

20
26

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



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

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

18



PANELS/ CONFERENCES/ MASTER CLASSES

14



STRUCTURED B2B MEETINGS

+30



SPEAKERS

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



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.**



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.



WHY BECOME A
PARTNER WITH



sacii

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.

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



jeuneafrique



**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**

BOOTH CONFIGURATION

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

Options:

- ▶ 1 booth: 6 m²
- ▶ 2 booths: 12 m²
- ▶ 3 booths: 18 m²

Partitions can be removed to create an open space.

These spaces are ideal for:

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



OFFERS & SPONSORSHIP PLAN



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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)

jeuneafrique

*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

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

BUSINESS & ROI



\$10,000 CAD

GOLD PARTNER



VISIBILITY & POSITIONING

**Key player in
Africa-Canada
development**

- ◆ 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

jeuneafrique

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

BUSINESS & ROI

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



\$5,000 CAD

SILVER PARTNER



**VISIBILITY &
POSITIONING**

- ◆ Targeted visibility on event materials
- ◆ Standard booth: 6 m²
- ◆ Conference access
- ◆ Networking & B2B opportunities
- ◆ HUB access – business directory listing

**Qualified strategic
presence**



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.

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.

CUSTOM SPONSORSHIP (upon request)

Each theme is a territory of influence



Includes

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



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.

jeuneafrique



**Ideal for institutions and organizations
with an international vision.**

**Adapted to your business and strategic
objectives.**



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 m² to 18 m² 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.

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.

EARLY PARTNER OFFER

Until JUNE 15, 2026



sacii

Benefit from
up to
15%*
DISCOUNT

SCHEDULE A
STRATEGIC
DISCUSSION NOW

CONTACT -
PARTNERSHIPS & SPONSORSHIPS

CHAIRH GUEI

Email: chairh.guei@akwabacommunity.com

Phone: + 1 647 528 7502

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