



The international conference

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**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.fta2026.com](http://www.fta2026.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



 9<sup>th</sup> edition  
**FITA**  
FINANCIAL INVESTMENT  
AND TRADE IN AFRICA  
2026

**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



2026

“ Financing Investment & Trade in Africa ”

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  
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**Farida Wendlassida YASHINE OUEDRAOGO**  
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**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 -

[www.tabc.org.tn](http://www.tabc.org.tn)

[www.fta2026.com](http://www.fta2026.com)

April 28 & 29, 2026  
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## 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:
  - 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.



**29**

Events

**10**

Ministers

**3 000**

Participants

**65**

Countries

**01**

Ministerial panel

**07**

Panels, Workshops & Side

**160**

Speakers

**10**

Investment Promotion sessions



**14**

High level panels

**100**

Exhibitors

**80**

Women speakers

**startup**  
young students  
young innovators

**+3 000**

Meetings  
BtoB  
&  
BtoG



**Welcome  
Cocktail**

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

**5000 €**



**Gala Diner  
Sponsor**

for 300 per-  
sonalities 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 **Avril 29,  
2026**

**6000 €**



**Sponsor  
coffee break** *(Afternoon)*

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 €**
- 2<sup>th</sup> cover page **2000 €**
- 3<sup>th</sup> cover page **1500 €**
- Internal page **1000 €**
- 1/2 Internal page **500 €**



**PARTNER SPONSOR**

**80.000 €**



### **Promotional Tools on site**

- ✓ Stand on site (*12m<sup>2</sup>*)
- ✓ Pages inside the forum catalog (*02 pages*)
- ✓ Invitations to the official opening of the forum (*50 invitations*)
- ✓ Invitations to the Gala dinner *28 April 2026* (*10 invitations*)
- ✓ Invitations for the lunch cocktails (*10 invitations*)
- ✓ 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 (*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 TABCC'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 Platform**

- ✓ **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



**APRIL 28 - 29, 2026**

**DIAMOND SPONSOR**

**50.000 €**



## **Promotional Tools on site**

- ✓ Stand on site (**12m<sup>2</sup>**)
- ✓ Pages inside the forum catalog (**01 page**)
- ✓ Invitations to the official opening of the forum (**40 invitations**)
- ✓ Invitations to the Gala dinner **28 April 2026 (04 invitations)**
- ✓ Invitations for the lunch cocktails (**05 invitations**)
- ✓ 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**

- ✓ 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 Platform**

- ✓ **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 (**09m<sup>2</sup>**)
- ✓ Pages inside the forum catalog (**01 page**)
- ✓ Invitations to the official opening of the forum (**30 invitations**)
- ✓ Invitations to the Gala dinner **28 April 2026 (03 invitations)**
- ✓ Invitations for the lunch cocktails (**04 invitations**)
- ✓ 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

### **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 Platform

- ✓ **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 (**09m<sup>2</sup>**)
- ✓ Pages inside the forum catalog (**01 page**)
- ✓ Invitations to the official opening of the forum (**20 invitations**)
- ✓ Invitations to the Gala dinner **28 April 2026 (02 invitations)**
- ✓ Invitations for the lunch cocktails (**03 invitations**)
- ✓ 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 Platform**

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

**SILVER SPONSOR**

**10.000 €**



### **Promotional Tools on site**

✓ Stand on site ( <b>06m<sup>2</sup></b> )
✓ Pages inside the forum catalog ( <b>1/2 page</b> )
✓ Invitations to the official opening of the forum ( <b>10 invitations</b> )
✓ Invitations to the Gala dinner <b>28 April 2026 (01 invitation)</b>
✓ Invitations for the lunch cocktails ( <b>02 invitations</b> )
✓ 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 ( <b>1 times during 1 days</b> )
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**B2B area and ACP Platform**

✓ <b>1 year</b> subscription on ACP
✓ Logo on ACP



## 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 €**



# P GROUND FLOOR PLAN



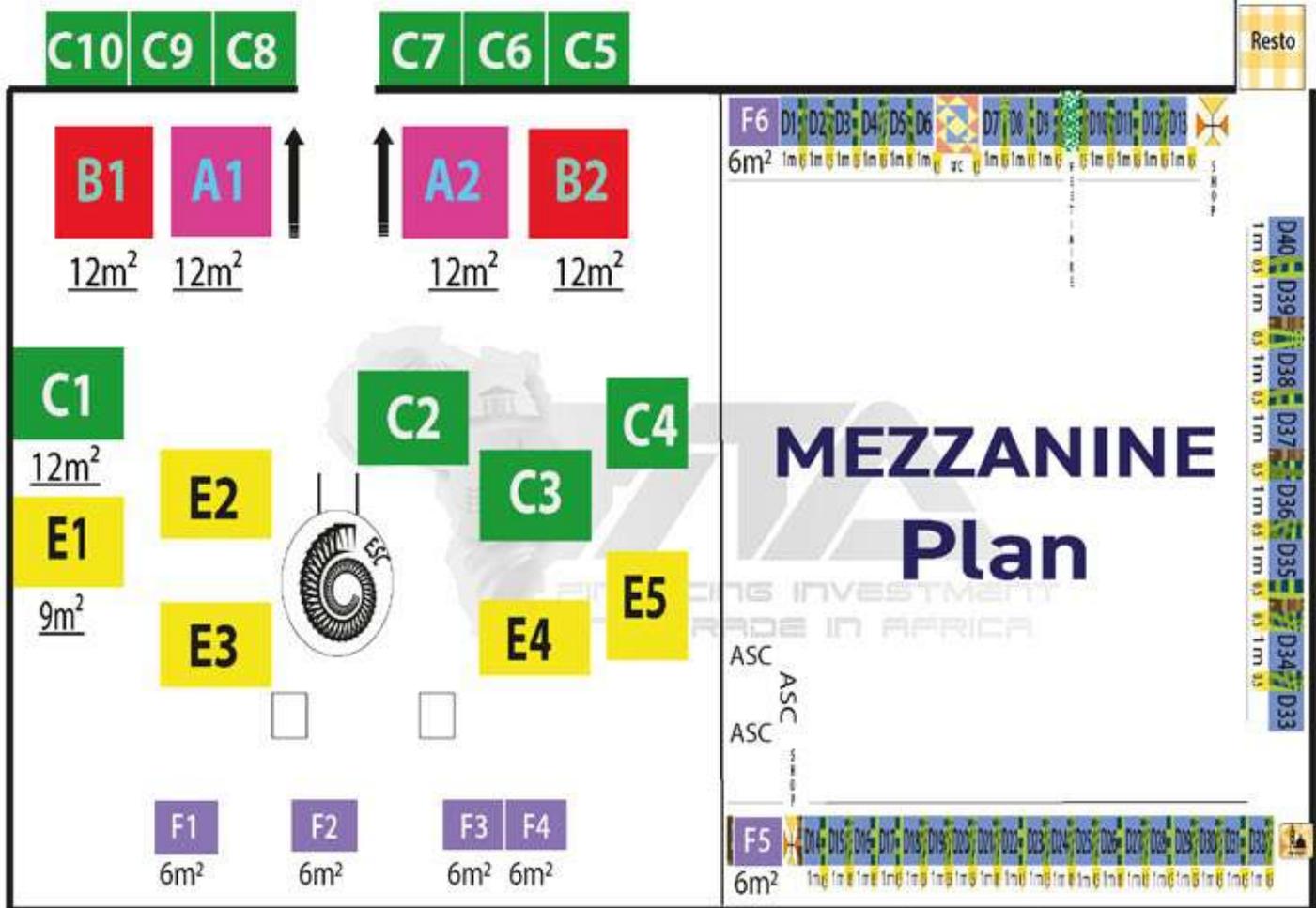
**I** 7500 €

**G** 4000 €

**H** 3000 €

**D** 2000 €

**OYA**  
 Salle de conférence

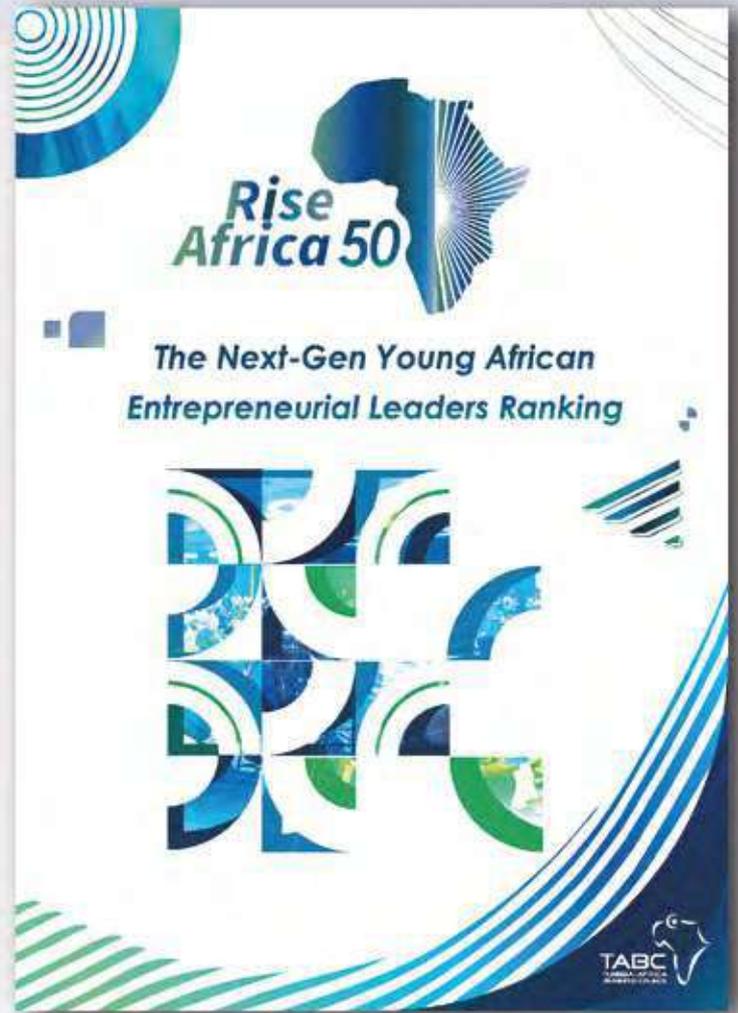


- |                            |                         |
|----------------------------|-------------------------|
| <b>A</b> SPONSOR PARTNER   | <b>E</b> GOLD SPONSOR   |
| <b>B</b> DIAMOND SPONSOR   | <b>F</b> SILVER SPONSOR |
| <b>C</b> PLATINIUM SPONSOR | <b>D</b> 2000 €         |

9<sup>th</sup> edition



**FTA**  
FINANCING INVESTMENT  
AND TRADE IN AFRICA  
**2026**



**April 28 & 29, 2026**



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

[www.fta2026.com](http://www.fta2026.com)

9<sup>th</sup> edition



**FTA**  
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

- 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 **April 28 and 29, 2026** at the *Radisson Blu & Convention Center Hotel*,
- 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](mailto:contact@tabc.org.tn)

### Payment

- Bank transfer  
 Bank check

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

Total amount ET

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



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



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