

International Exhibition for Information and Communication Technologies dedicated to Africa

Under the auspices of The Ministry of Digital Economy, Telecommunication and Innovation, Ivory Coast

Under the auspices of The Ministry of Communication Technologies, Tunisia

6th
EDITION



SITIC
AFRICA
ABIDJAN
2022

TOWARDS

INNOVATIVE
DIGITAL SOLUTIONS

INTERNATIONAL FORUMS
FINTECH, E-HEALTH, INDUSTRY 4.0,
TRAINING 4.0, E-AGRICULTURE

30-31 MAY and
01 JUNE 2022
ABIDJAN, IVORY COAST

> AKWABA!

SPONSORSHIP FILE

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www.siticafrica.com

ORGANIZERS

IN PARTNERSHIP WITH





**ANNUAL MEETING
OF AFRICAN EXPERTS
IN DIGITAL**

**TRIANGULAR COOPERATION
FRANCE-TUNISIA-IVORY COAST**

**ACCESS TO NOVELTIES IN DIGITAL:
5G, IOT, INDUSTRY 4.0, BIG DATA,
BLOCK CHAIN...**

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1. SITIC AFRICA PRESENTATION

«MAKING AFRICA AN INTERNATIONAL DIGITAL HUB IS THE FIRST OBJECTIVE OF SITIC AFRICA, WHICH IS AN INTERNATIONAL DIGITAL EXHIBITION, FOCUSED ENTIRELY ON BUSINESS.»



SITIC AFRICA, a major Digital Exhibition in Africa:

SITIC AFRICA, International Exhibition of Information and Communication Technologies dedicated to Africa, is a referenced Digital Exhibition in Africa with the following objectives:

- To bring African professionals and contractors closer to the international supply.
- To create a platform for Afro-African digital exchanges.
- To open this African platform to triangular cooperation with Western Countries.
- To create a synergy of the digital sector with the other sectors of the economy through International Forums: Fin Tech, E-Health, Industry 4.0, Training 4.0, E-Agriculture ...

1. SITIC AFRICA PRESENTATION (following)

SITIC AFRICA, an International Digital Platform since 2016 :



- › 4 face-to-face editions took place in Tunis, each time bringing together some 200 Tunisian, African and International Exhibitors,
- › B2B meeting spaces have brought together more than 1000 bilateral professional meetings for each edition.
- › At each edition, International Sectoral Forums on digital transformation have been organized. It was a good opportunity to bring together the digital sector with the other sectors of the economy: Fin Tech, E-Health, Industry 4.0 ...
- › Since 2016, professional visitors have continued to increase from one edition to another. In 2019, more than 6,500 visitors including more than 300 African companies were registered.
- › The 5th edition, SITIC AFRICA 2020 was a virtual special edition due to the COVID 19 pandemic. It was broken down into 10 thematic webinars and 5 B2B meeting webinars organized with African countries. Over 100 panelists and over 1000 participants were registered.

6th SITIC AFRICA ABIDJAN 2022 edition from May 30-31 and June 01, 2022 in

- › Ivory Coast is the first African country to host SITIC AFRICA.
- › This International and Pan-African event will be organized in close collaboration with the Ivorian Authorities and in cooperation with other African Countries, particularly Sub-Saharan.
- › SITIC AFRICA ABIDJAN 2022 will see the implementation of the triangular cooperation France - Tunisia - Ivory Coast. A Pavilion of Honor will be dedicated to each of the 3 countries.

2. ORGANIZERS PRESENTATION

The International Exhibition for Information and Communication Technologies dedicated to Africa, SITIC AFRICA ABIDJAN 2022, in its sixth edition is organized by **Tunisie Afrique Export** in partnership with the Ivorian authorities and in collaboration with our French partner, NET Opportunity.

Tunisie Afrique Export aims to deliver Export Support Services to Tunisian exporting companies.

Led by Mr. Férid Tounsi, former State Clerk (General Director of API and CEO of CEPEX), Tunisie Afrique Export aims to create a platform for exchanges and partnership between Tunisian and African SMEs in the digital sector.

NET Opportunity is a French export consulting company to Africa. Its Manager, Mr. Bruno Roth is a Foreign Trade Advisor and a Honorary Consul of the Ivory Coast in Nancy for the Great Est of France..



2. ORGANIZERS PRESENTATION (following)

SITIC AFRICA 2022 is organized in partnership with:

- The Tunisian Professional Association of Banks and Financial Institutions (APTBEF), assembling 24 universal banks, 2 investment banks, 8 leasing companies and 2 factoring enterprises.
- The Arab Information and Communication Technology Organization, AICTO, an Arab Governmental Organization working under the aegis of the League of Arab States.
- The Tunisian Union of Industry, Trade and Handicrafts, UTICA. Created in 1947, it constitutes the most important Tunisian Employers Body.
- CONECT, the Confederation of Citizen Entreprises of Tunisia. An Employers Organisation that aims to meet the expectations of Business Leaders.
- Cloud Temple Abidjan, a company specializing in the development, transformation, hosting and outsourcing of business critical applications. Its Managing Director, Mr. Fodhiel Kerkeni has a significant international experience.
- The General Confederation of Ivory Coast Companies (CGECI) is the most representative employers' organization of the private sector in Ivory Coast. CGECI brings together professional groups, business associations and companies from all sectors of activities (industry, commerce, agriculture and services)
- The Ivory Coast Chamber of Commerce and Industry. Created in 1908, it represents the interests of commercial, industrial and service companies and provides training for entrepreneurs and support to companies.
- The Ivory Coast Group of IT companies (GOTIC CI). Created in 2009, it represents and defends the interests of its members at the local, sub-regional and International level.
- The Ivory Coast DSI Club is an association bringing together the IT directors of companies and administrations.
- The Ivory Coast Digital Youth Foundation, FJN. Its mission is to foster an ecosystem facilitating the initiatives of young digital entrepreneurs.
- The "Choose France™" brand is the BUSINESS France label for actions to promote the economy of France. BUSINESS France, an organization of the French State, supports French companies in their export projects and international establishment. SITIC AFRICA ABIDJAN 2022 received this labeling.





3. POSITIONING AND GOALS

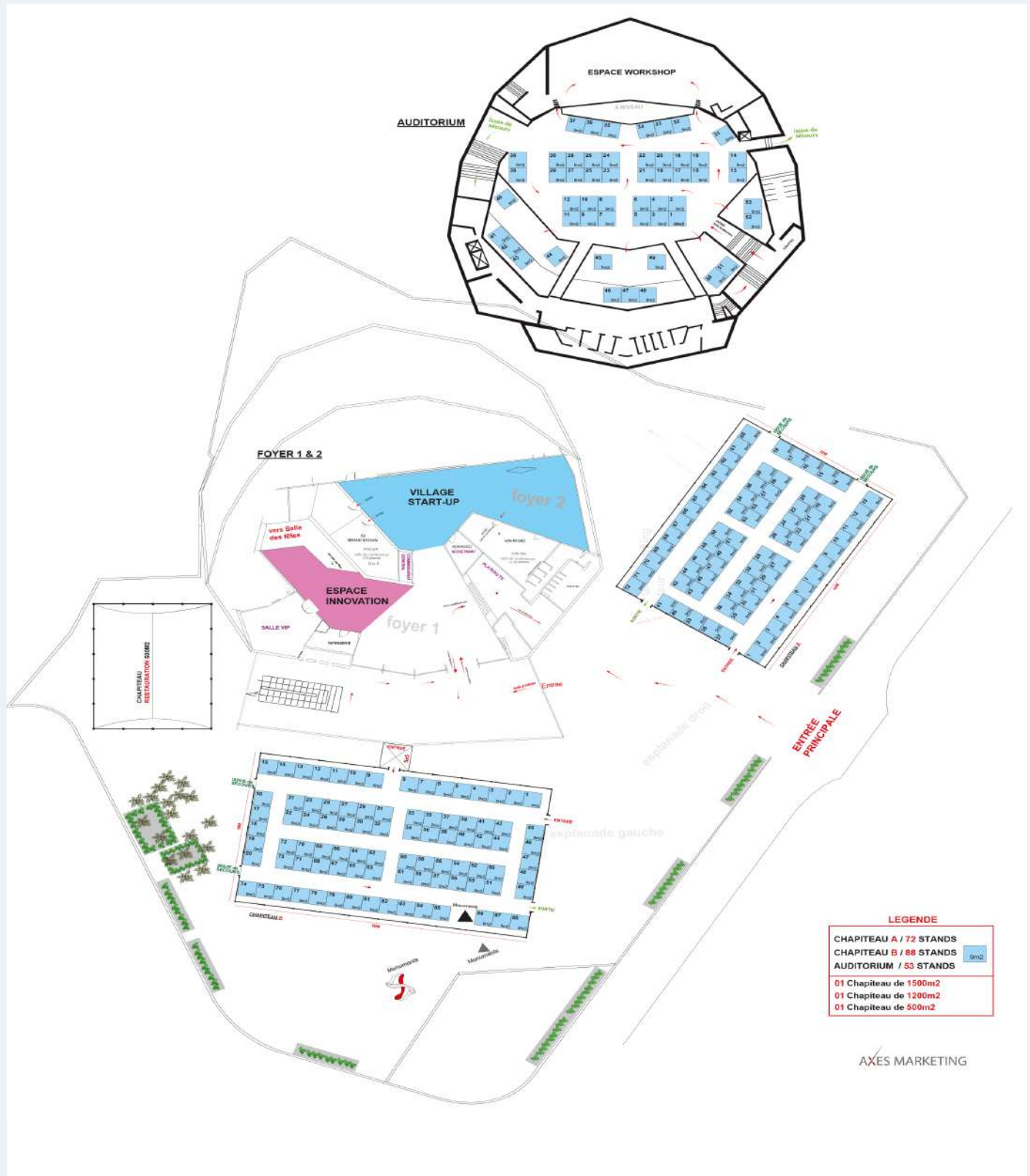
- The Information and Communication Technologies sector is a priority sector in Africa both as a vector for the development of other economic sectors but also as a dynamic sector for innovation and a driving force opened on the international market through exports, foreign investment, partnerships and subcontracting with both developed and developing countries.
- The primary objective of SITIC AFRICA is to enable the various actors of IT in Ivory Coast, in Africa but also from elsewhere, to take advantage of a professional meeting and exchange platform, around sectors concerned by new technologies and where digital transformation is at the heart of the event.
- SITIC AFRICA allows partners from digital and other sectors of the economy to present their developments and innovations in a local, African and international ecosystem with a professional visibility.

4. WHY YOU SHOULD EXHIBIT ?

- To give visibility to your business and meet potential customers among the 5000 professional visitors from Africa, Asia, Europe and America.
- To have access to targeted B2B meetings with Ivorian, Tunisian, French, African and International order givers.
- To participate in the International Forums organized as part of the SITIC AFRICA ABIDJAN 2022: Fintech, E-Health, Industry 4.0, Training 4.0, E-Agriculture.
- Possibility to organize a workshop dedicated to your company.
- To meet with African and Western Higher Education and Vocational Training Institutions, from the public and private sectors active in the Digital Sector.
- To meet African and International stakeholders active in the digital ecosystem.
- To meet the African Starts Up active in the digital sector.



5. EXHIBITION GENERAL PLAN SITIC AFRICA ABIDJAN 2022 ABIDJAN IVORY HOTEL



6. SITIC AFRICA ABIDJAN 2022 PROGRAM

SUNDAY MAY 29TH 2022	Arrival of Foreign Delegations
20h00 – 22h00	Welcoming cocktail in honor of Foreign Delegations offered by the Ivorian Authorities
MONDAY MAY 30TH 2022	
09h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h30 – 11h30	Inauguration of SITIC AFRICA ABIDJAN 2022
11h30 – 13h00	Opening Ceremony SITIC AFRICA ABIDJAN 2022 and INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS
15h00 - 17h30	INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS : PANEL 1
15h00 – 17h30	INTERNATIONAL FORUM ON INDUSTRY 4.0 & DIGITAL INFRASTRUCTURES
18h30 – 21h30	Cocktail Networking in honor of Exhibitors and Foreign Delegations
TUESDAY MAY 31ST 2022	
09h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h00 – 12h30	INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS : PANEL 2
10h00– 12h30	INTERNATIONAL FORUM ON E-HEALTH IN AFRICA
10h00 – 13h00	B2B Meetings
15h00 - 17h30	INTERNATIONAL FORUM ON THE NEW DIGITAL FINANCIAL SOLUTIONS : PANEL 3
15h30 - 18h00	Continuation of B2B meetings
WEDNESDAY JUNE 01ST 2022	
09h00 – 18h00	Opening hours of SITIC AFRICA ABIDJAN 2022
10h00 – 12h30	INTERNATIONAL FORUM Training 4.0
10h00 – 13h00	Continuation and closing of B2B Meetings
15h00 – 17h30	INTERNATIONAL FORUM E-Agriculture
18h00	Closing of the Exhibition

Several Workshops are planned on topics related to IT business to be organized in the framework of SITIC AFRICA ABIDJAN 2022.

7. PARTNERS REFERENCING



SUPPORTS	LEADER	GOLD	SILVER	BRONZE
BACK SCENE, MEETINGS	X	X	X	X
BANNER	X	X	X	X
LED SCREEN SPOT	90s	60s	45s	30s
COVERING BANNERS	X	X	X	X

PRESS CONFERENCE	LEADER	GOLD	SILVER	BRONZE
BACK SCENE DISPLAY	X	X	X	X
ROLL UP	X	X	-	-
NOTEPAD	X	X	-	-
PEN	X	-	-	-
PRESS FOLDER	X	X	X	X
RECEPTION DESK	X	-	-	-

7. PARTNERS REFERENCING (following)

HOSPITALITY LOGISTICS	LEADER	GOLD	SILVER	BRONZE
DESK BADGING	X	-	-	-
LOGOS PRESENCE OF YOUR LOGO ON EXHIBITOR AND VISITOR	X	X	X	X
BADGES PRESENCE OF YOUR LOGO ON THE BADGE CORD	X	-	-	-
ACCESS TO THE VIP LOUNGE	X	X	X	X
KAKEMONO IN THE COCKTAIL AREA HEAD	X	-	-	-
PARTICIPATION IN THE COCKTAIL NETWORKING	10	5	2	2
MENTION OF YOUR COMPANY NAME AT THE OPENING AND CLOSING CEREMONY	X	X	X	X

PLAN MEDIA	LEADER	GOLD	SILVER	BRONZE
TV	X	-	-	-
RADIO	X	-	-	-
DIGITAL MARKETING	X	X	X	X
YOUR LOGO ON THE EXHIBITION INFORMATION	X	X	X	X

SIGNAGE SUPPORTS	LEADER	GOLD	SILVER	BRONZE
EXHIBITION PLAN	X	X	X	X
ROLL UP	X	-	-	-
HANGING TARPAULIN EXHIBITION	X	X	X	X

7. PARTNERS REFERENCING (following)

SUPPORTS PRINTS	LEADER	GOLD	SILVER	BRONZE
EXHIBITOR CATALOG	X	X	X	X
SITIC AFRICA ABIDJAN 2022 BAG	X	-	-	-
INVITATIONS	X	X	X	X
NEWSLETTER	X	X	X	X
FORUMS BOOKLETS	X	X	X	X
PROGRAM FOLDER	X	X	X	X
URBAN DISPLAY	X	X	X	X
MEDIA PRESS	X	X	X	X
A PRIVILEGED INSERTION ON THE BACK 4TH COVER IN THE EXHIBITOR CATALOG	X	-	-	-
A PRIVILEGE INSERTION ON THE 2ND BACK COVER IN THE EXHIBITOR CATALOG	-	X	-	-
A PRIVILEGED INSERTION ON THE 3RD BACK COVER IN THE EXHIBITOR CATALOG	-	-	X	-
AN INTERVIEW PAGE IN THE NEWSLETTER	X	X	X	X

7. PARTNERS REFERENCING (following)

FORUMS, WORKSHOPS AND B2B	LEADER	GOLD	SILVER	BRONZE
WORKSHOP	X	-	-	-
FORUM SPEAKER	X	X	-	-
A SPECIAL B2B MEETING TO BE DEFINED	X	-	-	-

EXHIBITION BOOTH	LEADER	GOLD	SILVER	BRONZE
BOOTH OF 36M ²	X	-	-	-
BOOTH OF 27M ²	-	X	-	-
BOOTH OF 18M ²	-	-	X	-
BOOTH OF 9M ²	-	-	-	X

PRICES	LEADER	GOLD	SILVER	BRONZE
PRICES TF IN FCFA	32 500 000 FCFA	19 500 000 FCFA	9 750 000 FCFA	5 200 000 FCFA
PRICES TF IN €	50 000 EUROS	30 000 EUROS	15 000 EUROS	8 000 EUROS

BOOKING FORM

RESERVED FOR THE ORGANIZER

Reception Date:	Customer Code	Booth N°

SPONSOR

Company name:		
Adress		Website
Phone		Fax
Trade Register		Tax identification number

ACTIVITY

CONTACTS

Company legal representative / SPONSOR

Name : (Ms/Mrs/Mr.)
E-mail :

Project manager

Name: (Ms/Mrs/Mr.)	
Position :	Phone :
Mobile :	Fax :
E-mail :	Website :

SPONSORSHIP GRADE

/___/ LEADER Sponsor	32 500 000 FCFA TF +18% VAT 50 000 € TF +18% VAT
/___/ Gold Sponsor	19 500 000 FCFA TF +18% VAT 30 000 € TF +18% VAT
/___/ SILVER Sponsor	9 750 000 FCFA TF +18% VAT 15 000 € TF +18% VAT
/___/ BRONZE Sponsor	5 200 000 FCFA TF +18% VAT 8 000 € TF +18% VAT
/___/ BRONZE Sponsor - Special Tunisian Banks	7 800 000 FCFA TF +18% VAT 12 000 € TF +18% VAT

- Special Bronze Sponsor for Tunisian Banks 12,000 Euros with take charge for two people (Economy class plane ticket and 5 nights in a 4-star hotel)



BOOKING FORM (following)

TOTAL ORDER

Total Sponsor in TF	= _____ = _____	FCFA/TF € / TF
Discount	= _____ = _____	FCFA/TF € / TF
VAT 18%	= _____ = _____	FCFA/TF € / TF
TOTAL TAXES INCLUDED	= _____ = _____	FCFA €

payment terms

- _1st deposit 50% upon registration
- pay 50% 15 days before the event

Company stamp and signature

Done at :the...../...../.....

8. COCKTAIL NETWORKING SPONSOR

Your logo on the invitations

Outdoor branding airport road

Your full page ad insertion in the exhibitor catalog

A 18m² booth

15 people

Word from the sponsor during the speeches

Distribution of your documentation and / or goodies to guests

Your kakemonos in the hall and the Cocktail Networking space

PRICES

PRICE TF

16 666 000 FCFA TF + 18% VAT
25 000 € TF + 18% VAT

/__/_ Cocktail Networking Sponsor



SITIC AFRICA

BOOKING FORM Cocktail Networking Sponsor

TOTAL ORDER

Total Gala dinner Sponsor in TF	= _____	FCFA/TF
	= _____	€ / TF
Discount	= _____	FCFA/TF
	= _____	€ / TF
VAT 18%	= _____	FCFA/TF
	= _____	€ / TF
TOTAL TAXES INCLUDED	= _____	FCFA/TF
	= _____	€ / TF

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- _1st deposit 50% upon registration
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Done at :the...../...../.....



THE HUB OF AFRICAN
EXPERTS IN DIGITAL

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