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.

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
ABOUT AFRICA WORKS!

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! 2016 is well-established and will bring together the top minds from the financial sector, allowing them 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, supporting bankable projects, ideas, and innovations. This will ensure a that a high-profile audience will hear your message and see your branding.

In addition to plenary sessions, the event will feature a marketplace showcasing financial solution providers for companies and start-ups and showcase informative and dynamic workshops focused on the following subthemes 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.

AFRICAWORKS! 2012 & 2014 AT GLANCE

**1000+** Participants

**40+** Thematic Workshops

**40+** Exhibition Stands

**16** High-Profile Keynote Speakers

PARTICIPANT DEMOGRAPHIC AW! 2014

- **Private sector** 38%
- **Academics** 17%
- **Other** 17%
- **Public Sector** 12%
- **NGO's** 16%

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

Many prominent partner companies have raised the bar during the thematic sessions, making Africa Works! the unique platform that it is today.

Africa Works! is a prominent 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, NABC and Africa Works! founding partner the African Studies Centre, have tuned and tailored this signature platform to better serve the needs of our clients, partners and keynote speakers.
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 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 racks. Network Partners enjoy the best visibility the conference has to offer, all while demonstrating commitment to the African growth story.

CONTENT PARTNER (10 SLOTS)
As a 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’ll 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 coffee and lunch breaks that take place in KIT’s magnificent Marble Hall. You’ll be mentioned in the floorplan of the brochure and will be branded in NABC and Africa Works! newsletters and on the 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 marketplace stands.

PREVIOUS AFRICA WORKS! PARTNERS

[Images of previous partners]
# OVERVIEW OF PARTNERSHIP PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Strategic Partner</th>
<th>Content Partner</th>
<th>Network Partner</th>
<th>Stand Partner</th>
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<tbody>
<tr>
<td>Free tickets</td>
<td>5</td>
<td>3</td>
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<td>Key-note presentation</td>
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<td>Company logo in all AW! 2016 materials</td>
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<td>Double stand in exhibition hall</td>
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<td>Interview or article in NABC Magazine 2017</td>
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<td>Create and moderate an AW! 2016 session</td>
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<td>Dedicated webpage on AW! 2016 website</td>
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<td>Half-Page advert in conference brochure</td>
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<tr>
<td>Branding via AW! 2016 and NABC website, social media &amp; newsletters</td>
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<td>Single stand in exhibition hall</td>
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<td>Branding via AW! 2016 website, social media &amp; newsletters</td>
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<td>Logo on floorplan of exhibition</td>
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<td>Logo in conference program</td>
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<td>Prices</td>
<td>€15,000</td>
<td>€8,000</td>
<td>€5,000</td>
<td>€2,000</td>
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For more information about the partner packages, feel free to get in touch with our Head of Operations Heleen Keijer: +31 (0) 70 304 3621 or via africaworks@nabc.nl.
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 AfricaWorks! Conferences

PREVIOUS KEYNOTE SPEAKERS

**HER EXCELLENCY MAXIMA**
Queen of the Netherlands
United Nations Secretary General’s Special Advocate for Inclusive Finance for Development

**LILIANE PLOUMEN**
Minister for Foreign Trade and Development Cooperation in the Netherlands

**CHRISTIAAN REBERGEN**
Deputy Director-General for International Cooperation

**JULIA DUNCAN-CASSELL**
Minister of Gender and Development Liberia

**HON. BETTY OGWARO**
Member of Parliament
former Minister of Agriculture of South Sudan

**HANS OUWENDIJK**
CEO Vlisco Group

**BERRY MARTIN**
Executive board Rabobank

**MIGUEL PESTANA**
Vice-President Unilever
## PRELIMINARY PROGRAM

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>DAY 1</td>
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</table>
| November 10 | Morning session | • Opening remarks  
                     • Keynote speakers  
                     • Panel Session       |
| Afternoon sessions | • 12 Workshops  
                            (6 Parallel Sessions) |                                                                 |
| End of afternoon | Wrap-up & Closing Remarks  
                             • Network Reception |                                                                 |

| DAY 2  | Morning session | • Opening remarks  
                     • Keynote speaker          |
| November 11 | Morning session | • Four regional sessions organized by NABC’s strategic regional partners |
| Afternoon sessions | 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!”

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“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.”

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Marcel Beukeboom  
Ministry of Foreign Affairs

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, health care and trade. More than ten 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