



AFRICA FINANCE BANKING & DIGITALISATION SUMMIT

**BRAZZAVILLE- CONGO**

THURSDAY 25<sup>TH</sup> AND FRIDAY 26<sup>TH</sup> JANUARY 2024

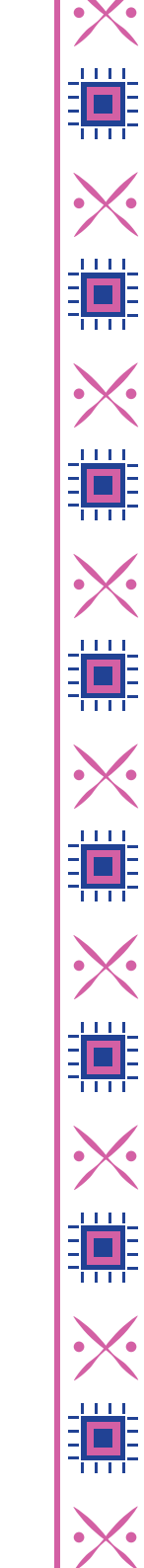
**ORGANISERS :**

IC PUBLICATION, MAAP AND PAMI PARTNERS

**UNDER THE HIGH PATRONAGE OF  
H.E. MR DENIS SASSOU-NGUESSO**

THE PRESIDENT OF THE REPUBLIC OF THE CONGO





Under the high patronage of H .E. Denis Sassou-Nguesso, President of the Republic of Congo, the first Africa Finance, Banking and Digitalisation Summit: AFBDS - CEMAC will be held in Brazzaville on thursday 25th and friday 26th January 2024.

The theme of the event is «Digitalisation of the Banking and Financial Sector, a vector for growth and integration in the CEMAC zone». The Summit is an opportunity to reaffirm the key role of digitalisation of the banking sector in supporting the transformation of the economies and the financial systems for greater resilience.

The aim of the Summit is to create synergies between the countries of the CEMAC zone, to share experiences and to reflect on the modernisation of banking infrastructure to enhance regional integration.



THE THEMES TO BE DISCUSSED :

- Fintech and financial compliance
- Technological innovation
- The challenges of the banking and financial ecosystem in the CEMAC zone.
- Financial inclusion.
- The digitalisation of payments
- The fight against money laundering

The Categories to Awarded:

- Banker of the year in the CEMAC zone
- Bank of the year in the CEMAC zone
- CEMAC Zone finance minister of the year
- CEMAC Fintech of the Year
- CEMAC SME Bank of the Year





## PROFILE OF EXHIBITORS AND PARTICIPANTS :

- Financial institutions
- Consulting firms
- Banks
- Insurance companies
- Stock market intermediaries
- Fintechs
- Lawyers and accountants
- Service companies
- Mobile Payment
- African stock exchanges
- Retirement pensions
- Investment funds





### The event

2 days of conferences and exhibitions Awards Ceremony

Date : Thursday 25<sup>th</sup> and Friday 26<sup>th</sup> January 2024

Venue : Brazzaville

### Sponsors

African Bankers

African Business



# SPONSOR PACKAGES

		PLATINUM (EXCLUSIVE)	GOLD	WELCOME RECEPTION (EXCLUSIVE)	SILVER	ASSOCIATE SPONSOR
		€53,000.00	€40,000.00	€28,000.00	€20,000.00	€12,000.00
COMPANY PROMOTION	Recognition as official sponsor	✓	✓	✓	✓	✓
	Mention of sponsor in emails sent to guests prior to the event	✓	✓	✓	✓	✓
	Mention of sponsor in all post-event communications sent to guests and media	✓	✓	✓	✓	✓
PRESENTATIONS	2-minute CEO speech	✓				
	2-minute promotional video, broadcast during the awards ceremony	✓				
	2-minute promotional video broadcast during the welcome reception			✓		
	Possibility of presentation of the Awards by the CEO	✓	✓	✓		
COMPANY LOGO	Logo prominently displayed on the Awards website	✓	✓	✓	✓	✓
	Roll-up banners displayed in the awards ceremony area	3	2	1	2	
	Roll-up banners in the welcome reception area			3		
	Roll-up banners in the welcome area	2	1	1		
	Logo highlighted in a video looped in the background of the stage	✓	✓	✓	✓	✓
PROMOTIONAL TOOLS	Distribution of promotional gifts in the welcome bags given to guests (e.g. diary, pen, business card holder, leaflets, etc.)	4	3	2	1	1
COMPANY PROFILE AND ADVERTISING	Print					
	Advertisement in African Banker magazine (in French and English)	1 page	1 page	1/2 page	1/2 page	
	Advertisement in African Business magazine (in French and English)	1 page				
	Double page interview in African Banker magazine	✓				
	Advertisement in the Awards brochure	4 <sup>th</sup> cover	1 page	1 page	1/2 page	
	Sponsor presentation in Awards brochure	300 words	150 words	150 words	100 words	75 words
	Digital					
	Banner on the Awards website	✓	✓			
	Banner on African Business website	6 months	3 months		1 months	
	Broadcast of a 2-minute promotional video on the Awards website	6 months	3 months		1 months	
INVITATIONS	Invitations to the Awards dinner	10	10	10	5	4
MEDIA RELATIONS	Press release sent to the Trophées media database	✓	✓	✓	✓	
	Promotion in the media and press as a major sponsor of the Awards	✓	✓	✓		
SOCIAL NETWORKS	Highlighted in Facebook and Twitter posts before, during and after the event	✓	✓	✓	✓	✓
	Prominence in the IC Events cover photo on Facebook and Twitter	✓	✓	✓	✓	
	Promotional publications prior to the event (one week before the event)	✓	✓	✓		
STAND	Stand 9m <sup>2</sup>	✓	✓			

## SPONSOR PACKAGES

### À LA CARTE

1 x full page advert in Awards brochure and 1 x full page advert in African Banker or African Business magazine African Business	€15,000.00
1 x Full page colour advertisement in the African Banker Awards brochure	€8,000.00
1 x 150-word corporate presentation in the African Banker Awards brochure (highlighting the company as a "Partner")	€3,000.00
1 x company promotional tool distributed in the gift bags given to guests	€3,000.00
1 x table reserved for 10 guests at the gala dinner	€3,500.00

### CONTACT

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