

ADVANCING
AGRICULTURE

BANKING ON
AFRICA

BUILDING
AFRICA

AFSIC 2022

10th - 11th October 2022
Park Plaza, Westminster, London

POST-EVENT REPORT

INVESTING IN AFRICA



1258
Delegates
Attended

341
Speakers

Countries
Represented

68

52
Sponsors

3214
Meetings
Scheduled

Premier & Lead Stream Sponsors



MOODY'S
INVESTORS SERVICE



DIVERSITY
URBAN PROPERTY FUND



Skaleet
Banking comes your way



Gold Sponsors



FMO
Entrepreneurial
Development
Bank

KFW DEG



PROSPER AFRICA
A U.S. TRADE AND INVESTMENT INITIATIVE

MAURITIUS INTERNATIONAL FINANCIAL CENTRE



FitchRatings

Dalberg

ICECAP

INTRASIA GROUP



BANCTRUST & CO.
Your Partner in Emerging Markets®

Sponsors



innpact



Norsad CAPITAL



BENCHMARK INTERNATIONAL

LEAPFROG INVESTMENTS

Kigali International Financial Centre



CAREY OLSEN

LEK



PERENITY SOFTWARE



TÇX

Playroll

RDB RWANDA DEVELOPMENT BOARD



WESGRO
cape town & western cape
tourism, trade & investment



sib

Seychelles Investment Board



Media



Partners



10th - 11th October 2022 | WWW.AFSIC.NET

THE WEEK IN HIGHLIGHTS

1

One of our top sponsors, FSD Africa, hosted a series of panel discussions during the Tuesday morning session focussing on "Making Finance Work for Africa's Future".

3

AFSIC 2022 saw the introduction of Stream sponsors: FCMB sponsored our Banking stream, Divercity sponsored our Building stream, Executives in Africa sponsored our Sustainable Growth stream, Skaleet sponsored our Fintech Innovation stream and Mangwana Opportunities sponsored our Agriculture stream.

5

AFSIC 2022 saw the successful introduction of our all-new Meet the US Investors session sponsored by Prosper Africa. This was one of many investor networking sessions that were superbly well attended.

7

One of the highlights of the AFSIC 2022 were our Country Investment Summits. These focused on highlighting business and investment opportunities in Africa's most dynamic economies.

2

Moody's Investor service sponsored our AFSIC Event and Meeting App. The event platform saw over 3214 meetings scheduled during the course of the conference and digital delegates were able to follow our live streams.

4

On Monday evening we hosted our Meet African Dealmakers event. Held at County Hall Westminster Bridge the event was sponsored by European DFIs, British International Investment, Proparco, KfW DEG and FMO.

6

We welcomed on board a number of new and exciting Gold Sponsors for AFSIC 2022: Development Bank of Nigeria, DTOS, BancTrust & Co., Partnerships for Forests.

8

This year we built upon Quick Fire sessions which provided African companies listed on our AFSIC African Investments Dashboard wanting to raise capital with a pitching slot to present their investment proposition to investors.

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US\$4bn investment opportunities profiled onsite from our AFSIC African Investments Dashboard

We've captured opportunities seeking private debt and equity, public equity, SAFE and convertible notes as well as capital for investment funds:





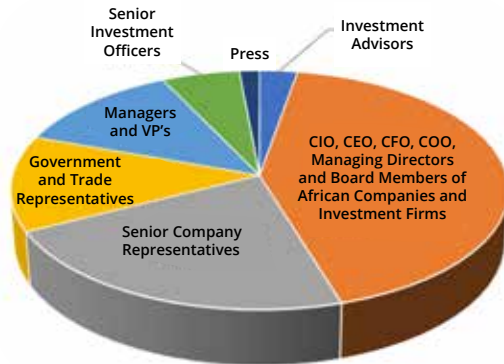
Investing in Africa

Park Plaza, Westminster, London



OUR REACH

AFSIC DELEGATE BREAKDOWN



OVER 1500 DELEGATES EXPECTED TO ATTEND AFSIC 2023

ENTIRE NETWORK

Network includes 120,000+ mailable executives, broadly split into 5 categories:

- Investors
- Dealmakers (corporate advisors)
- Company Executives
- Service Providers
- Press

Highly Sophisticated Integrated Mailing Strategy segments audience into around 20 discrete mailing channels.

37,315
Other & Unclassified

5,664

Corporate Advisors, Dealmakers, Investment Bankers

27,077

Service Providers, Lawyers, Accountants etc

24,509

Institutional Investors, e.g. PE Firms, Funds etc

27,589

Business Executives, subdivided into sector e.g. financial services, ag, real estate, energy, mining etc

100% MAILABLE WITH VERIFIED EMAILS

AFSIC 2022 NETWORK

COUNTRY PARTICIPANTS



32
African Countries



36
Other Countries

DELEGATES



599
African Delegates



659
Other Delegates



SPEAKERS & CHAIRS

341

MEDIA PARTNERS



27

SPONSORS



52

NETWORKING STANDS



35

330

Investors



150
Dealmakers

560

Business Leaders



191
Financial Company Representatives



749

Press Representatives



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MAKING HEADLINE NEWS

INVESTING IN AFRICA



150

Articles published
during the event

20

Journalists
attended

585K

Digital reach
across our Media
Partners

17

Media
partners

903k

Online impressions
from our Media
Partners



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BANKING ON
AFRICA

ENHANCING
EDUCATION

BUILDING
AFRICA

INFORMED
INVESTING

FINTECH
INNOVATION

NATURAL
RESOURCES
AFRICA

POWER
AFRICA

SUSTAINABLE
GROWTH



6m
Website impressions
in build up
to AFSic

176k
Website
clicks

28
Number of
media partners
& partners

9245
Social media
followers

1.87m
Social media post
impressions



AFSic Investing in Africa

Africa's investment event

341
expert
speakers

Interactive
investor
networking
sessions

**SAVE
THE
DATE**
9th-10th
October 2023

Informative
country
investment
summits

Exceptional
support from
investors,
dealmakers
and sponsors

Over
1200
delegates

Registration
opens soon
www.afsic.net





See you at AFSIC 2023

9th - 10th October

Park Plaza, Westminster, London

For more information visit
www.afsic.net

