



Anchor Events

Africa Com | Africa Tech | Africa Ignite

2023 POST SHOW REPORT

13-16 November 2023, Cape Town, South Africa

Africa's Most Influential Tech Event

IN PARTNERSHIP WITH:



HOST CITY:



BROUGHT TO YOU BY:



www.africatechfestival.com



Africa Tech Festival 2023 Spotlight!

Returning to Cape Town for *our* 26th annual event back at full-scale was very special.

When I say 'our' I mean exactly that. Africa Tech Festival belongs to all the exceptional individuals that bring their passion and persistence to help us deliver such a unique event.

The dedication of the Informa team is mirrored by that of our speakers, sponsors, partners, ambassadors, and attendees each year, and I want to thank you all for making 2023 a stand-out edition in our long history.

From 13 to 16 November 2023, 13,000+ of these tech champions connected, learned and celebrated stories of how technology and innovation are delivering socioeconomic change and enterprise excellence for the continent.

From telco C-suite, senior government and enterprise execs to start-ups,

investors, technicians and many more, Africa Tech Festival is about uniting these diverse leaders in one place to explore solutions to the broadest, most impactful challenges.

Of all the stand-out performances at the event this year, seeing our new start-up feature, AfricaIgnite, launch and establish itself was particularly exciting. With 2 content stages, investor-start-up matchmaking, a pitch competition, and networking, AfricaIgnite will continue to grow to become the third pillar of Africa Tech Festival.

As we look to ATF 2024, we will be increasing content depth, launching more vertical-led networking, and increasing international government presence, amongst other exciting plans.

Across all our features, new and old, we'll continue to shout about the things that make African tech so unique - it's entrepreneurial spirit, collaborative nature, and relentless ambition.

At its best Africa Tech Festival reflects the ecosystems it serves - and I invite all our stakeholders to be part of the next step in our evolution.

Mark your calendars and we'll see you again soon - 11-14 November 2024.



James Williams
Senior Event Director



Africa Ignite
Main Stage



97%

are likely to exhibit again in 2024

96%

would recommend Africa Tech Festival to a friend or colleague

95%

think that Africa Tech Festival is important for their business

92%

think that Africa Tech Festival is a must-attend event

92%

said the event provided a good opportunity to network with their customers

Africa Tech Festival In Numbers

13,000+

In Person Attendees

4

Days

100+

Countries



1,000+

Start-ups

1 Awards Gala Dinner

relaunched in new venue!



10+

Partner Events
Across Cape Town

1 Epic AFest Party

relaunched in new venue!

14
Agenda
Streams
with
120+
Hours of
Content

6
LeadersIn
Africa
Roundtables
welcoming
100+
VIPs

**NETWORKING
APP SUMMARY**

8,700+

Active Users On Our
Networking Platform

38,600+

Contacts Made

35,000+

Total Messages
Exchanged

34,000+

Leads Generated



460+
Speakers



300+
Exhibitors



1,000+
VIPs

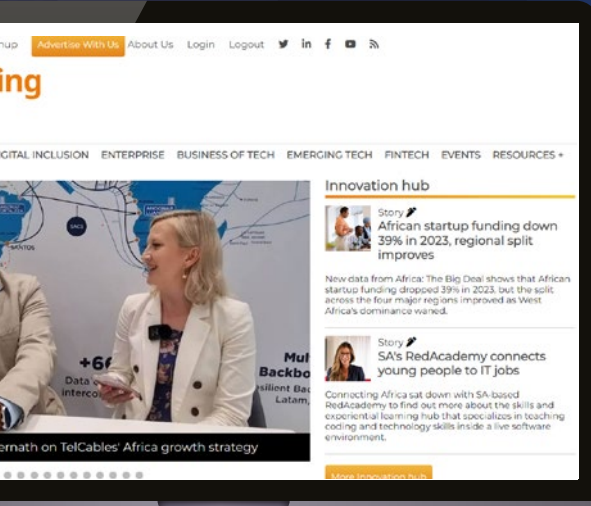


150+
Investors



5,500+
Attending Companies

Making Headline News



121M Online Readership

260+ Pieces of Coverage

8.68M Estimated Views

1.05M Engagement

200.5k Press Release Impressions on Websites

10+ Radio Interviews

60.5K Article Social Shares

126M Audience

135 Registered Press

44 Media Partners

11 Strategic Partners

2 Charity Partners

1 Official Newswire

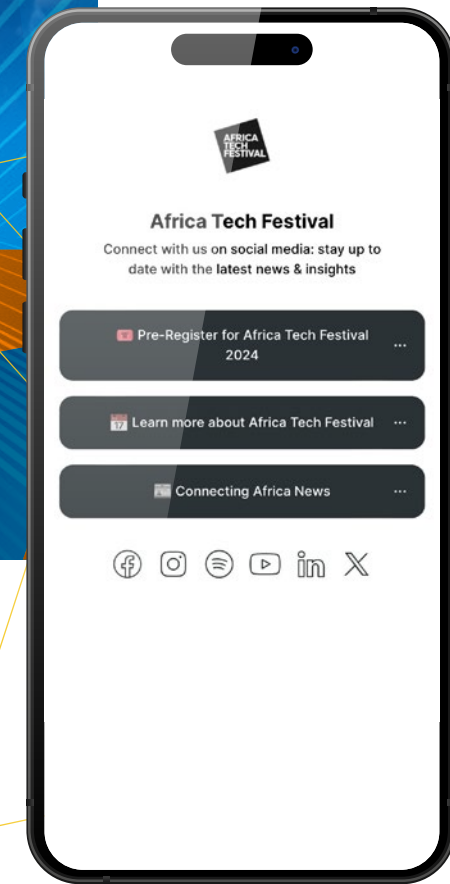


www.africatechfestival.com

SOCIAL MEDIA COVERAGE

(Jan - Dec 2023)

Active On:



34,390 Followers
(38% increase yoy)

5.67M Post Reach
(14% increase yoy)

16,731 Post Engagements
(10% increase yoy)

5.58 Average Engagements
(6% increase yoy)

Speakers

GLOBAL GOVERNMENT REPRESENTATIVES



H.E. Minister Mondli Gungubele

Minister, Department of Communications & Digital Technologies
Republic of South Africa



H.E. Minister Ousmane Gaoual Diallo

Minister, Ministry of Posts, Telecommunications and Digital Economy,
Republic of Guinea



H.E. Minister Thulango Merafe Segokgo

Minister, Ministry of Communications, Knowledge and Technology
Republic of Botswana



Sandra Särav

Deputy Secretary General for Economy & Innovation, The Estonian Ministry of Economic Affairs & Communications,
Republic of Estonia



Anna Gomez

Commissioner, Federal Communications Commission
USA



Nonkqubela Jordan-Dyani

Director-General, Department of Communications and Digital Technologies
Republic of South Africa



Jennifer Bachus

Principal Deputy Assistant Secretary Bureau of Cyberspace and Digital Policy
USA



Provincial Minister Mireille Wenger

Provincial Minister of Finance and Economic Opportunities, Western Cape Government
Republic of South Africa



Nfaly Sylla

Chief of Cabinet, Ministry of Posts, Telecommunications and Digital Economy
Republic of Guinea



Fredrick Endeki

Head of ICT, Ministry of Health, Kenya Medical Training College-Machakos
Kenya

Speakers

2023 SPEAKER HALL OF FAME



Brelotte Ba

Deputy CEO of Orange
Middle East and Africa
Orange



Tebogo Leshope

Acting CEO
Sentech



Dejan Kastelic

Group CTO
Vodacom



Unathi Mtya

Group Chief Information
and Digital Officer
African Bank



Hardy Pemhiwa

President & Group CEO
Cassava Technologies



Alex Okosi

Managing Director, Africa
Google



Christian Bombrun

CEO, Digital Platforms
MTN



Nina Triantis

Global Head, Telecoms,
Media and Technology,
Corporate and Investment
Banking
Standard Bank



Yasser Shaker

CEO
Orange Egypt



Naroa Zurutuza

CTO
Giga UNICEF



Norbert Prihoda

Deputy CEO
Tunisie Telecom



Zachariah George

Managing Partner
Launch Africa Ventures



Andile Ngcaba

Executive Chairman
Solcon Capital



Funke Opeke

CEO
MainOne



Stephen Kiptinness

Chief Corporate Affairs
Safaricom



Nollie Maoto

Chief Data and Analytics
Officer – Merchant
Services
FNB South Africa

A Thriving Start-up Hub

Africa Tech Festival 2023 put the spotlight on the continent's thriving start-up scene. From 13 to 16 November, the event delivered:

Founder & Investor Day

13 November, Innovation City Cape Town

In partnership with



Founder Day: A mentoring programme for founders only designed to help start-ups gain more perspectives, identify pain points, and learn from experienced entrepreneurs to increase their probability of success.

Investor Day: A curated day of networking with fellow investors, and specialist, insightful content.

120+
Total attendees



500+
Total attendees

AfricaIgnite Main Stage

14-16 November, CTICC

A dedicated stage to showcase how Africa's next wave of entrepreneurs are using tech to solve the continent's biggest challenges.



500+
Total attendees

AfricaIgnite Founders Academy Stage

14-16 November, CTICC

A dedicated stage to dissect the practical topics critical to building and scaling an African start-up.



50+
Total attendees

AfricaIgnite Matchmaking Programme

14-16 November, CTICC

In partnership with



Powerful matchmaking between investors and start-ups to ignite new, valuable partnerships.

AfricaIgnite Pitch Competition Final

16 November, CTICC

In partnership with



WINNER:



Ten of Africa's most inspiring start-ups took to the AfricaIgnite stage to battle in front of influential investors and industry experts. The winner was crowned on stage and will join the Startup World Cup Final held in San Francisco in December 2023, with a chance to win \$1,000,000 prize.

10 **200+**
Finalists Total applications



50+
Total participants

AfricaIgnite, Start-up Pods & Live Showcase

14-16 November, CTICC

Africa Tech Festival went on to celebrate the continent's buzzing start-up scene through a series of live showcases and exhibition pods, giving founders the opportunity to increase their brand visibility whilst securing valuable feedback from influential industry experts as well as new customers.

AT THE EVENT:



76%
of start-up attendees met other start-ups



38%
found new partners



96%
of Founders or Directors attended



82%
of start-up attendees found our start-up features valuable

Spotlight On Our Attendees

Top 10 Industries for Attendees



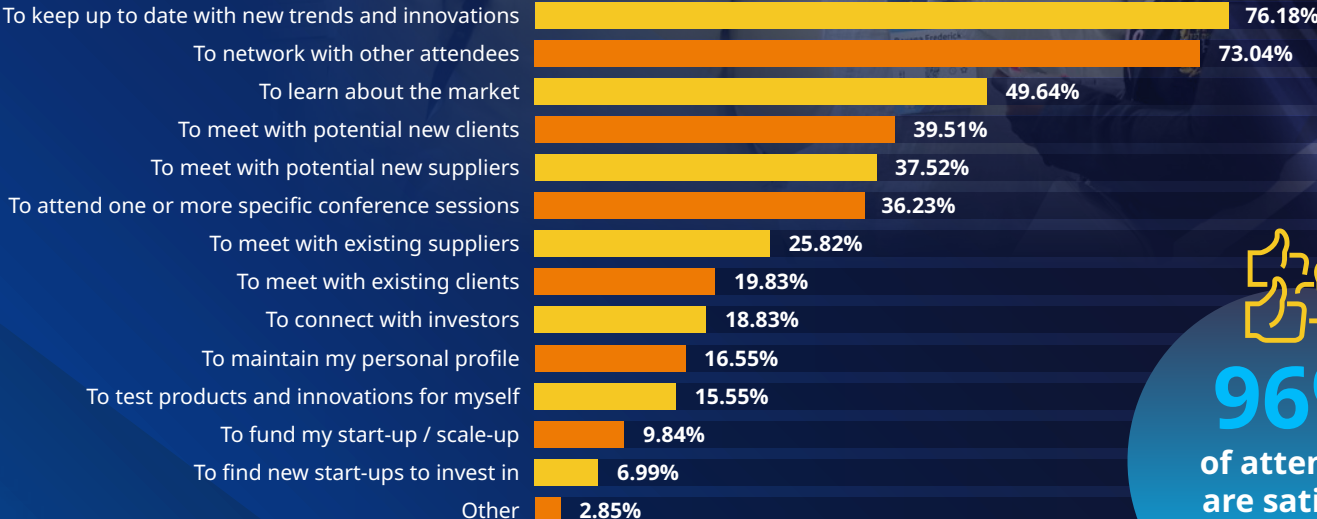
- Technology Solutions 22%
- Telecoms Operator 14%
- Software 9%
- Banking / Finance 8%
- Consulting 6%
- Education 5%
- Manufacturing 5%
- Government 4%
- Energy & Utilities 4%
- Marketing / Advertising 4%
- Media 3%

Attendees by Seniority



- C-Level 15%
- Vice President 2%
- Head of 8%
- Director 21%
- Manager 15%
- Senior Manager 11%
- Owner/Partner 13%
- Executive 10%
- Other 5%

Main Reasons for Attending



96%
of attendees
are satisfied
with Africa Tech
Festival!

Key Event Attendees



90%

spend a minimum of 2 days in Cape Town



82%

find Africa Tech Festival good value for their time



82%

are likely to return to Africa Tech Festival



80%

left Africa Tech Festival with new leads

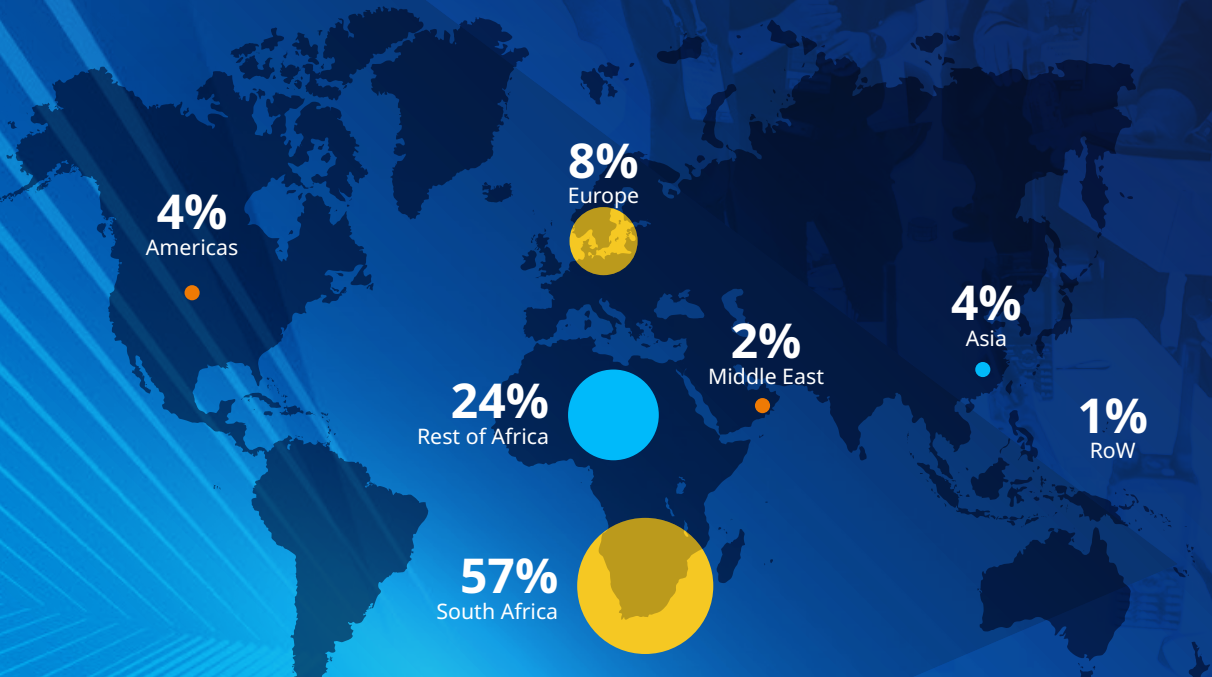


72%

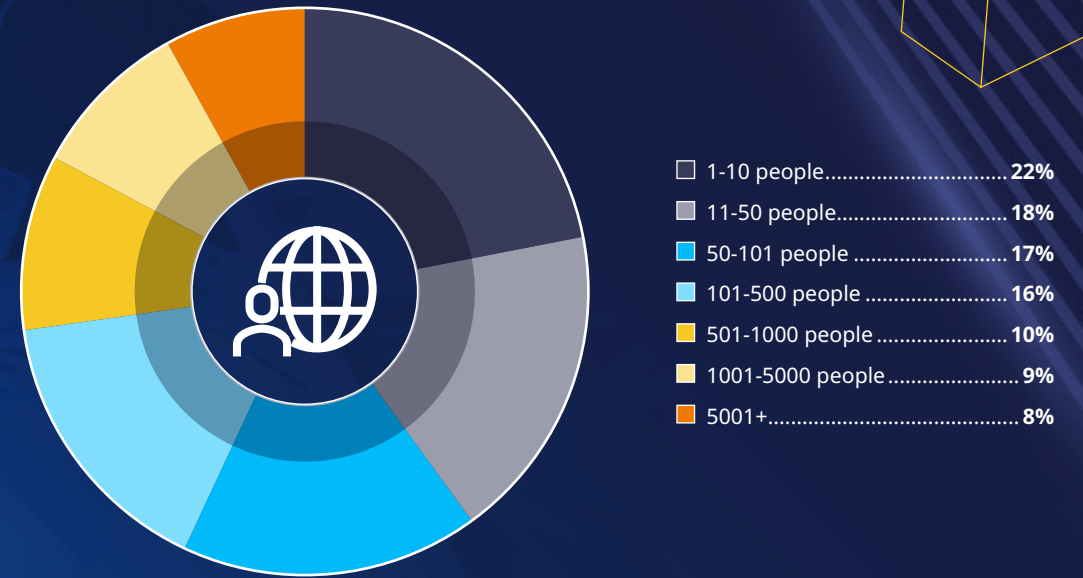
find Africa Tech Festival important for their job and business

Spotlight On Our Attendees

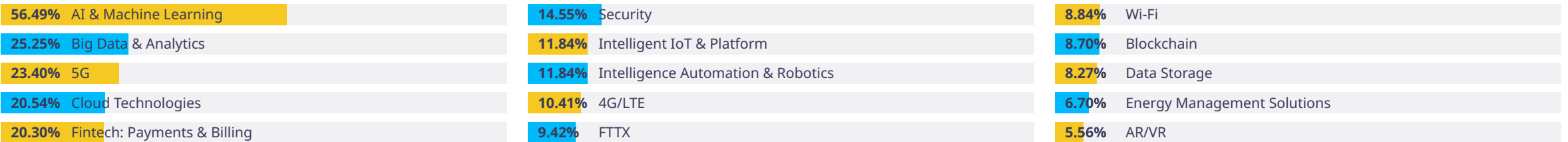
Top Countries & Global Regions Represented



Attendees by Company Size



ATTENDEES TOP TECH INTERESTS



Attending Organisations:

Government



Banking / Finance



Tech Giants



Mobile Network Operators



Internet Service Providers



Retail



Country Pavilions



Start-ups



Media & Broadcast



Strategic Partners



Partner Spotlight



How much business do you expect to generate as a result of exhibiting at Africa Tech Festival this year?

- Under \$1m..... 30%
- \$1m-\$5m..... 44%
- \$5m-\$10m 17%
- \$10m+ 9%



Exhibitor satisfaction regarding their attendance



OTHER SATISFACTION LEVELS



A Networking Powerhouse

We're serious about networking, it's the centre of everything we do.

With thousands of delegates joining us from around the world, Africa Tech Festival is an opportunity to build networks with peers, partners, clients and friends.

The diversity and seniority of our audience means you'll meet decision-makers from across tech sector and geo.



EXCLUSIVE VIP DRINKS RECEPTION



THE INSPIRINGFIFTY AFRICA GALA DINNER, A UNIQUE CELEBRATION OF WOMEN IN AFRICAN TECH



A WEALTH OF NETWORKING DRINKS AND HAPPY HOURS HOSTED ON OUR EXHIBITION FLOORS

THE AFEST, OUR ICONIC PARTY, WHICH TOOK ON A STREET PARTY VIBE IN OUR NEW LOCATION AT THE OLD BISCUIT MILL, WITH FABULOUS ENTERTAINERS AND AN A-LIST ARTIST LINE-UP!



THE RETURN OF THE AFRICA TECH FESTIVAL AWARDS AS A GALA DINNER, TO CELEBRATE AFRICA'S TECH PIONEERS DURING AN EVENING OF GLITZ AND GLAMOUR

Our 2023 Partner Event Programme

For the week of Africa Tech Festival, Cape Town becomes a destination for tech leaders from across the African continent and beyond. That's why we've partnered with a select number of industry heavyweights to host a series of mini-events across the city



startup[®]
club>za

Startup Club ZA:
Founder Day

The U.S. Partners on Digital Transformation with Africa:
The U.S. Government hosted a series of events and panels to highlight U.S. engagements in the region, with a focus on their efforts to advance the Digital Transformation with Africa initiative, and contribute to strengthening the digital ecosystem in collaboration with our African partners



Giga ran an exclusive Industry Consultation on **Connectivity Solutions for Schools** to help forge strategic relationships by promoting Giga's initiatives and connecting key players essential for deploying connectivity solutions for schools across Africa.



FOUNDERS
FACTORY
AFRICA

Founders
Factory Africa:
Investor Day



aws

AWS ran a "Cloud Essentials for Business Leaders Course" covering the fundamental concepts of cloud computing and how a cloud strategy can help companies meet their critical business objectives. The course included a site visit of Cape Town's AWS Skills Centre.

Don't Just Take Our Word For It



"Once again, the Africa Tech Festival 2023 proved to be the event of choice for the Tech Industry in Africa. The event was very well organized and cut across various technology market segments from start-ups to telcos and large cloud players, with attendance from all geographies on the continent and beyond."

CEO, **MainOne**

"This is the go-to tech event in Africa. One of the greatest things is that you get everybody from all over Africa, all the different suppliers, vendors, mobile operators and governments, all coming to one place, so saves a fortune in travel."

Co-Founder, **Connect Earth**

"It's a great event, I was here last year and looking forward to coming again, so was an amazing experience. There is a huge hype and the vibe is always very positive and I am always looking forward to coming over, it's a good event for us, For me, it's impressive"

Business Development Manager
Red Hat

"It's my first time here.. everyone's networking and everybody's fun...it's really nice to get to connect and relate with people on a deeper level. Of course we are here to handle big business, but it is nice just to make those friends and make those connections"

Content Specialist
Founders Factory Africa

"What impressed me was the relevance and timeliness of the topics covered. The conference organizers did an excellent job curating content that addressed the latest industry developments, regulatory changes, and emerging technologies."

Venture Partner
Raiven Capital

"This event offered an excellent platform for connecting with clients and potential partners from Mainland Africa."

General Manager, **TYLERS (Mauritius)**

"I would like to thank the Informa team for putting together such a beautiful event. It's always a pleasure coming to Africa Tech Festival."

Business Development Manager, **Telecel Global**

"It's a must attend event"

Project Manager, **Aveng Media**

"Africa Tech Festival is a great event for me. Not only is the networking and content shared 'worldclass' but also it allows one to appreciate in one location the latest trends, subject matter experts and technologies that are driving global change including Africa under one roof. Africa Tech Festival has become a must go to event for me every year."

Founding Director, **Tribe Africa Advisory**

"ATF 2023 was absolutely insightful. The meaningful conversations and networking sessions were extremely helpful in positioning our company and increasing our reach."

CEO & Co-Founder
Eagle Eye Defence

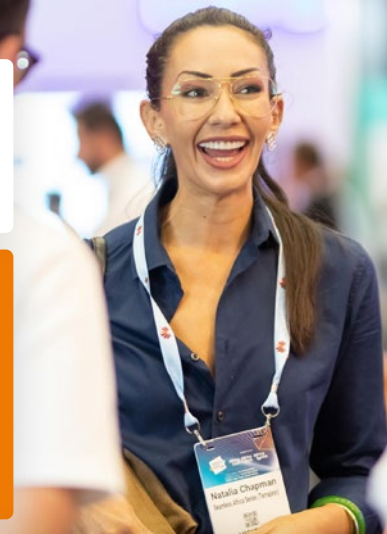


"It's a great networking event, very insightful and energetic."

Founder & CEO, **Womenovate**

"It's an incredible event, we look forward to all year, coming here in November. It's been an incredible opportunity (...), so much networking, meeting people. It's exhilarating!"

Founder & CEO, **Jabu**



"Africa Tech Festival is always a vibe. It's good to see some of the old faces and new faces together!"

CEO, **Linkflow International LTD**

"Vibrant, comprehensive and impressive. This is an absolutely amazing festival!"

Marketing Director,
Code YourFuture



"I had an incredible experience at Africa Tech Festival 2023! The conference was a true hub of innovation, connecting industry leaders, fostering insightful discussions, and showcasing cutting-edge technologies driving Africa's digital transformation. The diverse range of speakers and topics covered truly reflected the continent's dynamism and potential. I left feeling inspired, empowered, and equipped with invaluable insights to shape the future of Africa's tech landscape."

Senior Sales Engineer, **APLIMAN TECHNOLOGIES**

Year-Round Marketing Opportunities

The curtain may have fallen on another successful event but we are already looking towards making Africa Tech Festival 2024 the biggest and best ever edition. With a year-round community, you don't need to wait until the next edition to engage with our audience.



Assert your leadership:

Join us at one of our 2024 events to speak and position your company as a thought leader in your field of expertise



PR activation:

Do you have a powerful story to tell? We can help you amplify your message through our highly effective and impactful marketing and PR strategies



VIP connections:

Connect with high-profile speakers and key decision-makers in attendance. The most prestigious partnership packages also include VIP introductions for you to start powerful conversations



Year-round digital opportunities:

From bespoke webinars to **LeadersIn Tech Talks** stories or content syndication, our tailored solutions will help you keep the discussion going with our engaged community



Product showcase:

Benefit from the buzz of our exhibition floors to demonstrate your latest solutions and innovations. Hurry: exhibition stands are already selling fast!



Bespoke event:

Are you launching a new product? Or want to plan an event with a specific audience in mind? We can build bespoke packages to help you capitalise on the Africa Tech Festival brand!

UPCOMING EVENTS



SCAN ME

29-31 May 2024, Singapore
#ATxSG

www.asiatechxsg.com



SCAN ME

10-14 June 2024, London
#LTW

www.londontechweek.com



SCAN ME

11-14 November 2024, Cape Town
#AfricaTechFestival

www.africatechfestival.com

New for 2024

Introducing a new look **Africa Tech exhibition show floor** with designated **'Enterprise Zones' content stages, and an immersive Tech Demo area.**



EQL:HER Partnership

Content, a dedicated networking lounge, awards ceremony, and gala dinner centred around empowering African women in tech.

Omdia Analyst Summit 2024

A half-day content-led bespoke VIP event showcasing current research across key industry themes in African technology and telecoms, with a networking feature.



Africa Tech Festival Ministerial Summit 2024

Africa Tech Festival 2024 will see the next step in our evolution with the launch of The Africa Tech Festival Ministerial Summit.

Each year, Ministries from across the African continent and beyond converge in Cape Town. The Summit will elevate the conversation on how good governance can shape the tech ecosystems of the future, presenting a unique opportunity to unite ICT, Trade, Technology, Telecoms, and Education Ministries in a private event to explore:

- The current role, status and suitability of ICT policy and regulation across Africa's tech sectors
- Creating stronger, more productive inter- and intra-governmental relations across geos and legislative levels
- Creating engaged and informed populations through education on how innovation and tech benefit the lives of African citizens and enterprise

The 2024 Africa Tech Festival Ministerial Summit brings together the leaders and changemakers working to ensure well-designed and delivered policy frameworks deliver on the promise of empowerment through technology.



AfricaIgnite 2024

Growing our start-up and investor feature to keep track with the evolution of the continent's burgeoning entrepreneurial sector

- 2x content stages
- Start-up pitch competition
- Hackathon
- Investor lounge
- Curated investor-start-up match-making programme

International & Pan-African National Pavilions

With **15,000+** attendees from across the globe expected, Africa Tech Festival 2024 is perfectly positioned to help your local businesses launch or grow in the African market.



Why Africa Tech Festival 2024?

Africa Tech Festival 2024 - Your gateway to do business on the African Continent.



Our Scope:

The only place to meet stakeholders from across African tech, telecoms & start-up sectors



Our Heritage

27 years of experience and contacts from connecting and informing Africa's tech ecosystems



Content:

Impact-focussed content curated to provide our audience, partners and clients with an unrivalled level of practical detail



Social Impact:

Contacts, charity partnerships, and close work with The City of Cape Town to ensure we keep championing the power of tech to ignite socioeconomic development



Celebration:

Bringing the ecosystem together to celebrate innovation and progress over the past year and enjoy one of the world's most beautiful cities!

2024 AfricaCom Floorplan

Sales

- Available
- Catering
- Feature Areas
- Meeting Rooms
- Reserved
- Sold



2024 AFRICATECH FLOORPLAN COMING SOON!



Anchor Events

Africa Com | Africa Tech | Africa Ignite

Thank you to our sponsors



Contact Us

For any questions, do not hesitate to contact us:



Agenda & Event Enquiries:
James Williams
Event Director
james.williams@informa.com



Partnership Enquiries:
James Bull
Sales Director
james.bull@informa.com



**Marketing, Media Partnership
& PR Enquiries:**
Kimryn Sherwood
Associate Marketing Manager - Client
kimryn.sherwood@informa.com

IN PARTNERSHIP WITH:



HOST CITY:



BROUGHT TO YOU BY:



Stay up to date:

www.africatechfestival.com

