

5th

German-African Business Summit (GABS)

2. – 4. December 2024 Nairobi, Kenya
(Radisson Blu Hotel, Upper Hill)

Book Your Hotel Now!

Registration Details Coming Soon...

SAFRI SUBSAHARA
AFRIKA
INITIATIVE
DIHK / BDI / BGA / AV

SPONSORSHIP OFFERS



NAIROBI, KENYA

German-African Business Summit (GABS)

The place where German and African business meet
Nairobi, Kenya, 2 to 4 December 2024

About GABS

The **fifth German-African Business Summit (GABS)** will take place from 2 to 4 December 2024 in Nairobi, Kenya. As **the largest in-person networking event for German business in the Sub-Saharan Africa region**, GABS consistently attracts influential **speakers, business leaders** and **high-ranking government representatives** from Germany and Sub-Saharan Africa. With **more than 500 expected participants**, sponsoring GABS2024 offers you a **prime opportunity** to spotlight your business and **elevate your brand awareness!**

Sponsoring Benefits

- **Enhance Your Company Image:** Promote your company in the GABS Conference booklet, website, and social media channels.
- **Raise Brand Awareness:** Depending on your sponsorship category, your company logo will be displayed throughout the conference venue, on conference materials, and in media coverage.
- **Expand Your Network:** Connect and strengthen economic ties with conference participants through complimentary tickets to the conference.
- **Strengthen Government Relationships:** Show your support for business relations between Germany and Africa to strengthen your connections with key government representatives.
- **Gain Media Exposure:** High-ranking attendees discussing business relations between Europe's largest economy and the fastest-growing region in the world naturally attract media attention.

Sponsorship Opportunities

Sponsors will enjoy attractive and wide visibility before, during, and after the conference, through logo display and media coverage. We offer sponsorship categories tailored to your individual needs.

Sponsorship Categories

Main Sponsorships
<ul style="list-style-type: none">• Platinum (limited to 3 sponsors): 35.000 EUR maximum logo visibility through display and media coverage, exclusive exposure during conference opening and panels, reserved seats during opening, VIP-room access, etc.• Gold (limited to 5 sponsors): 20.000 EUR exceptional logo visibility through logo display and media coverage, exposure during the conference panels, reserved seats during opening, etc.• Silver (unlimited): 10.000 EUR good logo visibility through logo display and selected media coverage, exposure during the conference panels, reserved seats during opening, etc.• Bronze (unlimited): 5.000 EUR Attractive logo visibility through logo display and selected media coverage, etc.

All sponsors receive a determined number of free conference tickets, as well as a 20% discount on the purchase of further conference tickets. Please contact us with your individual sponsorship suggestions. For pricing and further details, please refer to the sponsoring packages overview.

Side events

If you are interested in hosting a side event, please reach out to us. You are welcome to invite guests from outside the GABS events. We encourage diverse participation and look forward to your collaboration in making the event a success.

Sponsorship benefits overview:

Categories	Platinum (limited to 3 sponsors)	Gold (limited to 5 sponsors)	Silver (unlimited)	Bronze (unlimited)	Partner for Side Event
	EUR 35,000.00	EUR 20,000.00	EUR 10,000.00	EUR 5,000.00	tbd
Benefits					
Exclusive Exposure					
Panel seat in a main panel	X				please contact us to discuss individual partnership options for your events
Panel seat in topical panel		X			
special Acknowledgement during opening and closing	X	X			
Special display and mentioning at Opening Reception	X				
Conference program booklet, full colour advertisement	full page, back or inner cover	full page	quarter page	Logo	
Number of free conference tickets	10	6	3	1	
Discount of 20% on further conference tickets	X	X	X	X	
reserved seats during opening and closing	X	X			
Use of VIP Room for meetings	X				
Logo visibility	Major Size	Large Size	Normal Size	Small size	
Mailings	X	X	X	X	please contact us to discuss the customizable visibility, that is desired
post conference report	X	X	X	X	
Display of logo on selected promotional material at the conference venue	X	X	X	X	
Display at conference venue	X	X	X	X	
social media channels	X	X	partly	partly	
media releases	X	X	partly	partly	
conference bags	X	X	X	X	
conference bags (inserts) promotional/marketing materials	X	X	X	X	

Special Sponsorships

Get in touch with us to explore further partnership opportunities tailored for you!

Strategic Partnership

Partner with us at the GABS2024 to drive mutual investment, enhance trade relations, and promote sustainable economic growth between Germany and Africa. Leverage this strategic sponsorship to connect with key industry leaders and expand your business footprint across two dynamic markets.

Enjoy maximum logo visibility and customized exposure and benefits throughout the entire conference.

Opening Reception

Sponsor the Opening Reception of the GABS2024 to showcase your brand to influential business leaders and key stakeholders from both regions. This prime opportunity allows you to enhance your visibility and foster valuable connections in a prestigious setting.

Receive special mentions and reserved seating during the opening reception, along with prominent logo display and media coverage.

In-Kind Sponsorship

Contribute to the German Africa Business Summit through in-kind sponsorship and gain unique exposure by providing valuable products or services. Your support will highlight your commitment to fostering international business relations and innovation.

Contribute through equipment, services, transportation, and logistics.

Feel free to get in touch with any questions or specific requests!

Contact

Kenya

Delegation of German Industry and Commerce for Eastern Africa (AHK Eastern Africa)

Sarah Reusche, E-Mail: sarah.reusche@kenya-ahk.co.ke

Tel.: +254 20 6633-100 or +254 707 390357

Germany

German Chamber of Commerce and Industry (DIHK)

Dr. Thando Sililo, E-Mail: sililo.thando@dihk.de

Tel.: + 49 151 54601446