



## PRESENTATION

**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**

**9<sup>th</sup>  
Edition**

[www.fita2026.com](http://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.
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



The International Conference  
FINANCING INVESTMENT & TRADE IN AFRICA



9<sup>TH</sup>  
EDITION



28 & 29 APRIL  
2026



Radisson Blu & Convention  
Center Hotel, Tunis

# Look Back in pictures at previous editions





## Organizing committee of the 9<sup>th</sup> Edition FITA



Conférence Internationale FITA 2026



**Nadia YAICH**  
Secretary General of TABC



**Laurent KAZADI**  
President, Congo-Africa Business  
Council - RDC -



**Dyanna KOUASSI GBOGBOHOUNDADA**  
CEO EMDY Conseil  
- Ivory Coast -



**Chris ERUBA**  
Senior Special Assistant to the Governor of Bauchi  
State on Economic Affairs and Foreign  
Investments - Nigeria



**Eric Lionel LICONNET**  
President REVIA Africa  
- Bénin -



**Chema ABDENNADHER**  
General Director, X WORLDWIDE  
- Senegal -



**Mohamed Lhbib BEN ROMDHANE**  
Founder, Yara Invest  
- Madagascar -



**Farida Wendlassida YASHINE QUEDRAOGO**  
Business Developer  
- Burkina Faso -



**Jeanne Dominique TCHIALE**  
CEO, FM Financial Consulting  
- Gabon -



**Almamy Amara CAMARA**  
Manager, Guinea District Group  
- Guinea -



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

# 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 international press.



## **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:
  - Media visibility rate
  - Contact data collected
  - Business opportunities generated
  - 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.



3 000

Participants

07

Panels,  
Workshops  
& Side

10

Investment  
Promotion sessions

100

Exhibitors

startup  
young students  
young innovators



OBJECTIVES

29

Events

65

Countries

10

Ministers

01

Ministerial  
panel

160

Speakers

14

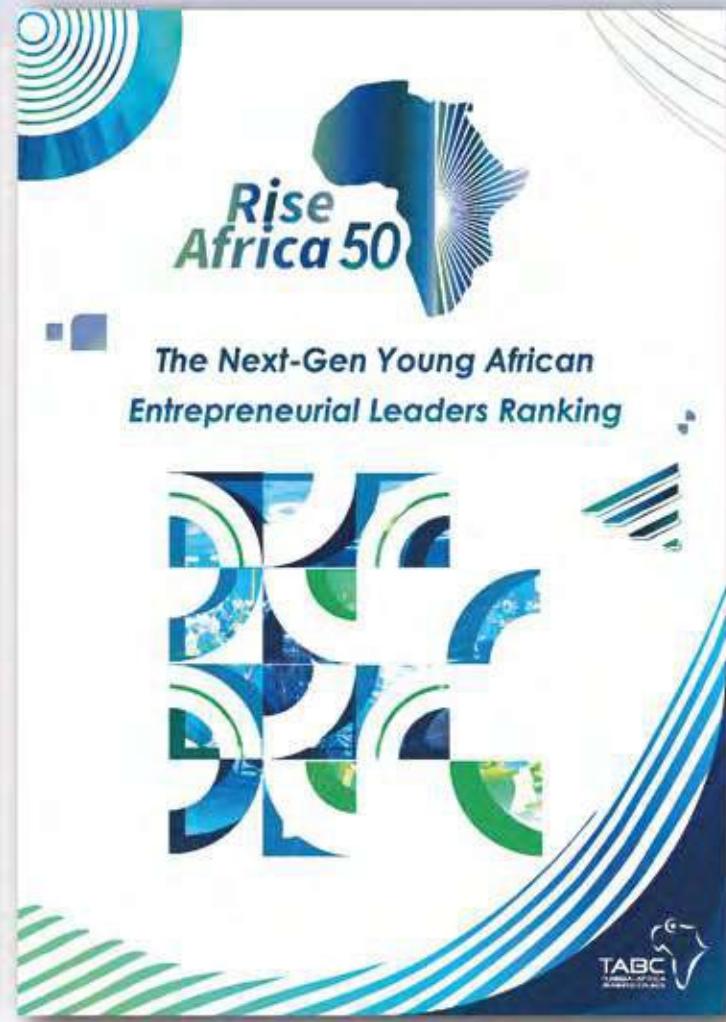
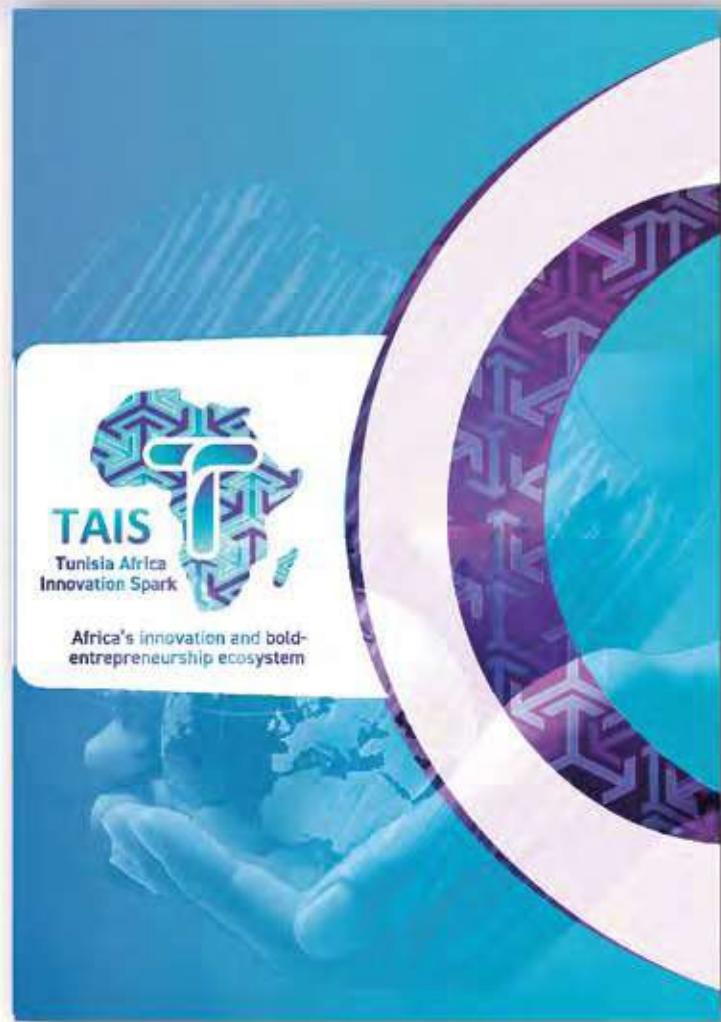
High level  
panels

80

Women  
speakers

+3 000

Meetings  
BtoB  
&  
BtoG



April 28 & 29, 2026



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## They trusted us



Ministère des Affaires Etrangères





**TUNISIA** is your  
GATEWAY TO **AFRICA**

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