



AFRICA RISING

From Continental Strengths
to Global Impact

Bringing together the best in Marketing,
ICT and Supply Chain.



In partnership with:



Connect Your Brand with Africa's Leading Professional Conferences

23–25 September 2026

Livingstone, Zambia

A joint continental platform hosted by the African Marketing Confederation (AMC), Technology Information Confederation Africa (TICON Africa), and the African Supply Chain Confederation (ASCON).

About the Conferences

A strategic platform defining Africa's role in the global economy

The AMC, TICON Africa, and ASCON conferences are co-located annual gatherings that define Africa's role in the global economy. Bringing together leaders from marketing, ICT, and supply chain, three pillars of Africa's growth engine, these conferences create a strategic platform where insights, partnerships, and deals converge.

The 2026 conferences will convene 80+ CEOs and senior decision-makers, policymakers, investors, and global partners to explore how Africa can leverage its demographic strength, digital momentum, creative capital, and growing trade integration into lasting competitive advantage. Key themes include AI and digital transformation, platform economies, supply chain competitiveness, AfCFTA-enabled trade, sustainability, and Africa's expanding global influence.

Each conference runs a curated programme of keynotes, panels, and workshops, with shared plenaries, networking breaks, exhibitions, and social events fostering cross-sector collaboration.

Steered by a joint committee with equal representation from AMC, TICON Africa, and ASCON, the conferences aim to drive integrated growth, innovation, and sustainability across Africa's economy.

These Conferences are not only pan-African, they are international conferences, with representatives from 4 continents around the world.

***- David Gowu,
President of TICON Africa***

Conference at a glance



Dates

23-25 September 2026



Location

Livingstone, Zambia
(gateway to Victoria Falls)



Format

Shared plenary sessions plus three concurrent conferences across two hotels and three conference venues



Communities

Marketing (AMC) | ICT
(TICON Africa) Supply Chain
(ASCON)



Audience

1100+ delegates (approx.
400 per professional
community)



Governance

Joint steering committee with equal representation from AMC, TICON Africa and ASCON

About the Confederations



AFRICAN MARKETING
CONFEDERATION

African Marketing Confederation (AMC)

Elevating African Marketing on the Global Stage

The African Marketing Confederation (AMC) is the leading Pan-African body representing marketing associations, institutes and organisations across the continent. It champions professionalism, ethics and integrity while promoting collaboration and the exchange of expertise among Africa's marketing community.

AMC strengthens marketing capacity across member countries through conferences, professional development initiatives, and platforms that recognise excellence and elevate best practice. By convening senior marketing leaders and building strategic partnerships with leading international marketing bodies, AMC helps African brands and practitioners compete more effectively in a rapidly evolving global marketplace while amplifying African insights and innovation on the global stage.

AMC Members



Francophone West & Central Africa
(Associate Member – multi-country platform)



AMC

17

member bodies
(marketing)
120 000 marketing
professionals reach

africanmarketingconfederation.org



About the Confederations



Technology Information Confederation Africa (TICON Africa)

Shaping the Future of ICT in Africa

TICON Africa unites and empowers ICT professionals and national ICT professional bodies across the continent. Through education, collaboration and knowledge-sharing, it fosters innovation and excellence in technology.

TICON Africa drives continental alignment by enabling cross-country cooperation on digital priorities such as skills development, cybersecurity awareness, regulatory readiness, and the professionalisation of the ICT workforce. By convening industry, government, academia, and the private sector, it turns strategic dialogue into partnerships and actionable programmes. Its mission is to build a connected and thriving ICT community that equips professionals with the skills, networks, and opportunities needed to drive Africa's digital transformation while advancing standards, certification pathways, and continental thought leadership.

TICON Africa Members



TICON Africa

16

member bodies (ICT)
More than 120 000 ICT
professionals reach

ticonafrica.org

About the Confederations



African Supply Chain Confederation (ASCON)

Empowering African Supply Chains

ASCON is the continental voice of professionalism in supply chain and procurement. It unifies African professional bodies, elevates standards, and fosters collaboration to build a cohesive ecosystem that drives impact across borders.

ASCON strengthens trade and delivery performance by advancing professional competencies, promoting modern supply chain practices, and reinforcing procurement integrity to improve resilience, transparency, and cost efficiency. It also enables peer learning and cross-border cooperation, helping African institutions and businesses respond to disruption while unlocking new regional opportunities. Through education, advocacy, and strategic partnerships, ASCON empowers supply chain professionals and institutions to support Africa's integration into regional and global markets.

ASCON Members



ASCON

11

member institutions across procurement, logistics and supply chain - More than 85 000 Supply Chain professionals reach

Affiliates: Africa Supply Chain in Action- ASCA | Smart Procurement

asconafrika.org



2022

Zimbabwe — AMC Conference (and the formation of TICON Africa)

The journey began in Zimbabwe with the AMC Conference, a milestone gathering that strengthened continental marketing collaboration and elevated professional alignment across Africa. Importantly, this edition also marked the formation of TICON Africa, expanding the conference platform beyond marketing and laying the foundation for a stronger, multi-sector professional movement.

2023

Entebbe, Uganda — AMC & TICON Africa Conferences

In Entebbe, the platform matured into a co-located model with the AMC and TICON Africa Conferences convening side-by-side. This edition deepened cross-industry engagement by connecting marketing leadership with ICT professionals and policy stakeholders, showcasing how digital capability and market influence must work together to drive modern economic growth.

2024

Mombasa, Kenya — AMC & TICON Africa Conferences

Hosted in Mombasa, the conferences grew further in scale and continental reach, reinforcing a shared agenda around digital transformation, innovation, and Africa's evolving role in global markets. The 2024 edition strengthened professional networks across regions and positioned the conference series as a recognised meeting point for continental leadership in both marketing and technology.

2025

Accra, Ghana — AMC & TICON Africa Conferences (and the formation of ASCON)

Accra marked a major expansion of the platform. Alongside the AMC and TICON Africa Conferences, the 2025 edition catalysed the formation of ASCON, bringing supply chain and procurement leadership into the continental partnership. This milestone completed the trilogy of sectors, technology, marketing, and supply chain, creating a more integrated conference ecosystem aligned to Africa's trade, competitiveness, and growth priorities.

“Professional bodies across Africa must collaborate to strengthen governance and elevate standards across their sectors. Our collective efforts will build resilience and growth,”

- Dr. Simon Annan

FCIPS, FIPMP, FGIPS, MCILT, MBA, ASCON's Chairman of the Advisory Board

AMC Delegates (approx. 400)

TICON Africa Delegates (approx. 400)

ASCON Delegates (approx. 300)

Executive & C-Suite Leadership

- Chief Executive Officers (CEO)
- Chief Marketing Officers (CMO)
- Managing Directors
- Executive Directors

Government & Regulatory Leadership

- Ministers of ICT and Communications
- Directors General of communications authorities
- Chief regulatory officers
- Heads of spectrum management
- Policy directors

Government & Public Sector Leadership

- Ministers and permanent secretaries
- Directors General of public procurement authorities
- CEOs of regulatory bodies
- Heads of national treasury
- Heads of supply chain (government and SOEs)

Association & Professional Body Leadership

- Presidents of national marketing associations
- Chairpersons of marketing councils
- Heads of professional standards

Professional Body Leadership

- Presidents of national ICT associations
- CEOs of ICT professional bodies
- Executive directors
- Heads of professional standards

Regional & Continental Bodies

- Executives (AU, AfCFTA, ECOWAS, SADC, AfDB, World Bank)
- Heads of trade facilitation and regional integration

Senior Marketing Leadership

- Heads of Marketing
- Heads of Brand
- Heads of Digital Marketing
- Heads of Corporate Communications
- Heads of Customer Experience

C-Suite & Corporate Technology Leaders

- Chief Information Officers (CIO)
- Chief Technology Officers (CTO)
- Heads of digital transformation
- Heads of IT security
- Heads of business development (telecoms & fintech)

Professional Body Leadership

- Presidents and chairpersons of supply chain associations
- CEOs of professional bodies
- Heads of professional standards

Policy & Public Sector Stakeholders

- Government policymakers
- Heads of communications and public engagement

Consulting & Advisory Leaders

- Partners (technology strategy & digital transformation)
- Principal consultants
- Senior ICT advisors

Private Sector Leadership

- Chief Supply Chain Officers (CSCO)
- Chief Procurement Officers (CPO)
- Heads of supply chain, procurement and logistics

ICT Practitioners & Academia

- Heads of infrastructure
- Heads of cybersecurity
- Heads of software engineering
- Heads of analytics and data
- Deans of ICT faculties
- Directors of certification and accreditation

Development, Finance & Research

- Heads of supply chain (NGOs and humanitarian)
- Directors of operations (development agencies)
- PPP specialists and investment leaders
- Professors and research directors

The co-located format brings together senior economic leadership, private sector executives and professional body leadership. Expected participation is 1100+ delegates, approximately 400 per professional community and 300 for ASCON.

Who You'll Meet at the Conferences

Sponsorship Opportunity

SPONSOR ONE OF AFRICA'S MOST INFLUENTIAL CROSS-INDUSTRY GATHERINGS

The combined AMC/TICON/ASCON conferences deliver exceptional sponsor exposure and strategic brand visibility, bringing together decision-makers, practitioners, and partners across multiple industries and markets.

Our reach extends far beyond the venue. Collectively, the conferences represent a combined professional membership base of around 300,000 across the continent, giving sponsors access to a large and credible ecosystem of ICT professionals, industry leaders, and institutional stakeholders. This scale enables meaningful brand positioning before, during, and after the event, reinforced through consistent engagement with a highly relevant audience.

Sponsors are amplified through an integrated visibility campaign across conference marketing, PR and media releases, and targeted email communications, supported by structured lead capture and engagement touchpoints.

These joint conferences have provided sponsors with extensive reach and strategic visibility, delivering powerful brand exposure across multiple industries and markets, while also featuring high-calibre thought leadership from renowned industry leaders, as highlighted below.



Total
Campaign
Reach



Amount of
Countries
represented



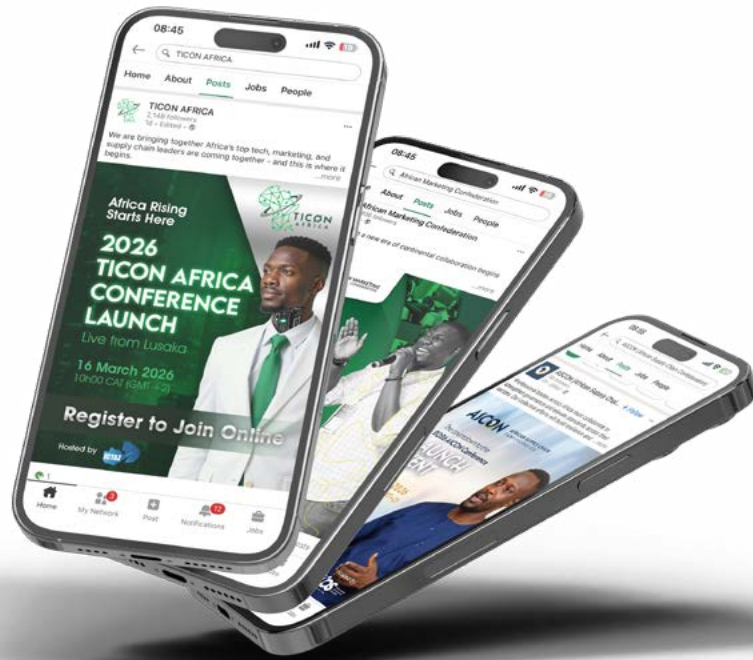
Total
PR & Media
Releases



Total
Leads Captured



Total number of
past sponsors



**Charles
Murito**

Google policy and
government affairs lead
for Sub-Saharan Africa



**Nyimpini
Mabunda**

former CEO, GE
Southern Africa



**Prof. D. Fred
McBagonluri**

Founding Provost &
President, Academic City
College, Accra



**Hermawan
Kartajaya**

Founder & Chair,
MCorp/MarkPlus

One Sponsorship. *Triple Impact.*

Position your brand at the intersection of Africa's technology, market influence and supply chain evolution.

In September 2026, Africa's leaders in Technology, Marketing, and Supply Chain will converge in Livingstone, Zambia, for a landmark co-located continental gathering hosted by TICON Africa, AMC, and ASCON. This is not three separate sponsorships, it is one integrated investment that positions your brand at the intersection of Africa's competitiveness: digital capability, market influence, and trade delivery.

Sponsoring this platform delivers more than visibility, it gives you direct access to the leaders shaping infrastructure and platforms (ICT), building demand and brand trust (marketing), and driving trade performance and execution (supply chain). The co-located structure creates a shared ecosystem of exhibitions, networking, executive engagements, and gala events, where cross-sector conversations translate into partnerships, procurement opportunities, and measurable outcomes.

With continental reach concentrated in one place and a premium destination setting at Victoria Falls, your brand becomes part of an experience designed for deeper engagement, higher-quality participation, longer delegate interaction, and stronger relationship-building that continues beyond the event.

Why sponsor this platform



Amplified visibility

Position your brand across three conferences, maximising exposure through event branding, digital platforms, media coverage and on-site activations before, during and after the gathering.



Direct access to decision-makers

Engage senior leaders shaping Africa's digital, commercial and trade ecosystems, including CIOs, CMOs, supply chain executives, CEOs and policymakers from across the continent.



Thought leadership positioning

Leverage speaking opportunities, panel participation, exhibition presence and executive engagements to establish your organisation as a recognised driver of Africa's growth and innovation agenda.



High-value networking by design

Connect across industries through curated networking breaks, joint exhibitions, gala events and premium social experiences designed to spark partnerships and long-term business relationships.

Next steps: Sponsorship packages, exhibition options and speaking opportunities are available on request.

Contact: [Name] | [Title] | [Email] | [Phone]

Package	Description	Price USD
ANCHOR	Overall Anchor and Title Sponsor	Price on request
Platinum	Lead sponsor in industry/ profile	\$100 000 / profile

SPONSOR BENEFITS

- Overall branding of the conference venue, and conferencing room in conjunction with partners
- Programme participation - opening keynote in plenary - senior decision maker - thought leadership
- Sponsor mention and placements in all event advertising
- Cross-promotion of the conference in the sponsor's social media platforms as well as those of member countries
- Complimentary sponsor logo in all promotional communication about the conference
- 10 Complimentary delegates pass to the conference (does not include accommodation)
- Provision of delegate database, exhibition space and access to event linkage/meeting system

Diamond	Casual Dinner Sponsorship	\$50 000
Diamond+	Gala Dinner Sponsor	\$75 000

SPONSOR BENEFITS

- Overall branding of 1 dinner during the event.
- Sole display of marketing material and activation within the venue.
- Oversight and direction of the dinner programme to promote the sponsor's objectives
- Oversight of dinner theme and delegates' dress code
- 5 Complimentary delegate passes to the conference of choice (does not include accommodation)
- Provision of delegates database access to event linkage / meeting system

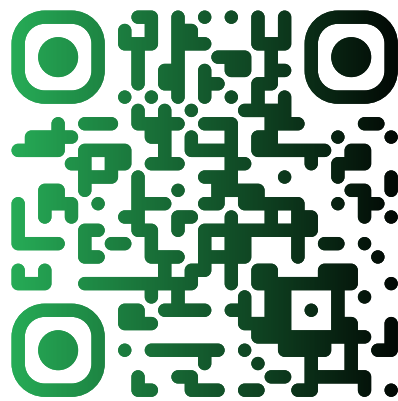
Gold	Industry Leader Sponsor per Sub-Theme per Conference	\$30 000
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SPONSOR BENEFITS

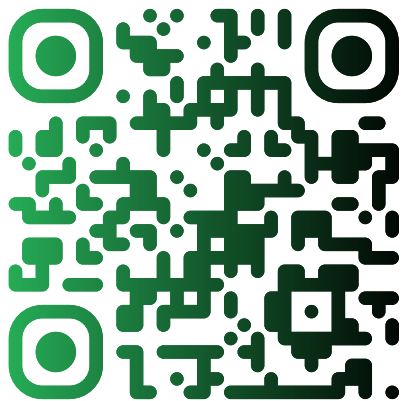
- Overall branding of the stream conference venue, and conferencing room in conjunction with partners
- Programme participation - senior decision maker - thought leadership
- Sponsor mention and placements in all event advertising
- Cross-promotion of the conference in the sponsor's social media handles as well as the member countries handles
- Sponsor logo to feature in all promotional communication about the conference complementary
- 3 Complimentary delegate passes to the conference (does not include Accommodation)
- Provision of delegates database exhibition space

Package	Description	Price USD
Silver Delegates Gifts Sponsor	Full Day Provision of delegates apparel in the form of golf shirts & caps	USD 20 000 / per conference stream
SPONSOR BENEFITS • Overall Branding of the full day programme including lunch in conjunction delegates dressed in sponsor shirts and cap, co-branded with event logo of the respective conference • Sole display of marketing material in luncheon oversight and direction of the lunch • Programme to promote sponsor's objectives with a 5-minute marketing pitch slot to promote sponsor's products or services • 2 Complementary delegate passes to the conference (does not include accommodation) • Access to event linkage / meeting system		
Bronze	Swag bags, umbrellas, gift sets.	\$15 000 per conference
SPONSOR BENEFITS • Display of branded items outside the conference venue • Co-branding of promotional items per conference • Logo displayed in print adverts about the event • Announcement of sponsor during the closing ceremony • 2 Complementary delegate pass (does not include accommodation)		
Copper	Sponsor of all Conference Stationary (Including notebooks, pens, folders and programmes)to be provided by sponsor	\$8000 per conference
SPONSOR BENEFITS • Sponsor logo featured in all the stationary items • Sponsor logo featured in all communication material • 1 delegate pass (no accommodation)		
Exhibition Add On	1 Exhibition spaces available – Raw Space 6sqm. Electricity , table and two chairs	\$2500

Sponsor Africa's Premier Professional Association Conferences

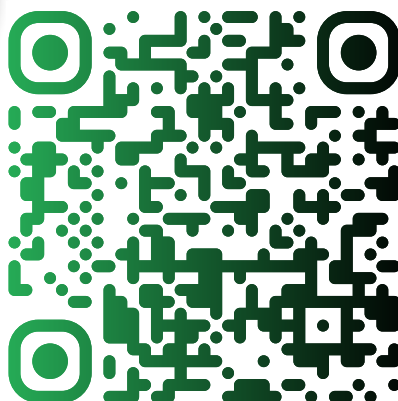


info@africanmarketingconfederation.org



info@ticonafrica.org

Hosted by



info@ascon.org