

AfCFTA BUSINESS INVESTMENT GUIDE

AfCFTA Infrastructure Integration Report

Corporate Africa is preparing the AfCFTA Business Investment Guide (BIG) 2021 – a timely project with contributions from experts in government and businesses promoting key infrastructure necessary for the successful integration of the AfCFTA economies and value chains.

The high-level report will be in the form of a perfect bound publication containing details of AfCFTA members' states and their commercial and political representatives. It will be delivered to delegates attending Intra Africa trade Fair 2021, and to major investors, governments, and corporations in the AfCFTA and G20 nations.

AfCFTA Business Investment Guide will highlight key issues surrounding infrastructure and integration of AfCFTA, and increasing investments and trade in the single market of more than a billion people: Including, private public partnerships, connectivity, manufacturing and sustaining development of infrastructure.

The project also highlights the importance of why now more than ever, China and other G20 nations remain vital business partners for Africa: It is a platform for governments and corporate leaders to share cutting edge insights into intra Africa trade and value chains across the AfCFTA members' state; and how to create deeper relations with existing trade and investor partners to build new capacity in the economies.

AfCFTA Business Investment Guide (Infrastructure Integration Report) 2021 offers an unmissable opportunity and an excellent platform for organisations from the private and public sectors to engage during 2021, to fenerate fresh opportunities and new business in the 54 members state of the African Continental Free Trade Area.



CORPORATE AFRICA



WHY SPONSOR THIS EVENT?

- » **Align** your brand with national business networks and a partner to build regional value chains for trade and infrastructure
- » **Raise** your brand's profile by gaining direct access to Corporate Africa business network of senior decision makers and political stakeholders, and promote your business to be willing to lead in Africa on Corporate Africa platforms and social media
- » **Position** your company as a player in Africa's single market and a supporter of its members infrastructure and technology needs
- » **Promote** your company to an extensive network of over 100,000 contacts across G20 nations and the 55 nations of AfCFTA
- » **Amplify** your presence on Corporate Africa social media and email campaigns.
- » **Build** brand visibility by taking part and promotion at Intra African Trade Fair 2021
- » **Online** link from the official event page to your website
- » **Gain** access to exclusive contributors from businesses & governments.



SPONSORSHIP PACKAGES

HEADLINE PARTNER



BRANDING:

- » Branded as a 'Headline Partner' on front page of publication and throughout **BIG and digital and print platforms**
- » Leaders (Caption) on front cover announcing content inside publication
- » Insert and distribution at Intra African Trade Fair 2021
- » Logo in Mobile APP



ADVERTISING:

- » Full page advertisement in the print and digital publication
- » 1000 word article in the print and digital publication
- » Monthly dedicated mailshot to promote sponsor's content on Corporate Africa social media from July to December 2021
- » Link back from all related digital collateral to your website mailshots and newsletters



LOGO PLACEMENT ON:

- Social Media
- » LinkedIn, Twitter, Facebook
 - » Posts and tweets about key developments in your organization, weekly or monthly. Content to be supplied by company
 - » Logo on the sponsors content page and all related materials in the digital delegate bag as 'Headline Partner'



SPEAKING OPPORTUNITIES

- » A video speaking opportunity with headline banner on Corporate Africa home page linking to **IAFTF & BIG and digital and print platforms**

CORPORATE PARTNER



BRANDING:

- » Branded as a 'Corporate Partner' throughout **IAFTF & BIG** and digital and print platforms
- » A visible logo placement (your logo will appear medium-sized compared to those of headline sponsor)
- » Distribution at Intra African Trade Fair 2021
- » Logo in Mobile APP



ADVERTISING:

- » 1 page advertisement in the digital report
- » 600 word article in print and digital reports
- » Link back from all event related digital collateral to your website



LOGO PLACEMENT ON:

- » All pre-event marketing, the event programme and all related materials promoting project
- » Title branding of one themed section of your choice in the report's content
- » Inclusion of logos and live links in all event promotional mailings, and 3 times on social media (LinkedIn & Twitter),



SPEAKING OPPORTUNITIES

- » Opportunity to contribute content to a specific infrastructure

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ENTERPRISE PARTNER FOR SMEs

Turnover up to £10 million



BRANDING:

- » Branded as an 'Enterprise Partner' in **IAFTF & BIG** printed and digital title
- » 'Standard' logo placement (size will vary depending on the format but will be relatively small compared to those of other sponsors)



ADVERTISING:

- » 1/2 page advertisement in the digital report online
- » 500 words in the digital report online
- » Option to have content in Corporate Africa Intra African Trade Fair Newsletter



PARTNERING OPPORTUNITIES

- » By partnering with Corporate Africa, you can be sure your company will reach the right audience

NEXT STEPS

For more information please contact: James Norris, Senior Director, Business Development

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