

30
March

Africa Insights Forum

13:00–20:00 / Het Wereld Museum, Rotterdam

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125–150
Participants

Members: Free
Non-Members: €50 (Excl. VAT)

At NABC, we pride ourselves in providing our member base with high-quality B2B platforms to help you realise your business objectives on the African continent. By informing you on up-to-date trends and connecting you to knowledgeable experts, this annual event will aim to equip you with the tools you need to optimise your Africa strategy and bypass the bottlenecks your company may be encountering when doing business in Africa.

This year, we will be focusing on the vast and diverse expertise our own members in the Business Services sector have. From smaller consultancy firms to larger financial institutions, our member base (of over 350 companies) harbours many such service-oriented companies that can assist the Dutch private sector whilst doing business in Africa. This event will centre on giving these companies the spotlight, and in this way, give you the opportunity to connect with the expertise you need to achieve business success in African markets.

Whether you are a representative of an SME, a corporate entity, a start-up, an importer or exporter, the Africa Insights Forum will be a fantastic opportunity for you to network with 125-150 like-minded Africa-focused enterprises, to forge the partnerships you need and reach your strategic goals.



IRENE VISSER
Managing Director
NABC



Participants
125 - 150



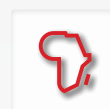
Networking



Business
Development



Entertainment



Africa
Business
Insights

Attending companies can benefit from several activities during the day. Our venue inside the Wereld Museum consists of two main areas. Different activities will take place in both of these areas simultaneously.

AREA 1 - Balzaal

- ▷ **Expert matchmaking session:** this will feature 10-15 small service providers (freelancers & small consultancy firms). At the beginning of the event, you will be able to sign up for short one-on-one sessions with these experts throughout the day.
- ▷ **Exhibition:** this will feature 5-8 stands from SMEs and larger companies, including consultancy firms and financial institutions.
- ▷ **Networking Area:** we will ensure that a section of the balzaal will be comfortably set-up for B2B networking throughout the day.

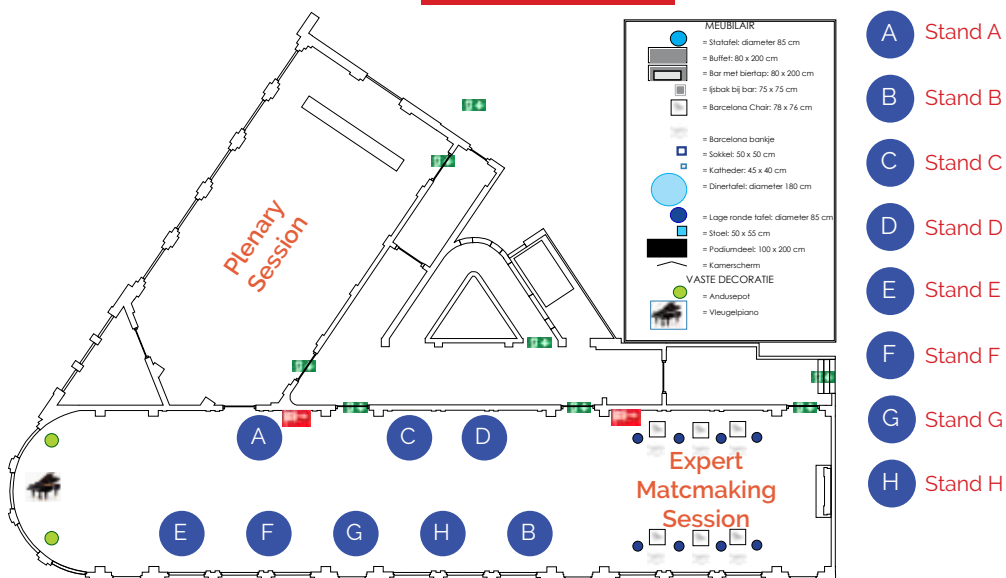


AREA 2 - Plenary room

- ▷ Insightful speeches from several keynote speakers such as Joel Kibazo, Managing Director of FTI Consulting, and Franklyn Lisk former Managing Director of UNAIDS
- ▷ Three panel sessions with focus on the following corresponding themes:
 1. Overcoming Human Resources barriers
 2. Overcoming Financial/Accounting/Tax/ Legal barriers
 3. Overcoming barriers concerned with a Lack of Market Knowledge.



Floorplan



The Wereldmuseum is situated in the stately Shipping Quarter, one of the most beautiful neighbourhoods in Rotterdam. The classical-style museum built on the banks of the River Maas was once the Yacht Club of Prince Hendrik.

Partnerships overview

STRATEGIC PARTNER

(2 slots)

Strategic Partners can shape the debate by delivering a keynote speech and have a large stand on the event floor. Strategic Partners enjoy premium visibility in all communication and branding on all event materials, including delegates bags, conference brochures, and on the NABC website.

EXHIBITION PARTNER

(8 slots)

Exhibition Partners will enjoy high visibility with their own stand located on the event floor. You will be able to realise your business objectives by inviting participants to sit down for short tet-à-tets at your own branded stand. As an Exhibition Partner, you will be mentioned in the floor plan of the brochure and will receive branding on all on- and offline communications, allowing you to expand your network by generating greater visibility for your products or services.

NETWORK PARTNER

(1 slot)

As a Network Partner, you will enhance your presence through premium branding placement on all communications and event materials including the program, sponsored delegates bags, event brochures, and on the NABC website. You may also display your own marketing materials on available racks and tables. Network Partners enjoy the best visibility the event has to offer, demonstrating their presence and commitment to Africa's emerging markets.

EXPERT MATCHMAKING

During the event there will be space for 10-15 individual experts or small consultancy firms to participate in the Expert Matchmaking Session. Based on a short expertise profile, event participants can register for individual matchmaking sessions with consultants, experts and experienced entrepreneurs. Participating Experts will gain visibility in the Event program and extensive coverage online.

Participation fees for Experts:

- €100,- for individual consultants (freelancers)
- €250,- for small consultancy firms (up to 5 employees)

BENEFITS

EXHIBITION PARTNER (8 SLOTS)	STRATEGIC PARTNER (2 SLOTS)	NETWORK PARTNER (1 SLOT)
3 Free Tickets	5 Free tickets	3 Free tickets
✓ Stand	✓ Keynote Speech (10 min)	
✓ Seat on Panel Session	✓ Stand	
✓ High Visibility	✓ Seat on Panel Session	
	✓ High Visibility	✓ High Visibility
		✓ Premium Visibility
€850,-	€2000,-	€1000,-

Prices
Excl. VAT

PRELIMINARY PROGRAM

Moderated by: Henry Bonsu, director and presenter on Colourful Radio

Time	Activity
13:15 – 14:00	Walk-in/registration/drinks/sign up for expert matchmaking
14:00 – 14:15	Opening remarks by NABC & Wereld Museum
14:15 – 14:30	Keynote speech by Franklyn Lisk, former Managing Director of UNAIDS, Human Resources in Africa
14:30 – 15:00	THEME 1 PANEL DISCUSSION: Overcoming obstacles concerned with HR.
15:15 – 15:30	Coffee break
15:30 – 15:50	Q&A with NABC and Baker Tilly Berk about the Doing Business in Africa whitepaper
15:30 – 16:05	Keynote speech by Joel Kibazo, Managing Director of FTI Consulting
16:05 – 16:35	THEME 2 PANEL DISCUSSION: Bridging the knowledge gap: Market Research
16:35 – 16:50	Coffee Break
16:50 – 17:05	Keynote speech: Strategic partner (TBC)
17:05 – 17:45	THEME 3 PANEL DISCUSSION: Overcoming obstacles concerned with Finance/ Accounting/ Tax/ Currency
17:45 – 22:00	Exhibition & Expert Matchmaking
	Cocktail bar by Chivas
22:00	Event Ends