2026

VISIBILITY AND SPONSORSHIP PLAN

Africa-Canada Expo Immigration & Investment



Yaoundé Cameroon

October 7–10, 2026

An initiative of

Akwaba Community

POSITION YOUR ORGANIZATION AT THE HEART OF THE CORRIDOR

AFRICA-CANADA

BECOME A PARTNER OF THE

SACII 2026

October 7 to 10, 2026

WHAT IS SACII?



The Africa-Canada Immigration & Investment Expo (SACII) is an initiative by Akwaba Community aimed at building a sustainable economic corridor between Africa and Canada.

SACII is much more than an event. It is a **strategic platform connecting talent, capital, and opportunities** across two continents.

Through its successive editions, SACII establishes itself as an accelerator of economic partnerships, talent mobility, and institutional cooperation.

A leading strategic platform that brings together:

Public and institutional decision-makers.
Investors and businesses.
Entrepreneurs and startups.
Diaspora organizations.
Qualified professionals and skilled talent.

Objective

Create high-value connections and generate concrete business and investment opportunities.

Key figures (based on previous editions)

PARTICIPANTS	DAYS OF INTENSIVE ACTIVITIES	AFRICA-CANADA DELEGATIONS	EXHIBITORS
3,500+	3	+20	+10

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SACII 2026 aims to exceed these indicators:

Host city: Yaoundé (Cameroon).
Format: 3 days event.

Theme: Investing in human capital and innovation: a lever for economic transformation and safe immigration between Africa and Canada.

SACII is built on three pillars:

1. **Investment**: Promote business opportunities and Africa–Canada investment flows. Qualified B2B meetings and strategic partnerships.
2. **Immigration**: Inform and guide talents toward structured and reliable pathways.
3. **Diaspora**: Mobilize the diaspora as a strategic lever for economic development and cross-continental cooperation.

Key figures (based on previous editions)

PANELISTS	PANELS/ CONFERENCES/ MASTER CLASSES	STRUCTURED B2B MEETINGS	SPEAKERS
18	14	+30	11

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PILLAR 1 - INVESTMENT
ECONOMIC COOPERATION PLATFORM

SACII is a convergence point for economic actors seeking to develop business relationships between Africa and Canada.

OBJECTIVES

- Create a structured economic collaboration framework
- Facilitate qualified B2B meetings
- Attract investors and strategic partners
- Develop concrete business opportunities

SACII BECOMES AN ACCELERATOR OF DEALS AND PARTNERSHIPS



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PILLAR 2 - IMMIGRATION
INFORM, GUIDE, CONNECT

SACII relies on a structured ecosystem of recognized institutional actors – Réseau en Immigration Francophone (RIF), Welcoming Francophone Communities (CFA), Federation of Francophone and Acadian Communities (FCFA) – to provide a secure, reliable approach to immigration pathways. Every candidate on site is informed, prepared, and engaged in a concrete immigration project.

1. Guide candidates toward programs suited to Francophone immigration – Express Entry, Francophone Mobility, Provincial Nominee Programs, and other official pathways.
2. Clarify official procedures overseen by the Canadian government, protecting candidates and partners from unauthorized channels.
3. Prepare candidates for economic and professional integration before arrival.

PARTNERS INTERACT WITH QUALIFIED, INFORMED CANDIDATES COMMITTED TO A CONCRETE PROJECT.



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PILLAR 3 - DIASPORA KONNECT

STRATEGIC BRIDGE BETWEEN TWO CONTINENTS

The African diaspora in Canada represents one of the most powerful yet under-activated levers of intercontinental development. SACII positions the diaspora not as a passive community, but as an active economic, cultural, and institutional force, a bridge between Africa's growth potential and Canada's opportunities.

1. Access to established community networks on both continents.
2. Introduction to African markets via trusted intermediaries.
3. Authentic community engagement and brand trust-building.
4. Relationships that outlast the event.

THE DIASPORA IS NOT A TARGET AUDIENCE. IT IS A DRIVING FORCE OF THE AFRICA - CANADA CORRIDOR.



SACII

WHY BECOME A PARTNER WITH



2026 ?

October 7 to 10, 2026

A UNIQUE EVENT OF INFLUENCE AND TRANSFORMATION

By joining SACII, you benefit from:

- Qualified B2B opportunities and strategic positioning.
- Strong VISIBILITY on the Africa–Canada corridor.
- Active presence in a high-growth business ecosystem.
- Direct access to international decision-makers and investors.
- Access to qualified Francophone talents engaged in structured and reliable immigration pathways.
- 12-month value via the Canada HUB.



A UNIQUE EVENT

Immigration – Investment – Diaspora under one roof

Simultaneous Africa ↔️ Canada perspective

Direct access to public and private decision-makers

Permanent HUB extending value beyond the event

SACII IS A PLATFORM OF INFLUENCE AND ECONOMIC TRANSFORMATION.

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THE CANADA HUB
BEYOND THE EVENT

SACII DOESN'T END ON OCTOBER 10

The Canada HUB is a permanent platform that transforms event connections into concrete hires, business deals, and partnerships – well beyond the expo dates. Every SACII partner benefits from HUB access as part of their package.

1. **Targeted webinars** – Host or participate in themed sessions with pre-qualified audiences from Africa, organized around your sector and objectives.
2. **Africa-Canada business directory** – Your organization listed and visible to talent, investors, and partners year-round – beyond the event dates.
3. **Economic missions** –Participate in or lead economic missions connecting African entrepreneurs with Canadian partners.
4. **Private B2B follow-up** - Continue qualifying and meeting candidates, investors, and partners who connected with you at the expo.
5. **Post-event deal conversion** – Dedicated support for transforming introductions made at SACII into signed partnerships, hires, and business agreements.

YOU INVEST IN AN ECOSYSTEM, NOT JUST A 4-DAY EVENT.

2026 NEW FEATURE
JEUNEAFRIQUE VISIBILITY

SACII 2026 partners can access preferred-rate placement in the **special Canada edition of jeuneafrique**, the continent's leading pan-African media platform



jeune afrique

International visibility at preferential rates

3.2 million readers, international editorial reach, and digital amplification. Available to Gold and Platinum partners; optional add-on for other levels.

Access to an international business network

SACII

BOOTH CONFIGURATION

All booths are modular and standardized.
Booth dimensions: 3 m x 2 m

Options:

- 1 booth: 6 m^2
- 2 booths: 12 m^2
- 3 booths: 18 m^2

Partitions can be removed to create an open space.

These spaces are ideal for:

- Product exhibition.
- Welcoming visitors.
- Demonstrations.
- B2B meetings.



SACII

OFFERS & SPONSORSHIP PLAN



2026

$15,000 CAD

PLATINUM PARTNER



VISIBILITY & POSITIONING

Leader on the Africa-Canada corridor

- Exclusive "Presented by…" branding across all event materials
- Dominant booth: 18 m² (3 modules)
- Strong media & international visibility on all channels
- Jeune Afrique presence (½ page* + digital)

jeune afrique

*Full page option: add $5,000 CAD.

ACCESS & INFLUENCE

- Official speech at opening ceremony
- Premium panel hosting & leadership on strategic panels
- Full VIP access
- Private meetings with delegations
- Direct access to key decision-makers

BUSINESS & ROI

- Targeted B2B recommendations
- VIP decision-maker access
- Premium HUB access (1 year)
- Dedicated webinars
- Economic missions
- Qualified deal flow.

LE HUB DU CANADA

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$10,000 CAD

GOLD PARTNER



VISIBILITY & POSITIONING

- Premium branding on all event materials
- Prestige booth: 12 m² (2 modules)
- Jeune Afrique: ¼ page + digital (14M readers)**
- Panel & conference participation
- Structured business network access

Key player in Africa–Canada development

jeune afrique

** Half-page option: add $3,000 CAD

BUSINESS & ROI

- Qualified B2B meetings & structured networking
- Premium HUB access (1 year)
- Webinars & economic missions

LE HUB DU CANADA

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$5,000 CAD

SILVER PARTNER

- Targeted visibility on event materials
- Standard booth: 6 m^2
- Conference access
- Networking & B2B opportunities
- HUB access – business directory listing

VISIBILITY & POSITIONING

Qualified strategic presence

LE HUB DU CANADA



SACII

CUSTOM SPONSORSHIP (upon request)

Associate your organization with a strategic pillar and build a tailored, thematic presence.



Immigration & Mobility

Associate your organization with a strategic lever for Francophone talent and family mobility:

- Reach qualified candidates in active immigration phase.
- Access to prepared and informed profiles.
- Targeted recruitment opportunities.
- Association with structured content and pathways.

Position yourself as a key player in economic integration and international mobility.



Investment & Business

Associate your organization with a strategic lever for Africa–Canada economic exchanges:

- Benefit from targeted visibility among investors and decision-makers.
- Access deal flow and high-potential qualified projects.
- Participate in high-value B2B meetings and seize investment opportunities.

Position yourself as a key player in business development and structuring the Africa–Canada economic corridor.

SACII

CUSTOM SPONSORSHIP (upon request)

Associate your organization with a strategic pillar and build a tailored, thematic presence.



Innovation & Entrepreneurship

Associate your organization with a strategic lever for detecting and funding Africa–Canada innovation:

- Benefit from visibility among high-potential startups and project leaders.
- Access initiatives in growth or fundraising phase.
- Seize concrete opportunities for sourcing, open innovation, and technology partnerships.

Position yourself as a key player in innovation, startup funding, and Africa–Canada economic transformation.



Talents, Training & Integration

Associate your organization with a strategic lever for Francophone talent integration and development:

- Gain visibility among qualified profiles planning studies or relocation.
- Access trained and employment-oriented candidates, and Create concrete recruitment, training, and placement opportunities.

Position yourself as a key player in training, employability, and economic integration of talents.

SACII

CUSTOM SPONSORSHIP
(upon request)

Each theme is a territory of influence

Includes

- HUB access.
- Networking.
- Directory listing.
- Conference access.
- Qualified audience access.

LE HUB DU CANADA

Additional options

- Digital activation.
- Custom booth.
- Enhanced media visibility.
- Premium B2B access.
- Sponsored content.
- ½ page Jeune Afrique Special CANADA Edition: Thematic visibility - Editorial relay - 14M reader audience.

jeune afrique

Ideal for institutions and organizations with an international vision.

Adapted to your business and strategic objectives.

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PERFORMANCE, LOGISTICS AND COMPLIANCE

APPENDIX

This appendix details the operational mechanisms guaranteeing return on investment (ROI) and the security of our partners engaged in the Africa–Canada corridor.

1 Audience Segmentation and Talent Quality

Volume and Profiles: The expo targets +3,500 participants, mainly executives, entrepreneurs, and qualified talents from key sectors (STEM, Health, Medicine).
Engagement: Participants are guided toward structured and reliable pathways (Express Entry, Francophone Mobility), ensuring profiles prepared for economic integration in Canada.

2 Conversion Logistics and "Deal Flow"

The Canada HUB: More than an event, the HUB ensures 12-month continuity to transform contacts into concrete opportunities via webinars and economic missions.
B2B Spaces: Booths from 6 m^2 to 18 m^2 are optimized for demonstrations and private business meetings.
Media Visibility: A strategic presence in the special Canada edition of Jeune Afrique (3.2M reader audience) ensures international reach for your brand.

3 Ethical Framework and Safe Immigration

Institutional Compliance: SACII collaborates with recognized organizations (Francophone Immigration Network, FCFA, Francophone Immigration Observatory) to secure mobility pathways.
Investment Protection: By clarifying official Canadian procedures, the expo protects partners against risks linked to unauthorized channels.
Early Partner Offer: A 15% discount is granted for any confirmation before May 15, 2026, optimizing your acquisition cost.

SACII

From October 7 to 10, 2026

Join the SACII 2026 partners

Become a SACII partner and position your organization at the heart of the Africa–Canada economic corridor.

MORE THAN AN EVENT:

- A platform of influence, connections, and opportunities between Africa and Canada.
- Position your organization at the heart of economic exchanges between Africa and Canada.
- Limited number of partners per category and priority to early-committed partners.

By supporting SACII, you benefit from:

- Strategic visibility with a qualified international audience.
- Concrete business development and partnership opportunities between Africa and Canada.

SACII — WHERE LEADERS MEET AND OPPORTUNITIES TAKE SHAPE.

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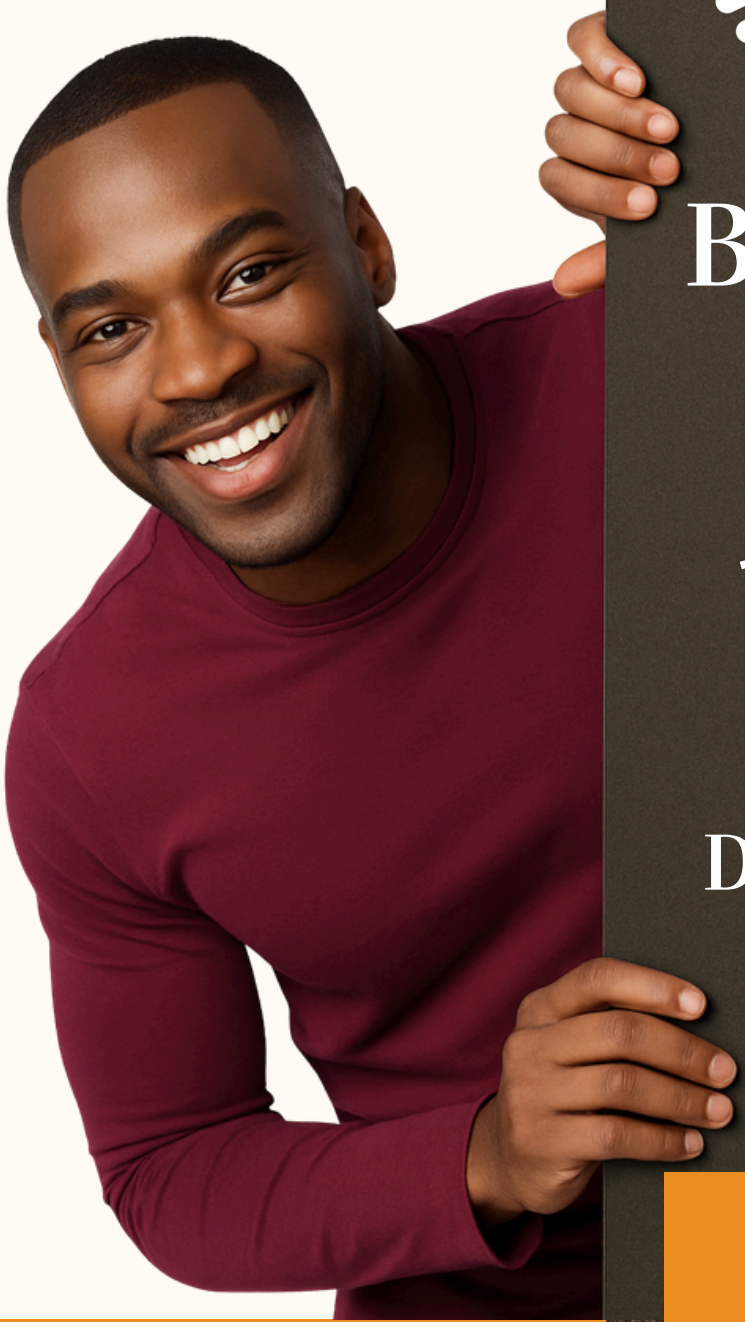
EARLY PARTNER OFFER
Until JUNE 15, 2026

SACII



Benefit from up to

15%*

DISCOUNT

SCHEDULE A STRATEGIC DISCUSSION NOW

CONTACT - PARTNERSHIPS & SPONSORSHIPS

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*Partners confirming their participation before June 15, 2026 receive a 15% discount on their sponsorship level.