



Republic of Malawi



Sponsorship Proposal



SADC INDUSTRIALISATION WEEK 22 - 26 NOVEMBER 2021

LILONGWE, MALAWI
BINGU INTERNATIONAL CONVENTION CENTRE (BICC)

**BOLSTERING PRODUCTIVE CAPACITIES IN THE FACE OF COVID 19 PANDEMIC FOR
INCLUSIVE, SUSTAINABLE ECONOMIC AND INDUSTRIAL TRANSFORMATION**



Preamble

The 5th SADC Industrialization Week (SIW) will be hosted by the government of Malawi from 22 - 26 November 2021 .

The theme for the 5th SIW will be “Bolstering Productive Capacities in the face of COVID 19 Pandemic for Inclusive, Sustainable Economic and Industrial Transformation.”

The 2021 SIW will be the fifth event following the successful SIWs held in in the Kingdom of Eswatini, Republic of South Africa, Republic of Namibia, and in the United Republic of Tanzania over the last four years.

These events outlined the main challenges faced by businesses when conducting trade in the region and produced declarations whose outputs were fed into the SADC Heads of State and Government summits for actioning.

Approximatley 3000 delegates, including 1576 exhibitors participated in last year’s annual SADC Industrialisation Week in Dar es Salaam, Tanzania.

About the event

The SIW is an annual public private engagement platform aimed at fostering new opportunities for Intra-African trade, developing cross border value chains and identifying investment opportunities in Southern Africa.

Annually, the SIW brings together leading private sector experts, regional and global policy makers, Development Finance Institutions, SADC officials, donors, civil society and leading industrialists and captains of industry in SADC and in the continent to identify investment opportunities, industrialisation bottlenecks and jointly recommend solutions.

“An enabling business environment would create confidence among investors in manufacturing and eventually boost the value of intra-African trade”, said His Excellency, the late John Pombe Magafuli, former President of the United Republic of Tanzania at the 2019 SADC Industrialisation Week in Dar es Salaam.



Event organisers

The 2021 SIW is a joint event between the SADC Secretariat, SADC Business Council (SADC BC), the Government of the Republic of Malawi.

ATTENDEES INCLUDE

- SADC Member States
- Private Sector
- Strategic and Cooperating Partners
- Donor agencies and DFIs
- Leading industry experts
- Multinational corporations
- Research institutions and academia
- Small and Medium Enterprises
- Civil Society from the SADC region



SIW hosts SADC Gala Dinners

SIW facilitates Factory site visits



Seminars, Meetings and Workshops



SIW hosts week-long exhibitions



Why do people attend?



TO INFLUENCE POLICY FORMULATION

Each year, public private sector recommendations are drafted in the form of SIW declaration which is presented by the SADC Secretariat to the SADC Ministers Meeting for incorporation into the SADC heads of State discussion.



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.



ACCESS TO INVESTMENT AND FINANCE OPPORTUNITIES

SIW provides delegates with business and investment opportunities as well as access to DFIs, investors and donors.



NETWORKING OPPORTUNITIES

SIW attracts a diverse audience from the region and the continent, among other participants.



LARGEST SADC B2G AND B2B NETWORKING PLATFORM

Provides a large platform for Business-to-Government as well as Business-to-Business exchanges, business matching and exploration of industrial, trade and investment opportunities.



WEEK-LONG EXHIBITIONS

Exhibitions and fairs to display SADC products including traditional knowledge-based products, existing and potential regional value chains and areas of collaboration.



INDUSTRY AND FACTORY SITE VISITS

Tours to Multinational Companies, SMMEs, research institutions etc linked to priority value chains.

SAMPLE OF INDUSTRY AND FACTORY SITE VISITS FROM SIW 2019 IN TANZANIA AND ZANZIBAR

COMPANY	INDUSTRY/SECTOR
Tanzania Biotech Products Ltd.	Chemical Industries
Nameera Textiles Ltd.	Textiles
Hill Packing Ltd.	Beverages
Azam Diary Product Ltd.	Dairy
Zanzibar Sugar Factory Ltd.	Agro-processing
Inaya Zanzibar Ltd.	Cosmetics
Pemba Essential Oil Distillery	Cosmetics
ZANOP Pemba Essential Oil Distillery	Spices and Herbs
Mahanjumati	Spices and Herbs
Tanzania Portland Cement Company Ltd.	Cement
Benjamin William Mkapa Export Processing Zones Authority	Multiple factories

SIW session focus

SESSION FOCUS

- | | |
|--|--|
|  COVID-19 Recovery Strategies |  Women and youth |
|  Mineral beneficiation |  Regional integration |
|  Gas and energy |  Infrastructure (logistics) |
|  Agro-processing |  Regional Value Chains |
|  Pharmaceuticals |  Trade and investment |
|  SMME development |  Non Tariff Barriers |
|  Financial services |  Fast Moving Consumer Goods |
|  Public-Private Partnerships |  Payment Systems |
|  4IR and Digitisation |  AfCFTA: Opportunities for industrial and trading enterprises across the continent |

Draft programme outline

DAY 1

Opening session and keynote addresses
Socio Economic Impact of COVID-19 on the SADC Region and recovery strategies
AfCFTA: Opportunities for industrial and trading enterprises across the continent
Opening COCKTAIL

DAY 3

Morning Seminar 1: Fast Moving Consumer Goods
Morning Seminar 2: Trade and investment
Morning Seminar 3: Women and youth
Morning Seminar 4: 4IR and Digitisation
Noon Seminar 1: Financial services
Noon Seminar 2: SMME development
Noon Seminar 3: Regional value chains
Noon Seminar 4: Light manufacturing
Noon Seminar 5: NTBs in regional trade

DAY 5

Post event workshops
Facilitated business introductions

DAY 2

Secondary Plenary
All-day Parallel Session 1: MSMES EXCELLENCE
All-day Parallel Session 2: PHARMACEUTICALS
All-day Parallel Session 3: MINERAL RESOURCES BENEFICIATION
All-day Parallel Session 4: AGRIPROCESSING
All-day Parallel Session 5: PAYMENT SYSTEMS
All-day Parallel Session 5: INFRASTRUCTURE IN SUPPORT OF INDUSTRIALIZATION

DAY 4

Site Visit 1: PHARMACEUTICAL COMPANIES
Site Visit 2: TEXTILE COMPANIES
Site Visit 3: BEVERAGES COMPANIES
Site Visit 4: CEMENT PROCESSING COMPANIES
Site Visit 5: ECONOMIC PROCESSING ZONES
Site Visit 6: GAS AND ENERGY SECTOR PLANTS

SIW 2019 Fact Sheet



Officially opened by His Excellency President of the United Republic of Tanzania (URT) Dr. John Pombe Joseph Magufuli

SIW4 officially opened by President of United Republic Tanzania



Officially closed by His Excellency President of the Revolutionary Government of Zanzibar Dr. Dr Ali Mohamed Shein

SIW4 officially closed by President of Zanzibar



SIW3 and SIW4 has organised over 20 factory site visits in two countries, i.e. Namibia and United Republic of Tanzania

Multi-sectoral industry and factory site visits



More than 3000 delegates including senior level government officials and captains of industry attended the SIW4 (2019).

Largest B2B and B2G networking platform



SIW4 was hosted to coincide with the 39th SADC Ordinary Summit of the Heads of State and Government (HOSG).

Hosted on the margins of the SADC Heads of State and Government Summit



SIW4 hosted over 1400 exhibitors from regional SMMEs and large corporates showcasing SADC products and businesses.

Weeklong exhibition show with local exhibitors



Why join as a Partner of SIW2021?

The SADC Industrialisation Week provides official partners with unique opportunities which include:

- Being a part of the important regional dialogue shaping the future of industrialisation in SADC and the African continent.
- Position your business and promote your brand and mission to a regional and global audience of influential decision makers around the world.
- Position your organisation as a thought leader in SADC regional development.
- Opportunity to participate and facilitate panel sessions, industry roundtable events and working groups enabling you to share your own knowledge and experiences.
- Promote your projects and your brand, introduce new products and ideas.
- Interact with high level government officials and captains of industry.

Partner Benefits

- To drive the conversation and be at the forefront of shaping the dialogue of the future of industrialisation.
- Position your brand in front of thousands of key stakeholders.
- Meet and partner with key decision-makers from government and industry, both locally, regionally and globally.
- Establish partnerships and collaborations.
- Leverage SIW's extensive marketing campaign.



+3000

SIW4
Attendees

+500

Regional
Attendees

+14

Countries
Represented

+1500

SIW4
Exhibitors

+45

Thematic
Meetings

02

Sitting Presidents
officiated the
SIW

Previous sponsors



Sponsorship Categories

		PLATINUM	GOLD	SILVER	BRONZE
		USD\$50,000	USD\$25,000	USD\$15,000	USD\$5,000
SPEAKING SLOTS	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.	●	●	●	
BRANDING	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).	Headliner	Gold	Shared	Shared
PROMOTION	Print material in main event pack.	●	●	●	●
	Print material in designated areas.	●	●	●	●
	Advert slot in event brochure.	Headliner	Gold	Shared	Shared
	Logo in event brochure.	Headliner	Gold	Shared	Shared
MEDIA	Coverage in event press releases and post event reports.	Quote	Mention	Mention	Mention
	Set up Interviews with attending media.	●	●		
	Attend press conference.	●	●		



Contact us



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