



4th edition

THE GLOBAL FRANCHISE AND
DISTRIBUTORSHIP EXPO

THRIVE IN AFRICA:
CONNECT, INVEST & SUCCEED

2026 | **14 > 15 MAY**

ISTANBUL **ATATÜRK** AIRPORT



TABA
TURKISH | AFRICAN
BUSINESS ASSOCIATION

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WHAT IS AFEX

AFEX, the Africa Business Forum and Expo, is a unique gateway to a world of business opportunities. Held in Istanbul, the most connected city to Africa and global destinations, AFEX serves as a global hub where businesses converge to network, investment, and sustainable partnerships.

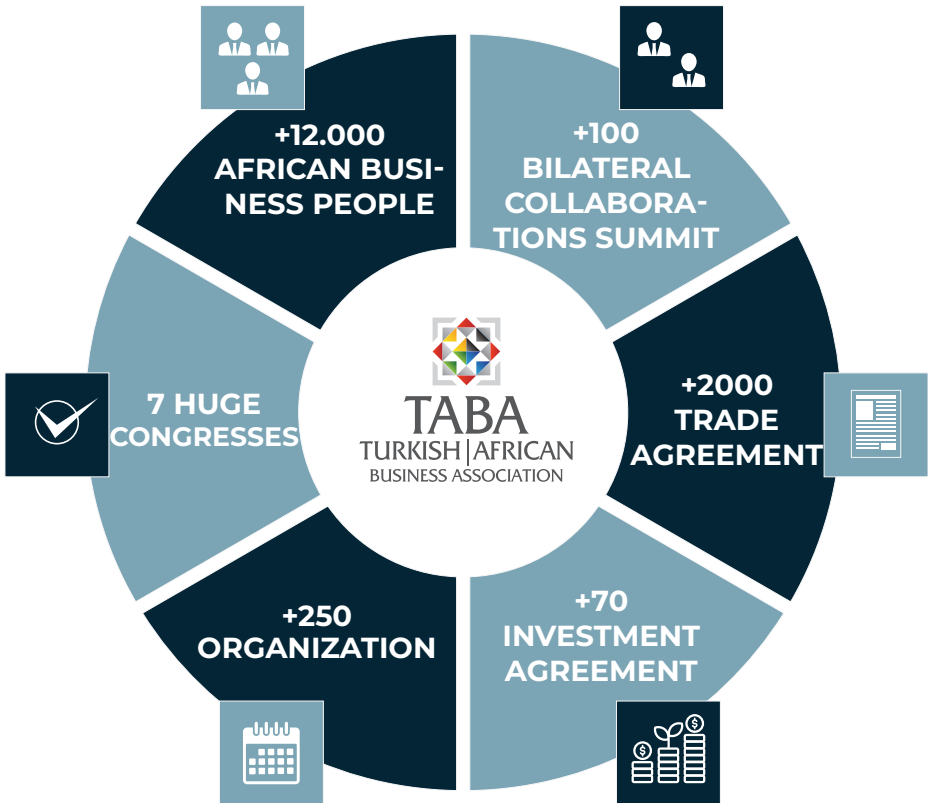


This year AFEX is dedicated to emphasize FRANCHISE, DISTRIBUTORSHIP, and PARTNERSHIPS. With the attendance of qualified and high profile professionals, the Expo creates a dynamic attraction point, with a focus on Africa.

WHO WE ARE

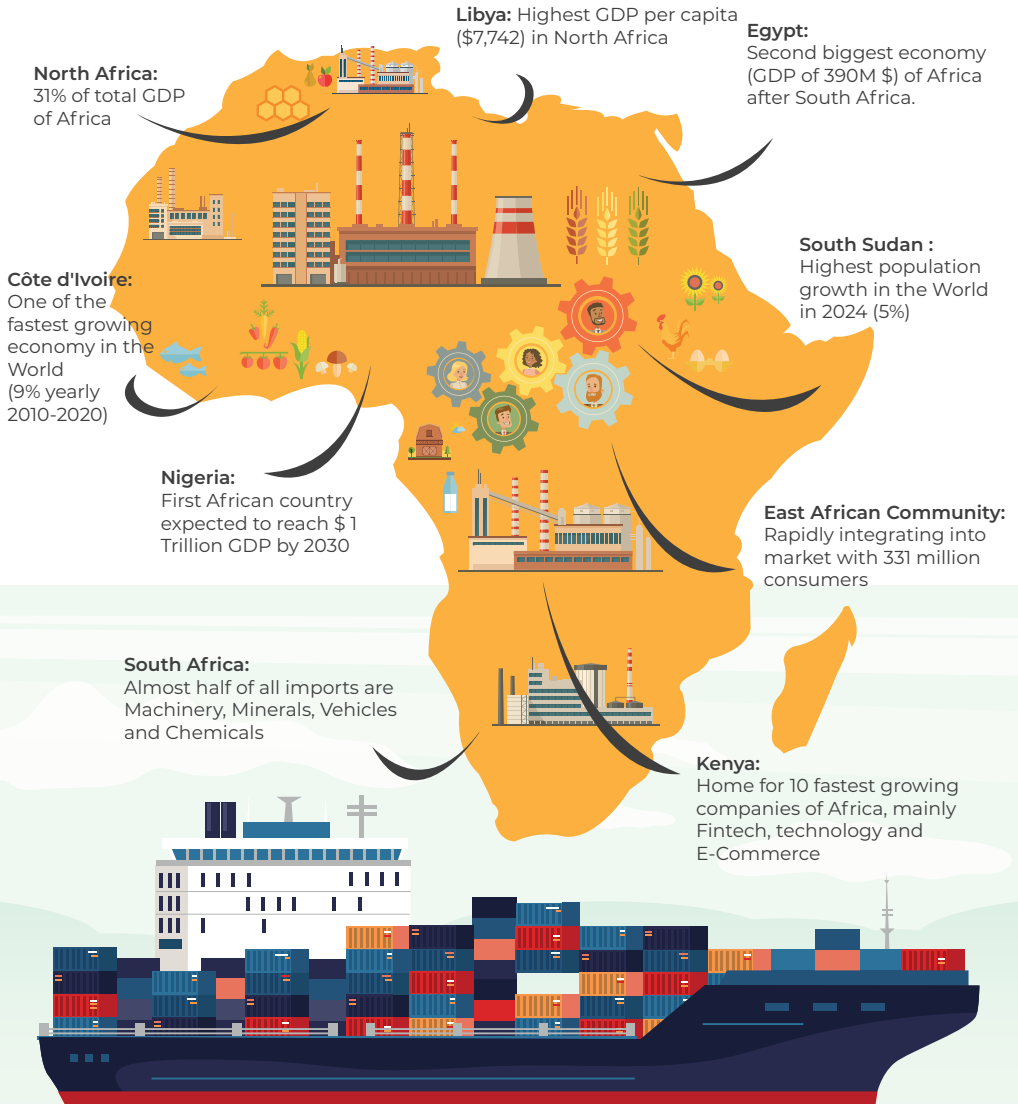
Turkish African Business Association (TABA) is a platform of development, initiation, cooperation and collaboration, founded in 2012 to contribute to the social, political, economic, scientific, commercial and technological development of Turkiye and Africa.

TABA in 14 Years:



Headquartered in Istanbul, TABA has regional offices in **Cameroon, Mauritania and Ethiopia**, and representatives in **Morocco, Algeria, Senegal, Guinea, Ghana, Kenya, Uganda, South Sudan, Ethiopia, Sudan, Libya and Nigeria**.

WHY AFRICA?



AFRICA HAS THE YOUNGEST POPULATION IN THE WORLD,

with 70% of sub-Saharan Africa under the age of 30. Such a high number of young people is an opportunity for the continent's economic growth

GLOBAL PARTICIPATION

AFRICA



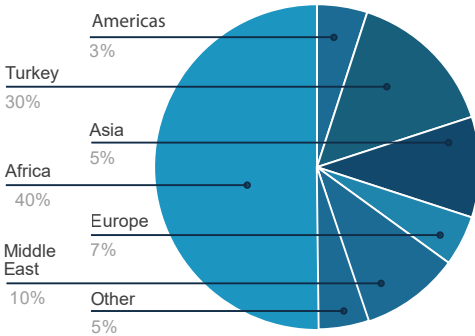
REST OF THE WORLD



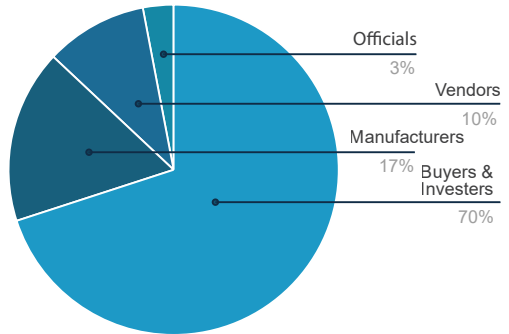
WHO WILL BE IN AFEX

Trough TABA's strong presence and rich portfolio, AFEX presents a unique opportunity to establish connections with most credible businesses from all over the world.

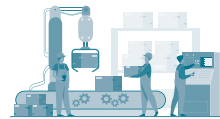
Participants by Nationality



Participants by Role



Importers in search of various products



Investors that are seeking new



Exporters looking for new clients and



Manufacturers looking for regional partners to distribute their products in



WHO WILL BE IN AFEX

Some of participating sectors;



Construction



Education



Furniture



Health



Machinery



Food



Agriculture



Textile



Automotive



IT

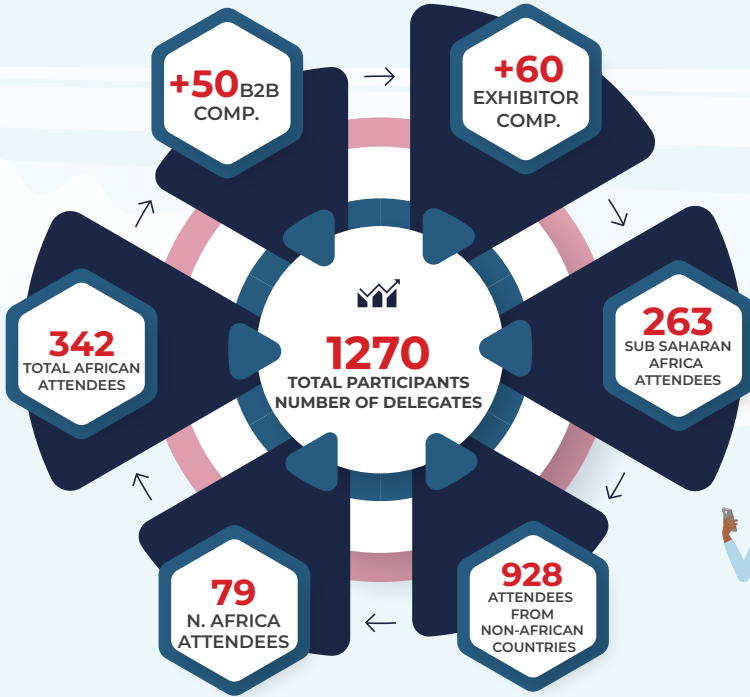


FMCG



Mining





ATTENDEES FROM **49** DIFFERENT COUNTRIES



AFRICAN COUNTRIES ATTENDED

ALGERIA, CAMEROON, CHAD, BURKINA FASO, EGYPT, TANZANIA, SUDAN, SOUTH SUDAN, SOUTH AFRICA, SOMALIA, ZAMBIA, MOROCCO, MAURITANIA, MALI, LIBYA, SENEGAL, ETHIOPIA, KENYA, DRC, GUINEA BISSAU, TUNUSIA, GAMBIA, LIBERIA, UGANDA, GHANA, NIGERIA

OTHER COUNTRIES ATTENDED

TURKIYE, BRASIL, UK, FRANCE, SAUDI ARABIA, KUWAIT, JORDAN, USA, UAE, IRAQ, SYRIA, OMAN, BAHRAIN, QATAR, PHILLIPINES, MALAYSIA, INDONESIA, BELARUS, LEBANON, GERMANY, UKRAINE, BANGSOMORO

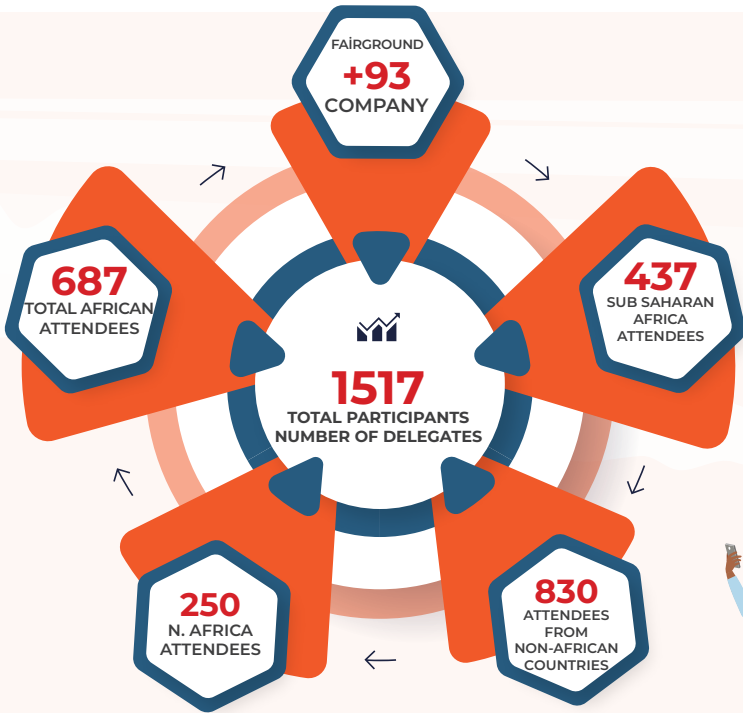
AFEX'2023

AFEX 2023 IN PHOTOS

Esteemed figures such as **President of Turkish National Assembly - Justice Commission - Hon. Cüneyt Yüksel**, **Guinea-Bissau Trade Minister** and **Gambia's Minister of Trade**, CEOs and government representatives enriched discussions, making AFEX a high-level engagement hub.



AFEX 2023 marked a turning point in global business dynamics with key partnerships formed. Hosting dozens of B2B sessions and hundreds of diverse companies, the expo showcased corporate excellence and fostered strategic alliances.



ATTENDEES FROM **52** DIFFERENT COUNTRIES

AFRICAN COUNTRIES ATTENDED

Algeria, Cameroon, Chad, Burkina Faso, Egypt, Tanzania, Sudan, South Sudan, South Africa, Somalia, Zambia, Morocco, Mauritania, Mali, Libya, Senegal, Democratic Republic of Congo, Ethiopia, Kenya, Guinea-Bissau, Tunisia, Gambia, Liberia, Uganda, Ghana, Nigeria, Zimbabwe, Togo, Sierra Leone, Rwanda, Niger, Mozambique, Ivory Coast, Guinea Conakry, Benin.

OTHER COUNTRIES ATTENDED

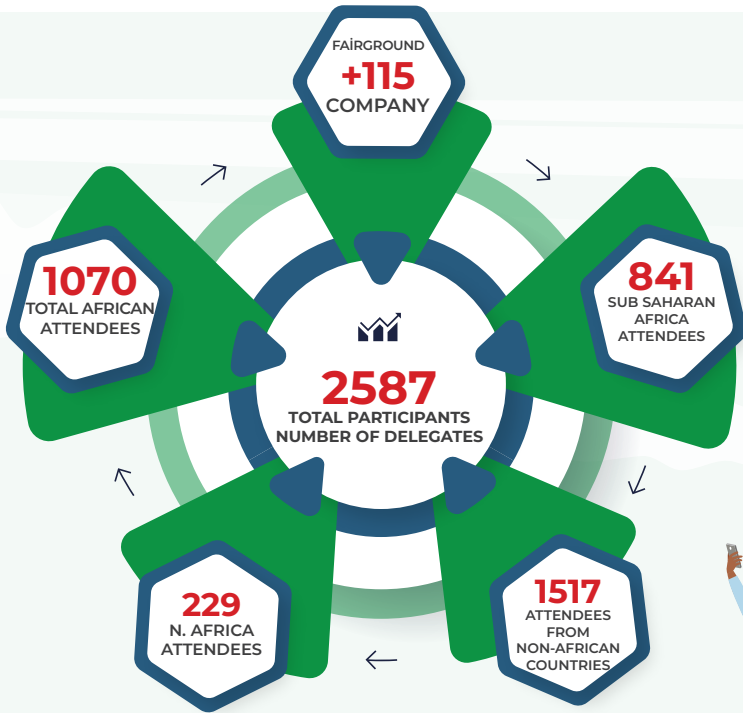
Turkey, Brazil, England, France, Jordan, America, United Arab Emirates, Iraq, Syria, Yemen, Oman, Bahrain, Qatar, Russia, Lebanon, Germany, Pakistan.

AFEX 2024 brought together distinguished figures from Africa and around the world, creating a unique platform. Prominent guests of the event included: **Her Excellency Businge Victoria Rusoke, Uganda's Minister of State for Local Government; His Excellency Majok Guandong Thiep, Ambassador of South Sudan; His Excellency Adama Gazibo, Ambassador of Niger; His Excellency Zayyad Habu Abdussalam, Ambassador of Nigeria; His Excellency Major General Nicholas Peter Andoh, Ambassador of Ghana; and Kamala Bidialou, Head of Mission from the Embassy of Togo.**

At AFEX 2024, the foundations of numerous profitable partnerships were laid, and strategic agreements were signed during B2B sessions held with the participation of hundreds of companies. These developments positioned AFEX as a dynamic center of interest for the global business world, reinforcing its status as a global brand. Representatives from the embassies of Cameroon, Sierra Leone, Burkina Faso, Zambia, Kenya, and Libya also attended the event, where CEOs and government officials came together, fostering high-level interaction and cooperation.



Prominent participants included **Former President of the Turkish Automobile Sports Federation (TOSFED); Mr. Mümtaz Tahincioğlu, President of the July 15 Association; Mr. İsmail Hakkı Turunç, Vice Chairman of the High Advisory Board of the Turkish Contractors Association (TMB); Mr. Mithat Yenigün, President of UTEP Foreign Trade; Mr. Murat Haliç, founding president of the Istanbul Tourism Association (ISTTA); Mr. Saruhan Saraylı, President of ASRIAD; Mr. İbrahim Cemil Yıldız, esteemed coach Mr. Yilmaz Vural, and President of GİV Mr. Mehmet Koç.** Their contributions and valuable presence greatly enriched the event.



ATTENDEES FROM **58** DIFFERENT COUNTRIES

AFRICAN COUNTRIES ATTENDED

Algeria, Cameroon, Chad, Burkina Faso, Egypt, Tanzania, Sudan, South Sudan, South Africa, Somalia, Zambia, Morocco, Mauritania, Mali, Libya, Senegal, Democratic Republic of Congo, Ethiopia, Kenya, Guinea-Bissau, Tunisia, Gambia, Liberia, Uganda, Ghana, Nigeria, Zimbabwe, Togo, Sierra Leone, Rwanda, Niger, Mozambique, Ivory Coast, Guinea Conakry, Benin.

OTHER COUNTRIES ATTENDED

Turkey, Brazil, England, France, Jordan, USA, United Arab Emirates, Iraq, Syria, Yemen, Oman, Bahrain, Qatar, Russia, Lebanon, Germany, Pakistan, Romania, Belgium, Azerbaijan, Malaysia, Indonesia, Philippines.



AFEX'2025

AFEX 2025 IN PHOTO

AFEX 2025 brought together prominent figures from Africa and around the world. The event was attended by several distinguished guests, including His Excellency Anûuyirtle Roland Somda, Minister of Sports, Youth, and Employment of Burkina Faso; Hon. Aisha Kabanda, Member of Parliament from Uganda; Hon. Amie Colley, Member of Parliament from The Gambia; Ambassador Majok Guandong Thiep of South Sudan; Ambassador Alfred Mutiwazuka of Zimbabwe; Ambassador Charles Kayonga of Rwanda; Ambassador Djuma Kauzeni Rashidi of the Democratic Republic of the Congo; and Kamala Bidialou, Head of Mission of the Embassy of Togo.

NACCIMA President Dele Oye, Board Member of the Fujairah Chamber of Commerce and Industry (UAE) Fayez Al Eter, Executive Director of the EU-Africa Chamber of Commerce Sonia Toro, President of the Azerbaijan-Africa Cooperation Organization (AFAZ) Rena Qafarova, and Senior Africa Representative of the Afro-Brazilian Chamber of Commerce (AfroChamber) Werner Trieloff also attended the event and added value to the program. The organization, which was also attended by Zakaria Fellah, Advisor to the Prime Minister of Côte d'Ivoire, and representatives from the embassies of Zambia, Kenya, and Libya, turned into a platform that strengthens dialogue between the public and private sectors, and promotes high-level interaction and cooperation.



At the national level, the esteemed presence of Mr. Mahmut Gürcan, Deputy Minister of Trade of the Republic of Turkey, Mr. Davut Gül, Governor of Istanbul, and Mr. Atakan Atasoy, District Governor of Beyoğlu, was a great source of pride and honor for AFEX 2025.

AFEX 2025 also brought together numerous distinguished guests, including the CEO of Happy Center, a Member of the Istanbul Chamber of Commerce Assembly and Chair of the Retail Committee, a European Expert and Board Member of the Economic Development Foundation (IKV), Mr. Yavuz Altun, Board Member of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB), Mr. Özkan Altuntaş, Head of the Department of Foreign Relations and Activities at the Turkish Exporters Assembly, representatives from the Istanbul Chamber of Commerce, and over 150 senior executives from various companies.

EXPO AREA & PROGRAM

Istanbul Atatürk Airport

One of Turkey's largest and most functional exhibition venues, the Atatürk Airport Fairground offers an ideal setting for large-scale events with its spacious halls, high-ceilinged modern structure, and easy accessibility. Transformed from an aviation infrastructure, this prestigious venue provides participants with a spacious, accessible, and high-tech event experience.



Program

14
MAY

- ▶ AFEX Opening Conference
- ▶ Conferences
- ▶ B2G Meeting
- ▶ EXPO
- ▶ VIP Bosphorus Tour (Sponsors)

15
MAY

- ▶ B2G Meeting
- ▶ Panels
- ▶ Conferences
- ▶ EXPO
- ▶ Gala Dinner

AREA & STAND

A HALL

- Opportunity for a premium appearance.
- Consists of main (100 m²), platinum (50 m²), gold (30 m²), and silver (21 m²) sponsorship stands.
- Suitable for participation with a stand designed by the participant.
- Price per m²: €900



B HALL

- High visibility opportunity.
- Suitable for participation with a generic stand.
- Price per m²: €370



C HALL

- Possibility of a wide view.
- Suitable for participation with a generic stand.
- Price per square meter: €320



D HALL

- Possibility of a central location.
- Suitable for participation with a booth designed by the participant (empty space).
- Unit price per m²: €200



E HALL (Outdoor)

- External appearance opportunity.
- Suitable for participation with a booth designed by the participant (empty space).
- Unit price per m²: €200



SPONSORSHIP

Sponsorship Packages Details	Main € 300.000	Platinum € 125.000	Gold € 50.000	Silver € 30.000
Right to Bring VIP Invitation	5	3	2	1
General Entries				
General Entry	15	10	6	3
Opening Speeches	✓	✓		
VIP Gala Dinner	2	1		
VIP Entry	2	1		
EXPO				
Booth Area (m²)	100m²	50m²	30m²	21m²
Promotional Team Entry	6	5	4	3
Conferences and Speeches				
Opening Speech (Duration)	3 min	1 min		
Conferences & Sessions	2	1		
Networking Advantages				
VIP Guest Invitation	3	1	1	
VIP Entry and Box Seating Entry	2	1		
VIP Lunch and Dinner	✓	✓	✓	✓
VIP Bosphorus Tour Entry	✓	✓		
Advertising				
Targeted at the African Market Inclusion in the Fair Promotion Film	✓	✓		
Video Content at the Opening	2 min	1 min	30 sec	
Brand Promotion (Before, During, and After the Event)				
Logo on Main Stage	1st Level Visibility	2st Level Visibility	3st Level Visibility	4st Level Visibility
Logo on Website	1st Level Visibility	2st Level Visibility	3st Level Visibility	4st Level Visibility
Logo on Invitations	1st Level Visibility	2st Level Visibility	3st Level Visibility	4st Level Visibility
Logo on Advertising Materials (Brochures, Ads)	✓	✓	✓	✓
Event Guide	2 Pages	1 Page	Shared page	Shared page
Profile on Event Website	250 Words	150 Words	100 Words	50 Words
Gift/Content in Event Bag	✓	✓	✓	
Award Presentation (Plaque)	✓	✓		
Logo on Photo Stage	✓	✓		
Logo in Press Room	1st Level Visibility	2st Level Visibility	3st Level Visibility	4st Level Visibility
Logo in Social Media Posts	1st Level Visibility	2st Level Visibility	3st Level Visibility	4st Level Visibility
Logo in Bulk Emails to Participants	✓	✓		
Private Table in One-on-One Meetings	✓	✓	✓	✓
Guarantee of Being the Only Sponsor in the Sector	✓	✓		



For information, participation and sponsorship;
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