

# WCF Africa Summit

Africa's Global Future: Integrated,  
Innovative, and Sustainable

Kenyatta International Convention Centre  
Nairobi, Kenya

9-11 April 2025



# Making History in Africa, for Africa



For the first time, the World Chambers Federation brings its prestigious forum to African soil. This groundbreaking summit represents a paradigm shift: African business opportunities and challenges will be discussed where they matter most - in Africa, by Africa, for the world.

# 6

## Compelling Reasons to Attend



1

### Be Part of History

- First-ever WCF forum hosted in Africa.
- Unprecedented gathering of global chambers on African soil.
- Pioneer participant in Africa's new economic narrative.

2

### Africa's Business Forum on African Soil

- First major forum where Africa's business agenda is shaped within Africa.
- Direct dialogue with African business leaders and policymakers.
- African solutions for African opportunities.

3

### Access Africa's 1.3 Billion Consumer Market

- Direct gateway to Africa's largest consumer market.
- Understanding of regional consumer behaviors and preferences.
- Access to untapped market opportunities across **54 countries**.
- Potential market value of **\$3.4 trillion** under AfCFTA

4

### Align with Agenda 2063

- Connect with Africa's long-term transformation agenda.
- Understand key pillars of Africa's development vision.
- Participate in achieving the "Africa We Want".

5

### Experience Africa in Africa

- First-hand exposure to Africa's business ecosystem.
- Direct interaction with local market dynamics.
- Real-time understanding of African business culture.
- Showcase of Africa's innovation and entrepreneurship

6

### Master the AfCFTA Opportunity

- Comprehensive understanding of AfCFTA implementation.
- Direct access to AfCFTA experts and policymakers.
- Insights into cross-border trade mechanisms.
- Strategic positioning for continental free trade.

## Who Should Attend?

### ✓ Global Business Leaders

- ✓ Access Africa's unified market.
- ✓ Understand AfCFTA implementation.
- ✓ Connect with African partners.

### ✓ Investors

- ✓ Discover untapped opportunities.
- ✓ Meet African entrepreneurs.
- ✓ Understand market dynamics.

### ✓ African Enterprises

- ✓ Position for continental expansion.
- ✓ Access global value chains.
- ✓ Build strategic partnerships.

### ✓ Government Stakeholders

- ✓ Shape trade policies.
- ✓ Foster economic integration.
- ✓ Drive sustainable development.

## Summit Highlights



**4,500+**  
participants  
from **70+**  
countries



**500+**  
SMEs  
showcase



**Direct  
B2B  
Matchmaking**



**Investment  
Forums**



**High-level  
Policy  
Dialogues**



**AfCFTA  
Masterclasses**

## Expected Outcomes



### Business Growth

- ✓ Market entry strategies.
- ✓ Cross-border partnerships.
- ✓ Investment deals.
- ✓ Trade agreements.



### Strategic Positioning

- ✓ AfCFTA readiness.
- ✓ Market intelligence.
- ✓ Regional networks.
- ✓ Policy insights.



### Knowledge Transfer

- ✓ Implementation frameworks.
- ✓ Best practices.
- ✓ Market insights.
- ✓ Innovation trends.

### Join Africa's Economic Transformation.

Be part of this historic moment as Africa takes center stage in global economic dialogue. Shape the future of trade and investment in the world's most promising market.

### For registration and information contact:

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