

The Netherlands-African Business Council presents:

AFRICA WORKS!

INNOVATION IN FINANCE

INTERNATIONAL CONFERENCE

10 – 11 NOVEMBER 2016

ROYAL TROPICAL INSTITUTE
AMSTERDAM

Partner Packages

www.africaworks.nl

AFRICA WORKS!

INNOVATION IN FINANCE

PARTNER PACKAGES

AFRICA WORKS! | 10-11 November 2016 | Royal Tropical Institute | Amsterdam

PREFACE

This third edition of NABC's flagship conference Africa Works! promises to be a prominent B2B platform that focuses on Africa's growing economies.

Africa Works!, founded in 2012 by the Netherlands-African Business Council (NABC) and the African Studies Centre (ASC), is a leading international symposium dedicated to inform, inspire, connect, and catalyse the private sector with Africa's business opportunities.

This year our theme is 'Innovation in Finance'. With its unique resources and sheer size, Africa is now taking the lead in the development of inventive products and services that require smart, innovative, and practical financing solutions.

Whether you are a representative of an SME, a corporate entity, an entrepreneurial startup, or a non-profit organisation, Africa Works! is the best way to get caught up on new solutions and developments in the financial sector. Further, participants will have the chance to network with representatives from the financial industry such as investment funds, banks, and other service providers.

As an Africa Works! partner you will seize the opportunity to realize your objectives relative to African economic development, be it via thought leadership, business development, increased visibility, brand exposure or by simply demonstrating your commitment to the African growth story.

In this brochure you can read more about Africa Works! and the available partner packages. Please contact us to discuss how the conference can best fit your specific needs.

We are looking forward to partnering with you during Africa Works! 2016.



IRENE VISSER

Managing Director
Netherlands-African Business Council

AFRICA WORKS! INNOVATION IN FINANCE



Africa Works! 2016 provides a platform to raise capital, boost transactions and support new policies for investment and private sector growth; participants will focus on gaining access to finance for companies and entrepreneurs.

Africa Works! is well-established and will bring the top minds from the financial sector together to support bankable projects, ideas, and innovations and allow them to share their experience, best-practices, and lessons learned with entities in the public and private sectors.

We aim to bring together the industry leaders of prominent banks, financial institutions, investment funds and companies. This ensures a high-profile audience that will get acquainted with conference partners and will learn how you shape the debate.

In addition to plenary sessions, the event will feature an exhibition showcasing financial solution providers for companies and start-ups. Furthermore, informative and dynamic workshops will be hosted focused on the following sub-themes of 'Innovation in Finance':

FINTECH

How financial technology will shape the business practices of the future, and how companies can profit from it.

FINANCING BUSINESSES

The challenges and opportunities related to gaining access and minimizing costs of finance for investors and companies.

FUNDING FACILITIES

Funds and instruments available for SMEs and entrepreneurs.

ACCESS TO FINANCE

The best way to raise and mobilize sufficient capital for bankable projects across Africa.

REGULATION & INNOVATION

Regulating financial innovation, practice, and challenges.

PE & VC FOR DEVELOPMENT

The role that Private Equity funds and Venture Capitalists play in increasing access to finance and lowering the cost of capital.

ABOUT AFRICA WORKS!

Africa Works! is a thematic conference organized to position, promote, and market the African continent as a valuable trade and investment destination.

Many prominent partners have raised the bar during the thematic sessions, making Africa Works! the unique conference it is today.

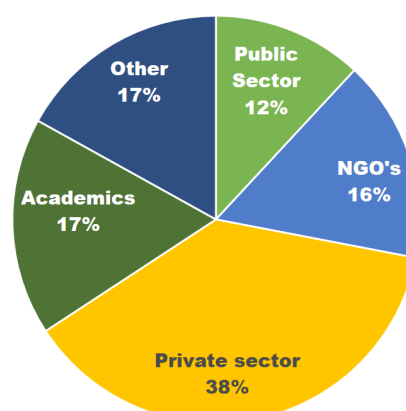
Africa Works! is a high-profile B2B platform that shows thought leadership on doing business in Africa. The conference connects public and private sector stakeholders, thereby playing a crucial role in transforming Africa's regions and creating globally competitive economies.

Since its launch in 2012, Africa Works! founding partners NABC and the African Studies Centre, have tuned and tailored this signature platform to better serve the needs of our clients, partners, and keynote speakers.

AFRICA WORKS! 2012 & 2014 AT GLANCE

- 1000+** Participants
- 40+** Thematic Workshops
- 40+** Exhibition Stands
- 16** High-Profile Keynote Speakers

PARTICIPANT DEMOGRAPHIC AW! 2014



MAIN PARTNERSHIP PACKAGES



STRATEGIC PARTNER (4 SLOTS)

As a Strategic Partner you can shape the debate by delivering a keynote speech, moderating a themed workshop, having a large stand during the exhibition in the Marble Hall and/or participating as panel member. Strategic Partners enjoy premium visibility and branding on all conference materials, including delegates bags, conference brochures, and on the Africa Works! website. Strategic Partners also benefit from access to special B2B meeting rooms where they can invite clients to sign memorandums.

NETWORK PARTNER (6 SLOTS)

As a Network Partner you will enhance your presence through premium branding placement on all conference materials, including the conference program, sponsored delegates bags, conference brochures, and on the conference website. You may also display your own marketing materials on available racks and tables. Network Partners enjoy the best visibility the conference has to offer, demonstrating their commitment to the African growth story.

CONTENT PARTNER (10 SLOTS)

As Content Partner your main focus is to show thought leadership by moderating a themed session, having a stand in the Marble Hall, and/or participating as panel member. You will enjoy branding on conference materials and on our website. You will be able to share your content via our website and feature your company in an interview or article in the NABC Magazine 2017.

STAND PARTNER (16 SLOTS)

As a stand partner you will expand your network by generating greater visibility for your products or services during the exhibition that takes place in KIT's magnificent Marble Hall. You will be mentioned in the floor plan of the brochure, will receive branding in the Africa Works! newsletter, and on the conference website. This is your chance to be a part of the buzz that the marketplace generates during the conference; previous partners have expressed great enthusiasm for the notable success of the exhibition stands.

CONFIRMED KEYNOTE SPEAKERS



AMINE BOUABID
CEO
Bank of Africa



GUIDO BOYSEN
CIO
Grofin



RUURD BROUWER
CEO
TCX Investment
Management



EDWARD EFFAH
MD & CEO
Fidelity Bank



NANCY KACUNGIRA
News Anchor
KTN Kenya



TOMI DAVIES
President
African Business
Angels Network

CONFIRMED PARTNERS



FMO
Strategic Partner



MINISTRY OF FOREIGN AFFAIRS
Strategic Partner



KIT
Hosting Partner

KIT

**CLIFFORD
CHANCE**

CLIFFORD CHANCE
Content Partner

OVERVIEW OF PARTNERSHIP PACKAGES

| | Strategic Partner | Content Partner | Network Partner | Stand Partner |
|---|-------------------|-----------------|-----------------|---------------|
| Free tickets | 5 | 3 | 3 | 1 |
| Keynote presentation | • | | | |
| Company logo in all AW! 2016 materials | • | | | |
| Double stand in exhibition hall | • | | | |
| Interview or article in NABC Magazine 2017 | • | • | | |
| Create and moderate an AW! 2016 themed workshop | • | • | | |
| Dedicated webpage on AW! 2016 website | • | • | | |
| Half-Page advert in conference brochure | • | • | • | |
| Branding via AW! 2016 and NABC website, social media & newsletters | • | • | • | |
| Single stand in exhibition hall | | • | • | • |
| Branding via AW! 2016 website, social media & newsletters | • | • | • | • |
| Logo on floorplan of exhibition | • | • | • | • |
| Logo in conference program | • | • | • | • |
| <p>For more information about the partner packages, feel free to get in touch with our Head of Operations Heleen Keijer via: +31 (0)70 304 3621 or via: africaworks@nabc.nl.</p> | | | | |

CONFERENCE ORGANISER



NABC is the leading Dutch organization for trade and investment facilitation on the African continent.

Our member network of 400 companies ranges from different sectors, regions, and industries but are all bound by the same goal: to play a crucial role in the African growth story.

NABC AT GLANCE

- 600+** Companies introduced to Africa
- 60+** Trade Missions to Africa
- 50+** Trade Missions to the Netherlands
- 42** Countries impacted
- 400** Member Companies
- 2** Africa Works! Conferences

INSPIRE

INFORM

CONNECT

CATALYSE

PREVIOUS AFRICA WORKS! PARTNERS



Ministry of Foreign Affairs of the Netherlands



Rabobank



PRELIMINARY PROGRAM



| DATE | TIME | DESCRIPTION |
|----------------------|---------------------------|--|
| DAY 1 November 10 | Morning session | <ul style="list-style-type: none">• Opening remarks• Keynote speakers• Panel session |
| | Afternoon sessions | <ul style="list-style-type: none">• 12 Workshops (6 Parallel sessions) |
| | End of afternoon | <ul style="list-style-type: none">• Wrap-up & closing remarks• Network reception |
| DAY 2 November 11 | Morning session | <ul style="list-style-type: none">• Opening remarks• Keynote speaker |
| | Afternoon session | <ul style="list-style-type: none">• Four regional sessions organized by NABC's strategic regional partners |
| | End of afternoon sessions | <ul style="list-style-type: none">• Wrap-up & closing remarks• Network lunch & reception |

PHOTO GALLERY



"The Africa Works! Conference provided a very effective platform on which public sector, private sector, civil society and knowledge institutions from the Netherlands and Africa could meet and interact. The Dutch Diamond in practice!"
Marcel Beukeboom
Ministry of Foreign Affairs

"AW! brings together NGOs, knowledge institutions, government and companies who understand the opportunities and challenges in African countries, AW! plays an important role in bridging the gap between practice and research."
Robert van Kats
DASUDA



ROYAL TROPICAL INSTITUTE (KIT)



HOSTING PARTNER AFRICA WORKS! 2016

In 1926, after eleven years of construction, the monumental KIT was completed. It is designed in neo-renaissance style, upon instruction from the Colonial Institute, and was founded in 1910 by private individuals and authorities.

This was one of the first collaborations between private individuals and the public sector. From here, research was conducted in the area of trade, anthropology, healthcare and trade. More than 10 artists worked tirelessly on the sculptures, woodcarvings and wrought iron that adorn the building; the art portrays aspects of trade, industry, and foreign affairs, and honours the founders of the institute and KIT's accomplishments. The Marble Hall, a reception hall with twelve types of marble, is the centerpiece of the building.

The KIT is the perfect location for Africa Works! and NABC is proud to have KIT as the Hosting Partner of the conference.



TEAM AFRICA WORKS! 2016



IRENE VISSER

Director



MACKENZIE MASAKI

Content



HELEEN KEIJER

Operations



MARINA DIBOMA

External Affairs



PEDRO BESUGO

Content



DAAN VREEBURG

Marketing



ALEXANDRA ALINK

Coordinator



EVAN LAZAR

Finance



BEN ZWINKELS

Senior Advisor



CHIBUIKE UCHE

Senior Researcher