



SPONSORSHIP PROPOSAL

4TH ANNUAL SADC INDUSTRIALISATION WEEK

Theme: A conducive business environment for inclusive and sustainable industrial development

05 - 09 August 2019

**Julius Nyerere International Convention Centre (JNICC)
Dar Es Salaam, Tanzania**

HOSTED BY



Ministry of
Industry
and Trade

CO-ORGANISED BY



NEPAD
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SADC INDUSTRIALISATION WEEK

The SADC Industrialisation Week (SIW) is an annual public-private engagement platform aimed at fostering new opportunities for intra-African trade and investment in developing cross border value chains in the region. The 2019 SIW is a joint event between the SADC Secretariat, the SADC Business Council and the Republic of Tanzania. The event is hosted on the margins of the annual SADC Heads of States and Government Summit. Private sector recommendations and outputs from this event are reported directly to the annual SADC Ministers Meeting, a body which determines policy discussions for Heads of State.

The SIW 2019 event will be officially opened by President of the United Republic of Tanzania, His Excellency John Joseph Magufuli.

WHY SPONSOR THE SIW 2019?

1. **Potential to influence policy formulation** – Each year, private sector recommendations are drafted in the form of a ‘SIW declaration’ which is presented by the SADC Secretariat to the SADC Ministers Meeting for incorporation into the agenda for the SADC Heads of State discussion.
2. **Insights from policy makers and industry experts** – SIW leads thematic/sector focused discussions, capacity building workshops as well as up-to-date research and presentations.
3. **Action focused deliberations** – All SIW engagements are designed to lead to the formulation of practical next steps which include kick-starting private sector led working groups, projects and programmes. Some of these outcomes include:
 - *Southern Africa Business Forum in 2015 which produced the 'Savuti declaration' that called for an annual event in support of SADC Industrialisation to be hosted as the SIW.*
 - *SIW 2016 which produced the 'Esibayeni declaration' that developed the declaration process of reporting private sector recommendations to SADC Heads of State*
 - *SIW 2017 which produced the 'Sunninghill declaration' that led to the development of SADC Regional Gas Task Force Committee and the Regional Pharmaceutical Working Group*
 - *SIW 2018 which produced the 'Windhoek declaration' that led to led to the endorsement, formation and capacitation of the SADC Business Council.*
4. **Access to investment opportunities and project finance** – SIW provides attending delegates with business and investment opportunities as well as access to DFI and Donor funders.
5. **Access to influential regional experts** – SIW attracts a large diverse and regional group of decision makers from both business and government.
6. **Unique marketing and brand exposure** – Being the SADC Secretariat precursor to the annual SADC Heads of State and Government Summit, the event has wide media coverage from the host nation.
7. **Internal and external networking opportunities** – It is one of SADC’s premium networking forums for ‘captains of industry’, academia and civil society.



TIMED TO COINCIDE
WITH THE ANNUAL
**SADC HEADS OF
STATES SUMMIT**



SIW
OUTPUTS
IN THE
FORM
OF

**DECLARATIONS
THAT ARE
PRESENTED TO
HEADS OF STATE**

OVER
500 
**REGIONAL
DELEGATES
FROM ALL KEY
SECTORS**

WHO ATTENDS THE SIW?

- **SADC Member States** and Members of the public with vested interest in intra-regional trade and investment initiatives
- **Private Sector** (regional associations, national chambers of commerce, businesses) with a vested interest in intra-regional trade and investment initiatives within the region and on the continent
- **Strategic and Cooperating Partner** and technology institutions that support SADC initiatives
- **Donor agencies and DFIs** with specific interest in promoting industrialisation and development within SADC and the African continent
- **Leading experts** in infrastructure, transport, energy, finance, retail, manufacturing, agribusiness and mining
- **Multinational corporations** with a footprint throughout the continent and which have accountability with regards to regional development and integration
- **Research institutions and academia** who can provide insight into trends, good practice and benchmarking of private sector involvement in development initiatives in the regionally and continentally
- **Small and Medium Enterprises and Civil Society** from the SADC region.
- **National Investment Promotion Agencies**

SIW FOCUS AREAS

- **Mineral beneficiation**
- **Gas sector**
- **Agro processing**
- **Pharmaceuticals**
- **SMME development**
- **Trade**
- **Infrastructure and logistics (to support trade and investment)**
- **Financial sector**
- **Regional value chains**

**HIGH PROFILE
SPEAKERS**



ON THE PROGRAMME
INCLUDING CAPTAINS
OF INDUSTRY AND
SENIOR-LEVEL
GOVERNMENT OFFICIALS



**ACCURATE &
UP-TO-DATE**

REPORTING ON REGIONAL
PROJECTS, PROGRAMMES
AND INITIATIVES

SPONSORSHIP CATEGORIES

	SPEAKING SLOTS			BRANDING			PROMOTION			MEDIA		
	Keynote address in opening plenary	Opening plenary in panel discussion Allocated break away session for sponsor	Speaking slot/ present in relevant session Panel slot in relevant session	Headliner branding with banners in main event room and lobby	Branding in allocated break away session	Branding event packs (handbook, slides, invitations and all electronic event material)	Print material in main event pack	Print material in designated areas	Advert slot in event brochure Logo in event brochure	Coverage in event press releases and post event reports	Set up Interviews with attending media	Attend press conference
PLATINUM ZAR 450,000	✓	✓	✓	✓	✓	✓	✓	✓	Headliner slots plus details	✓	✓	✓
GOLD ZAR 250,000	✗	✓	✓	✗	✓	✓	✓	✓	Gold sponsor slot	✓	✓	✗
SILVER ZAR 175,000	✗	✗	✓	✗	✓	Silver sponsor slot	✗	✓	Shared page	✗	✗	✗
BRONZE ZAR 90,000	✗	Allocated break away session	✗	✗	✗	Bronze sponsor slot	✓	✓	Shared page	✗	✗	✗
TEA BREAK ZAR 50,000	✗	✗	✗	✗	✗	✗	✗	Fully branded allocated tea break area	Shared page	✗	✗	✗

PREVIOUS SPONSORS AND SUPPORTING PARTNERS

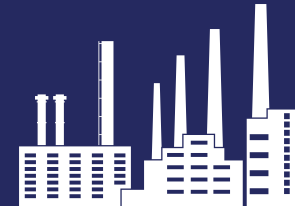


EXTENSIVE
MEDIA
COVERAGE
WITH REGIONAL AND
INTERNATIONAL
BROADCASTERS



**CRITICAL
ACCELERATOR**

OF PUBLIC-PRIVATE
COLLABORATIVE
EFFORTS TO
INDUSTRIALISE AND
DEVELOP THE SADC REGION



**Multi-sector
factory site
visits and
regional
exhibitions**



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