

SPONSORSHIP PROPOSAL



**GLOBAL AFRICA
FREE TRADE
LEADERSHIP FORUM**

**THEME
FREE TRADE LEADERSHIP:
A TOOL FOR
ACCELERATING
ECONOMIC
GROWTH
AFRICA**

DATE MARCH 14-15 2024 | VENUE: ABIDJAN, CÔTE D'IVOIRE
globalafricaleadershipcouncil@gmail.com

Dr. Toby Malichi Institute for Africa Free Trade Leadership
Global Africa Leadership Council
KOFF Global Corporation

INVITATION

We cordially invite you to be part of an exciting event!

By helping sponsor Global Africa Free Trade Leadership Forum 2024, your organization will be able to introduce your programs and services to a unique audience of international development practitioners, government officials, thought leaders, investors, financiers, and development partners. The relationships that you will build at this conference can lead to long lasting collaboration well beyond the close of the event.

Please take a few minutes to read our proposal.

To reserve your place at the conference, choose the sponsorship option most appropriate for your organization and contact us at your convenience. Please note that the sponsorship conditions are flexible, and we will work with you to customize your presence and provide your product or program with the most beneficial exposure.

To join our team, please contact Dr. Jean Narcisse Djaha at info@jeannarcissedjaha.com

**ABOUT DR. TOBY MALICHI INSTITUTE FOR AFRICA FREE TRADE
LEADERSHIP**

The Dr. Toby Malichi Institute for Africa Free Trade Leadership was established in January 2023.

The chief objective of the institute is to facilitate the execution of sound free trade agreement and policies on the African continent. The institute also assesses global trade-related challenges through the ongoing adoption of the African continental free trade agreement and seeks to achieve the following objectives:

- Provide sound and objective trade leadership analysis to stakeholders.
- Enhance the international trade policy landscape in Africa through practical proposals.
- Ensure that free trade agreements and policies related to the African continent improve economic conditions.
- Enhance the importance of trade in building national competitiveness and economic leadership.
- Promote Regional Integration by working in collaboration with the Regional Economic Communities (RECs) and African trade organizations to strengthen institutional capacity in managing trade processes and trade analysis (ECA).

To learn more about us, visit our website: <https://tobymalichiinstitutefor africaf.godaddysites.com>

ABOUT GLOBAL FORUM

The Global Africa Free Trade Leadership Forum gathers exceptional leaders and experts to discuss international trade relations, sustainable trade conduct, trade policy challenges, provide new directions and ideas into international trade exchanges. The aim of the Forum is to promote sustainable global trade, smart trade, sound international free trade policy decisions and international supply chains, technology, and trade, as well as advancing the importance of leadership in successful trade competition development.

As in previous years, Global Africa Free Trade Leadership Forum is organized by the Dr. Toby Malichi Institute for Africa Free Trade Leadership of Global Africa Leadership Council in partnership with KOFF Global Corporation, Center for Africa Competitiveness, Global CEO Development Hub, Cote D'Ivoire Going Global, and Global Business Diplomats for Africa.

It also involves the collaboration and participation of the 50 international partners of the Global Africa Free Trade Leadership Forum and Global Business Diplomacy Forum of Global Business Diplomacy Forum

Please visit our website for more information:

EXPECTED AUDIENCE

The Global Africa Free Trade Leadership Forum 2024 will have more than 5000 participants:

65% - Private sector institutions

35% - Government, non-governmental, and international organizations; academic, justice, and international financial institutions and think tanks from around the world. Below is a short list of these organizations, think tanks and institutions that we are inviting:

African Union
Government of Cote D'Ivoire
Development Export Canada
African Continental Free Trade Area (AfCFTA)
Regional Economic Communities
Common Market for Eastern and Southern Africa
World Fair Trade Organization
World Trade Centers Association
India Africa Trade Council
African Development Bank;
Asian Development Bank
Prosper Africa
African Coalition for Trade
East African Development Bank
European Investment Bank
European Commission
Inter-American Development Bank
Harvard University
Islamic Development Bank
Japan International Cooperation Agency
Millennium Challenge Corporation
OPEC Fund for International Development (OFID)
OECD
And many more.

2024 SPEAKERS

Throughout the forum more than 100 eminent experts will share their thoughts including challenges and opportunities with the implementation of free trade leadership across Africa.

Patrick Achi, Prime Minister, Republic of Côte d'Ivoire, Head of Government

M. Souleymane Diarrassouba, Minister of Trade, Industry and Promotion of SMEs of Cote D'Ivoire

John Denton, Chief Executive Officer, International Chamber of Commerce

Dr. Toby Malichi, Hon. D.Bus., D.H.L., Founding Executive Chairman and Global Head of Development, Investment & Diplomacy of The Malichi Group Worldwide, LLC.

Dr. Akinwumi Adesina, President, African Development Bank

Wamkele Mene, Secretary-General, AfCFTA Secretariat

M. Souleymane Diarrassouba, Minister of Trade, Industry and Promotion of SMEs of Cote D'Ivoire

Fred Oladeinde, President at The Foundation for Democracy in Africa; Chairman, the AGOA CSO Network

Albert Muchanga, African Union Commissioner for Trade and Industry at Department of Infrastructure and Energy, African Union Commission

Bruno ROTH, Chef d'Entreprise, spécialiste en Stratégie et Développement International sur l'Afrique Subsaharienne - Conseiller du Commerce Extérieur de la France - Consul Honoraire de la Côte d'Ivoire en Région Grand Est

Thierry Badou, Directeur de l'Attraction des Investissements – CEPICI, Côte d'Ivoire

Papa Amadou SARR, Executive Director at Agence Française de Développement

Julien Delcourt, Directeur (Délégué) Eurocham Côte d'Ivoire et Superviseur AIESEC Côte d'Ivoire

Fabrice Le Saché, Chair SME & Entrepreneurship Committee, BusinessEurope

Laurent Saint-Martin, CEO / Directeur général chez Business France

Marie-Albane PRIEUR, Head of Export Development Department at Bpifrance chez Bpifrance

THIS YEAR'S THEME

The theme for 2024's conference is **"Free Trade Leadership: A Tool for Accelerating Economic Growth in Africa."**

REGIONAL FOCUS: WEST AFRICA

Each year, the Global Africa Free Trade Leadership Forum takes an in-depth look at the trade and economic developments in a particular country or region in Africa. The past one year has focused on countries in West Africa. This year, the Global Africa Free Trade Leadership Forum will focus on West Africa. This will include an exploration of how the implantation of trade solutions and economic development have evolved in all sub- continental West Africa.

FORUM EVENT FORMATS

Studies have shown we remember little of what we hear at conferences. People forget, and they forget fast.

This is largely due to the learning formats used. The more interactive, collaborative, and needs-focused the sessions are, the better you remember and use the knowledge.

To maximize learning outcomes, Global Business Diplomacy Forum 2024 will experiment with a variety of new formats. These include:

- Based on a co-construction approach, the Forum will feature plenary sessions, thematic workshops, B2B exchanges, exhibitions, and discovery tours of Abidjan and its potential and opportunities.
- Knowledge Café: an open discussion on a topic of mutual interest aimed to surface collective knowledge, and facilitate sharing of experiences, ideas and insights.
- Master class: highly interactive workshops run by a trained facilitator and a seasoned expert allows experts to communicate experiential knowledge and know-how.
- Hard talk: fast-paced, personal and highly interactive interviews. Well-known and respected thought leaders can be interviewed in a TED-style hard talk format.

SPONSORSHIP BENEFITS

Official sponsor: USD \$15,000

Display booth in atrium

Half page announcement in Program

Logo on Program and conference materials

Opportunity to address conference participants during Event.

Inclusion in website advertisement for one-year

Recognition as Gold Sponsor in all e-materials

5 Registrations for the Forum

Platinum sponsor: USD \$10,000

Display booth in atrium

Half page announcement in Program

Logo on all Official Conference e- materials

Inclusion in the website advertisement for nine months
Opportunity to address conference participants during Event.
4 Registrations for the Forum

Gold Sponsor USD \$8,000

Logo on all Official Conference e- materials
Inclusion in the website advertisement for six months
Recognition as Silver Sponsor in all e-materials
Acknowledgement in program
Logo on Program and conference materials
3 passes for the Forum

Silver Sponsor \$7,000

Logo on all Official Conference e- materials
Recognition as Bronze Sponsor in all e-materials
Inclusion in the website advertisement for 3 months
2 Registrations for the Forum

Media Sponsor \$1,000

Recognition as Media Sponsor in all e-materials
Audio-visual services and media production, such as video recordings, webcasting, photography, TED lighting, live poll services, technicians at the venue, etc.
Inclusion in the website advertisement for 3 months
Recognition as a Media Sponsor in all Program Materials
logo on during and post-event video-materials
1 Registrations for the Forum

To join our team, please contact Dr. Jean Narcisse Djaha on +1 757 738-0799 or at globalafricaleadershipcouncil@gmail.com or info@jeannarcissedjaha.com

EVENT DETAILS

When: March 14-15, 2024

Where: Abidjan, Cote D'Ivoire

ORGANIZING TEAM

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