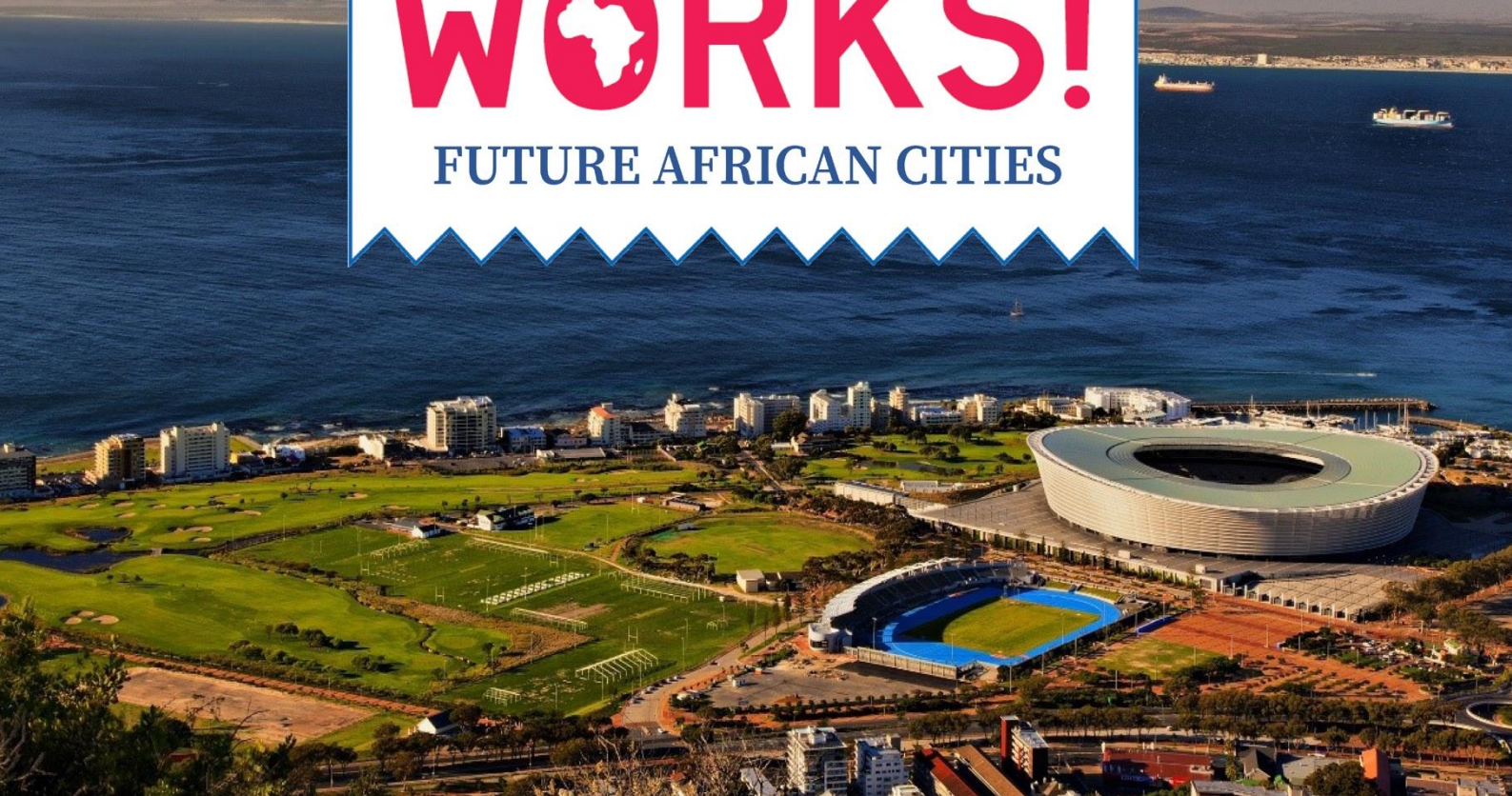


Afrika-Verein
der deutschen Wirtschaft

AFRICA WORKS!

FUTURE AFRICAN CITIES



PARTNER PACKAGES

19 – 20 SEPTEMBER 2018

VAN NELLE FABRIEK

ROTTERDAM

Africa Works! | 19-20 September 2018 | Van Nelle Fabriek |
Rotterdam

PARTNER PACKAGES

Africa Works! | 19-20 September 2018 | Van Nelle Fabriek | Rotterdam

PREFACE

This fourth edition of NABC's flagship conference Africa Works! promises to be a prominent and leading B2B platform that focuses on Africa's growing and thus, Future Cities.

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

This year, NABC has chosen the theme "Future African Cities" for this conference. This theme will give you the adequate tools to delve deep and gain insights onto Future African cities as they transform themselves into resilient, inclusive centres of economic growth.

Whether you represent a multinational, an SME, a corporate entity, an entrepreneurial startup or a non-profit organisation, Africa Works! is the foremost conference to have a grasp of new trends, challenges and future outlook of the infrastructure and energy sectors.

Moreover, this prestigious two-day conference will give you, as a partner, the chance to network with representatives from the Energy and Infrastructure industries.

As an Africa Works! partner, you will seize the opportunity to realise your objectives relative to African urban and economic development, be it via leadership, business development, increased visibility, brand exposure or by simply demonstrating your commitment to the African growth success 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 look forward to partnering up with you during Africa Works! 2018.



Peter de Ruiter

Managing Director
NABC

AFRICA WORKS! FUTURE AFRICAN CITIES

Main Theme

After a group of 20 African National governments reported spending US\$ 42.2 billion on infrastructure in 2012. Infrastructure spend for sub-Saharan countries is expected to reach US\$ 180 billion per annum by 2025. Sectors with the highest budget allocations were transport (36%) and energy (30%). (pwc Trends, challenges and future outlook, Capital projects and infrastructure in East, West and Southern Africa, November 2014) Consequently, two themes were composed for this edition of Africa Works!

Sub Theme Day 1:

Building Future African Cities

Sectors :

Infrastructure (Roads, ports, railways)	Housing and commercial development	Financing urban development	Water and Sanitation for cities
--	--	-----------------------------------	---------------------------------------

Objectives :

Showcase a number of the infrastructure, housing and commercial development, water and sanitation capital projects in Africa; and provide a platform for suppliers, financiers, contractors, project developers and governments to interact and network.

Sub Theme Day 2:

Powering Future African Cities

Sectors:

Energy (Oil & Gas) infrastructure and logistics	Energy (Renewable) infrastructure and logistics	Off grid & small grid solutions	Financing energy developm ent
--	--	--	--

Objectives:

Highlight untapped opportunities in the energy sector in Africa; Show case some case studies for energy projects across Africa; provide a platform for suppliers, financiers, project developers and governments to network.

Overview of Partnership Packages

These packages ensure your company's presence and visibility throughout the 2 days of the conference

	Platinum Partners	Strategic Partners	Stand Partners
Free tickets	5	2	2
Logo in conference program	•	•	•
Logo on floor plan of exhibition.	•	•	•
Branding via AW2018! Website, social media & newsletters.	•	•	•
Single stand in exhibition hall	••	•	•
Branding via AW!2018 & NABC website, social media & newsletters	•	•	•
Half-page advert in conference brochure	•	•	•
Create and moderate and AW! 2018 themed workshop	•	•	
Interview or article in NABC Magazine 2019	•		
Company logo in AW! 2018 material	•		
Keynote Presentation	•		
Prices <i>exl VAT</i>	€ 50 000	€ 20 000	€ 7.500

Partner Packages: Description

Platinum partners

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

Strategic partners

As a Premium 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 racks. Premium Partners enjoy the best visibility the conference has to offer, but you do not necessarily want to be involved during the conference.

Stand partners

As a Stand Partner your main focus is to show thought leadership by moderating a themed session, having a stand in exposition 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 2019.

WHY PARTICIPATE?

For You as A Partner: Whether you are looking to acquire knowledge on what are the most efficient means to build an African City through infrastructure, housing and commercial development, financing urban development. Africa Works! offers countless invaluable workshops that in the past were organised by high-profile partners such as FMO, RVO, NpM and VC4Africa.

WHAT DO YOU GET OUT OF IT?

Conditions are subject to change according to the package you choose.

- 1) A 4m² stand dedicated to expose your company
- 2) Countless, invaluable contacts allowing you to expand your repertoire.
- 3) Branding on our promotional material, enabling your to become a top-of-mind brand during the conference

Conference Organisers

NABC is the leading organization for trade and investment facilitation for Africa in the Netherlands. NABC's purpose is to inform, inspire, connect and catalyse businesses with Africa's opportunities and to empower businesses to make confident decisions about when, where and how to do business in Africa. NABC manages a community of more than 350 diversified and engaged companies.

NABC AT GLANCE

- 600+** Companies introduced to Africa
- 70+** Trade Mission to Africa
- 42** Countries Impacted
- 370** Member Companies
- 3** Africa Works! Conferences

Inform, Inspire Catalyse & Connect



The German-African Business Association (Afrika-Verein der deutschen Wirtschaft) supports German businesses with their involvement on the African continent. Members profit from its decades-long experience in Africa related issues and a wide network in Africa, Germany and the world. The Association was founded in 1934. Now, in 2018 we have around 600 members. Our members are mainly German, but also African incorporations, institutions and private individuals.

AFRIKA-VEREIN AT GLANCE

Political Dialogues Placing Africa on the political agenda.

Forums and Discussions: Establishing the space for exchange and networking. International country and industry forums.

Delegation Tours: Granting exclusive on-site insights through business trips every year.

1st ever Africa Works! Conference

Over 80 years in the service of German-African Economic Relations



PRELIMINARY PROGRAM

Date	Time	Description
Day 1 September 19th	Morning Session	Opening remarks: NABC & van Nelle Fabriek Key note speakers Panel session
	Afternoon Sessions	8 workshops (4 parallel sessions)
	End of Afternoon	Wrap-up & Closing remarks Networking reception

Date	Time	Description
Day 2 September 20th	Morning Session	Opening remarks Key note speakers
	Afternoon Sessions	Four regional sessions organized by NABC's strategic regional partners
	End of Afternoon	Wrap-up & closing remarks Lunch & reception

PHOTO GALLERY



Africa Works! | 19-20 September 2018 | Van Nelle Fabriek | Rotterdam

VAN NELLE FABRIEK

HOSTING PARTNER AFRICA WORKS! 2018



As the most prominent industrial monument in the Netherlands, the former Van Nelle Factory was declared a UNESCO World Heritage Site in June 2014. Designed by Brinkman & Van der Vlugt, the factory is a classic example of the Nieuwe Bouwen school of Dutch modernist architecture, built between 1927 and 1930. The ingenious building was designed to provide all the facilities for the employees close at hand, keeping the building fully above-ground to create air, light and space.

Meetings, conferences and events in the Van Nelle Factory.

Until well into the 1990s, the Van Nelle Factory still produced tobacco. The complex was renovated and redesigned in 2000. Since then, it has housed a wide range of media and design firms and offers 12 rooms that can be booked for meetings, conferences and events for up to 5,000 people. Rotterdam being an up and coming city, this perfectly suits the theme of Africa Works! this is why, Van Nelle is the perfect location, and NABC is proud to have the Van Nelle Fabriek as the Hosting Partner of the conference.

