

18- 20th MARCH 2020
KIGALI CONVENTION CENTER , RWANDA

SPONSORSHIP PROSPECTUS



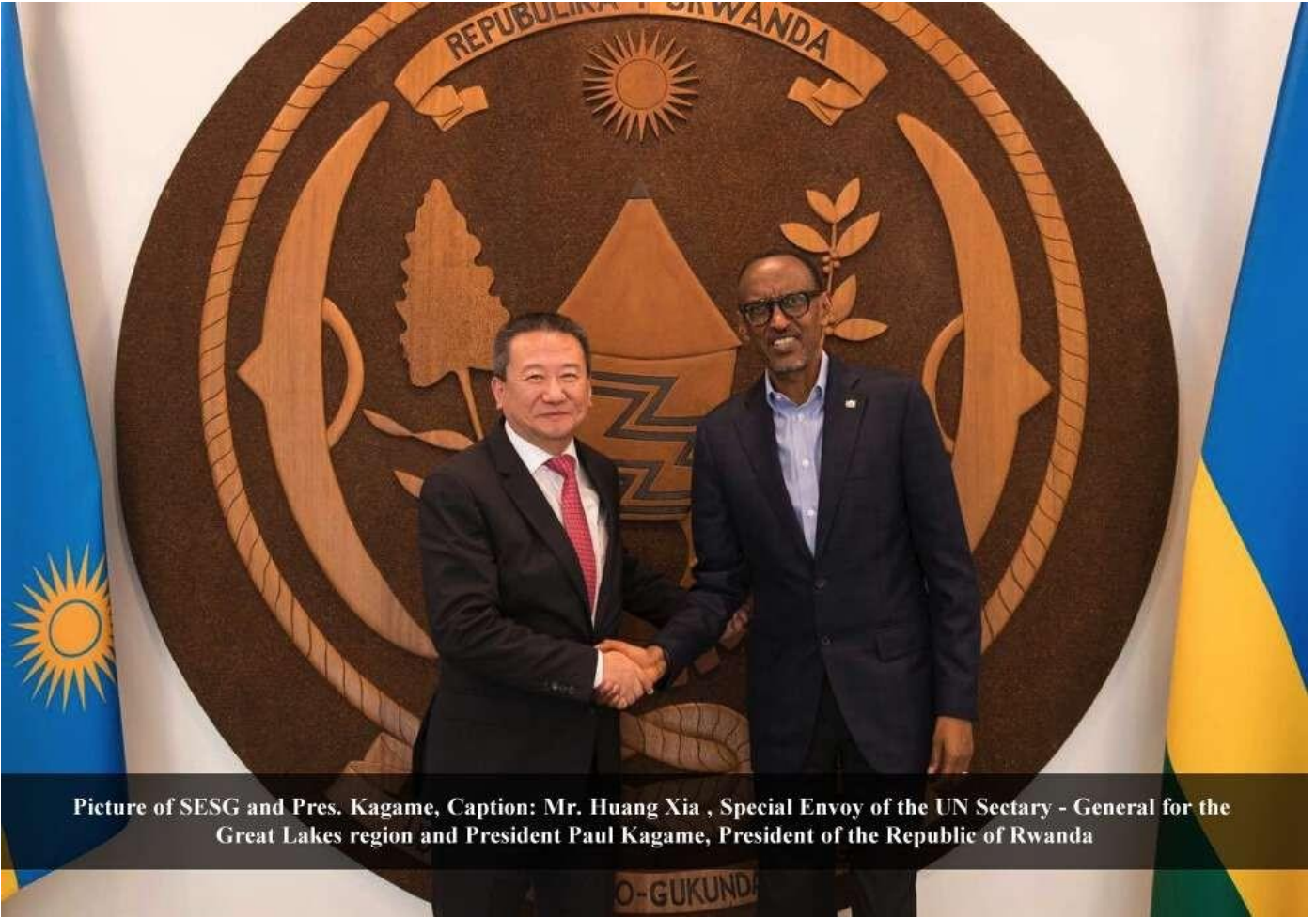
Organized by:



WELCOME MESSAGE

The Office of the Special Envoy for the United Nations Secretary General for the Great Lakes Region (O-SESG) and the Executive Secretariat of the International Conference on the Great Lakes Region (ICGLR), together with the leadership of the Great Lakes Region Private Sector Forum (GLR-PSF) cordially invite you to consider a mutually beneficial partnership - a sponsorship opportunity from the Great Lakes Investment and Trade Conference (GLITC). The upcoming second edition themed Cross Border Trade as a Catalyst for Regional Integration is scheduled to be held on the 18th - 20th of March, 2020 in Kigali, Rwanda.

The scheduled conference venue is the Kigali Convention Center, Rwanda. The center is popularly described as the first and largest convention center in the region with a seating capacity of over 5,500 individuals.



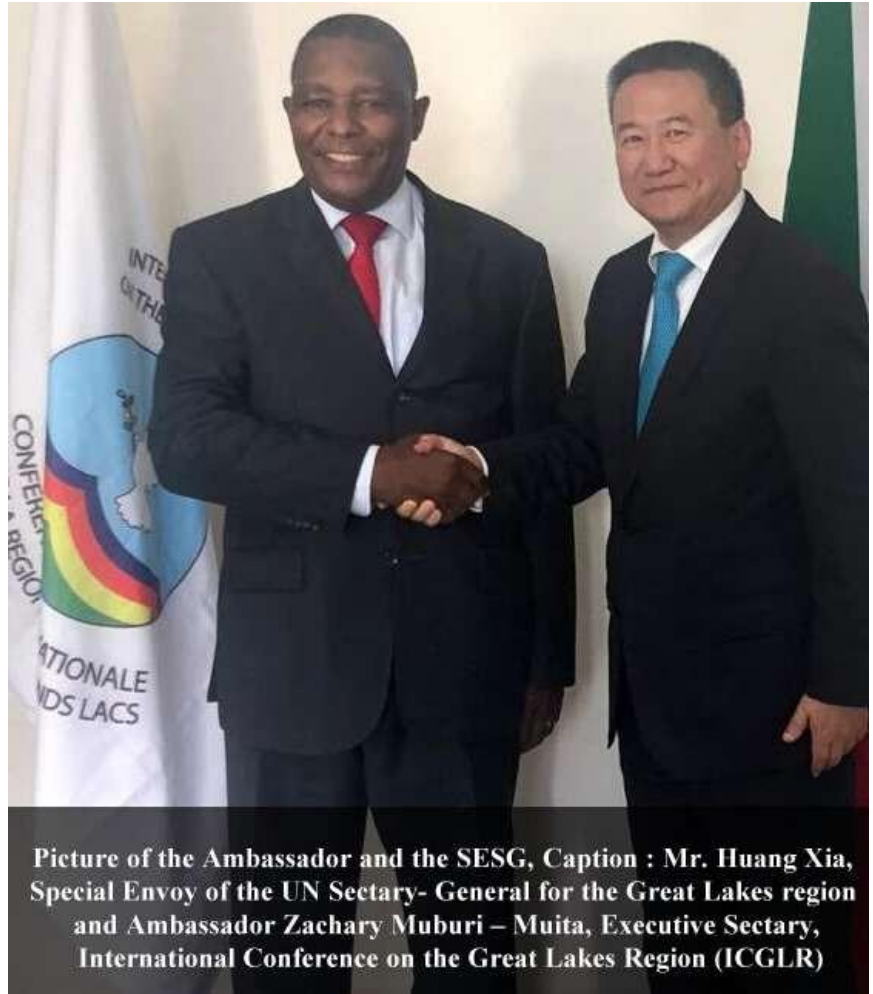
Picture of SESG and Pres. Kagame, Caption: Mr. Huang Xia , Special Envoy of the UN Secretary - General for the Great Lakes region and President Paul Kagame, President of the Republic of Rwanda

► OVERVIEW

The GLITC is an event organised by the Great Lakes Region Private Sector Forum (GLR-PSF), the Office of the Special Envoy of the United Nations Secretary-General for the Great Lakes Region O-SESG/GL, the International Conference on the Great Lakes Region (ICGLR), in cooperation with the Rwanda Development Board (RDB) and the Rwanda Convention Bureau (RCB). Preceding the GLITC was the Private Sector Investment Conference (PSIC) which took place in Kinshasa, Democratic Republic of the Congo (DRC) on the 24th - 25th February, 2016. The next steps which emerged from deliberations included the convening of a second investment conference which would be held in Rwanda, with the aim to promote various investment opportunities in the Great Lakes region. Identified projects have undergone economic and financial analyses for their viability and bankability, and are considered ready for presentation to potential investors.

MAIN OBJECTIVES OF THE GLITC

- Promote the region's conducive business climate and private sector environment to potential investors and trade promoters.
Outline investment opportunities and new realities of regional investment and trade in the Great Lakes region. Showcase cross-border projects within the region with invitations for
- investors to ensure sustenance and successful completion.
De-mystify risk perceptions and misconceptions about the region while outlining new realities of regional investment and trade.
- Signpost various sources of helpful information available in the region with anchor organizations as well as investment promotion agencies/authorities present in member states of the region.



Picture of the Ambassador and the SESG, Caption : Mr. Huang Xia, Special Envoy of the UN Secretary-General for the Great Lakes region and Ambassador Zachary Muburi – Muita, Executive Secretary, International Conference on the Great Lakes Region (ICGLR)

► PARTICIPANTS

At the opening Session of the PSIC, 1,000 delegates were present. 700 of these distinguished individuals were representatives of private sector organizations in the region, project sponsors, regional government leaders and key development partners as well as participants from the private sector think-tanks, international investors, various financial institutions and civil society from within and outside of the African Great Lakes region. Notably, high-level government representatives will be in attendance at the upcoming GLITC. Interactions with investors at panels as well as meetings and small group discussions will comprise of the highly anticipated conference experience. For emphasis, participants at the upcoming GLITC will include:

- Government representatives.
- CEOs of international companies investing and operating in the region. CEOs of prospect individual and institutional investors to the region.
- Equity firms and banking institutions. Pension funds and sovereign wealth funds.
- Bilateral and multilateral development institutions.



From Right to left: Mr. Guido Gryseels, Director General of the Royal Museum for Central Africa, Mr. Etienne Giros, President of EBCAM, Mr. Koen Vervaeke, Managing Director Africa in the European External Action Service, Mr. Huang Xia, Special Envoy of the UN Secretary General for the Great Lakes Region and Mr. Amandin Rugira, Ambassador of Rwanda to Belgium.

► WHY SPONSOR ?



Thank you for taking your time to review this sponsorship prospectus for the Great Lakes Investment and Trade Conference 2020. Sponsoring this event will allow your brand to receive significant exposure from the thousands in attendance at the conference. This will be derived from features on the event's multimedia platforms and promotional materials. Your brand will additionally be exposed to the thousands of individuals following the event on social media and multiple online platforms. Your brand will be regarded as a partner towards a transformational moment in the history of the Great Lakes region. Sponsorship will significantly showcase your commitment to the region's development agenda in the public eye.

SPONSORSHIP CATEGORIES

Sponsorship will be acknowledge according to the categories outlined below, each one with its return-on-investment benefit. Our sponsorship team will be happy to discuss each one with you and prepare a package that will maximize your companies presence.

Sponsorship level and inclusions:	Strategic Sponsorship	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Amount (US\$)	50,000	35,000	25,000	15,000	10,000
ON SITE EXPOSURE					
Company logo displayed on the back drop behind the Speaker's podium	*	*	*	*	*
Company logo displayed at the registration area	*	*	*	*	*
Company logo displayed at VIP lounge entrance	*	*	*		
Company logo highlighted on all event signage	*	*	*		
Company banner at the main meeting hall entrance	*	*			
High profile speaking slot on main GLITC programme with the option to chair a selected session	*				
1 complimentary conference registration			*		
Exhibition space (Standalone banners)		*	*		
2 complimentary conference registration		*			
Exhibition space (3m x 2m) in a priority position	*				
4 complimentary conference registration	*				
1 complimentary invite to the VIP registration + High level Networking Reception pass	*				
VIP table at conference social event + speech	*				
ON SITE EXPOSURE					
Company logo on the GLITC web page (with hypertext link).	*	*	*	*	*
Company logo printed on all event materials, including the brochures and event catalogue	*	*	*	*	*
100-word company profile and one full-colour advertisement page in the event catalogue	*	*			
Company logo on websites and in all supporting international trade publications.	*	*			
Company logo on websites and in not more than a dozen supporting international trade publications			*	*	*
Company name on GLITC newsletter sent every month to a global database of 1000 of senior executives with an interest in international investment opportunities.	*	*			
Social media promotion through GLITC social media channels	*	*	*	*	*
Promo materials in conference bags: 1 A4 flyer, pen, notepad etc.	*	*			
Company description on the website	*	*			
Logo on conference bags + Promo materials in conference bags: 1 A4 flyer, pen, notepad etc	*	*	*		
ADDITIONAL BENEFITS					
Complimentary delegate passes to all areas of the event.	5	4	3	2	1
Sponsorship of GLITC VIP Evening Function on Day 3	*				
Sponsor designation on name badge	*	*	*	*	*

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► MORE ABOUT OUR SPONSORSHIP PACKAGES

- Logos will be displayed according to the considered category.
- Cash sponsorships will be acknowledged per the value of the category.
- In-kind sponsorships will be classified according to the relevant category, and then acknowledged according to the value of the sponsorship.
- The printing of banners and promotional materials is the responsibility of the sponsor. The printing of banners and promotional materials is the responsibility of the sponsor.
- Sponsor, based on category may be given an opportunity to be speaker or chair a selected section.



CONTACT INFORMATION



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