

BUSINESS WEEK AFRIKA



THEME

**Empowering African Entrepreneurs for
Economic Growth**

NAIROBI EDITION 12TH - 13TH AUGUST 2024

Introduction to Business Week Afrika

- **Business Week Afrika (BWA) is an entrepreneur support organisation founded to Empower African Entrepreneurs with knowledge, skills, networks, and opportunities to drive economic growth across the continent.**
- **With over 80% of employment in Africa stemming from small and medium enterprises and startups, BWA aims to streamline the entrepreneurship process by providing essential resources, guidance, networking opportunities, and assistance in reaching new customers across various African markets.**
- **Our vision is to build a vibrant ecosystem that fosters cross-country-industry collaboration, driving economic development and positive change throughout the continent.**

Event Overview

Join us for a transformative two-day business summit in Nairobi on the 12th and 13th of August 2024, where 2000 African entrepreneurs from across the continent converge to connect, collaborate, and showcase their ventures. This large-scale exhibition, trade show, and conference provide a platform for entrepreneurs and ecosystem enablers to display innovations, network, foster new business opportunities, and engage in discussions on enhancing the entrepreneurship landscape. Through this event, we aim to empower entrepreneurs to do business more effectively, stimulate job creation, and drive economic growth, all while experiencing the vibrant city of Nairobi. Experience the vibrant host city of Nairobi while seizing opportunities to elevate your business and contribute to the flourishing African business ecosystem.

Event Name: Business Week Afrika 2024 Annual Summit

Date: August 12th and 13th, 2024

Location: Nairobi, Kenya

Attendees: 2000 African entrepreneurs from across the continent

Objective: To connect, collaborate, and showcase ventures while providing a platform for learning, networking, and fostering new business opportunities.

What To Expect

- **Engaging exhibitions showcasing cutting-edge innovations, products, and services from entrepreneurs and ecosystem enablers across the continent.**
- **Insightful summits featuring panel discussions from industry leaders, providing valuable knowledge and insights into current trends and future prospects.**
- **Networking sessions to connect with like-minded professionals and explore potential collaborations and partnerships.**
- **Virtual reality experiences and training sessions to acquire knowledge and skills that will help entrepreneurs do business better.**
- **Media Corner**

(Summits) and Their Goals

Productive brainstorming sessions where the participants of the conference in specific industries network, share their entrepreneurial journeys have an indepth conversation, educate one another and celebrate their achievements. Sessions include a 30 minute panel discussion with industry leaders or experts as panelists.

1. Green Economy.

Empowering African entrepreneurs to cultivate sustainable and climate-friendly businesses. "Our objective is to empower African entrepreneurs with the knowledge and tools to integrate sustainable practices into their businesses, thereby fostering economic growth while safeguarding the environment through impactful climate action initiatives."

2. Market access.

Movement of products and market access easier in the continent easier

"Our goal is to empower African entrepreneurs by facilitating easier market access and streamlined movement of goods, while providing comprehensive education on navigating and tapping into these markets to seize lucrative business opportunities.

3. Finance | Investment

Facilitating seamless access to funding, payment systems . "Our objective is to streamline access to funding, simplify payment processes, and optimise cash flow for entrepreneurs across the continent, fostering a conducive environment for sustainable business growth and innovation."

4. Diversity & Inclusion.

Fostering inclusivity and diversity within the entrepreneurial landscape of the continent. "Our objective is to foster inclusivity and diversity within the entrepreneurial landscape of the continent by actively engaging and empowering youth, women, and differently abled individuals, ensuring equitable access to opportunities and enabling them to thrive as entrepreneurs in the African business ecosystem."

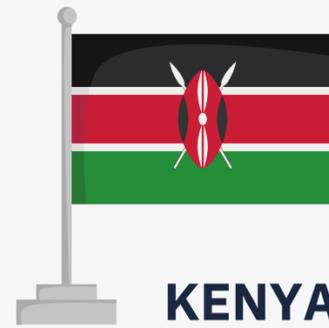
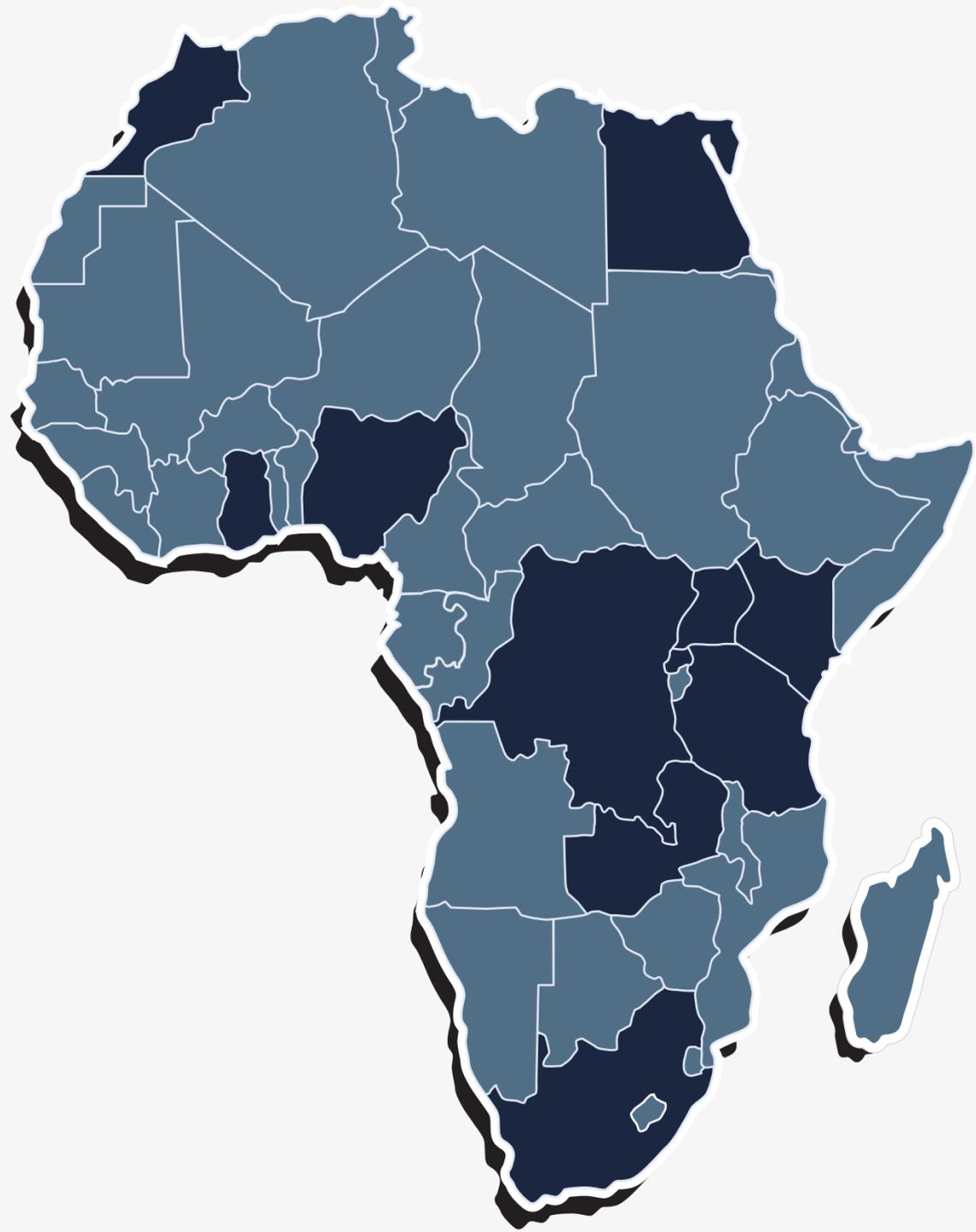
5. Development World - Jobs, Knowledge, Skills

Our objective is to democratise access to knowledge, essential skills, and networking opportunities for entrepreneurs in Africa, empowering them to scale their businesses effectively, catalyse sustainable economic growth across the continent and provide vital employment opportunities across the continent.

6. Creative Economy And Digital Economy Summit

The Creative Economy and Digital Economy Summit is a curated gathering aimed at fostering innovation, collaboration, and growth within the creative and digital sectors. This smaller-scale summit provides a platform for entrepreneurs, industry leaders, and ecosystem enablers to converge, exchange ideas, and explore opportunities for economic advancement.

Countries Participating In The Exhibition



KENYA



UGANDA



TANZANIA



RWANDA



GHANA



NIGERIA



S. AFRICA



EGYPT



ZAMBIA



MOROCCO



D.R. CONGO

Why African Entrepreneurs Should Attend

01

Comprehensive Learning Experience

The summits within the conference offer a wealth of knowledge . A fantastic opportunity for African entrepreneurs to learn and grow in key areas like gaining important insights into how to better access markets and move goods efficiently, getting funding, and improving payment systems. It also focuses on teaching sustainable and eco-friendly business practices, which are becoming increasingly important and lastly highlighting the importance of building diverse and inclusive teams, providing you with strategies to make your business stronger and more innovative.

02

Networking Opportunities

The summit is an opportunity for entrepreneurs to network with over 2000 like-minded individuals from various countries across Africa. This event provides a perfect platform for forming new collaborations, establishing strategic partnerships, and uncovering numerous opportunities for growth and expansion. Engaging with diverse entrepreneurs will offer fresh perspectives and innovative ideas.

Why African Entrepreneurs Should Attend

03

Showcase your ventures

The event features a large-scale exhibition and trade show where entrepreneurs can showcase their products and services, gaining visibility and exposure among potential investors, customers, and business partners. This platform not only highlights their offerings but also opens up numerous opportunities for networking and forging valuable connections that can lead to future growth and success.

04

Access to funding markets

Provides entrepreneurs with direct access to funding markets, offering a unique opportunity to engage with finance experts, investors, and market access facilitators. This interaction is invaluable for exploring opportunities for funding, investment, and market expansion, helping to streamline the path to growth and success for your business. The summit acts as a catalyst, connecting you with the right resources and expertise to propel your venture forward.

Why African Entrepreneurs Should Attend

05

Showcase and experience different African cultures.

Offers a vibrant showcase of diverse African cultures. Entrepreneurs will experience an array of African culinary delights, traditional attires, and unique cultural expressions such as music, dance, and art from various regions across the continent. This cultural immersion enhances networking experiences, providing a deeper understanding and appreciation of the rich heritages that define and distinguish the African marketplace.

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BENEFITS OF PARTICIPATING IN THE EXHIBITION

B.W.A 2024



Increased Visibility:

Gain significant exposure in a competitive market by showcasing your brand to a concentrated audience of decision-makers, influencers, and potential customers from across the continent.

Networking Opportunities:

Connect with other business leaders, potential partners, and entrepreneurs to expand your professional network. The summit facilitates direct interactions that can lead to fruitful collaborations and partnerships.

Cultural Exchange:

Experience the rich cultural diversity of Nairobi and Africa at large, which can inspire new ideas and approaches in your business operations and strategies.





Market Expansion:

Leverage the platform to introduce your offerings to new markets and regions, tapping into the vast potential of the African economic landscape. This is an ideal setting to explore and penetrate markets that could be transformative for your business growth.

Customer Engagement:

Engage directly with existing and potential customers, gather feedback, and understand market needs firsthand. This direct interaction is invaluable for refining your products and services to better meet the needs of your target audience.



Learning and Development:

Participate in discussions and workshops focusing on the latest trends, challenges, and opportunities within the African business ecosystem. This learning experience can inspire innovation and improve your business strategies.

Brand Positioning:

Position your brand as a key player in the African business ecosystem. Exhibiting at such a prestigious event enhances your brand's credibility and stature within the industry.



Access to Investment Opportunities:

Meet and interact with potential investors who are looking for promising business ventures and startups to fund. This summit serves as a platform to attract investment that can drive the next phase of your growth.

Competitive Advantage:

By being part of a large-scale exhibition and trade show, you demonstrate your commitment to supporting and shaping the entrepreneurship landscape in Africa. This proactive engagement can set you apart from competitors.

How To Participate

01

Sponsorships

Join the movement. Walk together with us to the end.

02

Partnerships

Your brand logo or identity on all associated collateral both Online and offline.

03

Delegates

Facilitate interaction and dynamic discussions with other delegates.

How To Join B.W.A 2024.

04

Exhibition

A public display or presentation of objects, artworks, products, or information in a specific venue or space.

05

Attendee

Fully participate in and benefit from every activity, session, and networking opportunity offered throughout the two day event .

Buy A Ticket

Group Ticket

FOR A GROUP OF FIVE PEOPLE

KES 50,000.00

All Access Pass

KES 15,000.00

Early Bird

KES 12,000.00

All-Access Pass— “A comprehensive ticket granting you admission to the two-day summit, exclusive access to all associated activities, workshops, and networking events, alongside complimentary food and beverages throughout the entirety of the summit.”

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BOOKA

STAND

B.W.A 2024

Basic Stand.

USD 623 // KES 84,000

- **3M*3M Exhibition Booth** At The B.W.A
- **3 All Access Passes**
- **Seats and Tables**
- **Company Identity or Logo On The Event Website**

Premium Stand.

USD 1,085 // KES 114,000

→ **3M*9M Exhibition Booth** At The B.W.A

→ **6 All Access Passes**

→ **Customised Attendance Footage Of Your Presence or Attendance At The Event Both In Video and Picture Form**

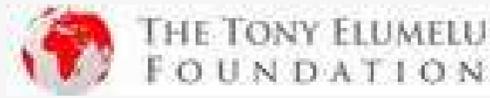
→ **Episode feature at the media corner**

→ **Company Identity or Logo** On The Event Website and The Official Media Banner At The Event Venue

→ **Display Screens For Presentations** At Your Exhibition Booth

→ **Mentions On The Pre Event's Media Tours In Kenya and The Other Countries Involved**

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Get In Touch

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