

# IATF 2023

## The AfCFTA marketplace

PROMOTED BY



IN COLLABORATION WITH



HOSTED BY EGYPT



Cairo, Egypt  
9 - 15 November 2023

Connecting  
African Markets

# IATF2023

The African Export-Import Bank (Afreximbank), in collaboration with the African Union Commission and the AfCFTA Secretariat, brings you the 3rd Intra-African Trade Fair (IATF2023) to be hosted by the Arab Republic of Egypt in Cairo.

IATF2023 will provide a unique and valuable platform for businesses to access an integrated African market of over 1.3 billion people with a GDP of over US\$3.5 trillion created under the African Continental Free Trade Area.



## IATF2023, will comprise of the following key components:

- **Trade Exhibition** – Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up Pavilions and exhibition stands which will enable them to customise their exhibition to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.
- **Trade and Investment Forum** – The four-day conference will feature leading African and international speakers and a variety of sessions dealing with African trade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities under the AfCFTA and will also include training workshops covering exporting, standards, and marketing.
- **Creative Africa Nexus (CANEX)** – This platform will showcase Africa's creative economy in fashion, music, film, arts and craft, sports, gastronomy and culinary arts. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition.
- **A B2B and B2G platform** – The platform will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. This is supported by a dedicated African Buyers' Programme.
- **Country Days** – The country day segment which has sponsorship opportunities is open to 4 countries - it presents a platform for the 4 selected countries to showcase their trade, investment, tourism, and cultural opportunities. The first slot is reserved for the Host Country (Egypt).
- **IATF Virtual** – This platform showcases goods, services and investment opportunities on an interactive online platform. The IATF Virtual is currently live and will continue even after the physical Trade Fair has ended.
- **Africa Automotive Show** – The Africa Automotive Show will present a platform for auto manufacturers, assemblers, Original Equipment Manufacturers (OEMs) and component suppliers to exhibit their products and also interact with potential buyers and suppliers. It consists of an Auto Forum, Autoshow and B2B and B2G exchanges.
- **AU Youth Start-Up Programme** – The Youth Start-Up segment will have a dedicated Pavilion for Youth Start-Ups in Africa where they will showcase their innovative ideas, prototypes, goods and services. The IATF will provide opportunities for matchmaking with venture capitalists, entrepreneurship training, networking amongst the youth and other delegates at the Trade Fair.
- **Diaspora Day** – IATF2023 Diaspora Day will highlight commercial and cultural ties between Africa and its diaspora, featuring a Diaspora Summit, market and exhibition, cultural and gastronomic showcase.

The African Export-Import Bank, African Union, the AfCFTA Secretariat and the Arab Republic of Egypt invite you to join us at IATF2023 in Cairo, Egypt.



# IATF 2023

## IATF2023 Projections

**+1,600**

EXHIBITORS

**+35k**

VISITORS

**+75**

EXHIBITING  
COUNTRIES

**\$43bn**

IN TRADE &  
INVESTMENT  
DEALS



**1,501**

EXHIBITORS

**32,541**

VISITORS

**69**

EXHIBITING  
COUNTRIES

**\$42.1bn**

IN TRADE &  
INVESTMENT  
DEALS

## IATF2021 Outcomes

# IATF 2023

## The Exhibition will target the following key sectors/groups:

- Agriculture & Agro-processing
- Automotive
- Clothing & Textiles
- Construction & Infrastructure
- Consumer goods
- Creative Industries, including Entertainment
- Diaspora
- Education
- Energy & Power
- Engineering
- Finance
- Health & Pharmaceuticals
- ICT
- Innovation
- Logistics
- Manufacturing
- Mining
- Standards
- Tourism
- Transport (road, rail, maritime, air)
- Youth Start-ups



## IATF2023 Official Partners



## IATF2023 Organisers

Trade Fair Organiser

Conference Organiser

Creative Africa Nexus  
Organiser

Africa Autoshow  
Organiser



BrandComms



INKANYEZI

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