

**GITEX**  
AFRICA  
*Morocco*

**29 — 31 May 2024**  
**Marrakech**





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Marrakech

# AFRICA

**THE LARGEST**  
**Tech & Startups**  
**SHOW IN AFRICA**

Royaume du Maroc  
Chef du Gouvernement



**UNDER THE HIGH  
PATRONAGE OF**

Ministère de la Transition  
Numérique et de la Réforme  
de l' Administration

HOSTED BY



Agence de Développement du Digital

ORGANIZED BY



PRODUCED BY



# GITEX AFRICA 2023

AN INAUGURAL EDITION THAT SURPASSED ALL IMAGINABLE METRICS



GITEX Africa has generated business opportunities worth over one billion dollars.

The first edition of GITEX Africa was a tremendous success, confirming the potential of the African tech landscape.

**32 000+**  
VISITORS

**900+**  
EXHIBITORS

**250+**  
INVESTORS & VCs  
**1 500**

**BUSINESS MEETINGS**  
(Startups & Investors)

# GITEX AFRICA 2024

AN IMPRESSIVE SURGE – TWICE AS LARGE AS IN 2023



85 000+ m2

20 HALLS

50 000+

VISITORS / BUYERS

130+

COUNTRIES

1 800+

EXHIBITORS & STARTUPS

700+

SPEAKERS

550+

MINISTERIAL DELEGATIONS

400  
INVESTORS  
& VCs

# GITEX AFRICA 2024

THE LARGEST TECH & STARTUP SHOW IS EXPANDING



# GITEX AFRICA

## SHOWCASING CATEGORIES



DIGITAL HEALTH



AGRITECH



SMART  
MANUFACTURING



AI CLOUD x IOT  
x DATA



CONSUMER TECH



CYBERSECURITY



DIGITAL CITIES



DIGITAL FINANCE



TELECOM x NETWORK  
INFRASTRUCTRE



STARTUPS

# BOOSTING TECHNOLOGICAL GROWTH

ACROSS THE AFRICAN CONTINENT

## AGRITECH



**\$ 1 trillion**

The agri-food market is set to experience a 60% production increase by 2030

## AI Cloud x IoT x DATA



**3.5 Million**

Jobs created in Africa in the field of AI technologies by 2025

## CONSUMER TECH



**1,7 Billion**

Projected consumer count in Africa for 2030, expected to exceed today's 1.2 billion

## CYBERSECURITY



**\$ 10 Billion**

Market projection in Africa for 2030 : 9 out of 10 companies are seeking a cybersecurity solution

## DIGITAL HEALTH



**\$11 Billion**

The surge of health technologies in Africa

## DIGITAL FINANCE



**\$ 450 Billion**

Estimation of digital payment systems and innovative Fintech solutions in Africa

## DIGITAL CITIES



**1,4 Billion**

Citizens of African countries will benefit from services accessible through e-governments

## SMART INDUSTRY



**\$ 1 trillion**

The potential of Industry 4.0 in Africa by 2025

## STARTUPS



**\$ 10 Billion**

Funds raised by African startups in 2025, compared to \$5 billion in 2022

source: African Venture Capital and Private Equity Association (AVCA)

## 5G / TELECOM



**650 Million**

Connected users in Africa today. The world's largest telecom market

# WHY MOROCCO

## 10 GOOD REASONS

Access to a market of over 2.5 billion consumers

1

Information & Communication Technologies - ICT represents 6% of the GDP

6

The 5th global destination for Tech and R&D

2

The largest investor in Sub-Saharan Africa

7

The 5th largest economy in Africa: valued at \$143 billion

3

The 5th country in Africa with a pool of 50 000 coders/developers

8

Ranked 1st out of 141 countries with stable inflation

4

A secure country with extensive hotel capacity

9

The tech industry makes up 14% of the GDP

5

Direct flights to over 80 countries

10



# THE TECH GIANTS

ARE INVESTING IN AFRICA



GOOGLE has invested \$1 billion to support Digital Transformation in Africa

The Mastercard Foundation & Carnegie Mellon have invested \$276 million in Africa



MICROSOFT supports 10,000 startups in Africa in partnership with VCs

ORACLE has launched its first regional cloud in Africa



THALES inaugurates its 6th cybersecurity center in Morocco

# KEY BENEFITS

## WHY EXHIBIT AT GITEX AFRICA

### MEETINGS WITH BUYERS

Connect with thousands of potential clients and buyers



### STRATEGIC PARTNERSHIPS

Establishing business and technological partnerships



### ACCELERATION & SCALE-UP

Participate in specific accelerator programs and engage in scale-up initiatives



### CONNECTING & NETWORKING

High-level networking through matchmaking and connections



### ACCESS TO A HIGHLY PROMISING MARKET

Access the market of the future digital economy, projected to reach \$712 billion by 2050



### AWARENESS AND VISIBILITY

Increase recognition and visibility through the media hype surrounding GITEX week



### ACCESS TO PUBLIC MARKETS

Meet 400+ government representatives (government buyers)



### BENCHMARK & BEST PRACTICES

Conduct benchmarking and explore the latest technological trends and innovation



### PITCHING IN FRONT OF INVESTORS

Pitching in front of over 400 top investors from Silicon Valley, Europe and Asia



### PITCH SUPERNOVA CHALLENGE

Seize the opportunity to compete in the Supernova Challenge Pitch and win up to \$100,000



# SUPERNOVA PITCH CHALLENGE

A UNIQUE OPPORTUNITY FOR STARTUPS  
EXHIBITING AT NORTH STAR AFRICA

## PITCH & WIN



The  
SUPERNOVA  
Champion wins a  
\$ 50 000 cheque

Category winners  
each receive a  
\$10,000 prize



\*Application deadline : April 30, 2024

# GITEX AFRICA *Morocco*

29 — 31 May 2024  
M a r r a k e c h



## EXHIBITOR PACKS

STARTUP & ENTERPRISE



Members and affiliates of ANIMA Investment Network, can benefit from a **10% discount** on Startup and Enterprise Packs.



# STARTUP PACK

## TURNKEY STANDARD POD



### STANDARD POD



- ✓ Standard Pod : 2 x 1 m2
- ✓ 2 Stools
- ✓ Visuals
- ✓ Power outlet
- ✓ Preparation for the Supernova Challenge Pitch
- ✓ Lead Tracker – Scan visitor badges and export contacts

**3 550 € HT\***

\*Pricing includes 10 % discount and excludes travel, accommodation, and meals, which will be the responsibility of each participant. These services are eligible for international funding programs.

# STARTUP PACK

## TURNKEY DOUBLE POD



### DOUBLE POD

-10%

- ✓ Double Pod : 4 x 1 m2
- ✓ 1 Stool
- ✓ Visuals
- ✓ Power outlet
- ✓ Preparation for the **Supernova Challenge Pitch**
- ✓ Lead Tracker – Scan visitor badges and export contacts

**4 550 € HT**

\* Pricing includes 10 % discount and excludes travel, accommodation, and meals, which will be the responsibility of each participant. These services are eligible for international funding programs.

# ENTERPRISE PACK

## TURNKEY BOOTH



## TURNKEY BOOTH

- ✓ Various possible dimensions
  - from 9 m2 to 60 m2
- ✓ Structure : White wooden panels
- ✓ Signage
  - Company name
  - Booth number
- ✓ Power outlet
- ✓ LED Lighting
- ✓ Carpeting
- ✓ Counter with latch
- ✓ 2 chairs
- ✓ 1 table
- ✓ Insurance\*\*
- ✓ Marketing Power Pack\*\*
- ✓ Lead Generation & Tracking\*\*

Starting from **1 300 € HT / m2**

\* Non-contractual rates. Prices exclude travel, accommodation, and meals, which will be the responsibility of each participant. These services are eligible for international financial aid programs.

\*\* These additional services are provided by the Dubai World Trade Centre (DWTC) and are mandatory. They will be invoiced at a flat rate of €1,000 (excluding taxes).










# MARKETING LEAD GENERATION - INSURANCE

A FULL EXHIBITOR PACK\* TO BOOST YOUR ROI

## MARKETING POWER PACK\*



-  Benefit from an Exhibitor Space in the online directory of the GITEX website
-  Display your LOGO
-  Present your press release
-  Highlight your solution : eBrochures, videos, product decks, etc.
-  Send e-Invitations to your clients, partners, prospects, etc.
-  Enhance the promotion of your solution through your email signature and banners on your website
-  Leverage the media hype on your social networks : #GITEXAFRICA,





## LEADS GENERATION & TRACKING\*



Find your Exhibitor Space in the GITEX Plus App



- Schedule qualified appointments before and during the event
- Scan visitors' badges at your booth
- Export your visitor list with just one click
- GITEX PLUS App is available on  

\*Included in the Expand North Star Exhibitor Package

# SPEAKING ENGAGEMENTS



€4 500 HT

STARTUP PACK

- ✓ STARTUP PITCH STAGE
- ✓ 15 minutes

€12 000 HT

COMPANY PACK

- ✓ TECH TALK STAGE
- ✓ 15 minutes

# BUSINESS MEETINGS

## A COMPREHENSIVE B2B MEETING PROGRAM

1 900 € HT\*



- ▶ A comprehensive 3-day B2B appointment schedule
- ▶ The appointments will take place either at the show or at the company's booth

The stages	S1	S2	S3	S4
Building and qualifying contact database	✓			
Initiating contact with target prospects Confirming interest with client Organizing the appointment schedule	✓	✓	✓	
Sending the preliminary appointment schedule Presenting the final documentation with appointment program during the briefing meeting				✓
Follow up Debriefing meeting				✓

Mission de prospection



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CONTACT



# VIDEO PACKS

MAXIMIZE YOUR VISIBILITY WITH HIGH-QUALITY VIDEOS



## STANDARD PACK

590 €  
HT

Shooting & Footage provided by the client  
(2-minute Pitch)

- 3 hours of editing
- Subtitling

## PREMIUM PACK

1 200 €  
HT

Shooting & Editing  
(2-minute Pitch)

- 2 hours of shooting
- 3 hours of editing
- Subtitling





## CHRISTIAN PINEAU

CEO, International Boost

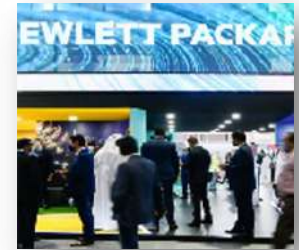
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# GITEX AFRICA Morocco

INAUGURAL EDITION 2023



## INDUSTRY INSIGHTS

- Conferences & Tech Talks
- Startups Scalex & Raisex Summits
- Certified Training (CPD\* for Healthcare)

\*CPD : Continuous Professional Development

## THOUGHT LEADERSHIP

- GITEX Africa Digital Summit
- GITEX Africa Digital Health World Congress
- Executive Ministerial Briefings
- Council of African ICT Agencies (CAITA) Ministerial Training
- Tech for Good Forum

## CONNECTIONS

- Country Briefings for Industry Leaders, DFI's and PPP Stakeholders
- MoU Stage
- CISCO Lounge
- Startups / Investors Meeting Program
- Talent Connect
- Youthx Mentorship Series
- Alliance for Entrepreneurship Program

## SHOWCASE

- Big Tech
- Government Zones
- National Projects
- Startups

# AFRICA TO BECOME THE NEXT SILICON VALLEY



The fact that GITEX has been brought to Africa is a testament to the continent's **growing importance in the global technology and start-up ecosystem**. Africa is on an accelerated path to becoming the next Silicon Valley. The tech-enabled sector in Nigeria is experiencing **unprecedented growth with record investments and expansion**.

**Babajide Sanwo-Olu**  
Governor  
Lagos Nigeria



On Stage at GITEX AFRICA 2023

# JOIN THE TECHNOLOGICAL ADVANCMENT

FROM THE AFRICAN CONTINENT

THE FINTECH  
MARKET IS  
PROJECTED TO  
EXCEED  
**\$30 Billion**  
BY 2025

INVESTMENTS IN  
DIGITAL  
INFRASTRUCTURE =  
**\$80 Billion**

**GOVERNMENTS UNDERGOING  
DIGITAL TRANSFORMATION**  
(ADMINISTRATIONS / PUBLIC SERVICES ...)

THRIVING STARTUP  
ECOSYSTEM  
**\$1 million**  
Raised by a startup  
every 2 hours

INCREASE IN TECH  
INVESTMENTS  
FROM **\$115 Billion**  
TO **\$712 Billion**  
OVER THE NEXT 25 YEARS





# STRONG GROWTH EXPECTED IN AFRICA

ACROSS MULTIPLE COUNTRIES & INDUSTRIES



**MOROCCO**

**\$12 BILLION**  
Allocated for the  
development of Cloud  
services by 2025



**SENEGAL**

**10%**  
Increase in GDP  
From 2023 To 2024



**IVORY COAST**

**\$5.5  
BILLION**  
The revenues of the  
Digital economy  
By 2025



**TUNISIA**

**\$4.4  
BILLION**  
The Annual Revenue of  
new technologies and  
digital