



# SITiC

## AFRICA – CANADA

15 - 16 OCT 2018

AN INITIATIVE OF



IN COLLABORATION WITH

MANGROVE



# HISTORY

Information and communication Technologies (ICTs) offer significant development opportunities business and partnerships with communities African and Canadian entrepreneurs.

To provide an exchange and a technological platform to actors of economic and entrepreneurial development involved in the African digital turn, Consultation Contacts Monde Mangrove, and Tunisie Afrique Export combine their strengths to organize the SITIC Africa-Canada Forum on The African Digital Potential.



## BILAN DES ACTIONS À MONTRÉAL

5

ROUNDTABLE

150

PARTICIPANTS

15

ORGANIZATIONS  
PUBLIC



## BILAN DU SITIC AFRICA 2018

30

SPEAKERS

20

REPRESENTED  
COUNTRIES

24

COMPANIES &  
INSTITUTION  
CANADIAN  
REPRESENTED

200

MAKERS

900

B2B MEETINGS

5500

VISITORS



## MISSION

**+ CREATE A  
SUSTAINABLE  
ECONOMIC  
DEVELOPMENT  
CORRIDOR BETWEEN  
AFRICA AND CANADA,  
THROUGH ICT.**

sitic



A network diagram consisting of approximately 15 circular nodes of varying sizes, connected by thin white lines. The nodes are distributed across the frame, with a higher density of connections on the right side. Three specific nodes are highlighted with a red plus sign inside them. The background is a solid red color.

**INFORM**

**BRING TOGETHER**

**STIMULATE**

## 4 OBJECTIVES

- + To inform the Canadian entrepreneurial community about African business opportunities in ICT
- + To bring together stakeholders willing to be involved in this development of a sustainable economic development corridor between Africa and Canada
- + Strengthen the existing relations between Canada and the various African countries in the information and communications technology sectors
- + Stimulate the link between decision-makers, contractors and Canadian and African companies

sITic



# METHODOLOGY

- African Digital Opportunity Roundtable
- African Digital Opportunity Roundtable
- African Digital Opportunity Roundtable
- African Digital Opportunity Roundtable
- African Digital Opportunity Roundtable
- Canadian Mission to SITIC Africa - Tunis
- African Digital Opportunity Roundtable
- Sitic Africa-Canada Co-Creation Workshop
- Roundtable series across Quebec
- SITIC Africa-Canada Organization
- Roundtable series across Quebec
- Canadian Mission to SITIC Africa 2019 - Tunis

Montreal - December 2017

Montreal - January 2018

Montreal - February 2018

Montreal - March 2018

Québec - March 2018

April 2018

Montreal - May 2018

Montreal May 2018

July, August 2018

Montreal October 2018

January, February 2019

April 2019

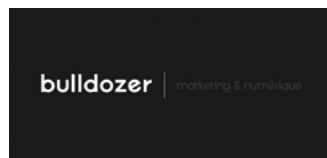
A network diagram on a red background. It features a central grey circle connected to several other grey circles of varying sizes. These peripheral circles are further connected to each other and to three specific nodes on the right. Each of these three nodes contains a red plus sign. To the right of each plus sign is a white text label: 'LEARN' at the top, 'COLLABORATE' in the middle, and 'TO DO BUSINESS' at the bottom. The overall structure suggests a flow or relationship between these three concepts, originating from a central hub.

**+** LEARN

**+** COLLABORATE

**+** TO DO BUSINESS

# PARTICIPANTS IN THE SITIC AFRICA TUNIS 2018 MISSION





# ABOUT THE EVENT

- Monday, October 15 and Tuesday, October 16, 2018
- OMNI Montreal Hotel
- 450 participants
- 50/50 - North American and African participants
- 20+ international delegations
- 10 panels



# PROGRAM

SITIC 15-16 OCT 2018

10

PANELS

2

LUNCHES

2

WORKSHOPS

5 000

B2B MEETINGS

STARTUPS  
TESTOMONIES

MEETING ON  
NORTH-SOUTH  
COLLABORATION  
FOR INCUBATORS  
AND ACCELERATORS

sitic



# FORUM ON THE DIGITAL POTENTIAL AFRICAN SITIC AFRICA-CANADA 2018

## Panel 1 : Africa's Digital Potential

- Cultural Context and Perspectives
- Sustainable Economic Development between Africa and Canada

## Panel 2 : The Contribution of International Financial Institutions (IFIs)

- International and Multilateral Investments
- Growth levers for ICT sectors in Africa

## Panel 3 : Traction of international talent in the digital age

- Skilled workforce in Africa
- Local challenges
- Skills mobility

## Panel 4 : The African creative industry

- Recent developments
- Potential Partnerships between Africa and Canada

## Panel 5 : Canada Relationship 2.0

- Collaboration between Africa and Canada in the Digital Age
- Success Story

## Panel 6 : Fintech Revolution in Africa

- Local Contexts
- Financial services Transformation

## Panel 7 : Accelerating Export through E-Commerce

- Optimizing Current Economic Development Corridors
- Global Trade Pathway
- Tax and Legal Reforms

## Panel 8 : African Digital Turnover

- Digital Transformation
- Impact on Potential Partnerships Between Africa and Africa Canada

## Panel 9 : Health Innovation from Canada to Africa

- Medical and Digital Technologies in Africa
- Public Health Policy

# THE WORKSHOPS AND CONFERENCES

## Workshop 1: International Calls for Proposals and Financing

- Access to International Development Opportunities
- Financing for Businesses of Various Sectors

## Workshop 2: Financial Guarantee Tools

- Tools Available for Exporters to Africa
- International Insurance

## Special Event: conference - Africa-Canada Incubator Accelerator Collaboration

- Presentation of the Montreal, Toronto and Waterloo Ecosystems in Canada, Tunis in Tunisia, Abidjian in Ivory Coast and Capetown in South Africa
- Collaborative Workshops between Delegation Representatives
- Reflection on International Partnerships
- Success Stories

# TOPICS

- Infrastructure
- Fintech (e-banking, blockchain)
- E-Commerce
- E-Health
- Sustainable Development
- International Mobility
- Shared Skills
- New Systems Adoption
- Entrepreneurship
- Artificial Intelligence
- International Trade

sitIC



# BUSINESS DEVELOPMENT (B2B)

- B2B Meetings Program
- Virtual pre-meetings via Zoom
- Exploration of new markets
- Achievement of new prospects
- Projects and opportunities achievement
- Decision-makers and project leader's meetings





# OFFERING

## STUDENT

**\$ 80**

- Access to the two-day conference
- Access to the North-South Incubator Accelerator meeting

## PRE-SALE

**\$ 300**

- Access to the two-day conference
- Access to the North-South Collaborative meeting between incubators and accelerators
- Access to the two days of the conference
- Access to the Summit on North-South collaboration between incubators and accelerators
- 2 meals at the OMNI hotel
- B2B Appointments/ meetings (page 12)

## REGULAR

**\$ 400**

- Access to the two days of the conference
- Access to the meeting on north-south collaboration between incubators and accelerators
- 2 meals at the OMNI hotel
- B2B meetings (Page 12)

# TYPES OF PARTNERSHIPS

## **+** Platinum Partners **\$ 10 000** **16 Tickets**

- Logo featured on the banner during the main stage of the mission
- Logo on the website pages and hyperlink to its website
- Logo on printed material
- Logo on advertising material
- Logo on the entrance arches of the event
- Platinum positioning of the brand image in all the visuals of the event
- Tickets, VIP cards, wristband or stamp
- Panelist
- Promotional video
- 2 VIP tables for 8 people for lunch on the 15th and 16th

## **+** Gold Partners **\$ 5 000** **8 Tickets**

- Logo featured on the banner
- Logo on the pages of the website and hyperlink to its website
- Logo on printed material
- Logo on advertising material
- Distribution of promotional items during the event
- Tickets, VIP cards, bracelet or stamp
- Panelist
- 1 VIP table for 8 people 2 lunch parties

## **+** Silver Partners **\$ 2 000** **4 Tickets**

- Logo featured on the banner
- Logo on the pages of the website and hyperlink to its website
- Logo on printed material
- Logo on advertising material
- Distribution of promotional items during the event



# TYPES OF PARTNERSHIPS

## + Bronze Partners \$1 000

- Logo featured on the banner
- Logo on the pages of the website and hyperlink to its website
- Logo on printed material
- Logo on advertising material

## + Media partners

- Logo featured on banner
- Logo on the pages of the website and hyperlink to its site
- Logo on printed material
- Logo on advertising material
- Exchange of a regular promotion in their media

## + Partners contributors

- Tickets at \$ 250
- Logo featured on the banner
- Logo on the pages of the website and hyperlink to its website
- Logo on material printed
- Logo on advertising material
- Either printing, meals, cocktails, promotional gifts (notepad, pens, bags), translation service

# PARTNERSHIP DEVELOPMENT

## CONTACT

### Karl Miville-Deschênes

Promoter | SITIC Africa-Canada  
Founder | consultations Contacts Monde  
514 919-0834

### Nathalie Ouellet

Partnerships support | SITIC Africa-Canada  
General Director | Mangrove  
nathalie@mangrovementl.com  
438 880-7531



AN INITIATIVE OF



IN COLLABORATION WITH

MANGROVE

