AEXIM 2027 — Africa Export & Import Fair

Official Event Prospectus · SOURCE. SELL. INVEST. CONNECT.

VOLUME ONE

The African Trade Opportunity

Africa's moment in global commerce — understanding the scale, the gaps, and the immense potential waiting to be unlocked.

A Continent Ready to Trade

Population growth, urbanisation, industrialisation and digital adoption are reshaping how Africa produces, sources and sells. The forces of transformation are already in motion — and the momentum is only accelerating.

People & Cities

Rapid urbanisation expanding the consumer base and labour force across every region.

AfCFTA

A continental free-trade framework creating the architecture for an integrated African marketplace.

The Gap

Much of Africa's potential remains fragmented across national borders and disconnected supply chains — waiting to be connected.

Foreword — Dr. Solomon Kinyanjui, Founder

> Africa has never lacked opportunity — what remains a challenge is **connecting** those opportunities.

The Vision

A manufacturer in Kenya may need a supplier in Egypt. A retailer in Rwanda may seek products from Ghana. An investor in the Middle East may lack relationships to identify credible African projects.

The Answer

AEXIM was conceived to create those connections — a **serious commercial marketplace**, not simply another exhibition. Every element of the Fair is architected around one purpose: making trade happen.

Africa's Economic Momentum

4.4%

GDP Growth 2025

AfDB projected real GDP growth for Africa in 2025.

30

High-Growth Economies

African economies projected to record growth above 5% in 2026.

4.2%

GDP Growth 2026

Continued strong trajectory with structural transformation underway.

Expanding cities, digital connectivity, growing manufacturing capacity and rising consumer sophistication are combining to create an unprecedented commercial moment across the continent.

The Intra-African Trade Gap

The Reality

Intra-African trade represents only **~16%** of Africa's total trade — far below levels seen in more integrated regions elsewhere in the world. Europe trades ~70% intra-regionally. Asia trades ~60%. Africa's gap represents the largest untapped commercial opportunity on the continent.

The gap reflects structural barriers: fragmented markets, transport costs, limited market information, non-tariff barriers and weak B2B connectivity.

The AEXIM Response

AEXIM is designed to concentrate sourcing, selling and distribution opportunities within one commercial marketplace — systematically addressing the barriers that prevent African businesses from trading with one another at scale.

Increasing intra-African trade is not just a commercial opportunity — it is the engine of African industrialisation.

The AfCFTA Opportunity

The African Continental Free Trade Area creates the potential for regional value chains, expanded addressable markets and continental scale for African businesses. The arithmetic of ambition changes entirely when borders open.

From 30 Million to Hundreds of Millions

A manufacturer serving 30 million consumers operates under very different conditions from one accessing markets across multiple African economies.

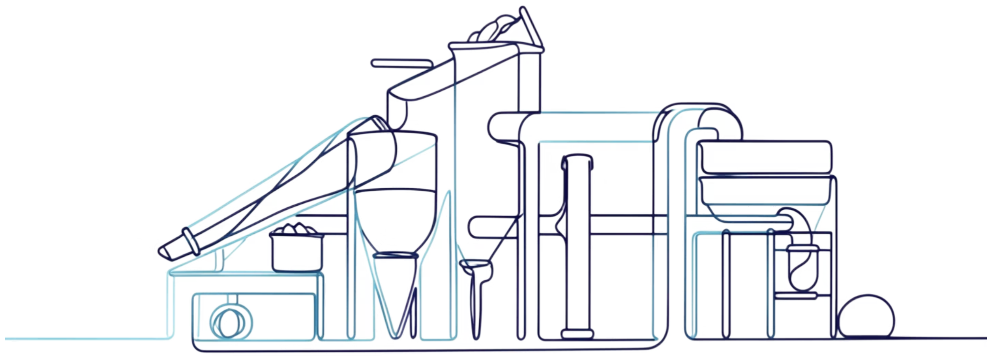
Agreements Don't Create Trade — Businesses Do

Trade agreements alone cannot create trade. Businesses, buyers, distributors, financiers and investors create trade when they can **find one another**.

AEXIM as AfCFTA Engine

AEXIM brings those businesses together — converting the promise of AfCFTA into actual commercial transactions.

From Commodities to Value



The Value Gap

UNCTAD data is stark: Africa imported almost **three times** as many manufactured goods as it exported in 2023. Yet the opportunity for reversal is already visible — processed and semi-processed products account for approximately **61% of intra-African exports**, demonstrating that expanding intra-African trade directly supports industrialisation.

The Transformation Chain

- Cotton → apparel and high-value textiles
- Cocoa → chocolate and confectionery
- Minerals → downstream manufacturing
- Creative talent → digital intellectual property

The opportunity is to capture more value from what Africa already produces.

The Import & Export Opportunity

SOURCE: The Import Opportunity

Productive imports increase manufacturing capacity, improve productivity and strengthen the competitiveness of African businesses. AEXIM includes a global sourcing dimension: international suppliers connect with African manufacturers seeking machinery, technology, components and services.

Source competitively. Source strategically. Source for growth.

SELL: The Export Opportunity

Thousands of African companies are capable of serving markets beyond their national borders — processed foods, pharmaceuticals, textiles, software, FinTech and more. For SMEs, the cost of identifying buyers across several countries can be prohibitive.

AEXIM addresses this by bringing markets to the exporter through the Hosted Buyers Programme, Export Marketplace, Country Pavilions and business matching.

Africa's Investment Opportunity

Africa attracted a record **US$97 billion in FDI in 2024**. Excluding a major single-country project, investment still rose approximately 12% to around US$62 billion — confirming a structural shift in how global capital views the continent (UNCTAD).

Government Projects

Governments showcase industrial parks, SEZs, infrastructure and manufacturing investment opportunities.

DFI Financing

Development Finance Institutions introduce financing solutions directly within the commercial marketplace.

Capital Meeting Opportunity

AEXIM's role is to improve the probability of investment by bringing capital and opportunity into the same room.

Financing African Trade

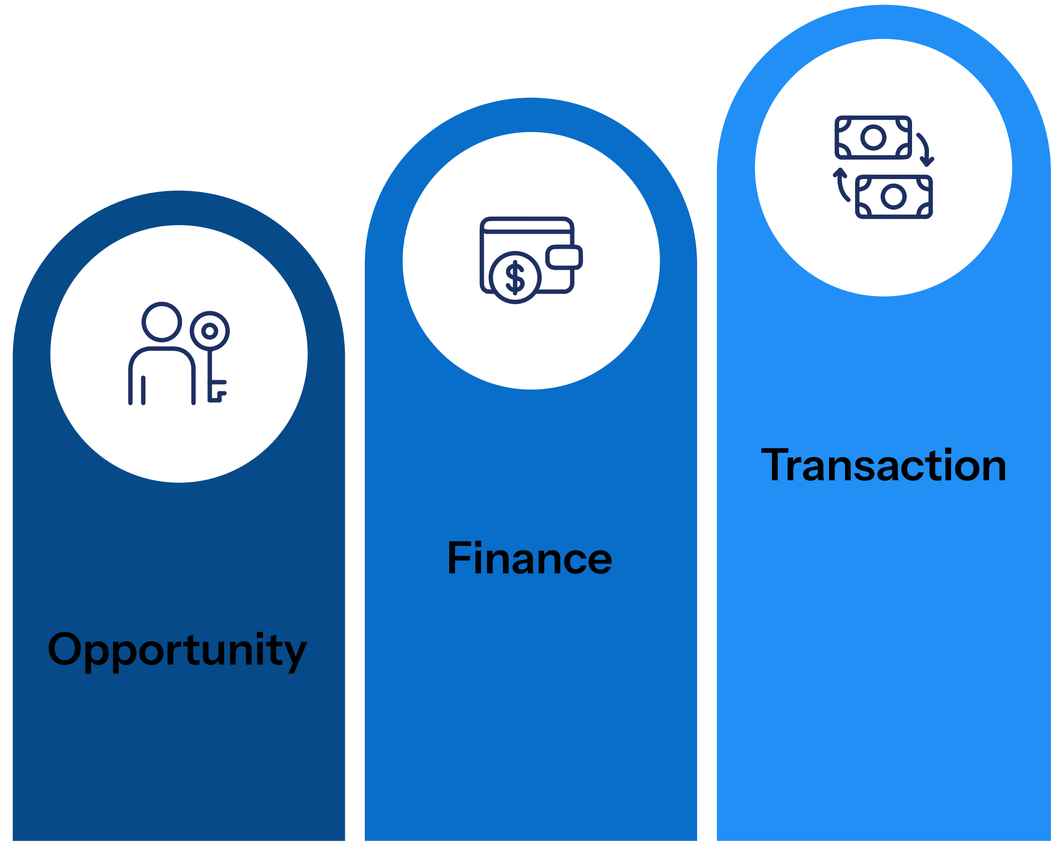
The Trade Finance Gap

African Development Bank estimates Africa's trade-finance gap at **US$74–92 billion** in 2024.

The gap is particularly significant for SMEs with viable products but insufficient financial instruments to execute larger transactions.

Integrating Finance into Commerce

Finance must be part of the transaction ecosystem at AEXIM — not a peripheral service bolted on as an afterthought.



The Digital Trade Opportunity

Global exports of digitally deliverable services reached approximately **US$4.5 trillion in 2023**. Developing economies exceeded **US$1 trillion** for the first time — a milestone that redefines what it means to be a trading nation.

Software & AI

Software, design, FinTech, animation, film and professional services can cross borders without passing through a port.

FinTech & Payments

Africa's FinTech ecosystem is already crossing borders — creating exportable intellectual property and platforms.

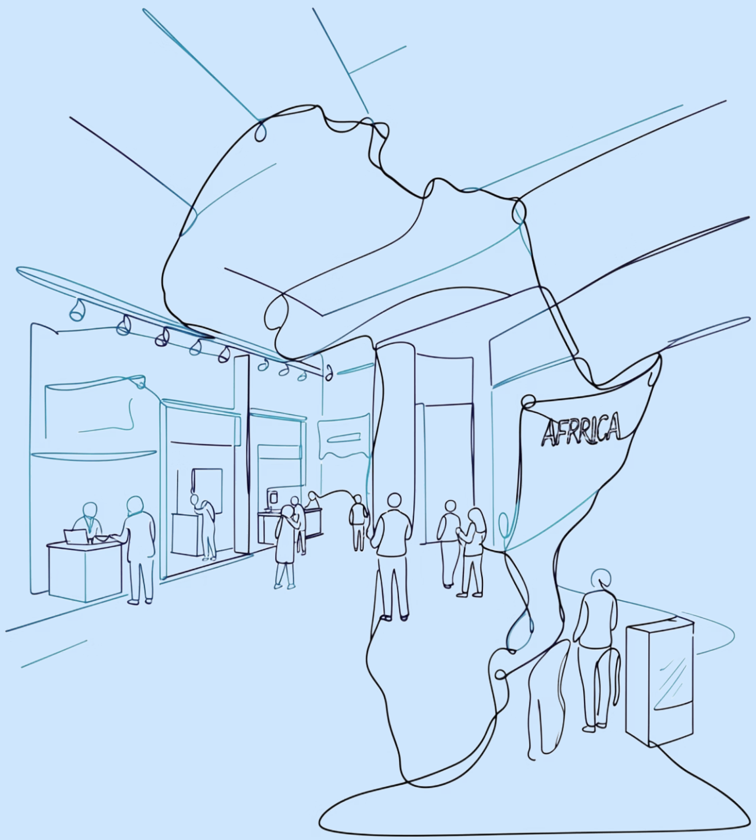
Creative Industries

AEXIM adopts a modern definition of trade — technology, creative industries and digital commerce sit alongside physical merchandise.

Connecting the Trade Ecosystem

No exporter trades alone. The path from a finished product to a paying customer in another country involves standards bodies, packaging, banks, insurers, freight forwarders, ports, customs, distributors and retailers. Every link in that chain matters.

AEXIM brings together the entire trade-enabling ecosystem. The difference between a potential opportunity and a completed transaction is often the quality of the ecosystem connecting the two.



Introducing AEXIM 2027

A pan-African trade and investment platform connecting exporters, importers, manufacturers, buyers, investors, governments, financial institutions, logistics providers and international partners. Unlike a conventional exhibition, AEXIM is designed around **commercial outcomes**.

01

Marketplace

A live commercial environment where buyers meet sellers, manufacturers discover suppliers and investors identify opportunities.

02

Meeting Place

Structured business matching, hosted buyer programmes, trade missions and bilateral meetings creating real commercial relationships.

03

Knowledge Platform

Conferences, forums, market intelligence sessions and export academies converting insight into commercial capability.

Four Commitments: SOURCE · SELL · INVEST · CONNECT

SOURCE

Find competitive products, equipment, technologies, raw materials and services from Africa and international markets.

SELL

Access buyers, distributors, retailers, wholesalers and commercial partners — turning productive capacity into commercial opportunity.

INVEST

Connect capital with enterprises, governments, industrial parks and SEZs seeking growth financing.

CONNECT

Build the relationships — through business matching, trade missions, forums and government participation — that make commerce possible.

Vision, Mission & Purpose

Vision

An Africa that trades more, produces more and creates more value — one of Africa's leading commercial platforms for intra-African trade, international commerce, investment and enterprise development.

Mission

Connect businesses with the markets, suppliers, buyers, capital, knowledge and partnerships required to compete in regional and international commerce.

Purpose

Trade that creates value — enabling businesses to grow, supporting manufacturing, creating employment and strengthening regional supply chains.

How AEXIM Will Measure Success

Success at AEXIM is commercial, not ceremonial. The metrics that matter are not attendance figures — they are the transactions, relationships and market-entry moments that change the trajectory of businesses.

Commercial Outcomes

Buyers who met suppliers, exporters who identified new markets, companies that appointed distributors, SMEs that accessed finance.

Key Indicators

Scheduled B2B meetings, buyer-seller connections, export enquiries, investment leads, distribution discussions, trade-finance referrals and commercial agreements reported after the Fair.

Evidence-Based Evolution

AEXIM will build mechanisms for tracking outcomes and developing an evidence-based understanding of its contribution to trade and investment across Africa.

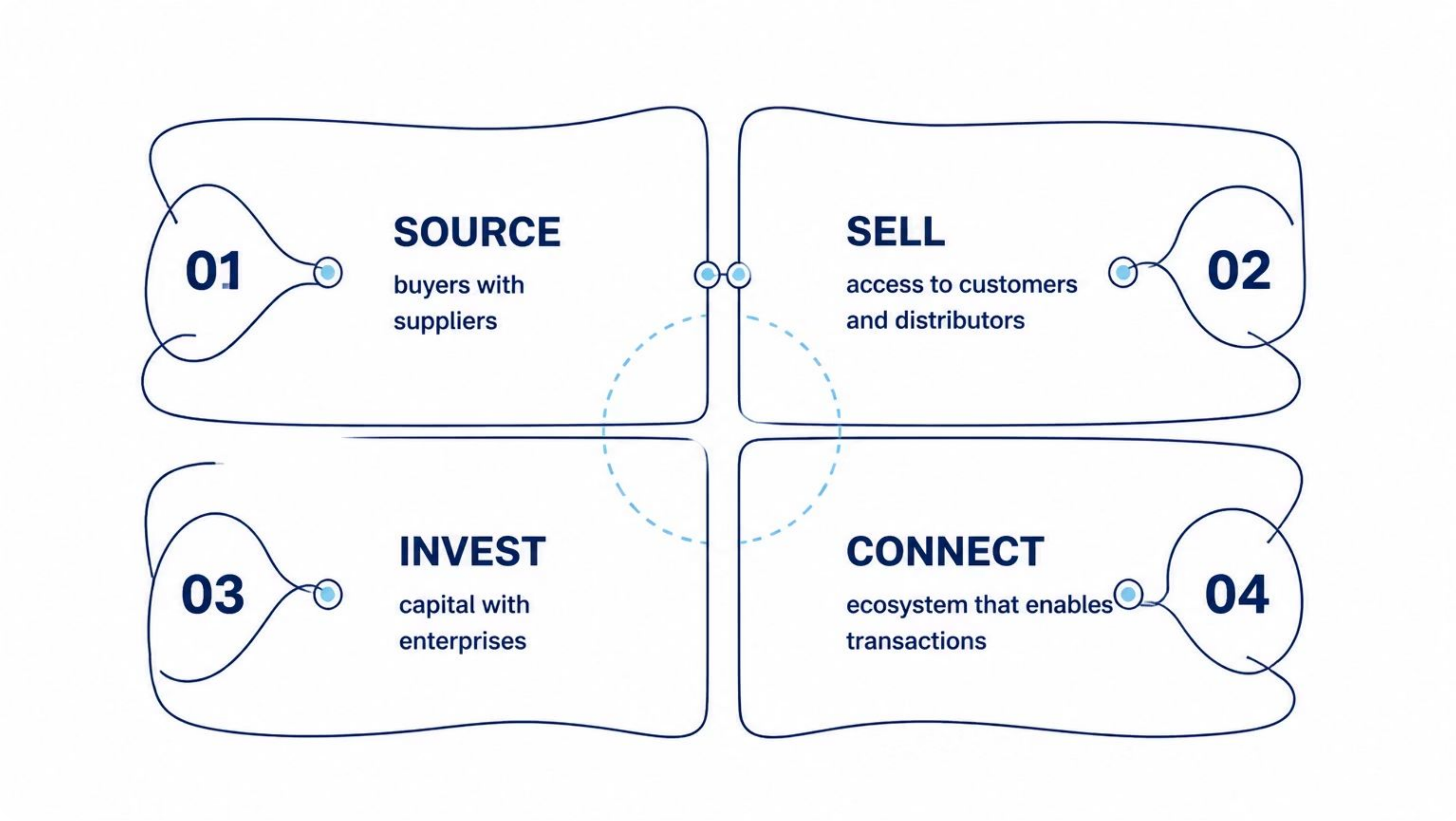
VOLUME TWO

The AEXIM Marketplace

A structured environment for sourcing, selling, investing and connecting — where Africa comes to trade.

Where Africa Comes to Trade

AEXIM 2027 is a structured environment in which businesses can identify suppliers, access buyers, enter new markets, discover investment opportunities and build cross-border commercial relationships. Four commercial journeys define the marketplace.



Africa-to-Africa: The Intra-African Trade Marketplace

The Numbers

Africa's merchandise trade reached approximately **US$1.5 trillion in 2024**. Intra-African trade rose **12.4% to US$220.3 billion** — yet Africa still accounts for only approximately **3.3% of global exports**.

Africa-to-Africa connects African manufacturers, exporters, importers, buyers, distributors and investors across regions through regional buyer missions, distributor matching and AfCFTA-focused commercial engagement.

The Mandate

BUY AFRICAN.

SOURCE AFRICAN.

SELL AFRICAN.

BUILD AFRICAN VALUE CHAINS.

The International Exhibition

The AEXIM International Exhibition brings together the sectors that produce, purchase, finance, transport and enable African commerce — structured around business needs rather than exhibition floor space alone.

Navigate by Purpose

A buyer may explore by industry; an investor by project; a government may present a national commercial proposition; an exporter may identify target markets.

Modern Pavilion Architecture

Agriculture, pharmaceuticals, manufacturing, digital services, logistics, energy, consumer markets, infrastructure and creative industries — reflecting what modern African trade actually looks like.

Agriculture, Food & Agribusiness Pavilion

What It Covers

Commodities, processed foods, beverages, horticulture, dairy, meat, fisheries, coffee, tea, cocoa and edible oils alongside AgriTech, irrigation, storage and cold-chain technologies.

Commercial Objective

Enable African producers to access new markets while gaining access to technologies that increase productivity and value addition — connecting the entire agribusiness value chain in one pavilion.

Manufacturing & Industrial Supply Pavilion

Connects African factories with buyers for finished and intermediate goods while giving manufacturers access to machinery, components, materials and production technologies.

Who Participates

Industrial machinery companies, engineering firms, chemical producers, plastics manufacturers, packaging companies, electrical suppliers and automotive businesses.

SOURCE + SELL Intersection

An African factory can sell its finished products **and** identify more competitive production inputs — within the same pavilion. The dual mandate sits at the very heart of AEXIM's commercial logic.

Healthcare, Pharmaceuticals & Medical Trade Pavilion

The Baseline

70–100% of medicines consumed in the African Region are imported.

~99% of vaccines are imported.

90–100% of medical devices are imported.

Source: WHO

Two Major Opportunities

Better sourcing and expanded African production. The pavilion brings together pharmaceutical manufacturers, medical-device suppliers, diagnostics companies, distributors, hospital suppliers, procurement bodies and investors.

AEXIM uses this pavilion to encourage stronger African pharmaceutical and medical manufacturing ecosystems — not simply to facilitate continued import dependency.

Textiles, Apparel, Leather & Lifestyle Pavilion

Africa produces significant cotton, leather and raw materials, yet much of the value from finished garments, footwear and accessories is captured elsewhere. This pavilion works to change that equation.

Who Participates

Textile producers, garment manufacturers, footwear businesses, leather companies, fashion brands, home-textile companies and international sourcing organisations.

The Focus

Turning African materials into higher-value African products and internationally competitive brands — capturing more of the fashion and lifestyle value chain within Africa.

Technology, Digital Trade & Business Services Pavilion

Digital Services

Software, AI, telecommunications, FinTech, cross-border payments, cloud services, cybersecurity, e-commerce, BPO, consulting and TradeTech — a US$4.5 trillion global export market.

Trade-Enabling Technology

Digital logistics, supplier verification, customs platforms and electronic payments — technology that makes physical trade faster, cheaper and more transparent.

FinTech & Payments

Cross-border payment solutions and financial technology platforms that remove friction from African commerce.

Logistics, Ports & Supply Chains Pavilion

The Investment Context

The African Development Bank estimates the continent requires **US$130–170 billion annually** in infrastructure investment, with a financing gap of US$68–108 billion per year.

The Pavilion

Ports, shipping lines, airlines, freight forwarders, road carriers, rail operators, warehousing companies, customs providers, cold-chain businesses and logistics-technology providers.

The Commercial Logic

Exporters and importers can discuss logistics requirements with solution providers within the same marketplace where the trade relationship begins.

Energy, Green Economy & Climate Technologies Pavilion

Private-sector clean-energy investment in Africa rose from approximately **US$17 billion in 2019** to approximately **US$40 billion in 2024** — yet Africa still receives only approximately **2% of global clean-energy investment**. The gap between need and capital is an opportunity.

Renewable Energy

Solar, storage, energy efficiency, waste-to-energy and industrial power solutions.

Green Technologies

Climate-related services and technologies enabling African manufacturers to reduce costs and meet sustainability requirements.

Competitiveness

Energy is a manufacturing cost. Affordable clean energy strengthens African industrial competitiveness in sustainability-conscious markets.

Minerals, Mining & Value Addition Pavilion

The Value Gap

UNCTAD data: Africa contributes approximately **12% of global mineral exports** but captures only approximately **4% of value** within green supply chains.

The continent digs the minerals. The world captures the value. AEXIM works to change this equation.

Beyond Commodity Trading

Processing businesses, critical minerals, mining technology, engineering, equipment, downstream manufacturing and mineral-based products — going beyond extraction to industrialisation.

> **Extract in Africa. Process in Africa. Create more value in Africa.**

Construction, Infrastructure & Built Environment Pavilion

Africa requires approximately **US$130–170 billion annually** in infrastructure expenditure with a financing gap of **US$68–108 billion per year**. Every project is simultaneously a trade opportunity and an investment proposition.

Trade Component

Steel, cement, glass, electrical systems, heavy equipment, water infrastructure, engineering solutions, construction technology and professional services.

Investment Component

Governments, project developers and industrial zones identify suppliers and financing partners within the same pavilion.

Export Component

African manufacturers of construction products gain access to regional export markets across the continent.

Consumer Goods, Retail & E-Commerce Pavilion

The Market Context

Africa's growing cities, changing consumption patterns and expanding digital economy are creating significant opportunities for consumer brands, retailers and distributors. The African consumer is increasingly sophisticated, digitally connected and brand-aware.

The Pavilion

FMCG, household products, beauty and personal care, electronics, furniture, appliances, lifestyle products, retail technologies, e-commerce platforms, franchising and distribution networks.

The Hosted Buyers Programme will emphasise procurement teams from supermarkets, retail chains, hospitality groups, e-commerce platforms and wholesalers — giving consumer brands direct access to the buyers that matter most.

Creative Economy & Cultural Exports Pavilion

$1.7T

Creative Services Exports

Global creative-services exports reached a record US$1.7 trillion in 2024.

~20%

Share of Global Services

Creative services accounted for approximately 20% of total global services exports in 2024.

$709B

Creative Goods

Creative-goods exports — less than half the value of creative services — highlighting the power of digital distribution.

Music, film, gaming, animation, publishing, design, fashion, media production and related digital platforms. Commercial discussions centre on licensing, investment, distribution, market access and intellectual-property partnerships — **creativity treated as an economic sector, not event entertainment.**

Finance, Investment & Trade Facilitation Pavilion

African Development Bank: unmet African trade-finance demand at approximately **US$74–92 billion in 2024**. Commercial banks intermediated only approximately **23% of African trade** between 2020–2024, compared to approximately 40% before the pandemic.

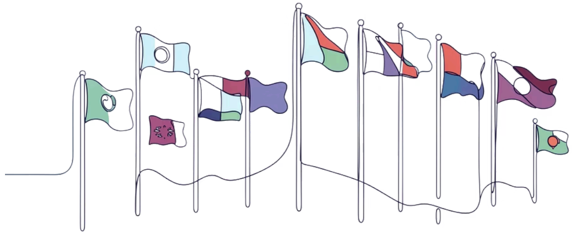
Who Participates

Commercial banks, DFIs, export-credit agencies, insurers, FinTech companies, private equity, venture capital, investment agencies and alternative financiers.

The Commercial Logic

An exporter should be able to meet a buyer **and then discuss working capital** — AEXIM deliberately shortens the path from opportunity to financing to transaction.

Country Pavilions & Regional Economic Communities



Country Pavilions

Every pavilion communicates a clear commercial proposition: what does this country sell, what does it source, where can investors participate? A national pavilion is a temporary national trade and investment office — bringing together manufacturers, exporters, SMEs, investment agencies and industrial parks.

Regional Economic Communities

EAC, COMESA, ECOWAS, SADC and other RECs showcase trade corridors, regional value chains and integration initiatives with a practical commercial emphasis — turning regional agreements into actual commercial relationships.

The African Export Marketplace

A dedicated platform for export-ready African businesses seeking new customers. Participation requires demonstrated credible product, sufficient production capacity, appropriate quality standards and genuine ability to serve markets beyond the domestic economy.

01

Qualify

Companies demonstrate export readiness — product, capacity, quality standards and market capability.

02

Match

Connected directly with distributors, retailers, wholesalers, importers, corporate procurement teams and e-commerce platforms.

03

Meet

Matching process begins **before** the exhibition opens. The objective is market access, not simply product exposure.

The Global Sourcing Marketplace

Demand-Led Architecture

The Global Sourcing Marketplace organises purchasing opportunity around actual demand. Buyers submit sourcing requirements before the event; AEXIM connects those requirements with appropriate exhibitors — ensuring every supplier conversation is commercially relevant.

Competitive Sourcing

African suppliers compete alongside international suppliers — reinforcing AEXIM's commitment to strategic and competitive sourcing rather than import dependency.

The Investment & Projects Marketplace

Africa faces an estimated annual financing requirement exceeding **US$400 billion** for structural transformation — even as more than **US$4 trillion** is held within African banks, pension funds, insurers, sovereign wealth funds and other domestic financial institutions.

What Is Presented

Manufacturing expansion, infrastructure, industrial parks, SEZs, startups, energy projects and joint ventures — classified by sector, geography, capital requirement and stage of development.

The Standard

Moving beyond generic statements about African opportunity — presenting **specific, investable propositions** that investors can evaluate and act upon.

Hosted Buyers Programme & Business Matching

Hosted Buyers Programme

Hosted Buyers submit sourcing profiles and agree to participate in scheduled meetings. They become **active participants in the transaction process**, not VIP guests. This distinction defines AEXIM's commercial ambition.

Business Matching

Participant profiles and commercial interests are used to facilitate pre-arranged meetings: buyers meet sellers, manufacturers meet distributors, investors meet enterprises, governments meet project partners. Dedicated Buyer-Supplier Lounges and Investor Meeting Rooms provide the environment for substantive discussions.

SME Export Hub & Inclusive Programmes

SME Export Hub

Compact product showcases combined with buyer meetings, export advisory services, practical training and distributor introductions. Success measured in new market opportunities, not simply SME participation numbers.

Women in Trade

Connects women-led businesses with procurement opportunities, finance, buyers and distribution networks — creating pathways to regional and international markets.

Young Exporters

Provides emerging entrepreneurs with exposure to buyers, investors, mentors and export-development opportunities — investing in the next generation of African trade leaders.

AEXIM Digital Marketplace

The physical Fair is the annual peak of a commercial platform that operates throughout the year. The AEXIM Digital Marketplace ensures that value creation does not begin and end with the event itself.

1

Before the Fair

Registered businesses present products, identify sourcing requirements, request meetings and explore investment opportunities before the physical event begins.

2

During the Fair

The physical marketplace and digital platform operate in parallel — enhancing every commercial conversation with richer information and seamless scheduling.

3

After the Fair

Participants continue conversations initiated through the platform — over time becoming a valuable directory of businesses actively engaged in African trade.

AEXIM Trade & Investment Week — Overview

The Knowledge Architecture

Knowledge programmes brought together under one umbrella — giving businesses the strategic intelligence, practical capability and market knowledge required to convert opportunities identified on the exhibition floor into sustainable commercial activity.

Three Programme Tracks

- **Leadership Conferences** — for executives and policymakers
- **Market Intelligence Sessions** — for businesses seeking commercial insight
- **Practical Workshops** — hands-on trade capability building

The Africa Trade Summit

AEXIM's flagship executive conference — brings together government leaders, CEOs, trade institutions, investors and international partners. Prioritises keynotes, executive conversations and focused panel discussions — **forward-looking and commercially relevant, not ceremonial speeches.**

- AfCFTA Future
- Global Value Chains
- Industrialisation
- Geopolitical Shifts
- Export Diversification
- Enterprise Competitiveness

Specialist Forums

Africa-to-Africa Trade Forum

AfCFTA rules of origin, regional sourcing, distributor networks, cross-border payments, standards harmonisation and African supply chains — the practical nuts and bolts of trading across African borders.

Africa Export Forum

Market selection, buyer development, distribution models, export competitiveness, branding, certification and export finance — including sessions where major international buyers explain exactly what they require from African suppliers.

Africa Import & Global Sourcing Forum

Supplier selection, machinery procurement, global sourcing strategies, import finance and supply-chain diversification — equipping buyers with the intelligence to source more strategically.

Finance, Logistics & Industrialisation Forums

Trade Finance & Investment Forum

Letters of credit, working capital, guarantees, FX risk, supply-chain finance, private equity, blended finance and cross-border payment systems.

Logistics & Trade Facilitation Forum

Ports, shipping, air cargo, rail, road corridors, warehousing, border efficiency, customs digitalisation and cold chain — the infrastructure of trade.

Industrialisation & Value Addition Forum

Agro-processing, pharmaceutical production, minerals beneficiation, textile manufacturing, industrial supply chains, local content and technology transfer.

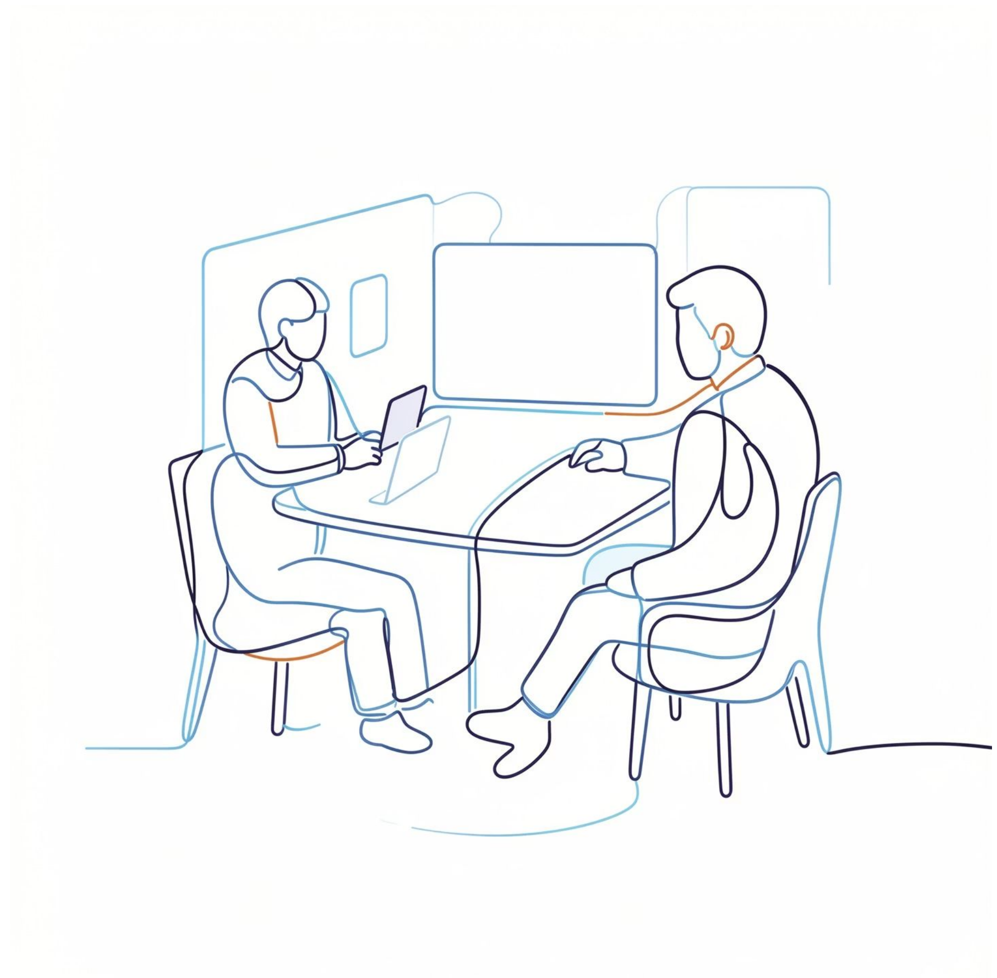
Digital Trade Forum, Market Intelligence & Export Academy

Digital Trade Africa Forum

Software exports, cross-border e-commerce, digital payments, AI, BPO, cybersecurity, digital customs and the emerging African digital market — for businesses trading in bits as well as boxes.

AEXIM Market Intelligence Series

Concise 20–40 minute evidence-led sessions: Africa Trade Outlook 2027, Where Intra-African Trade Is Growing, Fast-Growing Consumer Markets, Critical Minerals Outlook, Digital Services Export Outlook and more.

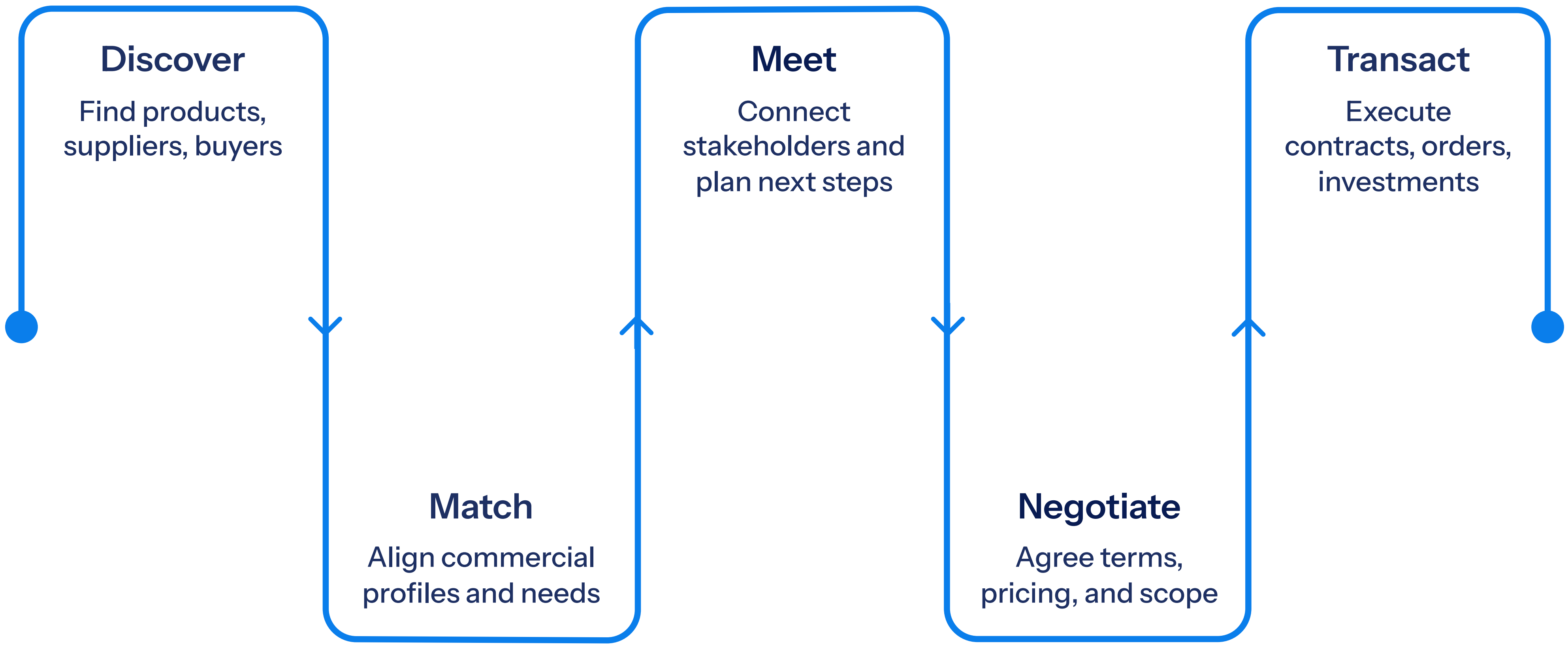


AEXIM Export & Trade Academy

Hands-on modules covering export readiness, Incoterms, rules of origin, letters of credit, distributor management, cross-border e-commerce and investor readiness — practical capability delivered by practitioners.

The AEXIM Commercial Journey

Every element of AEXIM supports one progression — from discovery through to completed transaction.



This is not an exhibition with a networking function — it is a commercial transaction engine with an exhibition at its core. Every programme, platform and format is designed to move participants along this journey.

VOLUME THREE

Participate. Partner. Trade.

How businesses, governments, investors and institutions engage with the AEXIM platform — and what each community can achieve.

Why Exhibit at AEXIM?

An exhibition stand at AEXIM is a **temporary commercial headquarters** — introduce products, meet buyers, explore territories, identify distributors, find suppliers and build partnerships across several markets at once.

Integrated Commercial Infrastructure

Exhibiting companies are integrated into the wider commercial infrastructure: Hosted Buyers Programme, business matching, trade missions, Country Pavilions, Africa-to-Africa Marketplace and knowledge programme.

The Stand Is One Component

Physical presence is the foundation of a wider business-development strategy — not the entirety of it. AEXIM's infrastructure amplifies every exhibitor's commercial reach.

What Exhibitors Come to Achieve

Market Entry & Sales

Generate qualified sales leads, enter new markets, launch products to a pan-African audience and build distribution networks with buyers from retail, manufacturing, government, hospitality and institutional markets.

Strategic Partnerships

Develop joint-venture partnerships, manufacturing relationships, licensing opportunities and technology-transfer arrangements — the alliances that change business trajectories.

Market Intelligence

Understand the market — learn what buyers are seeking, how competing products are positioned and where new demand is emerging across Africa's diverse economies.

Who Should Exhibit

The Core

African manufacturers and exporters form the core, but the marketplace also requires the companies that supply, finance, move and connect them to markets — logistics, finance, technology and professional services are as essential as the products themselves.

By Size

- Large multinationals accessing multiple African markets
- Established African corporations developing regional supply chains
- SMEs seeking first export customers
- Startups identifying investors and partners

Trade associations can bring member companies under sector pavilions; governments can coordinate national participation through Country Pavilions — amplifying individual reach through collective presence.

Exhibitor Participation Formats

1

Individual Exhibition Stands

Dedicated branded presence from standard modular spaces to custom-designed corporate stands — the signature AEXIM presence.

2

Sector Pavilion Participation

Industry associations and clusters coordinate businesses within dedicated sector environments — collective presence with shared infrastructure.

3

SME Export Pods

Compact, professionally presented product showcases connected directly to the African Export Marketplace — designed for accessibility without compromising commercial credibility.

4

Country Pavilion / Digital Participation

Additional pathways — product showcases, national coordinated presence and digital participation — ensuring accessibility at every level.

Why Visit AEXIM?

The AEXIM visitor comes with a commercial objective — sourcing new products, finding machinery, seeking brands to represent, assessing export markets or identifying investment opportunities. Every element of the visitor experience is designed to serve that objective.

Total Commercial Immersion

A visitor can move from an agricultural exporter to an industrial supplier, from a Country Pavilion to an investment opportunity, from a trade-finance consultation to a scheduled buyer meeting — all within the same event, on the same day.

B2B by Design

AEXIM is designed as a B2B trade environment, not a general public fair. Every visitor registration captures commercial intent — enabling better matching, more relevant recommendations and more productive days.

The Buyer Proposition & International Buyers

The Registered Buyer Experience

Buyers identify categories of interest and submit sourcing requirements before arriving. AEXIM recommends exhibitors, arranges meetings and builds personalised visit agendas — ensuring every hour at the Fair is commercially productive.

Bringing the World to Africa

International buyers from the Middle East, Europe, Asia and the Americas are actively recruited through sector-specific sourcing missions, curated export showcases and scheduled meetings with export-ready African companies.

Instead of African exporters repeatedly travelling overseas, selected international markets are **brought into the African marketplace.**

Why Sponsor AEXIM?

Sponsorship associates organisations with trade growth, industrialisation, investment and continental economic integration — not simply logo placement on a banner. The AEXIM audience is one of the most commercially active gatherings on the African continent.

Banks

Access to businesses requiring trade and investment finance — a concentrated pipeline of commercial opportunity.

Logistics Companies

Exposure to exporters and importers — the exact audience moving goods across borders.

Technology Businesses

Demonstrate capabilities within a live trade ecosystem — credibility through proof of concept.

Strategic Partnership Categories

1

Silver Partners

Targeted visibility and business-development opportunities for organisations aligning with specific AEXIM audiences.

2

Gold Partners

Enhanced visibility, hospitality and business-development benefits — meaningful access to the AEXIM commercial community.

3

Platinum Partners

Premium association across major AEXIM platforms, high-level hospitality and prominent event assets.

4

Principal / Title Partner

Highest annual commercial sponsorship — dominant association across all major communications and selected event assets.

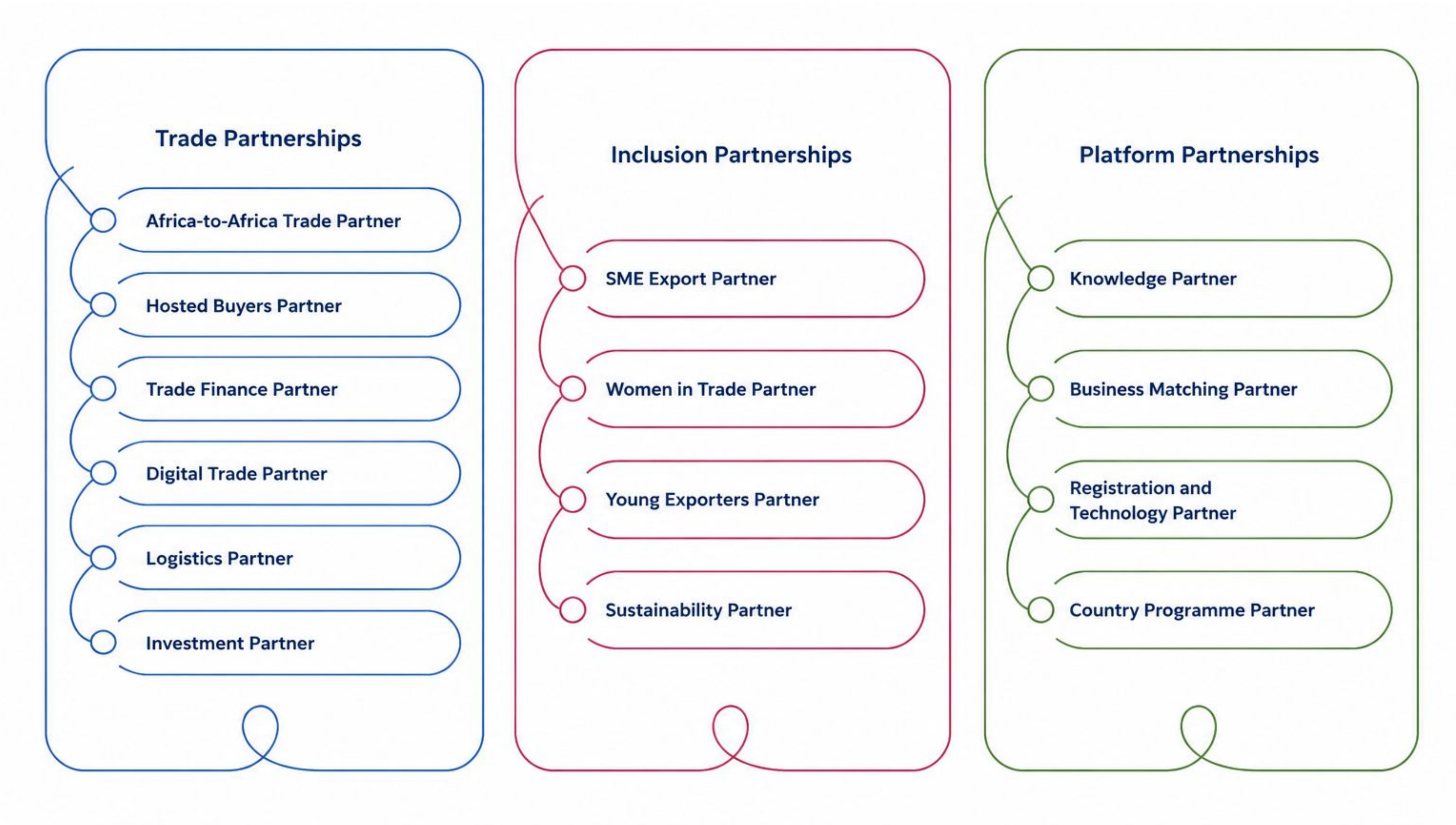
5

Founding Partners

A small number of organisations making a significant long-term commitment — multi-year recognition and meaningful involvement in platform development. **Exclusive category.**

Thematic Partnerships

Thematic partnerships enable sponsors to associate with outcomes directly relevant to their businesses — connecting brand with commercial purpose rather than general event visibility.



Sponsorship Value: Four Dimensions

Brand Leadership

High-profile visibility across event communications, physical spaces, digital platforms and selected media activity — reaching Africa's commercial decision-makers.

Thought Leadership

Participation in executive conversations, research, industry insight sessions and knowledge programmes — shaping the agenda.

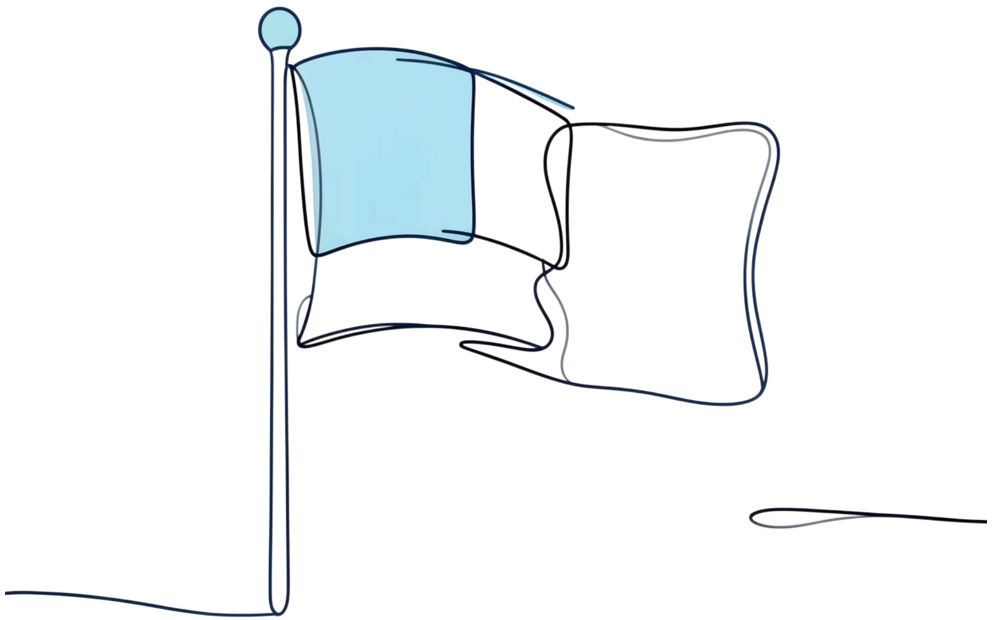
Business Development

Access to targeted networking, buyer communities, exhibitors, delegations and strategic stakeholders — the commercial relationships that drive growth.

Corporate Impact

Association with initiatives supporting SMEs, women-led businesses, exporters, industrialisation and intra-African trade — purpose-driven brand positioning.

Government Participation



The National Commercial Proposition

Governments should build structured national trade programmes around AEXIM — bringing exporters, manufacturers, SMEs, investment agencies, industrial parks and government institutions under one national proposition.

What a Participating Country Communicates

- What we produce and what we export
- What we need to source and import
- Where we seek investment
- Which companies are ready to do business today

National trade delegations convert official missions into **commercial missions** — government participation directly connected to private-sector outcomes.

Investment Promotion & Investor Participation

Governments and investment agencies present actual investable opportunities — not brochures, but specific propositions with answers to the questions investors actually ask.

What Is Presented

Industrial parks, manufacturing plants, energy projects, infrastructure, logistics hubs, agribusiness, SEZs and PPPs — classified and ready for investor dialogue.

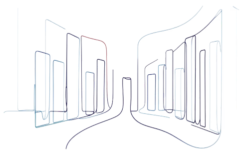
What Each Presentation Must Answer

What is the project, how much capital is required, what is the commercial opportunity, what approvals have been secured, what incentives are available — the five questions every serious investor asks.

Live Market Representation

Investors engage directly with businesses operating within those markets — not just presentations, but a live representation of the African commercial economy in action.

Financial Institutions, Development Partners & Chambers



Financial Institutions

Operate trade-finance clinics, participate in buyer-seller meetings, engage export businesses and introduce working capital, guarantees, letters of credit and supply-chain finance products — finance embedded within the commercial conversation.

Development Partners

Connect programmes in SME development, trade facilitation, agriculture, manufacturing and gender inclusion directly with businesses and implementation partners — translating development mandates into commercial outcomes.

Chambers & Associations

Organise collective participation — export missions, sector pavilions, sourcing meetings and bilateral commercial engagements — delivering tangible market-access opportunities to members.

AEXIM Founders' Circle & Business Club

Founders' Circle

Limited to carefully selected major corporations, institutions and governments providing early strategic support. Membership demonstrates genuine alignment with AEXIM's objectives — **permanent recognition as organisations that helped establish the platform**.

This is not simply a sponsorship tier — it is a statement of founding intent.

AEXIM Business Club

Year-round connection for selected exhibitors, buyers, investors, partners and trade institutions — delivering value between events, not just during them.

- Executive roundtables
- Market briefings
- Virtual buyer meetings
- Trade missions
- Networking events throughout the year

Measuring Return on Participation

AEXIM will progressively establish a post-event outcome-tracking system — because what gets measured gets improved, and participants deserve to know the commercial value of their investment.

For Exhibitors

Qualified leads generated, buyer meetings held, distributor enquiries received and target-market engagement achieved.

For Buyers & Investors

Suppliers discovered and quotations requested; quality of investment pipeline identified; sourcing relationships initiated.

For Governments

Businesses supported, investment discussions initiated, export enquiries generated and commercial agreements reported after the Fair.

Participation With Purpose

The fundamental question AEXIM asks every participant:

What do you want to achieve here?

SOURCE Find suppliers, components, technologies and inputs.	**SELL** Find customers, distributors and commercial partners.
INVEST Find capital, or find opportunities to deploy it.	**CONNECT** Enter markets and build partnerships that enable commerce.

This commercial logic applies equally to a multinational corporation, an SME, a government, an investor, a buyer or a trade institution.

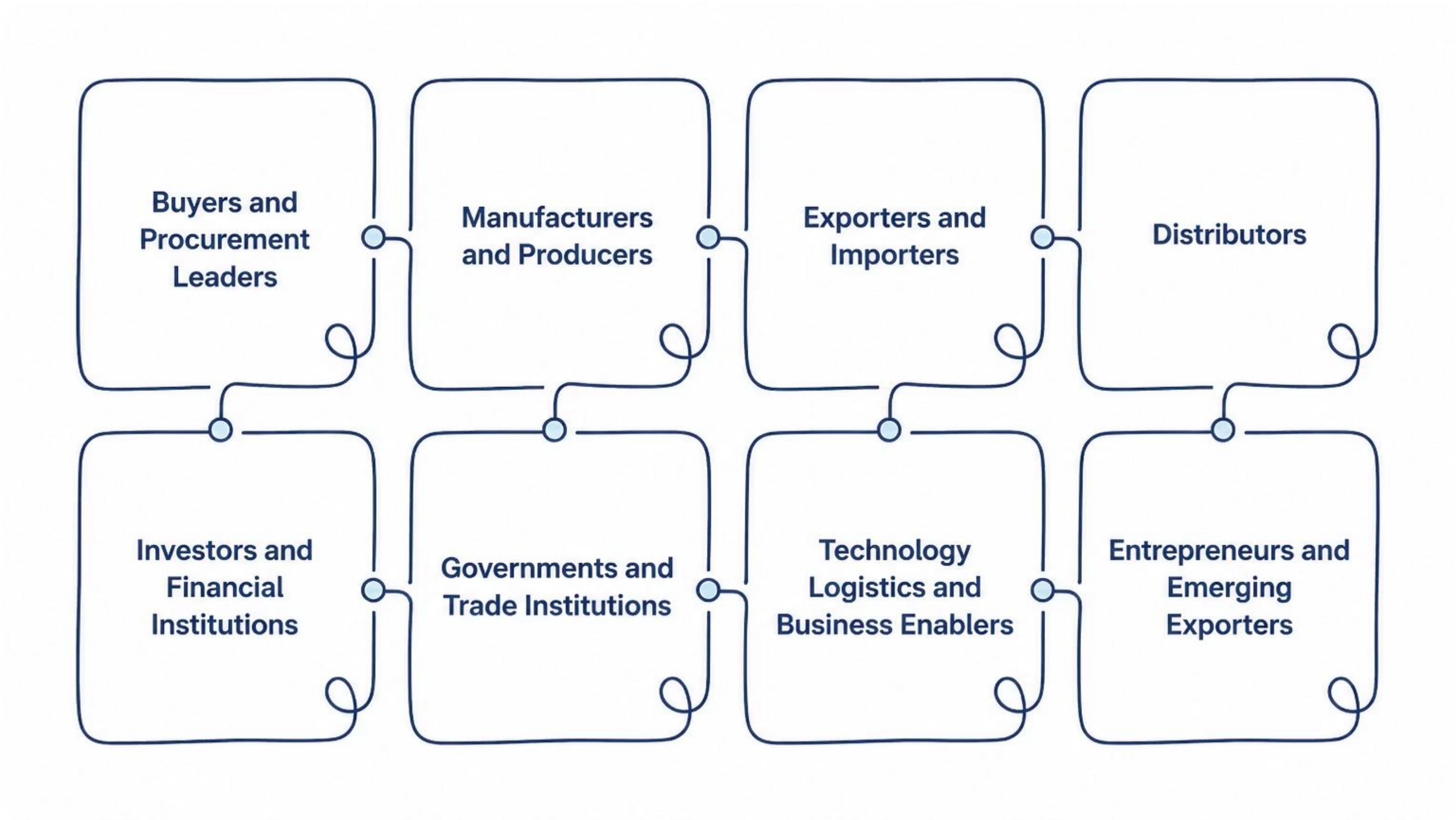
VOLUME FOUR

The AEXIM Business Community

The people who make trade happen — eight principal communities united by one commercial purpose.

The People Who Make Trade Happen

The strength of AEXIM depends not simply on the number of people attending, but on the quality, relevance and diversity of the commercial community assembled around the Fair. Eight principal communities define the AEXIM participant base.



Buyers & Procurement Leaders

Who They Are

Procurement directors, category managers, sourcing managers and business owners from retail, manufacturing, hospitality, healthcare, construction and institutional markets — **the demand side of AEXIM.**

Priority Buyer Communities

- Supermarket and retail chains
- Wholesalers and distributors
- Manufacturers and processors
- Hotel and restaurant groups
- Hospitals and pharmacies
- E-commerce platforms
- Government procurement bodies
- Major corporate procurement teams

Qualified buyers identify sourcing requirements in advance — enabling the Hosted Buyers and Business Matching programmes to deliver relevant, pre-arranged meetings.

Manufacturers, Producers & Exporters

Manufacturers participate simultaneously as **buyers and sellers** — creating the possibility of supply chains forming within the exhibition itself. A food processor may exhibit finished products while sourcing packaging equipment; a pharmaceutical manufacturer may seek regional distributors while meeting suppliers of production inputs.

The Dual Mandate

AEXIM is architected to serve both dimensions of a manufacturer's commercial life — their market-facing export ambition and their supply-chain sourcing requirement — within the same event.

Exporters at Every Stage

From established international sellers to businesses entering their first foreign market — participating across Country Pavilions, industry pavilions and the African Export Marketplace.

Importers, Distributors & Retailers

Importers & Sourcing Companies

The Global Sourcing Marketplace allows comparison of African and international alternatives — the objective is to improve the quality of sourcing decisions and help African enterprises become more competitive through strategic procurement.

Distributors & Agents

AEXIM builds a strong distributor community. Companies can indicate "Distributor Wanted: East Africa" or "Agent Wanted: West Africa" and these requirements feed directly into Business Matching — connecting supply with distribution.

Retailers & E-Commerce

African brands seeking shelf space present directly to relevant buyers; e-commerce businesses identify brands for cross-border digital distribution — the physical and digital retail worlds served simultaneously.

Investors & Financial Institutions

The Investment Community

Private-equity funds, venture-capital firms, family offices, institutional investors, impact investors, infrastructure funds, sovereign wealth funds and corporate investors can identify opportunities by sector, geography and stage of development.

Finance Within Commerce

Banks, DFIs, export-credit institutions, FinTech companies and insurers bring finance into the same conversations in which trade opportunities are being created. The wider exhibition allows investors to see markets operating in real time — meeting manufacturers, entrepreneurs, governments, buyers and technology companies within the same environment.

Governments, Trade Institutions & RECs

National Governments & Institutions

Ministries, export-promotion organisations, investment agencies, SEZs, industrial-development bodies and government institutions showcase national export capacity, present investment opportunities and help businesses enter markets.

Continental & Regional Bodies

AfCFTA implementation bodies, EAC, COMESA, ECOWAS and SADC connect national markets with wider regional opportunities — turning integration agreements into commercial reality.

Embassies & Commercial Missions

Facilitate bilateral business connections — commercial diplomacy resulting in direct business outcomes rather than ceremonial engagement.

Technology, Logistics & Professional Services

Technology Providers

Payments, FinTech, e-commerce, logistics software, AI, enterprise technology, cybersecurity, telecommunications and digital trade infrastructure — both an industry represented at AEXIM **and** an enabler of the entire marketplace.

Logistics Companies

Shipping lines, airlines, ports, freight forwarders, trucking, rail, warehouses, customs agents and cold-chain providers — part of the transaction ecosystem, not simply exhibitors. Trade cannot happen without them.

Professional Services

Legal, taxation, certification, market research, accounting, insurance, recruitment and IP services — helping businesses move from "I found an opportunity" to "How do I execute it?"

SMEs, Women-Led Enterprises & Young Entrepreneurs

SME Export Hub

The SME Export Hub and AEXIM Export & Trade Academy bridge gaps in packaging, distribution, working capital and export procedures. Objective: help more African SMEs become **trade-ready businesses**, not just market participants.

Women-Led Enterprises

The Women in Trade programme focuses on market access, procurement, finance and growth. Large companies can also use the programme to identify and qualify women-owned suppliers — creating demand-side pull for women-led businesses.

Young Entrepreneurs & Startups

The Young Exporters programme connects emerging entrepreneurs with buyers, investors and mentors. Startups participate within relevant industry pavilions — a logistics startup meets logistics customers; an AgriTech startup meets agribusinesses. **Commercial immersion, not startup theatre.**

International Trade Partners & Delegations

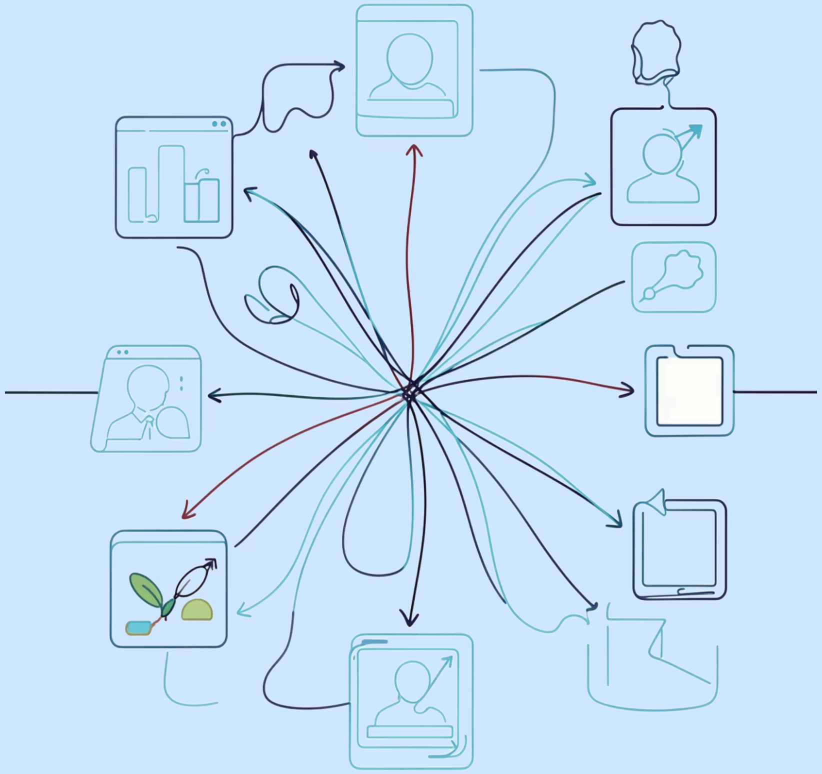
AEXIM's commitment to Africa-to-Africa trade does not mean turning Africa inward. The world needs African products, African markets and African partners — and African businesses need global buyers, global technology and global capital.

International Partners

Asian machinery manufacturers meet African factories; Middle Eastern food buyers meet African producers; European technology companies identify African partners; American investors explore growth businesses.

Delegation Programme

Organised delegations with defined commercial objectives — Buyer Delegations source; Exporter Delegations sell; Investor Delegations identify opportunities; Government Trade Missions combine businesses and institutions around specific market objectives.



The AEXIM Business Matching System

Registration begins with a commercial question — not simply "Who are you?" but **"What are you looking for?"**

Participants indicate what they want to buy, sell, invest in, source, distribute or access — and these requirements become the basis of the matching system. Participants receive recommendations, request meetings and build commercial agendas **before arriving**.

The Four AEXIM Communities

SOURCE

Buyers, importers, manufacturers, retailers, procurement professionals and businesses searching for competitive suppliers across Africa and international markets.

SELL

Manufacturers, exporters, service providers, brands and companies seeking customers, distributors or new market entry across African and international territories.

INVEST

Investors, financial institutions, governments, project developers and enterprises seeking capital for expansion, infrastructure or market entry.

CONNECT

Trade agencies, logistics companies, technology providers, professional services, chambers, associations and market-entry partners — the ecosystem that enables every transaction.

AEXIM 2027 — The Commercial Mandate

Every element of AEXIM 2027 is built around a single, uncompromising commercial mandate: connect businesses with the markets, buyers, suppliers, capital, knowledge and partnerships they need to compete — and to grow.

SOURCE

Competitively. Strategically. For growth.

SELL

Pan-African. International. At scale.

INVEST

Specifically. Credibly. Productively.

CONNECT

Deeply. Durably. Commercially.

> **Trade that creates value. An Africa that produces more, trades more and keeps more of what it earns.**