AfricArena Call for Proposals: Host an AfricArena Summit in Your Ecosystem City
December 18th 2024

AfricArena, the premier platform for championing innovation, entrepreneurship, and investment across Africa, is now inviting interested parties inclusive of ecosystem support organizations, investment funds, accelerators, incubators, startups, cities and government agencies across Africa and the world to apply to host one of its five African summits and international showcase summits in North America, Europe and Asia in 2025. These summits form a vital part of AfricArena's mission to unlock opportunities for African startups, showcase innovation ecosystems, and connect global investors with local businesses.

Hosting an AfricArena Summit offers a unique opportunity for cities to elevate their standing as hubs of innovation and entrepreneurial growth, while fostering partnerships that drive economic development and long-term investment.

What is AfricArena?

AfricArena is an African-focused innovation platform that promotes **startups, corporate open innovation, and investment opportunities**. Through its summits, AfricArena accelerates the growth of the African tech ecosystem, connecting startups with investors, corporates, and thought leaders to:

- Showcase the **best startups** from across Africa.
- Advance **corporate open innovation challenges** that solve pressing market needs.
- Highlight **regional and local ecosystems** on the global stage.
- Facilitate investments into startups through pitching sessions, networking, and collaboration.

AfricArena's impact is well-established, with over **$880 million in investments facilitated** and hundreds of startups receiving funding and support from previous summits.

Why Host an AfricArena Summit?

Hosting an AfricArena Summit will provide your city with the opportunity to:

1. **Position your city as a leading hub for technology and innovation** in Africa, attracting international visibility and recognition.
2. **Stimulate local economic growth**, including increased activity in the hospitality, tourism, and service sectors.

3. **Foster connections** between local entrepreneurs and global investors, creating opportunities for funding and market access.
4. **Showcase your region's talent and innovative startups**, driving partnerships and collaborations.
5. Demonstrate your city's or government's commitment to **fostering entrepreneurship, innovation, and digital transformation**.
6. Gain exposure to **global media outlets**, industry leaders, and investment communities.
7. Drive long-term benefits through new partnerships and collaborations forged during and after the summit.

AfricArena has played a transformative role in driving the growth of innovation ecosystems across the African continent. Its impact can be observed in several key regions:

- **South Africa**: Already one of the top four venture capital (VC) destinations in Africa, AfricArena has helped further catalyze the country's vibrant startup ecosystem, cementing its position as a preferred hub for VC investment on the continent.
- **Senegal**: During AfricArena's Summit series in Dakar (2021–2023), Senegal experienced a dramatic rise in its standing as a tech VC investment destination, jumping from **30th to 5th** place within just a few years. This growth reflects the ecosystem's strengthened visibility, connectivity, and access to capital.
- **Tunisia**: Between 2021 and 2024, while hosting AfricArena Summits in Tunis, the country's annual VC investment surged from a modest **$3 million** to over **$50 million**, showcasing the remarkable evolution of its tech and entrepreneurial ecosystem.

These examples highlight how AfricArena's initiatives not only showcase regional startups but also act as a powerful catalyst for attracting international investors, fostering collaboration, and driving substantial growth in tech investment across Africa.

Summit Structure and Target Audience

Each AfricArena Regional Summit is an exclusive yet impactful event, bringing together:

- **150–300 delegates**, including:
  - High-growth African startups across multiple sectors (e.g., fintech, agritech, cleantech, healthtech, logistics, and edtech).
  - Global and regional investors, including venture capital firms, private equity funds, and angel investors.
  - Corporate innovation leaders.
  - Policymakers and government representatives.
  - Local innovation ecosystem players (hubs, accelerators, universities, etc.).

The summits feature a mix of **keynote speeches, panel discussions, startup pitch sessions, networking events**, and innovation showcases. Delegates gain valuable insights, connections, and opportunities, setting the stage for deals, partnerships, and investments.

The **Grand Summit in Cape Town**, held annually, builds on the outcomes of the regional summits, gathering the most promising startups and investors from across Africa.

Key Responsibilities of Host Cities

AfricArena is seeking proposals from cities and government agencies that demonstrate a commitment to hosting a successful summit. The following are the key responsibilities of host cities:

1. Venue and Event Support

- Provide a suitable venue that can accommodate 200–300 delegates, equipped with:
  - Conference facilities (audio-visual systems, high-speed internet, breakout rooms).
  - Networking spaces for informal meetings and discussions.
  - Accessibility for international and local attendees.
- Assistance with organizing catering, security, and other logistical aspects.

2. Financial Contribution or Sponsorship

- A financial or in-kind contribution toward the summit's operational costs, including venue rental, event materials, and staff support.
- Active facilitation of partnerships with local sponsors and stakeholders.

3. Ecosystem Engagement

- Actively involve local startups, investors, hubs, and innovation stakeholders.
- Curate and present local success stories, innovative solutions, and promising startups to be showcased during the summit.
- Work with AfricArena to source startups for the **pitching competitions and innovation challenges**.

4. Marketing and Media Promotion

- Commit to promoting the event through local and regional media channels, as well as partnerships with influencers and industry leaders.
- Support AfricArena in driving attendance and awareness among local and regional stakeholders.

5. Government Facilitation

- Assist with administrative support, such as:
  - Issuing invitation letters for international attendees requiring visas.
  - Coordinating local permits or approvals needed for the event.
  - Facilitating customs clearance for equipment or materials brought in for the summit.

6. Collaboration with AfricArena

- Work closely with AfricArena to ensure alignment on event goals, program design, and audience outreach.
- Ensure that the event integrates seamlessly into the broader AfricArena program and ecosystem.

Eligibility Criteria

Cities or government agencies submitting proposals should meet the following criteria:

- Proven track record of hosting high-profile events or conferences.
- Strong commitment to supporting the innovation and entrepreneurship ecosystem.
- Accessibility for regional and international travelers, with a nearby airport and quality accommodation.
- Availability of local sponsors, stakeholders, and collaborators.

Proposal Guidelines

Interested parties must submit a detailed proposal that includes the following:

1. **City Overview**
   - A brief introduction to your city, highlighting its unique characteristics, accessibility, and innovation ecosystem.
   - Description of why your city is well-positioned to host an AfricArena Summit.
2. **Proposed Venue and Facilities**
   - Description of the proposed venue(s), including seating capacity, facilities, and accessibility.
3. **Local Ecosystem Support**
   - List of local partners, startups, innovation hubs, universities, corporates, and other stakeholders who will support the event.
   - Proposed strategy to engage these stakeholders in the summit.
4. **Financial and In-kind Contributions**
   - Details of your financial contribution or sponsorship offer, as well as any in-kind support (e.g., venue, media coverage, local staff).
5. **Marketing and Promotion Plan**
   - Strategy for promoting the event locally and regionally to ensure strong attendance and media visibility.
6. **Government and Administrative Support**
   - Details on how your city or government agency will assist with visas, permits, and other logistical requirements.
7. **Budget Overview**

o Provide an outline of the estimated costs of hosting the summit and how your city will contribute to covering these costs.

Selection Criteria

Proposals will be evaluated based on the following:

- Quality and feasibility of the venue and logistical support.
- Financial and in-kind contributions.
- Strength of the local innovation ecosystem and proposed collaborations.
- Commitment to promoting the event regionally and globally.
- Alignment with AfricArena's mission to foster innovation and investment in Africa.

Proposal Template

- **Title Page**
  - Title: Proposal to Host AfricArena Summit 2025
  - City Name and Agency Name
  - Date of Submission
  - Contact Information (Email and Phone Number)

- **Page 1: Executive Summary**
  - Brief overview of the proposal.
  - Key highlights of why the city is well-suited to host the summit.

- **Page 2: City Overview**
  - Description of the city's unique characteristics.
  - Local innovation ecosystem summary.

- **Page 3: Proposed Venue and Facilities**
  - Details of the proposed venue (seating capacity, facilities).
  - Accessibility for attendees.

- **4. Local Ecosystem Support**
  - Key local partners (startups, hubs, corporates).
  - Strategy to engage local stakeholders.

- **5. Financial and In-Kind Contributions**

- o   Financial sponsorships or contributions.
- o   In-kind support (e.g., venue, media coverage).

- ● **6. Marketing and Promotion Plan**
  - o   Strategy for promoting the event locally and regionally.
  - o   Media channels and partnerships to ensure visibility.

- ● **7. Government and Administrative Support (if applicable)**
  - o   Visa, permits, and logistical support details.
  - o   Other government facilitation roles.

- ● **8. Budget Overview**
  - o   Estimated hosting costs.
  - o   Contributions to cover the costs.

- ● **9. Appendices/Annexures**
  - o   Supporting documents (maps, letters of support, etc.).
  - o   Additional relevant data.

Submission Timeline

- ● **Proposal Submission Deadline: January 20ᵗʰ 2025 midnight (SAST)**
- ● **Shortlisted Cities Announced:** January 23rd 2025
- ● **Final Selection and Announcement:** January 29th 2025

Join us in accelerating innovation, entrepreneurship, and investment in Africa by hosting an AfricArena Summit in your city. Let's build the future of African innovation together!