



| AFRICA'S INVESTMENT MARKET PLACE

AIF MARKET DAYS EVENT 2024

LEVERAGING INNOVATIVE PARTNETSHIPS FOR SCALE

4-6 DECEMBER 2024
RABAT, MOROCCO



AFRICA INVESTMENT FORUM



What is the Africa Investment Forum?

The **Africa Investment Forum** is a premier investment platform championed by the African Development Bank (AfDB) and its partners, Afreximbank, Africa Finance Corporation, Africa50, Development Bank of Southern Africa, European Investment Bank, Islamic Development Bank and Trade and Development Bank aims to accelerate investment opportunities in Africa.

The Forum serves as a marketplace that connects investors, project sponsors, and government representatives to promote and facilitate investments across various sectors, including infrastructure, energy, agriculture, and technology. AIF is dedicated to unlocking Africa's economic potential by closing the continent's investment gaps, showcasing bankable projects, and driving financial commitments.



What are the Market Days?

The Market Days event is the centerpiece of the Africa Investment Forum. Held annually, it brings together key stakeholders — investors, government leaders, and project developers—in a focused setting to present and discuss specific projects.

The event fosters deal closures and investment by creating an enabling environment for networking and negotiations. Market Days often lead to signed agreements and funding commitments, making it pivotal for Africa's development. AIF boardrooms provide exclusive spaces for focused discussions, driving project financing and partnerships.

AIF ACTIVITIES

Delivering under AIF's core objectives:

a. **Advancing Projects to Bankable Stage**, by effective project preparation.

b. **Raising Capital** by Mobilising Partners and Investors especially institutional investors, for increased co-financing

c. **Accelerating Financial Closure** of Deals

To deliver on its core objectives, the AIF's focus is on:

PIPELINE DEVELOPMENT

- Sourcing and identifying deals across Africa.
- Screening deals.
- Creating **project visibility**.
- Tracking deals through the funding process.

ENABLING ENVIRONMENT

- Accelerating **regulatory reforms** & consistency.
- Advocating efforts for institution-building.

INVESTMENT PROMOTION

- Engaging **potential investors**.
- **Showcasing** transformational opportunities in Africa.



PROJECT PREPARATION

- Preparing sponsors and their projects to **meet investment criteria** set by funds and grant providers
- **Identifying** funds and grants.
- Harmonizing project preparation process.

PROJECT BANKABILITY

- Assist with de-risking projects by facilitating **credit enhancement solutions** for sponsors and investors.
- Delivering **co-guarantee instruments**.
- Curating **investor-sponsor conversations** to ensure risk profiles are aligned.

AIF's Strategic Pillars

The AIF delivers its activities through its five pillars:



The Platform

Selects, supports, and facilitates the **origination, structuring and closure of high-impact deals** in Africa's critical sectors through facilitating financing for project preparation and advisory services directly or through its network of advisors.



The Market Place

Leads productive engagements and roundtables with both existing and new stakeholders, thereby deepening relations and **diversifying the sponsor, investor, and partner base.**



The Market Days

Physically convenes investors, project sponsors and key decision makers at a **bespoke platform for investment conversations.**



The Deal Tracker

A pioneering structured mechanism designed **to facilitate the progress of Boardroom deals, accelerate investor's commitments, and advance projects** further towards and until deal closure.



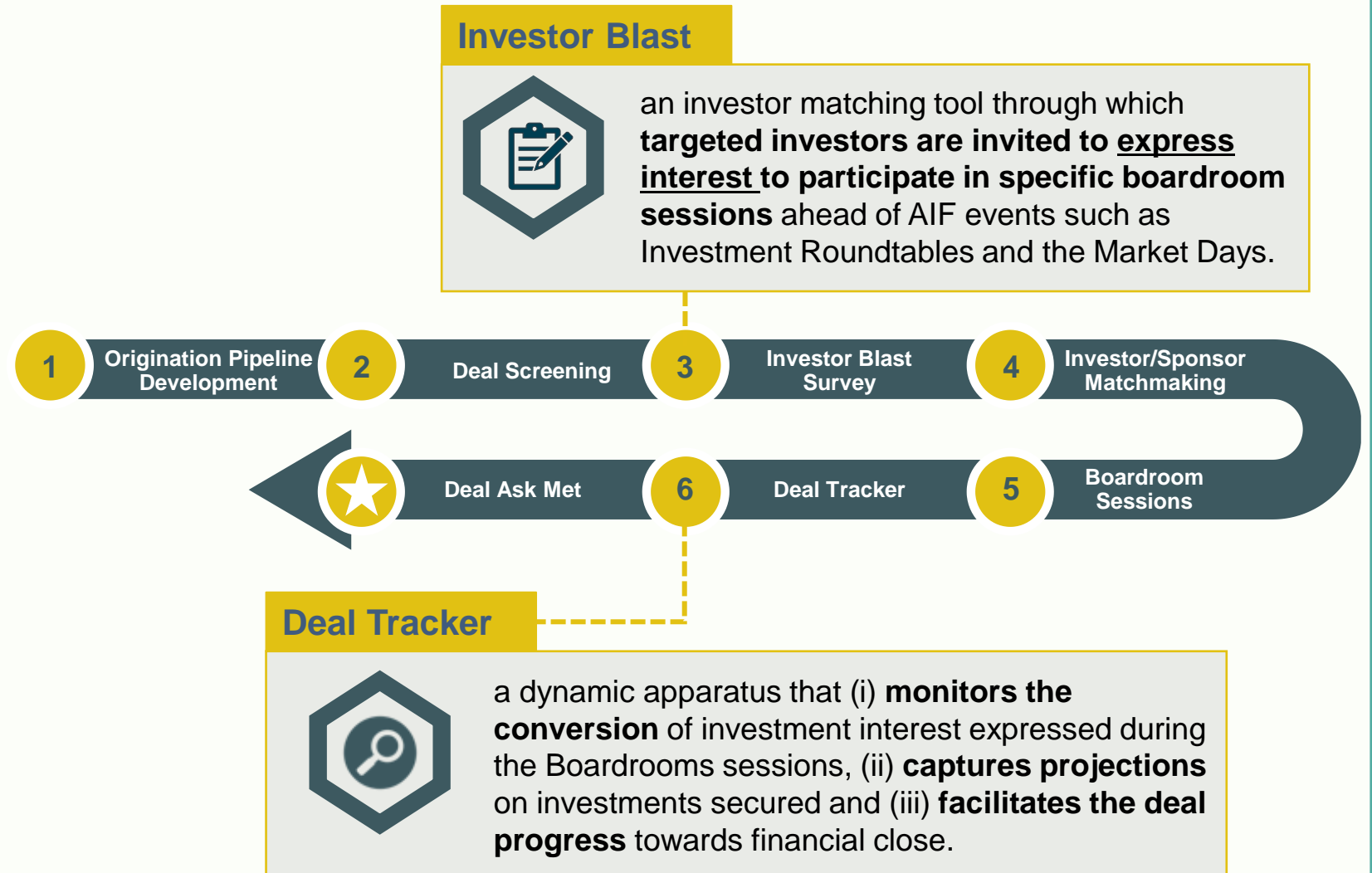
Enabling Environment

Seeks to foster **investment-friendly regulation**, a pro-investment climate to remove bottlenecks to deal closure, as well as disseminate knowledge products.

Value Proposition AIF's Toolkit

The AIF's unique value proposition on the African continent is its **ability to crowd in private sector financing for transformative projects with huge developmental impact.**

It does this by **profiling** transformational projects, **matching** these projects with investors, **convening** project stakeholders and **offering** risk-mitigation tools, designed by the African Development Bank and its partners.



Partnerships: The Compass of Collaboration

The AIF's goal is to develop **long-term sustainable network of partners** that will contribute to the increased growth, relevance, and impact of the Africa Investment Forum.

PARTNERSHIP CATEGORIES



Founding PARTNERS

Institutions that joined the Africa Investment Forum at its inception (2018).

- African Development Bank
- Africa50
- Africa Finance Corporation
- African Export-Import Bank
- Development Bank of Southern Africa
- European Investment Bank
- Islamic Development Bank.
- Trade and Development Bank



Institutional PARTNERS

Institutions with a shared vision who are keen to join the platform.

- MDBs
- DFIs
- Commercial Banks
- Institutional investors
- International Finance Institutions
- Bilateral Finance institutions
- Investment vehicles.
- Export Credit Agencies
- Insurance Companies



Knowledge PARTNERS

Institutions with a common purpose in generating valuable knowledge products and services.

- Research and Knowledge Institute
- Think-Tanks
- Universities
- Specialised magazines
- Supra National Agencies, etc.



Media PARTNERS

Media outfits with valuable content and outreach.

- Print Media
- (Newspapers, Magazines),
- Online Media, Blogospheres, Social Media
- Broadcast Media (TV, Radio)
- Outdoor or Out of Home (OOH)
- Media: billboards, ads, etc.
- Internet.

PROJECT ONBOARDING PROCESS

01 ORIGINATION

- Deal Teaser submitted to AIF
- Exploratory calls with project sponsors
- NDA execution

02 EVALUATION

- Key project documents are submitted to AIF
- Bankability assessment is conducted
- KYC / IDD checks are made
- Boardroom & Marketplace allocation

03 FEEDBACK & ONBOARDING

- Evaluation outcome shared w/ project sponsors
- Deals qualifying for Boardrooms receive additional documentation requests
- Sponsors submit complete Boardroom pack

04 INVESTOR MATCHMAKING

- Select Boardroom deals to participate at the AIF Market Days
- Investor blast mechanism
- Boardroom participation is confirmed

05 AIF MARKET-DAYS

Deals gain exposure to investors via:

- Boardroom Sessions
- Curated closed-door sessions
- Interrelated plenaries and side events contribute to an improved enabling environment

06 DEAL TRACKING & FACILITATION

- Regular update meetings: with sponsors & investors
- Deal advisory on deals where required
- Closed deals are showcased on media platforms and at AIF fora



BOARDROOM DEALS SELECTION CRITERIA

The AIF Boardroom deal selection criteria comprises two main assessments:

01 Basic Project Requirements

CRITERIA AREA	DESCRIPTION
PROJECT TYPE	Private or Public Private Partnerships (PPP)
PROJECT DOMICILIATION INCORPORATION	The project company has to be incorporated in Africa
PROJECT SIZE	<p>Minimum project size as follows will be considered:</p> <ul style="list-style-type: none">• USD 30 Million Country Band I - < 15 Billion GDP• USD 50 Million Country Band II - < 30 Billion GDP• USD 100 Million Country Band III - > 30 Billion GDP <p>However, AIF may consider projects with a smaller investment value if the development/transformational impact is considerable and if it is part of an integrated programme.</p>
FINANCIAL & ECONOMIC VIABILITY	Existing, well defined and profitable business model. Viability indicators (FIRR, EIRR etc.) in line with industry benchmark.
ORGANISATION/ MANAGEMENT TEAM	Track record in the project sector, history of highly ethical business practices and adequate financial standing.
ALIGNMENT WITH STRATEGIC & NATIONAL DEVELOPMENT PRIORITIES	Alignment with High 5s, National Development Goals, Agenda 2063, SDGs, ESG Factor, Sustainability etc.

02 Development Outcomes and Bankability Assessment

CRITERIA AREA
TRANSFORMATIVE IMPACT
PROJECT READINESS
POSITIVE ENVIRONMENTAL + SOCIAL IMPACT
SOLID INVESTMENT TRACK RECORD
STRONG MANAGEMENT TEAM

AIF 2024 MARKET DAYS ATTRACTION

01

AIF's Convening Power & Thought Leadership

02

Unparalleled Business Networking Opportunities

03

Access to Regional & Global Decision Makers

04

Robust Investor Engagement



Africa's Premier Investment Market Place

05

Transactional Deal Platform

06

Launchpad to Drive Major Continental Initiatives

07

Market Days Event 2024

Leveraging Innovative Partnerships For Scale



Venue: Sofitel Rabat, Jardin des Roses

Location: Rabat,
Morocco

- Expected number of attendees: 1200
- **Invited Participants:** Heads of State, Captains of Industry, HNWI's, Government Officials, Institutional Investors, Family Offices, DFI's
- *Opportunity for Partnership and Sponsorship Packages*



Date: 4-6
December 2024

Event Theme: *Leveraging
Innovative Partnerships for Scale*



AFRICA

INVESTMENT FORUM

AFRICA'S INVESTMENT MARKET PLACE



Contact us at: 2024AfricaInvestmentForum@afdb.org

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AFRICA'S INVESTMENT MARKET PLACE

AFRICA INVESTMENT FORUM SPONSORSHIP PACKAGE MARKET DAYS 2024





AFRICA INVESTMENT FORUM VALUE PROPOSITION

AIF VALUE PROPOSITION





SPONSORSHIP CATEGORIES & BENEFITS



PLATINUM
SPONSORSHIP



GOLD
SPONSORSHIP



SILVER
SPONSORSHIP



USD 75,000

PLATINUM SPONSOR

One (1) Speaking slot on the opening day, or the option to a host sector-focus investment workshop or breakfast session

Sponsor's booth in marketplace

Dedicated bilateral meeting room with refreshments

AIF concierge service in setting up bilateral meetings with key delegates and officials (subject to availability)

Four (4) media or podcast interviews (subject to availability)

Logo inclusion on pre-event marketing, and on event marketing (website, app, and venue screens)

Logo inclusion on the branding throughout the interior and exterior of the venue

Three (3) dedicated email campaigns to be sent out to all registered participants

Option to distribute printed materials to participants



USD 50,000

GOLD SPONSOR

One (1) Speaking slot on day 2 or day 3, or host sector-focus investment workshop, or breakfast session

Sponsor's booth in marketplace

Dedicated bilateral meeting room with refreshments

AIF concierge service in setting up bilateral meetings with key delegates and officials (*subject to availability*)

Two (2) media or podcast interviews (*subject to availability*)

Logo inclusion on pre-event marketing, and on event marketing (website, mobile app, and venue screens)

Logo inclusion on the branding throughout the interior and exterior of the venue

One (1) dedicated email campaign to be sent out to all registered participants

Option to distribute printed materials to participants



USD 35,000

SILVER SPONSOR

Sponsor's booth in marketplace

Dedicated bilateral meeting room with refreshments

Logo inclusion on pre-event marketing, and on event marketing (website, mobile app, and venue screens)

Logo inclusion on the branding throughout the interior and exterior of the venue

Option to distribute printed materials to participants



USD 25,000

NETWORKING LUNCH OR RECEPTION SPONSORSHIP

CEO or equivalent to give Welcoming Remarks at the Lunch or Reception

Logo displayed during Lunch or Reception and opportunity to distribute printed materials

Acknowledgement and recognition in all official documentation



USD 10,000

COFFEE BREAKS SPONSORSHIPS (PER DAY)

Logo displayed during the coffee breaks on selected day (2 coffee breaks on Day 2 or Day 3, 1 coffee break on Day 1)

Acknowledgement and recognition in all official documentation

Opportunity to distribute printed material

www.africainvestmentforum.com

