

# THE AFRICA RISK SUMMIT

LONDON, 29<sup>TH</sup> APRIL 2010



Identifying risks of doing business in Africa

Early Bird  
sponsorship  
ends 31st  
January

## Concept

*The Africa Risk Summit 2010* will bring together international investors, business leaders and policy-makers with analysts, insurers and risk experts to identify, assess and better understand the risks associated with doing business in Africa.

## The overall aim of the forum

The overall aim of this forum is to encourage investment into Africa by addressing issues which are critical for business. The summit will also promote dialogue between investors, policy-makers and risk experts and identify action-oriented strategies to mitigate risk and deal with risk pertinent to the African continent. The attendees will gain a better understanding of the costs of risks, will be able to manage risk more appropriately and will gain firsthand experience of how to minimise risk.

## Importance of the subject matter

The business landscape is undergoing continuous change, and Africa, as an emerging investment destination, is the least understood market where information is generally scarce or outdated, making risk evaluation difficult. Assessing the true cost of risk, as opposed to the perception, mitigating this risk and understanding how to deal with risk on the ground is imperative for current and potential investors in Africa.

## Sponsorship

Sponsoring this forum offers benefits ranging to enhancing your corporate profile to networking opportunities with influential participants. Our dedicated events team will work with the sponsors to tailor your involvement in the summit and maximize media exposure.

## Networking Opportunities

Sponsors will benefit from networking opportunities with current and potential investors into Africa and government representatives responsible for investment. Specially scheduled meetings with business leaders and government officials can be facilitated in line with sponsor objectives.

## Exposure & Visibility

Marketing exposure is offered across bespoke Platinum, Gold and Associate packages. These can be tailored to suit individual sponsor requirements. At the event sponsors will have branding and signage featuring corporate logos as well as a platform to present products such as critical tools for risk mitigation. Sponsors will also benefit from extensive media coverage in our business and current affairs magazines *African Business* and *African Banker* as well as from international media covering the event.

# Platinum Sponsor

Early Bird: £19,435  
Full Rate: £29,900

## The Platinum Sponsor is entitled to the following package:

- Welcome message at commencement of forum (Exclusive)
- Platform to present keynote speech (Exclusive)
- Speaker opportunity
- Exhibition space (includes 2 complimentary delegate passes)
- 5 x Complimentary delegate passes
- Significant corporate branding and signage throughout the conference (includes 'Pop-up stand' in conference room; corporate literature on seat prior to start of conference; sponsor marketing material in events folder)
- Corporate logo signage on all event related marketing material and email communication
- 1 Full page advertising in *African Business* magazine
- 1 Full page advertorial in *African Business* magazine
- 1 Full page advertising in events brochure
- 1 Full page advertorial in event brochure
- 1 x 200 words company synopsis in event brochure
- *African Business* *The Africa Risk Summit* 'Special Report' interview with CEO (Exclusive)
- Editorial event coverage in *African Business* magazine
- Joint press-releases to our media database
- Banner advertising on *The Africa Risk Summit* website
- Banner advertising on *IC Events* website
- Banner advertising on *African Business* magazine website
- Provision of *The Africa Risk Summit* database\*

# Gold Sponsor

Early Bird: £14,950  
Full Rate: £23,000

## The Gold Sponsor is entitled to the following package:

- Speaker opportunity
- Exhibition space (includes 2 complimentary delegate passes)
- 3 x Complimentary delegate passes
- Corporate branding and signage throughout the conference (includes 'Pop-up stand' in conference room; sponsor marketing material in events folder)
- Corporate logo signage on all event related marketing material and email communication
- 1 Full page advertising in *African Business* magazine
- 1 Full page advertising in event brochures
- 1 x 200 words company synopsis in event brochure
- Editorial event coverage in *African Business* magazine
- Banner advertising on *'The Africa Risk Summit'* website
- Banner advertising on *IC Events* website
- Banner advertising on *African Business* magazine website
- Provision of *The Africa Risk Summit* database\*

# Associate Sponsor

Early Bird: £12,480  
Full Rate: £19,200

## The Associate Sponsor is entitled to the following package:

- Speaker opportunity
- Exhibition space (includes 2 complimentary delegate passes)
- Corporate branding and signage throughout the conference (sponsor marketing material in events folder)
- Corporate logo signage on all event related marketing material and email communication
- 1 Full page advertising in event brochures
- 1 x 100 words company synopsis in event brochure
- Editorial event coverage in *African Business* magazine
- Banner advertising on *'The Africa Risk Summit'* website
- Banner advertising on *IC Events* website
- Provision of *The Africa Risk Summit* database\*

\*as per the data protection act

“Assessing risks is an imperative for investors in Africa. In the present-day business climate executives have to prepare their companies for challenges to come.” **Anver Versi, Editor, *African Business***



IC EVENTS

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