



2nd-4th
Dec 2021

Pan-African Women Economic Summit

Conference, Awards & Exhibitions

 **Golden Tulip,
Zanzibar**

Theme:

Building an Entrepreneurial Ecosystem
of African Women



Connect, Collaborate, Cooperate

**Organizing
Partners**



Leading Women of
AFRICA
NPC



AFRICA FOR AFRICA WOMEN
BE INSPIRED • BE EMPOWERED • GET EQUIPPED

AIM OF THE SUMMIT

Position Africa Women at the forefront of the execution of AFCFTA through creating business linkages, financial inclusion, technology and promotion of youth and women's leadership.



OBJECTIVES

- ✓ To empower women with skills through targeted master classes to create a sustainable entrepreneurial eco-system
- ✓ To access productive and financial resources for women entrepreneurs;
To Amplify Women's voice and visibility in leadership position
- ✓ To establish strategic partnerships for Cross border trade under the AFCFTA & Exhibit African Products
- ✓ Financing valuable projects in Manufacturing, agriculture and ICT
- ✓ Preparing and engaging Youth as future leaders and entrepreneurs
- ✓ To recognise, appreciate and celebrate women/men (Awards) o Change agents
 - Trendsetters
 - Impactful business women
 - Supporting Women in leadership, business and financing



VISION

Connect, Collaborate, Cooperate Co-create and foster synergistic efforts amongst women of Africa and all stakeholders to promote global and intra-continental trade for women's financial and economic inclusion.



MISSION

- ✓ Forge global partnerships of women owned businesses to rebuild and strengthen the eco-system for Africa to thrive.
- ✓ Support, encourage and cultivate the business growth by investing in women
- ✓ Create an environment for African Women to trade freely across the Africa Continent and leverage the benefits of African Continent Free Trade Areas (AFCFTA)
- ✓ Embrace ICT as the future tool for business growth
- ✓ Expedite execution of the AU Agenda 2063 and United Nations Agenda 2030, with women playing a central role.



ZANZIBAR AT GLANCE

Zanzibar is a semi-autonomous region of the United Republic of Tanzania formed by the two main isles Unguja and Pemba covering a total area of around 2,654 square kilometers with an estimate population of 1.7 Million. Fishing and farming are the main economic activities. Zanzibar is also famous for its perfect beaches as a major touristic attraction. Zanzibar is also known as Spice Island.

The Gross Domestic Product (GDP) per capita in Zanzibar increased slightly to 2.55 million Tanzanian shillings (TZs), around 1,099 U.S dollars as of 2019.



TOPICS

- ✓ **Facilitation on Cross Border Trade** - African Continent Free Trade Agreement (AFCFTA)
- ✓ **Digital entrepreneurship** for youth and women in business
- ✓ **Finance:** Capital in hands , Islamic banking and insurance
- ✓ **Green economy** as Africa's sustainable industry and its Value Chain
- ✓ **Industrialization** is key to Africa's future
- ✓ **Infrastructure Development** key to Africa's Economic Transformation
- ✓ **Building resilient economy post-Covid19** - Healthcare & Tourism
- ✓ **Women networks** in Roundtables with policy makers, financial Institutions and Multinational organizations
- ✓ **Women in Blue Waters**- Maritime and Fishing Preparing Youth as future leaders

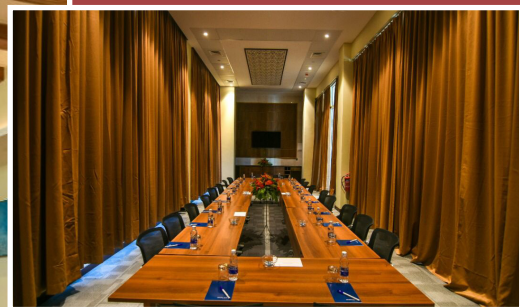
ABOUT THE VENUE



Golden Tulip, Zanzibar

The Golden Tulip hotel chain was founded in the 1960's, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolution of its clients' needs and expectations. As part of Louvre Hotels Group, the brand is present with more than 170 upscale hotels in 41 countries.

Each establishment is committed to quality standards, while taking on the personality of its manager and embracing the local culture. The Golden Tulip hotels provide a playful outlook on life, work and travel. Aligned with the business travelers' behaviors, our hotels encourage guests to mix work and play, allowing them to live and share unique and playful experiences.



EXHIBITIONS

The Summit will offer focused Country, Halal, Corporate & Individual pavilions, to address the needs for Africa's economic growth.



BOOTHS SPONSORSHIP PACKAGES

Branded Country pavilion with Flag / Name Tag

Special Halal pavilion

Food and Spices

Services -includes Finance, Insurance

African Textile, Arts and craft

Health and Wellness

Innovation and Technology

Organizations and SMEs

Extractive Industries

Tourism

Country Pavilion, size 64sqm with electrical socket, tables & chairs

@\$4,500

Halal Booth 20 units, size 45sqm with electrical socket, tables & chairs

@\$3,000

Corporate Booth 20 units, size 18sqm with electrical socket, tables & chairs

@\$1,000

Individual Booth 40 units, size 9sqm with electrical socket, tables & chairs

@\$500

SPONSORSHIP



EXCLUSIVE PLATINUM SPONSOR (1)

**USD
\$300,000**

- ✓ Main Sponsor
- ✓ Keynote Speaker (30 mins)
- ✓ 15 banners placed strategically both inside & outside the venue
- ✓ Provision of 64sqm booth
- ✓ Branding in all main events
- ✓ 10 VIP tickets
- ✓ Acknowledgment on all social media
- ✓ Acknowledgment on mainstream media platforms (Radio, TV, Newspaper)
- ✓ Logo display on screen during Gala Dinner and African night awards
Logo display on screen during plenary & breakaway sessions
- ✓ Logo on all marketing materials
- ✓ Access to all delegate database
- ✓ Marketing and advertising on PAWES website
Digital Marketing of products and services

DIAMOND SPONSOR (2)

**USD
\$150,000**

- ✓ Acknowledge as Diamond Sponsor
- ✓ Keynote Speaker (20mins)
- ✓ 10 banners strategically placed both inside & outside the venue
- ✓ 5 VIP tickets
- ✓ Provision of 45 sqm booth
Acknowledgement on all social media
- ✓ Acknowledgement on main stream media platforms (Radio, TV, Newspaper)
Branding in all main events
- ✓ Logo display on screen during Gala Dinner and African night Awards
Logo display during plenary & break away session
- ✓ Branding on all marketing materials
- ✓ Access to all delegate database
- ✓ Marketing and advertising on PAWES website

USD
\$75,000

GOLD SPONSOR(4)

- ✓ Acknowledge as Gold Sponsor Keynote Speakers (15 mins)
- ✓ 5 banners strategically placed both inside & outside the venue
- ✓ 3 VIP tickets
- ✓ Provision of 18sqm booth
- ✓ Logo display during Gala Dinner and African night Awards
Logo display during break away session
- ✓ Branding on social media
- ✓ Marketing and advertising on PAWES website

USD
\$30,000

BRONZE SPONSOR(10)

- ✓ Acknowledge as Gold Sponsor Keynote Speakers (10 mins)
- ✓ 2 banner strategically placed both inside & outside the venue
- ✓ 3 VIP tickets
- ✓ Provision of 9sqm booth
- ✓ Logo on selected marketing material
- ✓ Logo display Gala dinner
- ✓ Logo display during break away session
- ✓ Branding on social media

ITEM SPONSORS

Africa Night & Awards Gala Dinner	\$ 50,000
Welcome Dinner	\$ 20,000
Panel Discussions	\$ 5,000
Fashion Show, Stage & Lighting	\$ 5,000
Magazine of the Event	\$ 5,000
Trophies for the awardees	\$ 5,000
Branded Conference Bags incl. USBs	\$ 5,000
Video & Photography	\$ 5,000
Branded Pens & Note Books	\$ 5,000
Branded T-shirts	\$ 5,000
2022 Branded Diaries	\$ 5,000

ITEM SPONSORS BENEFITS

	Public Recognition	Advert/ Logo in the brochure	No of VIP Tickets	Banners for the Sponsor	Speaker at Event Sponsored
Africa Night & Awards Gala Dinner	x	x	5	x	x
Panel Discussions	x	x	2	x	x
Fashion Show, Stage and Lighting	x	x	2	x	x
Conference Bags & USBs Video & Photography, Trophies, Tshirt, Dairies	x	x	1	x	



MAGAZINE 1ST EDITION:

In addition to the summit proceedings, a special edition publication on delegates, exhibitors and all event activities will be available for sale.

PHOTO BOOTH:

This will be available for all delegates and exhibitors.

CONNECT WITH US:

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