hotel, Tunis**

www.fita2026.com

9th edition

IFTA

FINANCING INVESTMENT AND TRADE IN AFRICA

2026

They trusted us





IDENTIFICATION

Name of the structure :
Participant's first and last name :
Position / Function :
Landline :
Mobile phone :
E-mail address :
Name and first name of the person following the file :
Function of the person following the file :
Landline :
E-mail address :

Please select your sponsorship packages

Sponsor pack

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> PARTNER | <input type="checkbox"/> Office Number |
| <input type="checkbox"/> DIAMOND | <input type="checkbox"/> Stand number |
| <input type="checkbox"/> PLATINUM | <input type="checkbox"/> Communication support |
| <input type="checkbox"/> GOLD | <input type="checkbox"/> Catalog |
| <input type="checkbox"/> SILVER | |

Date on ... / ... / ...

Signature and hide
of the sponsor

- ☐ Sponsor Welcome Cocktail on May 27 at 8 p.m.
- ☐ Sponsor Gala dinner for 300 personalities at the hotel on April 28
- ☐ Sponsor coffee break ^(morning) on April 28, for 400 people
- ☐ Sponsor coffee break ^(afternoon) on May, 28 for 200 people
- ☐ Sponsor Lunch on May 28, for 300 people
- ☐ Coffee break sponsor ^(morning) on April 29, for 300 people
- ☐ Sponsor coffee break ^(afternoon) on April 29 for 200 people
- ☐ Sponsor Lunch on April 29, for 300 people

- The undersigned agrees to sponsor the Forum **FINANCING INVESTMENT AND TRADE IN AFRICA 2026**
- To secure a sponsorship request, the candidate must submit a completed copy and signed this subscription form and proceed with the payment of sponsorship fees according to the chosen package.
- The Financing Investment and Trade in Africa forum will be held on **May 28 and 29, 2026** at the *Radisson Blu & Convention Center hotel, Tunis*.
- Additional marketing opportunities are available to sponsors with add-on options.
- The form must be scanned (once completed) and send to contact@tabc.org.tn

Payment

- ☐ Bank transfer
- ☐ Bank check

- BH /Menzeh 4 Agency
- RIB : 14 074 0741017000590 18

Total amount ET



TUNISIA is your
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✉ contact@tabc.org.tn

🌐 www.tabc.org.tn

🌐 Africa CEO Plateforme : www.acp.com.tn

Inscription : www.FITA2026.com