



**SAM**

Nairobi - Kenya

13. - 17.10.2025

# African Inclusive Finance Week

*Africa's largest inclusive finance event*

**LUXEMBOURG**  
AID & DEVELOPMENT





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## About SAM

### Africa's largest inclusive finance event

SAM (African Inclusive Finance Week) is a biennial event dedicated to the development of financial inclusion in Africa.

SAM aims to provide a platform for discussion and reflection between a wide variety of players to find solutions to the challenges faced by the inclusive finance sector.

SAM is organised by the NGO ADA (Appui au développement autonome) and the MAIN network (Microfinance African Institutions Network), with the support of the MFA (Ministry of Foreign and European Affairs, Defense, Development Cooperation and Foreign Trade of Luxembourg).





## 5 days of discussions and networking

SAM takes place over 5 days and includes a variety of events:

- a two-day conference focused on a key inclusive finance topic, with the participation of African and international experts
- training sessions, workshops and field visits
- a two-day Investor Fair where investors, microfinance institutions, SMEs and start-ups meet to discuss investment opportunities at speed-dating sessions
- a two-day Innovators' Village offering organisations the opportunity to present innovative solutions to the challenges of the inclusive finance sector
- a Gala Dinner for all SAM participants.





## Agenda SAM

	DAY				
	Day 01	Day 02	Day 03	Day 04	Day 05
DAY	Training sessions & workshops	Conference (1/2)	Conference (2/2)	Innovators' Village - Investor Fair - Training sessions, workshops & field visits	Innovators' Village - Investor Fair - Training sessions, workshops & field visits
	WELCOME RECEPTION	VIP DINNER	INNOVATORS' VILLAGE OPENING CEREMONY	GALA DINNER	



## A wide variety of participants

The last SAM event was held in Togo in 2023 and brought together 1,024 participants from 54 countries (including 36 African countries).

**1 024**

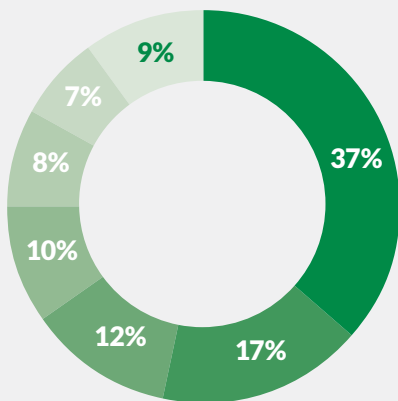
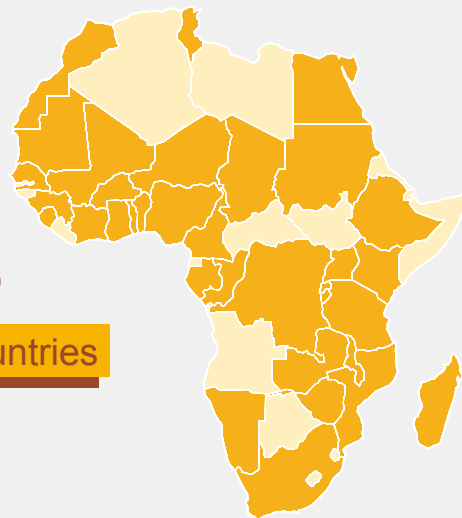
participants

**54**

countries

**36**

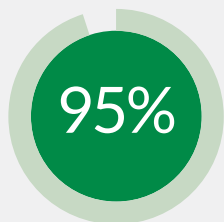
African countries



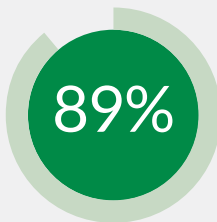
- Financial institutions
- NGOs - training and research organisations
- Investors
- Private companies
- Tech companies
- Public sector entities
- Other



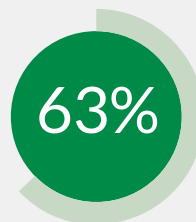
## The impact of SAM according to participants



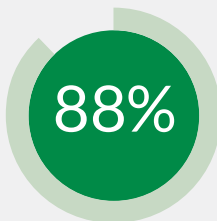
of participants acquired new knowledge during the event



developed their network



entered into new partnerships



found prospective partnerships



think they will come to the next SAM

**Statistics from the satisfaction survey of SAM 2023 participants  
(386 respondents out of 1,024 participants, representing 37%)**



## Conference

The conference (two days) opens discussions on a key inclusive finance topic and provides a platform for sharing knowledge and best practices to strengthen existing initiatives and to encourage innovation in the sector.

It comprises plenary sessions during which experts are invited to share their experience and insights. Smaller group sessions address more specific topics.

### The agenda of the 2023 SAM Conference 'Towards inclusive and sustainable finance':

- Sustainable inclusive finance: definition, taxonomy and labelling
- Resilience to the effects of climate change
- Savings and emergency funds for climate risk management
- Inclusive insurance
- Digital technologies, etc.



### SAM 2023 key figures:

2

days

90

national and  
international speakers

5

plenary  
sessions

13

parallel  
sessions

5

workshops

The conference in video:





## Training sessions, workshops and field visits

Around twenty training courses and workshops are held throughout the week, in English and/or French.  
Field visits are also organised to learn about local initiatives in the sector.

### Training sessions and workshops at SAM 2023:

- Responsible and inclusive finance
- Digital and agricultural finance
- Social and environmental impact measurement
- Inclusive finance and renewable energy
- Catapult FinTech acceleration programme
- Innovative financing mechanisms
- Regulations

### Field visits during SAM 2023:

- Visits to local microfinance institutions and project beneficiaries.

### SAM 2023 key figures:

26

training courses  
and workshops

3

field  
visits

### Video training courses:







## Investor Fair

The investor Fair aims to connect microfinance institutions, innovative start-ups and private impact investors looking for opportunities in inclusive finance.

### Impact investors

- Traditional investors (investment funds, cooperatives and microfinance banks)
- Impact investing private equity funds
- Banks
- Global philanthropic companies and foundations, etc.

### Beneficiaries

- Microfinance institutions
- Banks providing financial services to low-income households
- SMEs
- Scale-ups (fintech, IT, healthtech, insurtech, agritech, regtech, etc.)
- Providers of innovative solutions, etc.

### SAM 2023 key figures:

22

investors

+130

beneficiaries

782

meetings between investors and beneficiaries



The investor Fair in video:





## Innovators' Village

The Innovators' Village showcases organisations that offer innovative and sustainable solutions to improve practices in inclusive finance.

Innovations include: financial services (credit, savings, insurance and money transfers) digital solutions for financial transactions and insurance; market access platforms and solutions for the internal management of organisations (information and management systems, etc.).

### Exhibitor profiles :

- Start-ups/tech companies
- Private companies
- Incubators/accelerators
- NGOs
- Training centres
- Research institutes
- Para-public institutions, etc.

### SAM 2023 key figures:

# 30

exhibitors at the  
Innovators' village



Video of the  
Innovators' Village:





## Gala Dinner

After several days of getting to know each other and discussing possible collaborations, the Gala Dinner allows participants to spend a pleasant, entertaining and relaxed time together.

This is also an occasion for the sponsors' to award their prizes.





## Why sponsor SAM 2025?

SAM is the ultimate platform for organisations that prioritise innovation, sustainability and social impact. Sponsorship of SAM 2025 positions your brand at the forefront of inclusive finance, connecting you with global leaders and visionaries shaping the future of financial inclusion in Africa.

### Key sponsorship advantages:

#### 1 Branding and visibility

- Your logo on SAM's signage, marketing materials, website and app.
- Social media mentions and event-wide promotions.

#### 2 Networking and engagement

- Host private networking events (scaled to your package tier).
- Participate in meet-and-greet sessions with keynote speakers or influencers.
- Access to prime exhibition spaces to connect with attendees directly.

#### 3 Speaking and content opportunities

- Some sponsors enjoy keynote opportunities.
- Other sponsors gain panel participation and moderator roles.
- Opportunity for article publication and content promotion on ADA's website and/or through social media.

THE SPONSORSHIP PACKAGES	PREMIER PACKAGE Targeted visibility 5.000 euros	BRONZE PACKAGE Essential exposure 10.000 euros	SILVER PACKAGE Amplify your brand visibility 20.000 euros	GOLD PACKAGE Premium visibility 50.000 euros	PLATINUM PACKAGE Exclusive visibility 100.000 euros
A speech at a plenary session					✓
One contribution to a panel session				✓	✓
One moderator opportunity			✓		
Presentation slot – Open stage		✓			
Support for the organisation and promotion of a private networking event - 80 to 100 pax					✓
Support for the organisation and promotion of a private workshop / training - 30 to 50 pax				✓	✓
Exclusive visibility during a weekday lunch	✓				
Stand in the networking zone			✓	✓	✓
Your logo on the event materials		✓	✓	✓	✓
30 - second video display			✓	✓	✓
Ad in the event programme			✓	✓	✓
Logo on the live stream			✓	✓	✓
Social media visibility	✓	✓	✓	✓	✓
Promotional material at the entrance		✓	✓		
Promotional material in the bags				✓	✓
Logo on the SAM 2025 notebook				✓	✓
Logo on all water fountains for refilling the SAM water bottle					✓
Event access passes	2	3	5	8	12





## Stand in the Networking Zone

**Boost your organization's visibility with a  
STAND IN THE NETWORKING ZONE  
€9,000 (includes 2 free registrations)**

Position your organization at the heart of the action during SAM with an exclusive stand in the networking zone—the most dynamic space of the event for building strategic partnerships!

**Benefits:**

- Maximum visibility over the 5-day event, where key industry players gather.
- A dedicated networking space to showcase your solutions, products, or services to a qualified audience.
- Two free registrations for your representatives, granting access to all sessions and program activities.

**Book now—spots are limited!**

## Contributing partner

Support SAM as a «Contributing partner» and play a key role in the success of this prestigious event while showcasing your expertise and services to a targeted audience of financial inclusion leaders.

As a «Contributing partner», you provide goods or services that enhance the overall experience of SAM participants (such as relevant staff time, media coverage, promotion, etc.). In return, you benefit from the following advantages:

- Brand visibility on event materials.
- Opportunities to connect with industry leaders.

- ▶ Limited sponsorship opportunities, allocated on a first-come, first-served basis.
- ▶ Customizable packages to meet your specific needs, including additional benefits.

For more information or to secure your package, please contact:

**Linda Szelest** – l.szelest@ada-microfinance.lu

**Manon Loison** – m.loison@ada-microfinance.lu



## Past editions

**2023**

Lomé (Togo) 1,024 participants, 54 countries (36 African countries)

**2021**

Kigali (Rwanda) 700 participants, 53 countries (37 African countries)

**2019**

Ouagadougou (Burkina Faso) 900 participants, 56 countries (35 African countries)

**2017**

Addis-Abeba (Ethiopie) 700 participants, 54 countries (31 African countries)

**2015**

Dakar (Sénégal) 500 participants, 27 countries

**2013**

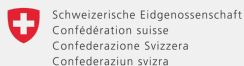
Arusha (Tanzanie) 250 participants, 25 countries (20 African countries)





## SAM 2025 sponsors

### SAM silver sponsors



Swiss Agency for Development and Cooperation SDC



### SAM bronze sponsors





## SAM 2025 partners

**ACCION**







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