

3RD AFEX

THE GLOBAL FRANCHISE AND
DISTRIBUTORSHIP EXPO

THRIVE IN AFRICA: CONNECT, IVEST & SUCCEED

25 > 26
JUNE
ISTANBUL
2025


TABA
TURKISH | AFRICAN
BUSINESS ASSOCIATION



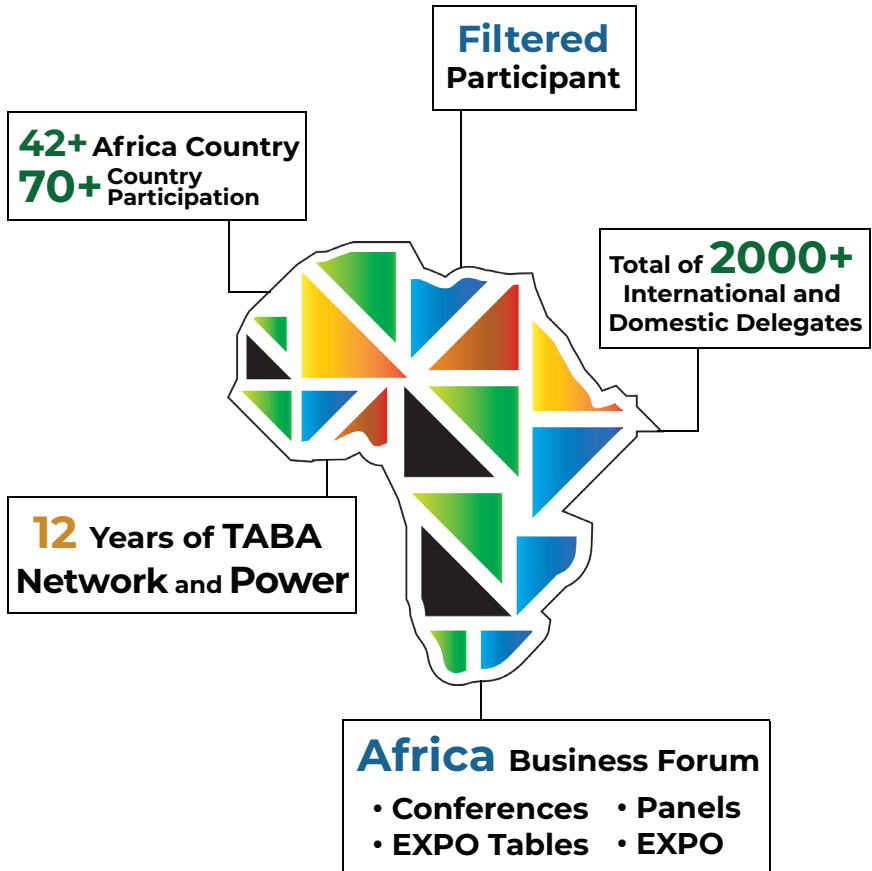
TABA
TURKISH | AFRICAN
BUSINESS ASSOCIATION

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WHAT IS AFEX

AFEX, the Africa Business Forum and Expo, is a unique gateway to a world of business opportunities. Held in Istanbul, the most connected city to Africa and global destinations, AFEX serves as a global hub where businesses converge to network, investment, and sustainable partnerships.



This year AFEX is dedicated to emphasize **FRANCHISE, DISTRIBUTORSHIP, and PARTNERSHIPS**. With the attendance of qualified and high profile professionals, the Expo creates a dynamic attraction point, with a focus on Africa.

WHO WE ARE

Turkish African Business Association (TABA) is a platform of development, initiation, cooperation and collaboration, founded in 2012 to contribute to the social, political, economic, scientific, commercial and technological development of Turkiye and Africa.

Sectoral Councils

Investment and
Business Opportunities

Public-Private
Partnerships

Bilateral and
Multilateral Collaborations

Regional Working
Groups

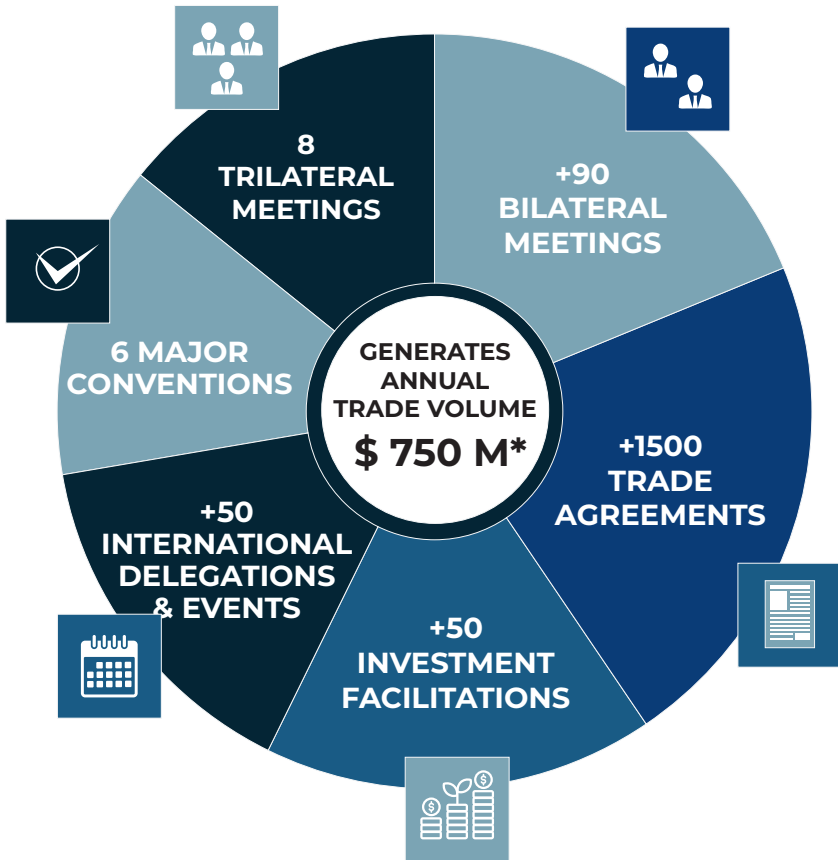


TABA
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Headquartered in Istanbul, TABA has regional offices in **Cameroon, Mauritania and Ethiopia**, and representatives in **Morocco, Algeria, Senegal, Guinea, Ghana, Kenya, Uganda, South Sudan, Ethiopia, Sudan, Libya and Nigeria.**

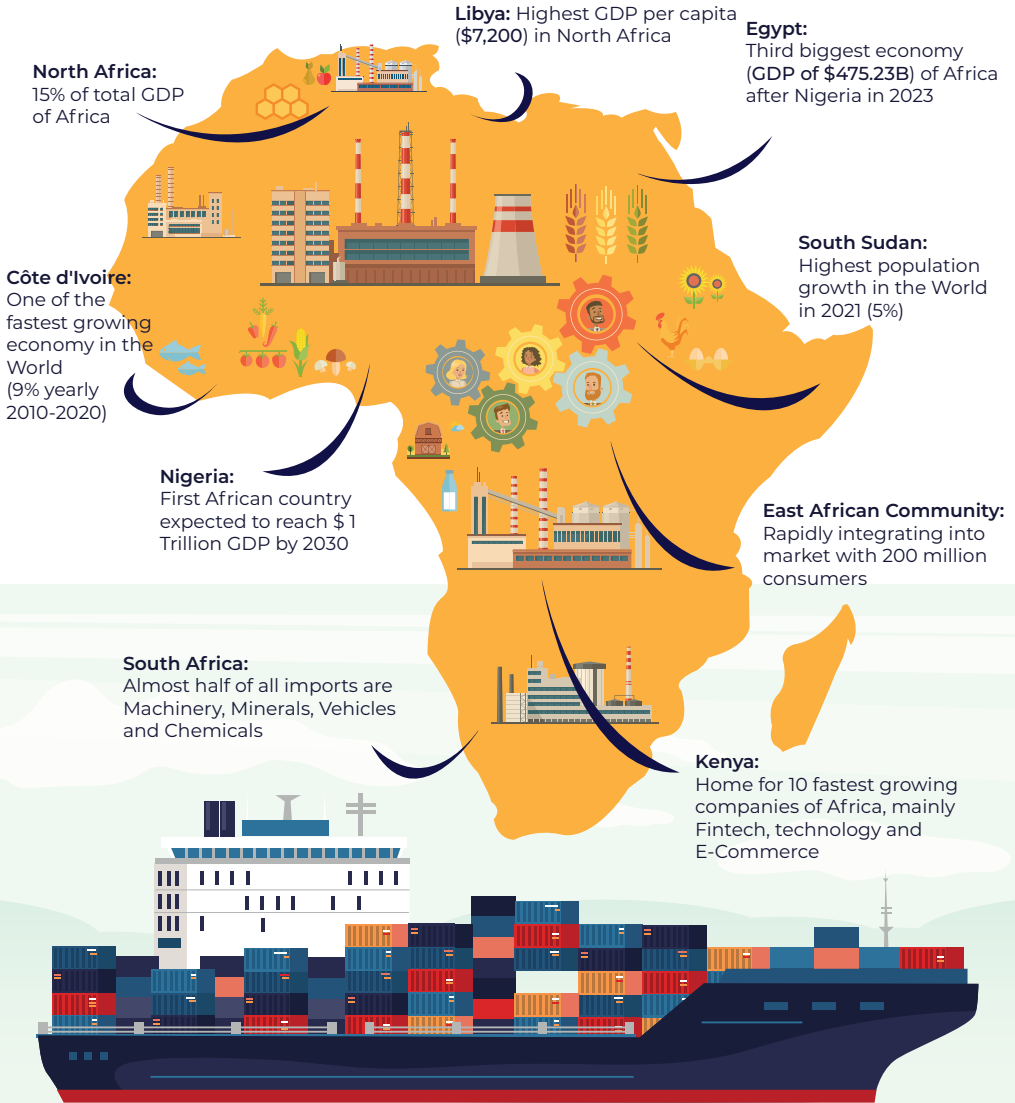
WHO WE ARE

Turkish African Business Association (TABA) is an organization that aims to strengthen social and economic relations between Turkey and Africa. Since 2010, TABA has coordinated;



*Estimated figure of interactions

WHY AFRICA



AFRICA HAS THE YOUNGEST POPULATION IN THE WORLD,

with 70% of sub-Saharan Africa under the age of 30. Such a high number of young people is an opportunity for the continent's economic growth



WHY ISTANBUL



Istanbul is a dynamic mega-city, operating as a :

Manufacturing Capital

Transcontinental Hub

Commercial Center

67 direct flights to African destinations

450 direct flights around the globe

Access to a market of **\$30T** with **over 2 billion people** within **4 hours** of flight range



Hosting **+40.000** International Companies



GLOBAL PARTICIPATION

AFRICA



REST OF THE WORLD

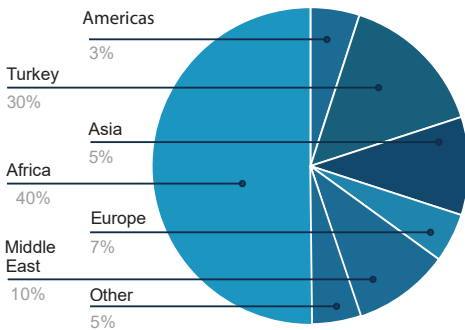


WHO WILL BE IN AFEX

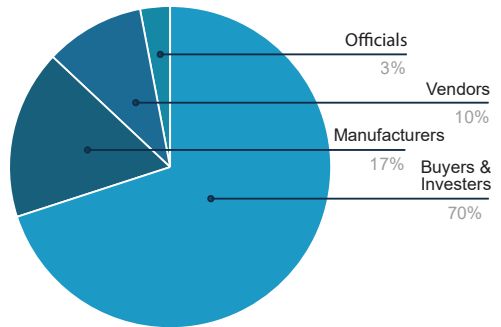
Thanks to TABA's strong presence and rich portfolio, AFEX presents a unique opportunity to establish connections with most credible businesses from all over the world.



Participants by Nationality

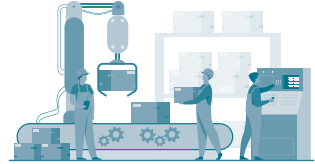


Participants by Role



WHO WILL BE IN AFEX

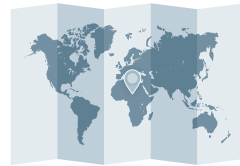
Investors that are seeking new business opportunities



Importers in search of various products with competitive prices



Exporters looking for new clients and distributors



Manufacturers looking for regional partners to distribute their products in Africa



Some of participating sectors;



Construction



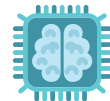
Education



Furniture



Health



IT



Machinery



Food & FMCG



Agriculture



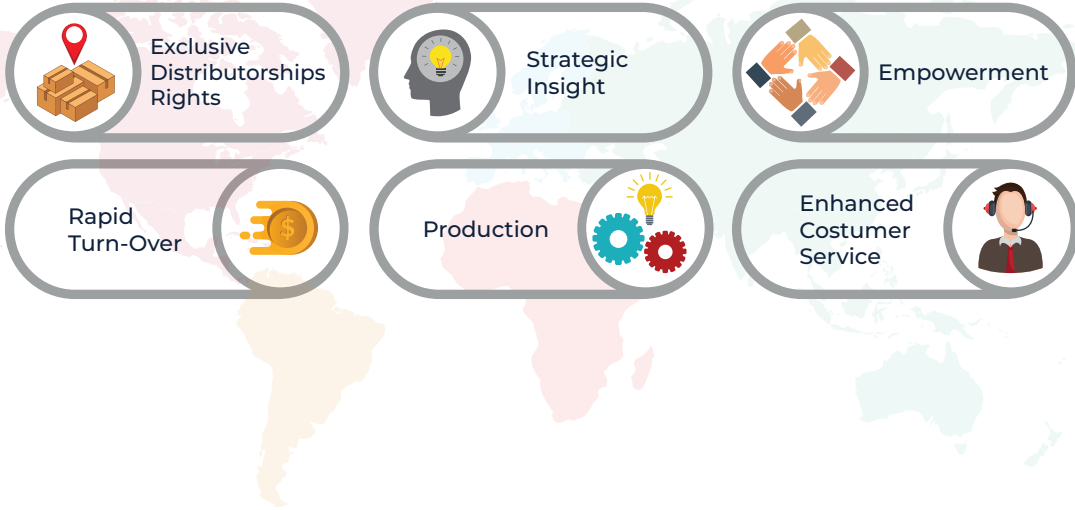
Textile



Automotive

DISTRIBUTORSHIP

Join AFEX to establish distributorship opportunities revealed, for empowering entry into the new markets confidently, particularly across the diverse landscapes of Africa.



AFEX provides significant expansion opportunities for businesses where strong production capabilities meet strategic insight.



Engage in an environment with a great potential, benefitting production expertise and industry know-how.



PARTNERSHIP

Enabling local production



Management and training support

Encourage growth and development



New business opportunities

Invest-in or get-invested



Know-how transfer

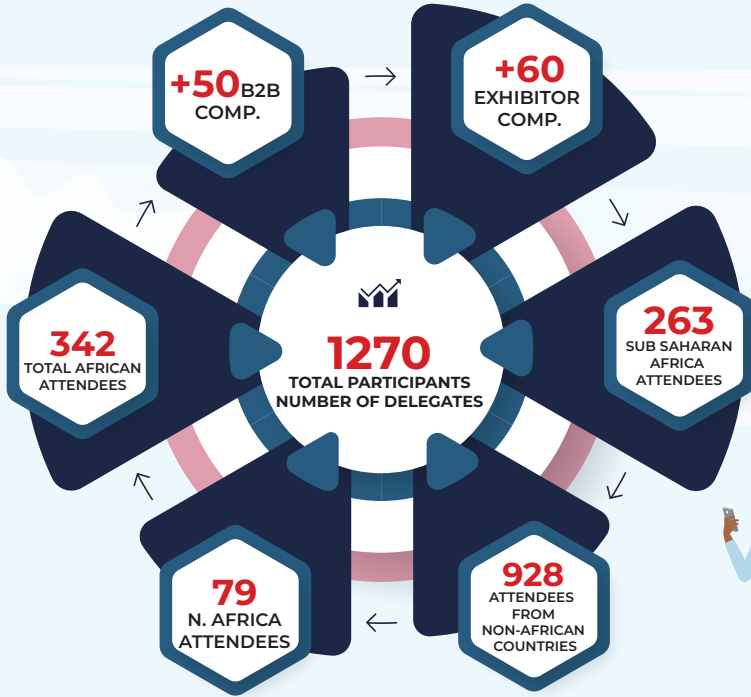
Technology transfer



New investment opportunities

By participating in AFEX, your company can unlock a range of benefits through customized partnerships, exclusively focused on conducting business with Africa.





ATTENDEES FROM 49 DIFFERENT COUNTRIES



AFRICAN COUNTRIES ATTENDED

ALGERIA, CAMEROON, CHAD, BURKINA FASO, EGYPT, TANZANIA, SUDAN, SOUTH SUDAN, SOUTH AFRICA, SOMALIA, ZAMBIA, MOROCCO, MAURITANIA, MALI, LIBYA, SENEGAL, ETHIOPIA, KENYA, DRC, GUINEA BISSAU, TUNUSIA, GAMBIA, LIBERIA, UGANDA, GHANA, NIGERIA

OTHER COUNTRIES ATTENDED

TURKIYE, BRASIL, UK, FRANCE, SAUDI ARABIA, KUWAIT, JORDAN, USA, UAE, IRAQ, SYRIA, OMAN, BAHRAIN, QATAR, PHILLIPINES, MALAYSIA, INDONESIA, BELARUS, LEBANON, GERMANY, UKRAINE, BANGSOMORO

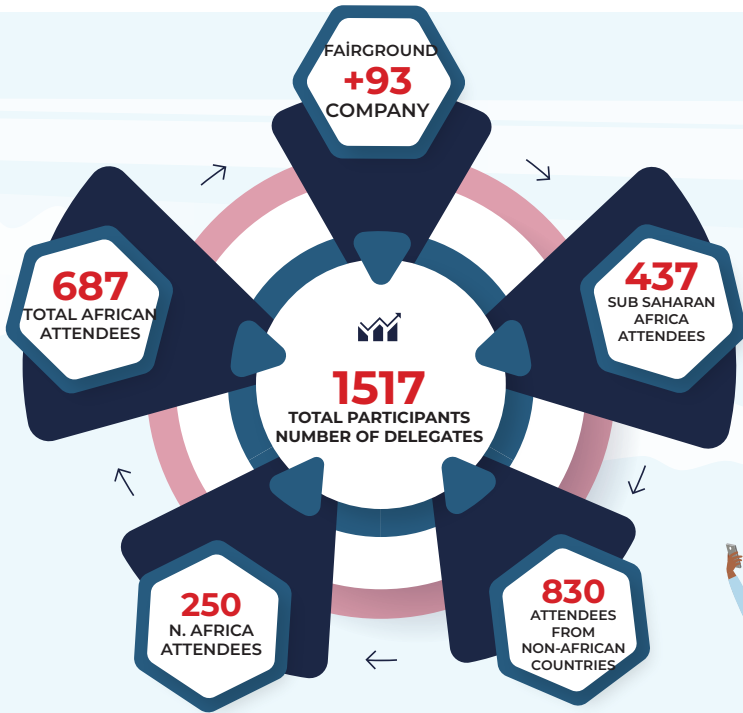
AFEX'2023

AFEX 2023 IN PHOTOS

Esteemed figures such as President of Turkish National Assembly - Justice Commission - Hon. Cüneyt Yüksel, Guinea-Bissau Trade Minister and Gambia's Minister of Trade, CEOs and government representatives enriched discussions, making AFEX a high-level engagement hub.



AFEX 2023 marked a turning point in global business dynamics with key partnerships formed. Hosting dozens of B2B sessions and hundreds of diverse companies, the expo showcased corporate excellence and fostered strategic alliances.



ATTENDEES FROM **52** DIFFERENT COUNTRIES



AFRICAN COUNTRIES ATTENDED

Algeria, Cameroon, Chad, Burkina Faso, Egypt, Tanzania, Sudan, South Sudan, South Africa, Somalia, Zambia, Morocco, Mauritania, Mali, Libya, Senegal, Democratic Republic of Congo, Ethiopia, Kenya, Guinea-Bissau, Tunisia, Gambia, Liberia, Uganda, Ghana, Nigeria, Zimbabwe, Togo, Sierra Leone, Rwanda, Niger, Mozambique, Ivory Coast, Guinea Conakry, Benin

OTHER COUNTRIES ATTENDED

Turkey, Brazil, England, France, Jordan, America, United Arab Emirates, Iraq, Syria, Yemen, Oman, Bahrain, Qatar, Russia, Lebanon, Germany, Pakistan

AFEX'2024

AFEX 2024 IN PHOTOS

AFEX 2024 brought together distinguished figures from Africa and around the world, creating a unique platform. Prominent guests of the event included: Her Excellency Businge Victoria Rusoke, Uganda's Minister of State for Local Government; His Excellency Majok Guandong Thiep, Ambassador of South Sudan; His Excellency Adama Gazibo, Ambassador of Niger; His Excellency Zayyad Habu Abdussalam, Ambassador of Nigeria; His Excellency Major General Nicholas Peter Andoh, Ambassador of Ghana; and Kamala Bidialou, Head of Mission from the Embassy of Togo.

At AFEX 2024, the foundations of numerous profitable partnerships were laid, and strategic agreements were signed during B2B sessions held with the participation of hundreds of companies. These developments positioned AFEX as a dynamic center of interest for the global business world, reinforcing its status as a global brand.

Representatives from the embassies of Cameroon, Sierra Leone, Burkina Faso, Zambia, Kenya, and Libya also attended the event, where CEOs and government officials came together, fostering high-level interaction and cooperation.



Prominent participants included Mr. Mümtaz Tahincioğlu, President of the July 15 Association; Mr. Mithat Yenigün, President of the Turkish Automobile Sports Federation (TOSFED); Mr. İsmail Hakkı Turunç, Vice Chairman of the High Advisory Board of the Turkish Contractors Association (TMB); Mr. Murat Haliç, President of UTEP Foreign Trade; Mr. Bülent Saruhan Saraylı, founding president of the Istanbul Tourism Association (ISTTA); Mr. İbrahim Cemil Yıldız, President of ASRIAD; esteemed coach Mr. Yılmaz Vural; and President of GİV Mr. Mehmet Koç. Their contributions and valuable presence greatly enriched the event.

WHAT AFEX OFFERS

Common Interest:

Save your time and effort promoting your business to uncertain investors. Instead, take part in AFEX, where every participant shares the same goal: To establish business in Africa!

Direct Access:

Direct access to distributors, manufacturers, investors and buyers within your industry; speak to key players of your target market face to face. Cut off the middleman, save your capital.



Instant Feedback:

Compare your business with others and learn what your competitors are doing right. Get accurate, valuable feedback to improve your business and increase your profit.

Intercontinental Participation:

Get in touch with prominent business people from Africa, Asia, Americas, Middle East and Europe. Introduce yourself to the world!



Know-How Transfer:

Exchange knowledge and experience with players from different sectors. Discover new investment and business development opportunities and expand your horizons.

Future Partnerships:

Find the missing part of the puzzle that keeps you from establishing long-lasting partnerships. Create opportunities to expand your distribution and supply chain.

VENUE & PROGRAM

Pullman Istanbul Hotel & Convention Center

Pullman Istanbul is one of the largest convention hotels in Europe and one of the most prestigious venues in Istanbul.



Program

25
JUNE

- ▶ AFEX Opening Conference
- ▶ Conferences
- ▶ B2G Meetings
- ▶ EXPO

26
JUNE

- ▶ B2G Meetings
- ▶ Panels
- ▶ Conferences
- ▶ EXPO
- ▶ Gala Dinner



- Share your vision with business people from all over the world.



- Make sales and close deals in an atmosphere to execute special segment pricing.



- Promote your products or services to potential customers.



- Get qualified sales leads and prospects in all exhibiting and B2B meetings.

	HALL A	HALL B
0-15 m ²	\$750/m ²	\$395/m ²
18-30 m ²	\$725/m ²	\$375/m ²
33+ m ²	\$700/m ²	\$350/m ²

WHY SPONSOR

BRAND PROMOTION



At AFEX, you will get the opportunity to promote your brand to the leading businesses in the target market, particularly in Africa. Your brand / company will be in the spotlights of all stages, sessions, and B2B presentations.

NETWORKING



Establish critical and prominent connections based in Africa, Brazil and Türkiye. Reach your prospective customers and clients without the hassle of intermediaries.

ADVERTISEMENT



Take a huge leap in accessing to the African market and regional competition. Utilize this chance to develop direct/indirect distribution channels and establish African connections with B2B meetings.

PRIVILEGES



Exhibit your products in the general exhibition area specially reserved for you. Enjoy the VIP privileges exclusive to sponsors throughout AFEX.

TARGET MARKET



Meet the figures and companies shaping the future of African market and expand your horizons. With these connections, detect the needs and demands in different markets first-hand and determine your target market accurately.

SALES



With promotional opportunities and sectoral privileges exclusive for sponsors, present your products smoothly and effortlessly to buyers. Remain closely contacted to your potential customers and clients over the course of AFEX.

SPONSORSHIPS

Details of Sponsorship Packages	Main Sponsor (1) \$ 300.000	Platinum (4) \$ 125.000	Gold (6) \$ 50.000	Silver (10) \$ 30.000
Right to Bring VIP Guests	10	5	3	1
Passes				
Entrance	15	10	6	3
Opening Reception	15	10	6	3
Opening Speech Entry	1	1		
Gala Dinner VIP	2	1		
Entrance to All VIP Events	2	1		
Expo - Booth				
Expo Booth Space	75 m2	30 m2	20 m2	10 m2
Exhibition Hall	Hall A	Hall A	Hall A	Hall B
Staff Entry	6	5	4	3
Conference and Speeches				
Opening Speeches	3 minutes	1 minute		
Conferences & Sessions	2	1		
Break Speeches			•	
Networking Privileges				
VIP GUEST INVITATION	3	1	•	
Sponsor & Speaker Lounge Access	2	1		
VIP Networking Lunch and Dinners	•	•	•	•
Advertisement				
Video Content in Opening	2 minutes	1 minute		
Branding (Pre/Post-Event & on Site)				
Logo on the Main Stage	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Website	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Invitations	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on Advertising Materials (Brochures,Flyer,Banners)	•	•	•	•
Event Guide	2 pages	1 page	Shared Page	Shared Page
Event Guide and Website Profile	250 words	150 words	100 words	50 words
Event Bag Contents - Delegate Pack (insert-item)	•	•	•	
Presenting Awards (Plaque)	•			
Logo on the Photo Stage	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo in the Press Room	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on the Social Media Shares	1st Level Visibility	2nd Level Visibility	3rd Level Visibility	4th Level Visibility
Logo on E-mail Blasts	•	•		
Delegate Badge	•			
Bilateral Meetings - Specialized Desk Available	•	•	•	•
Discount on Additional Marketing and Promotional	40%	25%	20%	15%
Exclusive Sponsor in Sector	•	•		
Room Gifts - Advertising	•			
Opt in Attendee List	•	•	•	•
Attendee List	•			

MAIN SPONSORSHIP BENEFITS

\$300.000

PASSES

VIP Entrance Passes: 2 VIP passes will grant access to VIP Lunch & Dinners, VIP Yacht Cruise, VIP GALA / seating. Entrance passes: 15 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

Gala dinner VIP passes: 2 gala dinner passes will grant VIP access to gala dinner.

SPEAKING OPPORTUNITIES

Opening Speech: An executive from your company will be able to give a 3-minute speech addressed to AFEX attendees in opening ceremony (Plenary Session).

Conference Sessions: Your company will host one (1) 45-minute sessions at AFEX'24.

BRANDING

Visibility: Company logo will be visible (1st level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners. 2 Pages Advertisement on summit guide.

Company Profile: Your company profile will be placed at AFEX'25 guide and website with 250 words.

GALA DINNER SPONSORSHIP OPTION

Our main sponsor also has the option to sponsor the gala dinner.

EXHIBIT

75 m2 booth space on the most prominent location. Your company will be able to bring/construct your own booth for maximum branding exposure.

Exhibit Staff Passes: General staff exhibition passes will grant access to the exhibit hall.

NETWORKING OPPORTUNITIES

VIP Guest Invitation(10):

Main Sponsor Lounge: Lounge which main sponsor will be able to host their guests.

Sponsors & Speakers Lounge Access: Access to a sponsors & speakers lounge.

VIP Lounge & Dinners: Access to VIP lounge & dinners.

MARKETING

Video Content in Opening: 2-minute video show at opening conference.

EXTRAS

1 item insert at delegate bags.

Presenting plaque.

Logo and company name on the photo stage, press room, media shares and e-mail blasts with 1st level visibility.

Logo on attendee badges

Available specialized desk at bilateral meetings.

Exclusive sponsor for your sector. (Only sponsor for your sector)

Opportunity to leave one item at delegates' rooms.

Full attendee list.

%40 Discount on additional marketing and Promotional Opportunities

PLATINIUM SPONSORSHIP BENEFITS

\$125.000

PASSES

VIP Entrance Pass: 1 VIP passes will grant access to VIP Lunch & Dinners, VIP Yacht Cruise, VIP GALA / seating.
Entrance passes: 10 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

Gala dinner VIP pass: 1 gala dinner pass will grant VIP access to gala dinner.

SPEAKING OPPORTUNITIES

Opening Speech: An executive from your company will be able to give a 1-minute speech addressed to AFEX attendees in opening ceremony (Plenary Session).

Conference Sessions: Your company will host a 45-minute session at AFEX'24.

BRANDING

Visibility: Company logo will be visible (2nd level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.
1 page Advertisement on summit guide.

Company Profile: Your company profile will be placed at AFEX'25 guide and website with 150 words.

LUNCH SPONSORSHIP OPTION

One of the lunches during the event will be sponsored by Platinum Sponsor

EXHIBIT

30 m2 booth space on the prominent location. Your company will be able to bring/construct your own booth for maximum branding exposure.

Exhibit Staff Passes: General staff exhibition passes will grant access to the exhibit hall.

NETWORKING OPPORTUNITIES

VIP Guest Invitation(5):

Access to VIP Networking Events: VIP yacht tour, VIP dinner and lunch events.

Sponsors & Speakers Lounge Access: Access to a sponsors & speakers lounge.

MARKETING

Video Content in Opening: 1-minute video show at opening conference.

EXTRAS

1 item insert at delegate bags.

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 2nd level visibility.

Available specialized desk at bilateral meetings.

Exclusive sponsor for your sector. (Only sponsor for your sector)

Opt In attendee list.

25% Discount on additional marketing and Promotional Opportunities

GOLD SPONSORSHIP BENEFITS

\$50.000

PASSES

Entrance passes: 6 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

SPEAKING OPPORTUNITIES

Coffee Break Speech: An executive from your company will be able to give a 1-minute speech addressed to AFEX attendees at the beginning of a coffee break.

BRANDING

Visibility: Company logo will be visible (3rd level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners. Half page Advertisement on summit guide.

Company Profile: Your company profile will be placed at AFEX'25 guide and website with 100 words.

EXHIBIT

20 m2 booth space on the prominent location. Your company will be able to bring/construct your own booth for maximum branding exposure.

Exhibit Staff Passes: General staff exhibition passes will grant access to the exhibit hall.

NETWORKING OPPORTUNITIES

VIP Guest Invitation(3):

Access to VIP Networking Events: VIP yacht tour, VIP dinner and lunch events.

EXTRAS

1 item insert at delegate bags.

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 3rd level visibility.

Available specialized desk at bilateral meetings.

Opt In attendee list.

20% Discount on additional marketing and Promotional Opportunities

SILVER SPONSORSHIP BENEFITS

\$30.000

PASSES

Entrance passes: 3 conference passes will grant access to all conference sessions, exhibit halls, Bosphorus tour with all delegates, meals, and opening reception.

BRANDING

Visibility: Company logo will be visible (4th level visibility) on the AFEX website, main stage, invitations, advertising materials; brochures, flyers, banners.

Shared page Advertisement on summit guide.

Company Profile: Your company profile will be placed at AFEX'25 guide and website with 50 words.

NETWORKING OPPORTUNITIES

VIP Guest Invitation(1):

Access to VIP Networking Events: VIP yacht tour, VIP dinner and lunch events.

EXHIBIT

10 m2 booth space on the prominent location. Your company will be able to bring/construct your own booth for maximum branding exposure.

Exhibit Staff Passes: General staff exhibition passes will grant access to the exhibit hall.

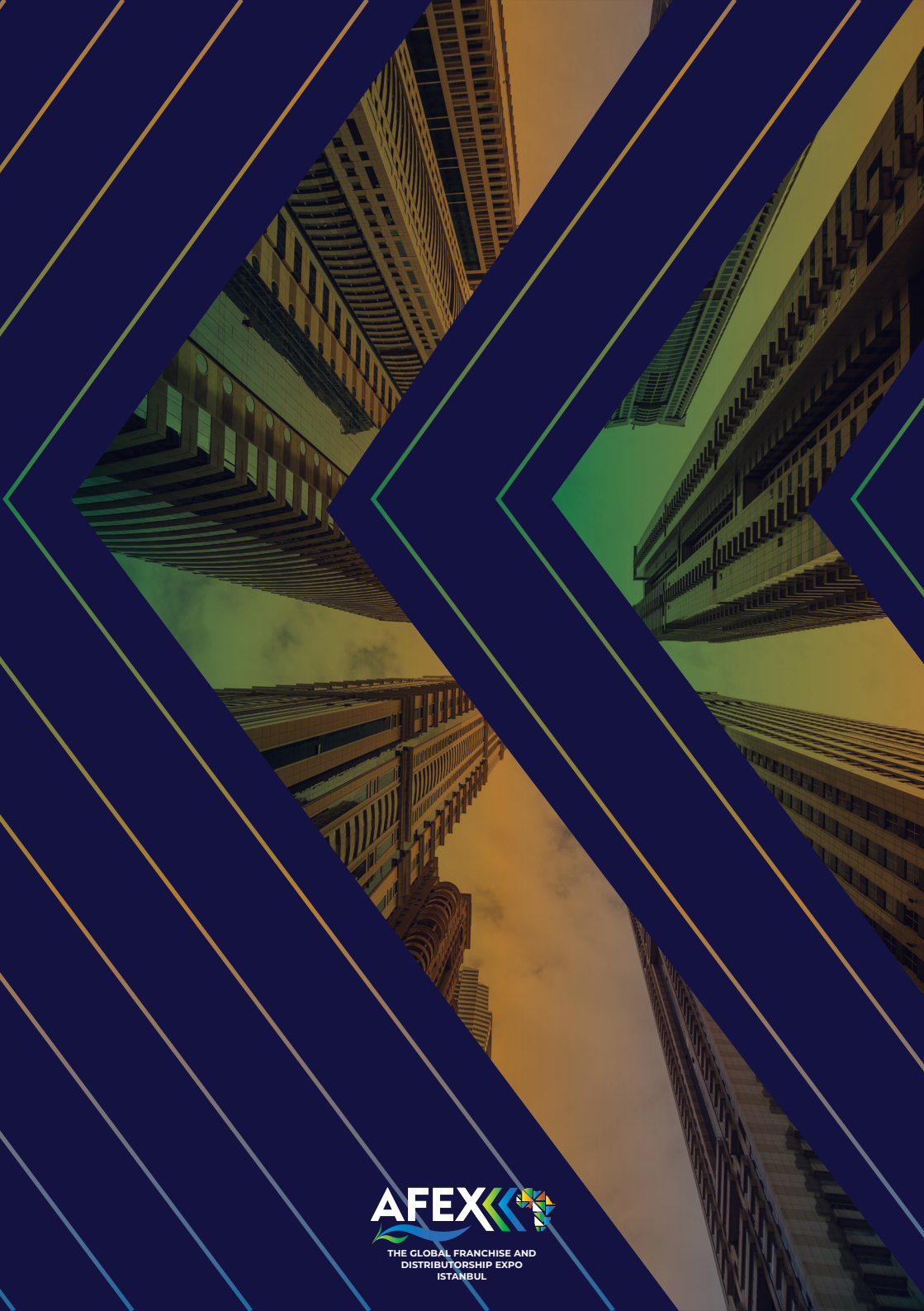
EXTRAS

Logo and company name on the photo stage, press room, media shares, e-mail blasts with 4th level visibility.

Available specialized desk at bilateral meetings.

Opt In attendee list.

15% Discount on additional marketing and Promotional Opportunities



THE GLOBAL FRANCHISE AND
DISTRIBUTORSHIP EXPO
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