



#### The international conference

## FINANCING INVESTMENT AND TRADE IN AFRICA





APRIL 28 & 29, 2026



Radisson Blu & Convention Center Hotel, Tunis



www.fita2026.com



TABC is organizing the 9<sup>th</sup> edition of the international conference Financing Investment & Trade in Africa "FITA".

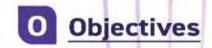
**FITA2026** will be held in Tunis on **April 28-29**, **2026**, as one of the continent's leading platforms for high-level dialogue, strategic partnerships and high-impact economic meetings.

**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.
- 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).
- 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?
- 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. 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





















9 TH EDITION



28&29 APRIL 2026

Radisson Blu & Convention
Center Hotel, Tunis

## Look Back in pictures at previous editions











# 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
- Contact data collected
- Business opportunities generated
- o Participant feedback



# B2B

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.





29

**Events** 

65

Countries

10 Ministers

01

**Ministerial** panel

160

Speakers

High level panels

3000 **Participants** 

07

Panels, Workshops & Side

Investment **Promotion sessions**  9" edition

2026

OBJECTIVES

100 **Exhibitors** 

startup

young students young innovators +3 000

BtoG

80

Women speakers











#### 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

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

7000\$

#### Sponsor offee Break

for 200 people at the Radisson Blu on April 28 2026

3500 \$



#### Sponsor Lunch

for 400 people on April 28, 2026

15 000 \$



#### 

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

6000\$



### Sponsor coffee break

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

3500 \$



#### Sponsor Lunch

for 300 people at the Radisson Blu on Avril 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

4<sup>th</sup> cover page
 3000 \$

2th cover page 2000

3<sup>th</sup> cover page 1500 \$

Internal page 1000

• 1/2 Internal page 500



#### PARTNER SPONSOR 80.000 \$

# SPONSOR PARTENAIRE

#### **Promotional Tools on site**

- Stand on site (12m²)
- Pages inside the forum catalog (02 page)
- Invitations to the official opening of the forum (50 invitation)
- (Invitations to the Gala dinner 28 April 2026 (10 invitation)
- Invitations for the lunch cocktails (10 invitation)
- Logo on the forum brochure
- Logo on Banners
- Dogo on giant canvas at the entrance of the hotel
- Logo on press wall
- Roll-ups at the entrance to the main hall of the Radisson Blue & Convention Center Hotel+ Gala dinner (2 Roll-up)
- 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
- 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

#### PARTNER SPONSOR 80.000 \$



#### Promotional video

- Broadcast on TABC's social networks of a promotional video (5 times during 5 days)
- Promotional video projection of before the official opening (2 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



AFRICA CEO
PLATFORM

APRIL 28 - 29, 2026

#### DIAMOND SPONSOR 50.000 \$



#### **Promotional Tools on site**

- Stand on site (12m²)
- Pages inside the forum catalog (01 page)
- (Invitations to the official opening of the forum (40 invitation)
- (Invitations to the Gala dinner 28 April 2026 (04 invitation)
- Invitations for the lunch cocktails (05 invitation)
- Logo on the forum brochure
- Logo on Banners
- Logo on giant canvas at the entrance of the hotel
- Logo on press wall
- Roll-ups at the entrance to the main hall of the Radisson Blue & Convention Center Hotel+ Gala dinner (1 Roll-up)
- 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

#### **Multimedias and Digital Coverage**

Insertion on TABC social networks

- Forum Banner
- Social media banner
- Banner on TABC website

## DIAMOND SPONSOR **50.000** \$



#### Promotional video

- Ø Broadcast on TABC's social networks of a promotional video (4 times during 4 days)
- Promotional video projection of before the official 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



**APRIL 28 - 29, 2026** 



#### PLATINIUM SPONSOR 30.000 \$



#### **Promotional Tools on site**

- Stand on site (09m²)
- Pages inside the forum catalog (01 page)
- Invitations to the official opening of the forum (30 invitation)
- (Invitations to the Gala dinner 28 April 2026 (03 invitation)
- Invitations for the lunch cocktails (04 invitation)
- Logo on the forum brochure
- ✓ Logo on Banners
- Dogo on giant canvas at the entrance of the hotel
- Logo on press wall
- Roll-ups at the entrance to the main hall of the Radisson Blue & Convention Center Hotel+ Gala dinner (1 Roll-up)
- Flyers distribution
- Possibilities to carry out a selective distribution of the advertising objects

#### **Multimedias and Digital Coverage**

Insertion on TABC social networks

- Forum Banner
- Social media banner
- Banner on TABC website

## PLATINIUM SPONSOR 30.000 \$



#### Promotional video

Broadcast on TABC's social networks of a promotional video (3 times during 3 days)

#### B2B area and ACP Plateform

- **√** 1 year subscription on ACP
- ✓ Logo on ACP
- Internal banner



APRIL 28 - 29, 2026



## GOLD SPONSOR 20.000 \$



#### **Promotional Tools on site**

- Stand on site (09m²)
- Pages inside the forum catalog (01 page)
- Invitations to the official opening of the forum (20 invitation)
- Invitations to the Gala dinner 28 April 2026 (02 invitation)
- (Invitations for the lunch cocktails (03 invitation)
- Logo on the forum brochure
- Logo on Banners
- Logo on giant canvas at the entrance of the hotel
- Logo on press wall
- Roll-ups at the entrance to the main hall of the Radisson Blue & Convention Center Hotel+ Gala dinner (1 Roll-up)

#### **Multimedias and Digital Coverage**

Insertion on TABC social networks

- Forum Banner
- Social media banner

#### Promotional video

Broadcast on TABC's social networks of a promotional video (2 times during 2 days)

#### B2B area and ACP Plateform

- 1 year subscription on ACP
- **€** Logo on ACP

#### SILVER SPONSOR 10.000 \$



#### **Promotional Tools on site**

- Stand on site (06m²)
- Pages inside the forum catalog (1/2 page)
- (10 invitation) Invitations to the official opening of the forum (10 invitation)
- (Invitations to the Gala dinner 28 April 2026 (01 invitation)
- Invitations for the lunch cocktails (02 invitation)
- Logo on the forum brochure
- Logo on Banners
- Logo on giant canvas at the entrance of the hotel
- Logo on press wall

#### **Multimedias and Digital Coverage**

Insertion on TABC social networks

- Forum Banner
- Social media banner

#### Promotional video

Broadcast on TABC's social networks of a promotional video (1 times during 1 days)

#### B2B area and ACP Plateform

- 1 year subscription on ACP
- ✓ Logo on ACP





2026



#### Pack DESK

- Free acces for one person
- A panel of 1Mx2M
  - \*Printing and installation at our expense
  - **High Table**
- Chair
- Space 1M<sup>2</sup>

Price du Pack

2000\$





#### **GROUND FLOOR PLAN**





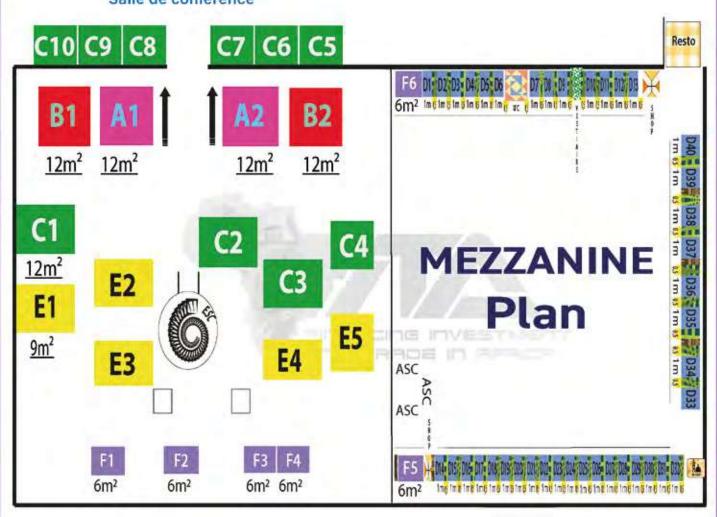
- 7500 \$
- 3000 \$

- 4000 \$
- 2000\$



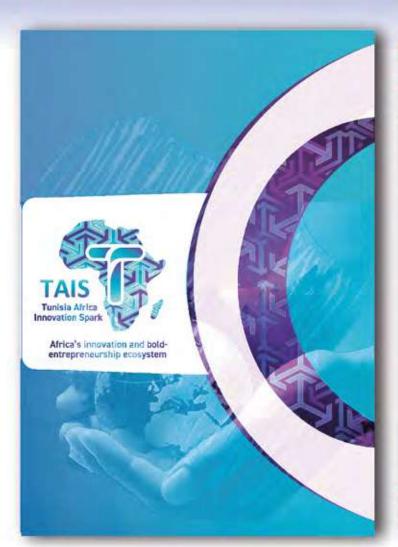


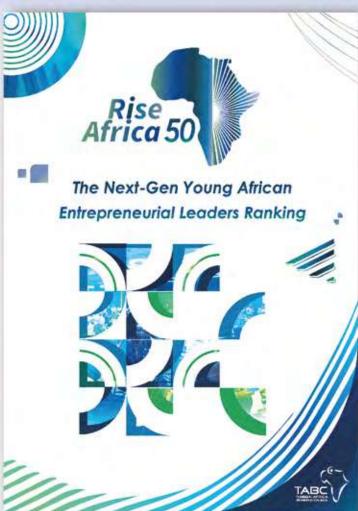
OYA Salle de conférence



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



#### They trusted us









































































































































































































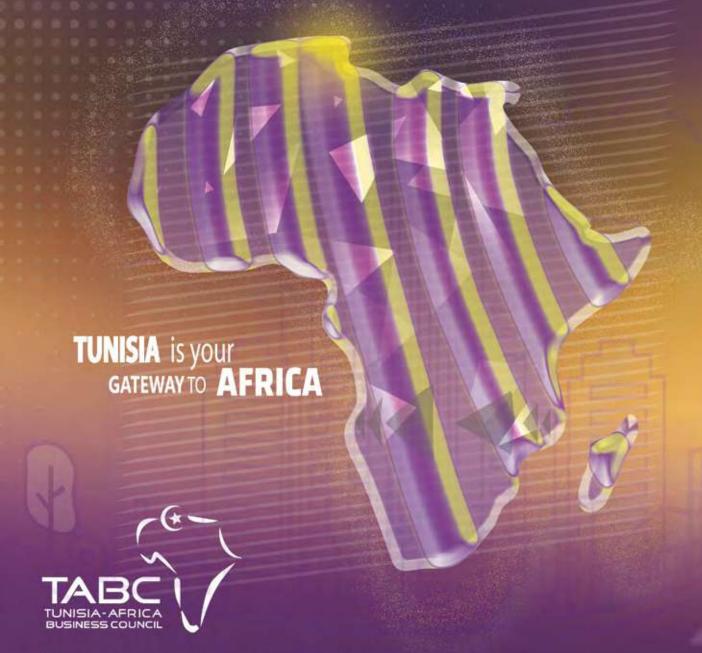




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Participant's first and last not position / Function :	person following the file :	2026
Please select your sponsor pack PARTNER DIAMOND PLATINUM	sponsorship packages  Office Number Stand number Communication support	Date on / / Signature and hide of the sponsor
GOLD SILVER	Catalog The FINA	undersigned agrees to sponsor the Forum NCING INVESTMENT AND TRADE IN AFRICA 202 ecure a sponsorship request, the candidate
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