



SAM

Lomé - Togo

16. - 20.10.2023

SAM

**SEMAINE AFRICAINE DE LA
MICROFINANCE - THE LARGEST
INCLUSIVE FINANCE EVENT IN
AFRICA**

WWW.SAM.AFRICA



TAKE PART IN SAM, A MAJOR CONFERENCE DEDICATED TO THE DEVELOPMENT OF FINANCIAL INCLUSION IN AFRICA





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What is SAM?

SAM is the African Microfinance Week, known by the French acronym for « Semaine africaine de la microfinance », a major event dedicated to the development of financial inclusion in Africa that takes place every two years in a different African country.

The main ambition of SAM is to provide a unified African platform for exchange on the inclusive finance issues facing the African continent by bringing together all the professionals of the sector: investors, MFIs, researchers, banks, networks, innovators and governments among others.



PREVIOUS EDITIONS



**1 - [Arusha, Tanzania, 2-6 December 2013](#) - Regulation of the African Microfinance Sector : 20 years after
250 participants from 25 countries – including 20 African countries**

**2 - [Dakar, Senegal, 29 June to 3 July 2015](#) - Accelerating Innovative Rural Finance in Africa
500 participants from 27 countries**

**3 - [Addis-Ababa, Ethiopia, 9-13 October 2017](#)- Creating value for SMEs: a new frontier for inclusive finance
700 participants from 54 countries – including 31 African countries**

**4 - [Ouagadougou, Burkina Faso, 21-25 October 2019](#) - Pathways towards impact: African inclusive finance for the SDGs
900 participants from 56 countries – including 35 African countries**

**5 - [Kigali, Rwanda, 18-22 October 2021](#)- One is not born, but rather becomes, resilient : Strengthening inclusive finance to overcome crises
700 participants from 53 countries – including 37 African countries**



SAM, THE BIGGEST INCLUSIVE FINANCE EVENT IN AFRICA



700 participants from 53 countries, including **37 African countries**



22 popular training courses and workshops



5 days of networking



High-level representatives



30 exhibitors
at the Innovators'
Village



+20 sponsors



90 keynote speakers



430 meetings between MFIs and
investors/ rating agencies at the
Investor Fair



+100 partner contributors

SUPPORT FROM GOVERNMENTS AND INTERNATIONAL ORGANISATIONS

SAM has always been able to count on **the considerable support of governments and international organisations** committed to promoting inclusive finance for the benefit of the poorest populations.

The main promoter of the week is undoubtedly **the Grand Duchy of Luxembourg**, through its Ministry of Foreign and European Affairs, and specifically its Directorate for Development Cooperation and Humanitarian Affairs, which for decades has made inclusive finance one of its development policy priorities.

Similarly, the **High Patronage of Her Royal Highness the Grand Duchess of Luxembourg** has supported SAM in the past.





In addition, the **countries that host SAM** show a strong desire to play this role, submitting their bids as host countries and offering important resources in terms of networking, logistics, and infrastructure. They play a key role in providing qualified staff and available resources to facilitate the organisation of the event and involve the inclusive finance sector within their respective countries and regions.



Moreover, international and regional organisations such as UNDP (United Nations Development Programme), UNCDF (UN Capital Development Fund), the European Investment Bank, and the African Development Bank also consider SAM a crucial event for the sector. They support it economically and offer their contribution to a vibrant debate by participating in the conference with keynote speakers.

“It’s a fascinating week, discussing digital innovation, fintech, the digital economy, and we have a key challenge of digital transformations in microfinance institutions. These subjects are discussed with great passion, enthusiasm, and a little fear too. This will allow us to address a number of sensitive issues so the African MFIs can get prepared for the new digital era around the corner.”

Aiaze Mitha, Digital Ambassador to UNCDF (UN Capital Development Fund)



5 DAYS DEDICATED TO INCLUSIVE FINANCE

A TWO-DAY CONFERENCE WITH HIGH-LEVEL PANELISTS

MAJOR TWO-DAY SIDE EVENTS:

Investor Fair

Innovators' Village

BUT ALSO:

Free training sessions

Workshops by the most renowned institutions in the sector

General assemblies of the different African networks attending the SAM

other events organised by partners



SAM STRUCTURE

SAM covers 5 days, each dedicated to various events as follows:

- a **SAM conference**: over 2 days on a specific inclusive finance topic with worldwide speakers and experts in the sector;
- an **Investor Fair**: 2 days for creating partnerships between MFIs and investors. Investors have the opportunity to set up 20-minute speed-dating sessions with the MFIs that fit their investment needs;
- an **Innovators' Village**: around 30 exhibitors present their innovative products or services to the participants of the SAM during 2 days;
- **training sessions and workshops**: over 20 popular training sessions and workshops in the microfinance sector take place throughout the week on several topics: agricultural finance, digital finance, microinsurance, social performance... The training sessions and workshops are organised with our partners;
- a **Gala Dinner** with all SAM participants;
- a **VIP Dinner** with high-ranking officials and/or politicians, on invitation only;
- or an **event** at the request of a sponsor.





SAM CONFERENCE

Every edition of SAM is dedicated to a different theme to open up a debate, share good practices and find creative solutions to crucial issues affecting the inclusive finance sector across the African continent. It is structured around:

- **Plenary sessions** in which high-level speakers are invited to provide a broad overview of the issue;
- **Parallel sessions** which focus on specific topics such as rural areas, microinsurance, inclusive finance for specific targets such as women, young people, extremely poor clients, specific microfinance products, etc.

AROUND
90
SPEAKERS

A HIGH-LEVEL CONFERENCE

SAM brings together high-level representatives. The last edition welcomed Franz Fayot, Minister for Cooperation and Humanitarian Action of Luxembourg, Dr. Uzziel Ndagijimana, Minister of Finance and Economic Planning (MINECOFIN) of Rwanda, WHO, African Development Bank, European Investment Bank and UNEP representatives among others.



430
speed dating
sessions

200
MFIs

18
investors

THE INVESTOR FAIR

The Investor Fair is open to all African MFIs (Tiers 1, 2 and 3) and investors interested in exploring opportunities on the continent.

In 2021 the Fair hosted 18 investors/ rating agencies and 200 MFIs. A total of 430 speed-dating meetings were held throughout the day.

MFIs were able to provide transparent and significant information on their organisation via an app, and investors were able to share their investment priorities. This allowed investors and MFIs to speed up their decision-making process and select the relevant organisations which they would like to organise a meeting with.





SPONSOR THE INVESTOR FAIR: €6,000

Our sponsorship proposal amounts to €6,000 and includes the following advantages:

- 1 free stand at the Investor Fair
- 1 free registration for the whole week
- Acknowledgment as sponsor during the opening of the Investor Fair
- 1 full-page advertisement in the Investor Fair Directory (ad provided by sponsor)
- Sponsor's logo on all written communication materials related to the Fair and on the SAM website
- Priority for choosing the MFIs with which the sponsor wishes to arrange a meeting.



30
exhibitors

THE INNOVATORS' VILLAGE

The Innovators' Village is open to exhibitors that are able to present a concrete solution or an innovative idea that significantly contributes to improving the performance of microfinance institutions and making their products and services highly accessible for the least served populations.

Last year, about **30 new technology developers and suppliers** showcased their innovative solutions, such as fintech, artificial intelligence, deep learning software, and cloud computing.

They presented their innovation and addressed the questions of the audience in an open and interactive environment.





SPONSOR THE INNOVATORS' VILLAGE: €6,000

We offer the possibility of sponsoring this important event. New technologies in recent years have enabled us to foresee new prospects for advancing financial inclusion and access to basic services in many African countries. These innovations are experiencing an uneven dissemination on the African continent and the African Microfinance Week is a unique opportunity to introduce a wide audience to the most relevant innovations and thus accelerate their dissemination to increase inclusive finance in Africa.

Our sponsoring proposal amounts to €6,000 and includes the following advantages:

- 1 free stand at the Innovators' Village
- 1 free registration for the whole week
- Presentation of the innovation in a 10-minute pitch
- Acknowledgment at the opening of the Village
- 1 full-page advert in the Innovators' Directory (ad provided by sponsor)
- Sponsor's logo on all written communication materials related to the Village and on the SAM website.





THE GALA DINNER

The gala dinner is one of the most anticipated moments for the participants. During the gala dinner they have the opportunity to share a pleasant, fun and relaxed moment after several days of meetings and discussions about possible collaborations.



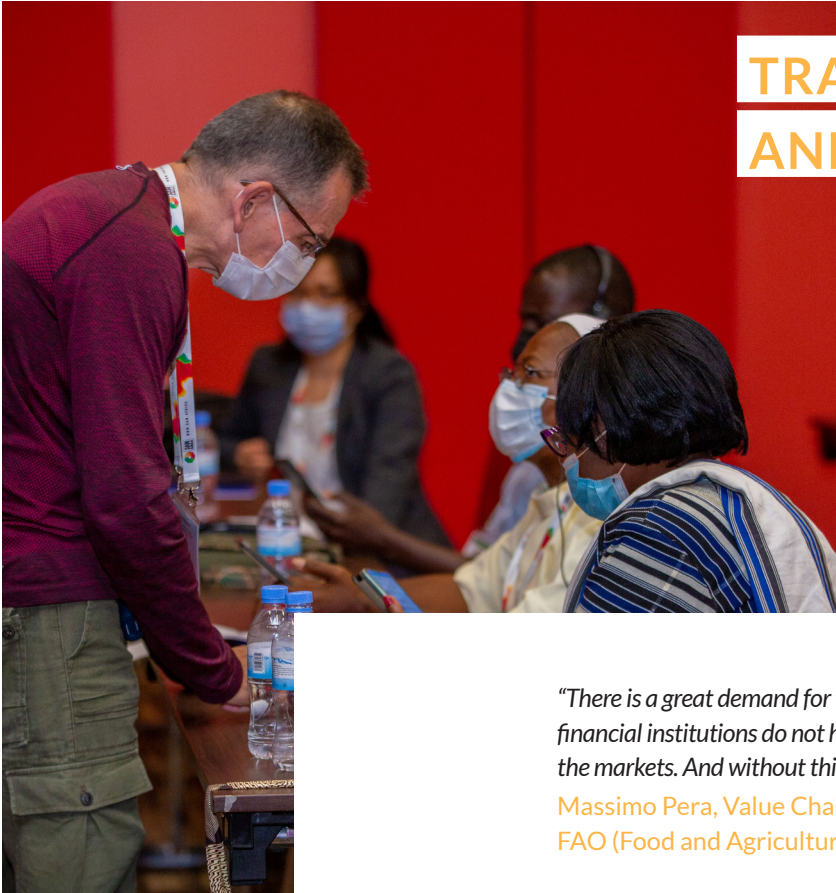


GALA DINNER: €15,000 (EXCLUSIVITY - RESERVED FOR 1 SPONSOR)

Provide your organisation with unique visibility and contribute to a memorable experience for the delegates by sponsoring the gala dinner of the SAM. Additional benefits include:

- 2 free registrations
- Branding in the room during the reception
- Opportunity to include an invitation to the gala dinner in the conference bags
- A stand during the dinner to display information materials and network with attendees
- Exclusive sponsor “thank you” slide
- Opportunity to distribute a gift to each attendee during the dinner
- Mention of the gala dinner sponsor in the conference programme.

TRAINING SESSIONS AND WORKSHOPS



“There is a great demand for training because there are lots of opportunities, but financial institutions do not have the tools or the ability to identify and understand the markets. And without this information, they cannot invest in agriculture.”

Massimo Pera, Value Chain and Rural Finance Project Coordinator,
FAO (Food and Agriculture Organization)





**AROUND
20**
free training sessions

At the last edition of SAM, 22 training courses and workshops were held by ADA and longstanding partners and experts.

These include **UNCDF, Arendt, BNP Paribas, BRS, FAO, SPTF, Cerise, Microinsurance Network, Pamiga, Amarante, MicroSave, the Grameen Crédit Agricole Foundation, Banca Etica, ACCION, and SIDI.**

Topics: agricultural finance, digital finance, Microvision, investment advice for MFIs, social and financial performance, climate change, micro-insurance, regulation and savings.

IF YOU WANT TO ORGANISE A TRAINING FOR SAM PARTICIPANTS - CONTACT US: INFO@MICROFINANCE-AFRIQUE.ORG



MICROFINANCE INSTITUTIONS' REVIEWS

"We participate in SAM in order to get to know each other and meet new partners."

"I'm at SAM for networking, to discuss with some microfinance actors, to share experiences and to come out with best practices."

"We've been impressed by the week's events because we've learned a lot of things and when we go back to our institutions and countries, we'll be able to develop all this to serve the population and to benefit our institutions."



WHAT PARTICIPANTS SAY ABOUT SAM

“The Investor Fair was the best part of SAM. It gave me the opportunity to meet investors and make several preliminary proposals on funding. It was surely worth the investment!”

Altemius Millinga, Managing Director of Tanzania’s Yetu Microfinance Bank

“Alterfin actively participated in SAM 2019, notably by sponsoring the event. SAM was beneficial for Alterfin in more than one way: beyond the fruitful exchanges with partners and other investors, we were able to refine our strategy for the years to come, by meeting many microfinance actors from countries in which we are not yet or not very active. We hope that the establishment of these initial contacts will lead to the development of fruitful partnerships in the near future.”

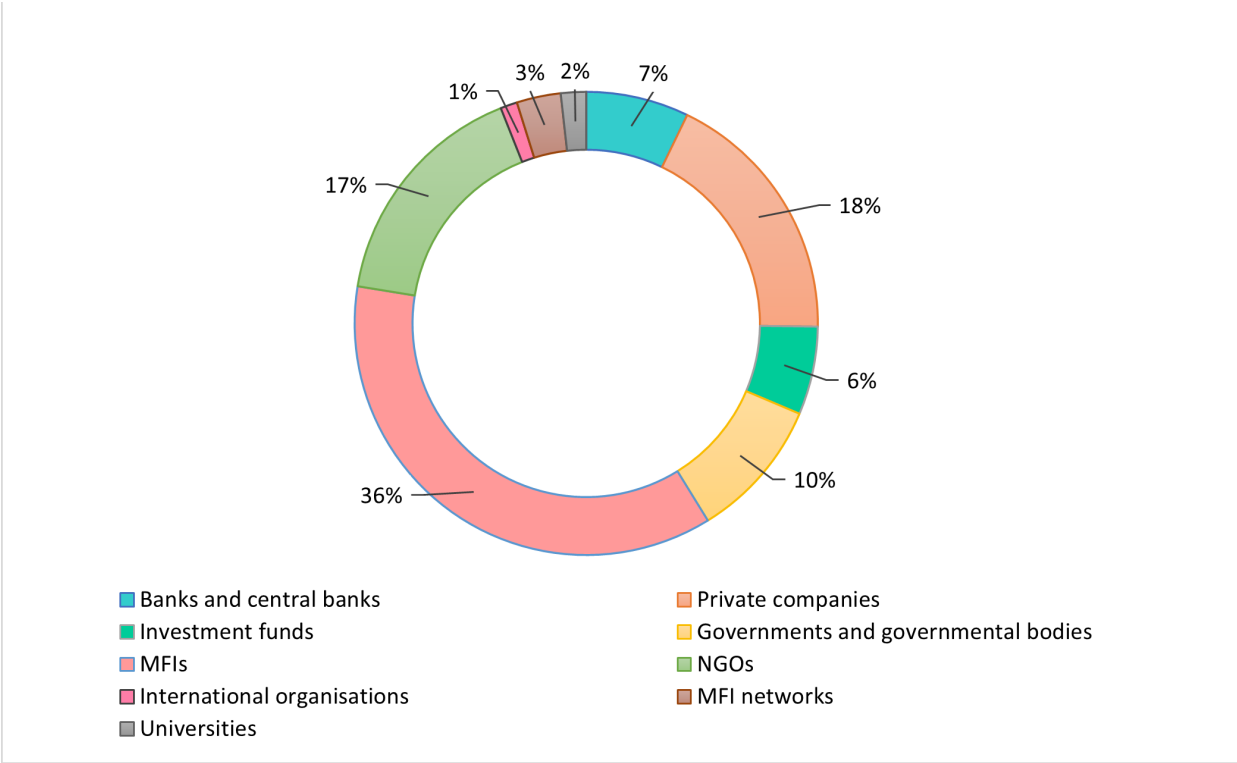
Steven Copias, Investment Manager – Africa of Alterfin

“Benefiting from a day entirely dedicated to meetings with MFIs is beneficial for the development of our financing activities in the inclusive finance sector. Indeed, SAM is characterised by its ability to attract many of its African representatives, who are often difficult to meet without making long and repeated trips. The selection of financing eligibility criteria (by country of activity, size, etc.) carried out upstream enables us to meet only those prospects that are relevant regarding our positioning. As an active financier in a voluntarily limited number of countries, the Fair has enabled us to come into contact with Senegalese and Ivorian structures. The selection of criteria also reduces the frustrations often associated with investor/prospect exchanges and allows us to take full advantage of our presence at SAM.”

Alexandre Nayme, Investment Officer at BNP Paribas



DISTRIBUTION OF PARTICIPANTS BY TYPE OF INSTITUTION



WHY SPONSOR SAM?

Sponsoring SAM gives you:

- ✓ access to influential professionals, executives and leaders in the inclusive finance sector in Africa and at the international level
- ✓ internal and external networking opportunities
- ✓ unique brand exposure
- ✓ an opportunity to make valuable contacts for your business
- ✓ the chance to encourage the growth of the inclusive finance sector in Africa: sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate in SAM. Your sponsorship helps to attract the widest possible range of participants, especially those from the least developed African countries.

ENGAGE WITH A HIGH-LEVEL AND EXPERT AUDIENCE

The conference attracts delegates from across the African continent and beyond. The last two editions were attended by between 700 and 900 participants, all from microfinance, inclusive finance, microinsurance and other organisations active in the field of sustainable development.

A large majority of attendees are **CEOs, CFOs, COOs, senior directors or board members** from:

- MFIs and MFI networks and associations
- Banks and central banks
- Investment funds
- Governments and government bodies
- International organisations
- NGOs
- Consulting firms
- Rating agencies
- Universities
- Companies and start-ups working in the field of inclusive finance



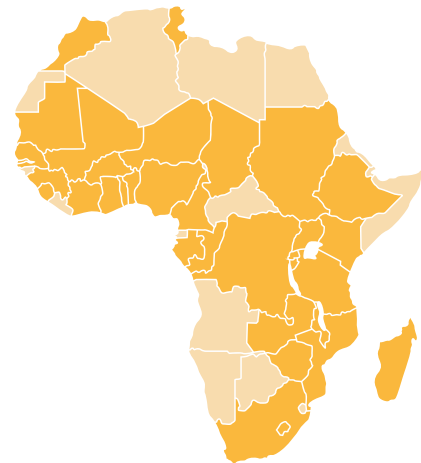
KEYS FIGURES FROM THE LAST EDITION (2021)

SAM delegates came from 53 countries, including 37 African countries.

Our sponsors are thus directly exposed to **participants who are very active and influential in the sector**. You also benefit from online visibility (more than 30,000 visitors on the SAM website).

Due to the high demand for the last editions, it was not possible to accommodate all registrations and waiting lists were created.

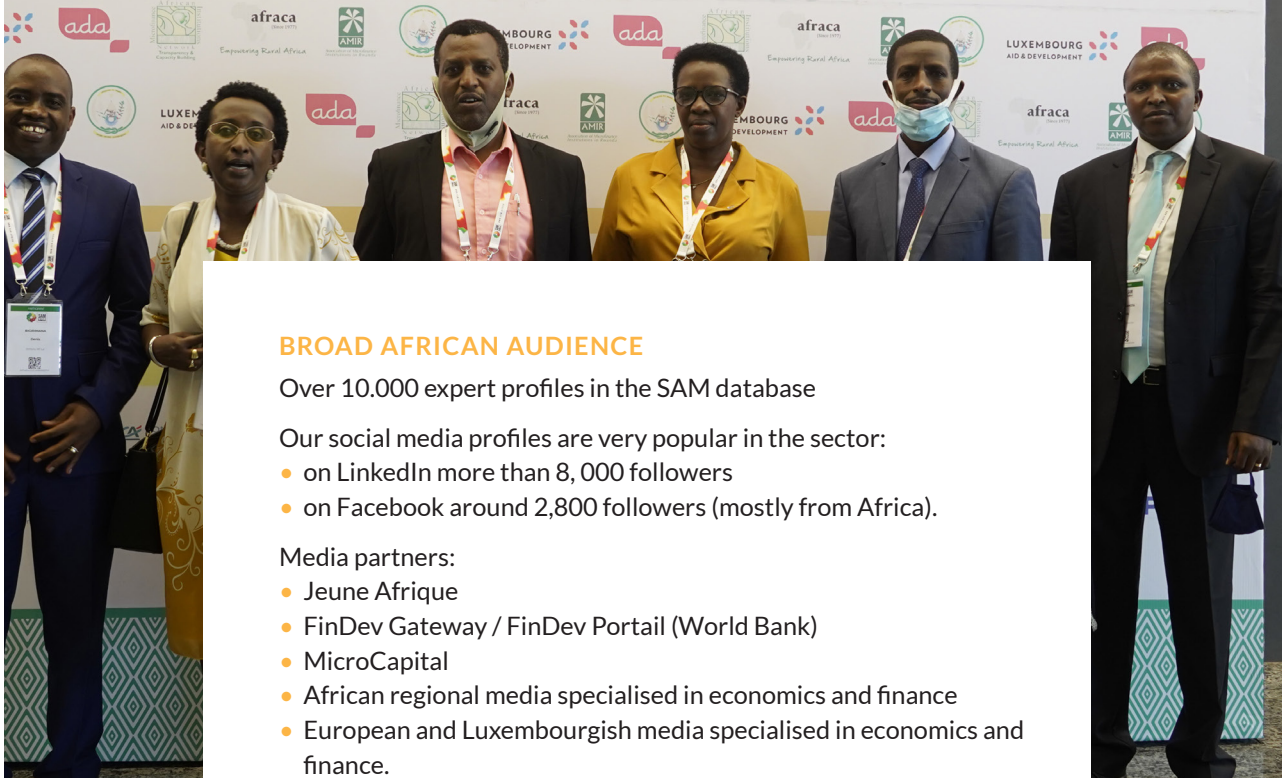
The event is organised by inclusive finance professionals for inclusive finance professionals.



18-22 OCTOBER | KIGALI CONVENTION CENTRE

Organisers

Organisers



BROAD AFRICAN AUDIENCE

Over 10.000 expert profiles in the SAM database

Our social media profiles are very popular in the sector:

- on LinkedIn more than 8, 000 followers
- on Facebook around 2,800 followers (mostly from Africa).

Media partners:

- Jeune Afrique
- FinDev Gateway / FinDev Portail (World Bank)
- MicroCapital
- African regional media specialised in economics and finance
- European and Luxembourgish media specialised in economics and finance.



SPONSORSHIP PACKAGES – OVERVIEW

	Bronze sponsor 10,000 €	Silver sponsor 20,000 €	Gold sponsor 30,000 €	Platinum sponsor 50,000 €
Exclusivity of speech and visibility during the gala dinner				✓
Opportunity to have a speaking slot in one of the plenary sessions			✓	✓
Opportunity to organise a parallel session				✓
Opportunity to have a speaking slot in one of the parallel sessions		✓	✓	
Exclusive meeting room in the conference centre				✓
Free registrations	2	4	6	10
Video interview with organisation's representative to be published on the SAM website and social networks			2 mins	5 mins
Opportunity to speak during the official closing ceremony			✓	✓
Acknowledgment during the opening and closing ceremonies		✓	✓	✓
Logo displayed on all promotional items	Fourth position	Third position	Second position	Top position

Advertisement page (provided by sponsor) in conference programme	-	1 full page	1 full page	2 full pages
Opportunity to publish articles about the sponsor's projects on the SAM	✓	✓	✓	✓
Free exhibition stand in networking Area	✓	✓	✓	✓
Free stand at the Innovators' Village (if relevant)	✓	✓	✓	✓
Free stand at the Investor Fair (if relevant)	✓	✓	✓	✓
Sponsor logo displayed on screen in conference rooms prior to the sessions	✓	✓	✓	✓
Opportunity to include materials in the conference bags (materials provided by sponsor)			1 max	2 max
Logo, description with link on the conference website	✓	✓	✓	✓

Maximise the visibility of your organisation, consider sponsoring the busiest events of the week.

STAND IN THE NETWORKING AREA – €6,000 (INCLUDES 2 FREE REGISTRATIONS)

One of the most appreciated and requested options at the SAM is undoubtedly the possibility of having a stand in the networking area during the 5 days of the event. This option also includes 2 free registrations for the people who will run the stand.

OTHER SPONSORING OPTIONS CAN BE ALSO DISCUSSED - CONTACT US: INFO@MICROFINANCE-AFRIQUE.ORG



SPONSORS AND PARTNERS OF SAM 2023



With the support of



Organiser



Co-organisers



Sponsor - GOLD



SAM partner



Sponsor - SILVER



Innovators' Village sponsors



Sponsors - BRONZE



Innovators' Village partners





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