



Africa-China
SMME Forum™

SPONSORSHIP PROSPECTUS



29-30 MARCH 2027
THE MASLOW HOTEL
SANDTON
JOHANNESBURG
SOUTH AFRICA

INTRODUCTION

Elevate your brand and connect with influential leaders at the inaugural Africa-China SMME Forum™ taking place in Johannesburg, South Africa, from the 29 to the 30 of March 2027.

This platform helps your organization stand out as a key player in the ecosystem, opening doors to meaningful connections, industry insights, and strong brand visibility. Take advantage of unparalleled networking, knowledge sharing, and high-impact promotional exposure.

Why You Can't Miss This Opportunity:

- **Amplify Your Brand:** Gain visibility and recognition among industry leaders, potential clients, and partners.
- **Foster Strategic Connections:** Engage in meaningful face-to-face meetings that drive long-term collaborations and partnerships.
- **Showcase Your Expertise:** Demonstrate your services, solutions, and products to top decision-makers and industry influencers.
- **Expand Your Impact:** Strengthen your market position by engaging directly with potential customers and business leaders.
- This event is your chance to build strong relationships, expand your business impact, and position your organization as an industry leader.

SPONSORSHIP OPTIONS

Below are the Sponsorship Packages available for consideration. There are numerous packages available to suit all budgets. Kindly select the package that your organization will be interested in sponsoring, and contact the Conference Secretariat & Sponsorship Manager

Secure Your Spot: Sponsorship and package bookings will be allocated on a first-come, first-served basis. Contact our Project Team today for tailored assistance and to explore available opportunities.



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PROGRAMME AT A GLANCE

Key Highlights

- Plenary Sessions: Africa–China Trade and Investment Outlook
- Panel Discussions: Market Access, Green Economy, Innovation Ecosystems, Health, AI & FinTech
- Roundtable Discussions: Cross-market collaboration and Scaling SMMEs
- Networking Opportunities: Structured sessions to connect delegates and sponsors
- Technical Site Visits: Exposure to manufacturing hubs, innovation labs, and logistics facilities

DAY 1

Monday, 29 March

Time	Session
07h30–08h55	Arrival Tea/Coffee & Registration
09h00–10h30	Opening Plenary & Keynote Address
10h30–11h00	Mid-Morning Tea/Coffee Break
11h00–12h30	Panel Discussion
12h30–13h30	Networking Lunch
13h30–15h00	Panel Discussions
15h00–15h30	Afternoon Tea/Coffee Break
15h30–16h30	Panel Discussion
16h30–17h15	Closing Plenary
17h15–20h00	Networking Cocktail Function

DAY 2

Tuesday, 30 March

Time	Session
08h30–09h00	Arrival Tea/Coffee & Registration
09h00–10h30	Panel Discussion
10h30–11h00	Mid-Morning Tea/Coffee Break
11h00–12h30	Roundtable Session 1
12h30–13h30	Networking Lunch
13h30–15h00	Roundtable Session 2
15h00–16h30	Afternoon Tea/Coffee Break & Technical Site Visits - JHB only
16h30–17h00	Closing Reflections
17h00	Informal Networking

DIAMOND SPONSORSHIP

R 950 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Keynote Address: A company representative will deliver a keynote in the Opening Plenary session, positioning your organisation as a thought leader.
- Panel Participation: Invitation for a company representative to participate as a panelist in a high-profile discussion.
- Diamond Sponsor Recognition: Acknowledged as the exclusive Diamond Sponsor across all conference communications.
- Prominent Branding: Logo featured on all marketing and promotional material, including the official conference website.
- Main Plenary Branding: Premium branding presence in the Main Plenary Hall for maximum visibility.
- Media Recognition as the Diamond Sponsor in all press releases and social media campaigns.
- x15 Complimentary Registrations: delegate passes to the conference.
- Access to Presentations: Full access to all conference presentations post-event.
- Media Partner Interview: On-site interview session with the official media partner to amplify brand exposure.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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PLATINUM SPONSORSHIP

R 750 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Keynote Address: A company representative will deliver a keynote address during the Main Plenary session, positioning your organisation as a leading voice in Africa-China collaboration.
- Platinum Sponsor Recognition: Acknowledged as the Platinum Sponsor across all conference communications and official materials.
- Prominent Branding: Logo featured on all marketing and promotional material, including the official conference website.
- Main Plenary Branding: Premium branding presence in the Main Plenary Hall, including x1 Media Wall Banner and x2 Roll-Up Banners for maximum visibility.
- Media Recognition: Recognition as the Platinum Sponsor in all press releases and social media campaigns.
- Complimentary Registrations: 8 complimentary delegate passes to the conference.
- Access to Presentations: Full access to all conference presentations post-event.
- Media Partner Interview: On-site interview session with the official media partner to amplify brand exposure.
- Inclusion of a company brochure/insert in the conference delegate bags



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GOLD SPONSORSHIP

R 500 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Conference Presentation Slot: A company representative will deliver a presentation during the conference programme, showcasing expertise and thought leadership.
- Gold Sponsor Recognition: Acknowledged as the Gold Sponsor across all official conference communications and materials.
- Prominent Branding: Logo featured on all marketing and promotional material, including the official conference website.
- Main Plenary Branding: Premium branding presence in the Main Plenary Hall for maximum visibility.
- Media Recognition: Recognition as the Gold Sponsor in a dedicated press release and across social media campaigns.
- Complimentary Registrations: 6 complimentary delegate passes to the conference.
- Media Partner Interview: On-site interview session with the official media partner to amplify brand exposure.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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SILVER SPONSORSHIP

R 350 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Conference Presentation Slot: A company representative will deliver a presentation during the conference programme, showcasing expertise and thought leadership.
- Silver Sponsor Recognition: Acknowledged as the Silver Sponsor across all official conference communications and materials.
- Prominent Branding: Logo featured on all marketing and promotional material, including the official conference website.
- Media Recognition: Recognition as the Silver Sponsor in all press releases and social media campaigns.
- Complimentary Registrations: 4 complimentary delegate passes to the conference.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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BRONZE SPONSORSHIP

R 250 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Bronze Sponsor Recognition: Acknowledged as a Bronze Sponsor across all official conference communications and materials.
- Logo Placement: Company logo featured on the official conference website.
- Social Media Mention: Specific mention on conference social media platforms as a Bronze Sponsor.
- Complimentary Registrations: 3 complimentary delegate passes to the conference.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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NETWORKING COCKTAIL FUNCTION SPONSORSHIP

R 180 000,00

The Welcome Cocktail Function will be held on Monday, 29th of March 2027. It will be open to all Conference delegates. This event will take place at the end of the first day of conferencing and will be available to all delegates to attend.

PACKAGE INCLUDES:

- Exclusive Benefits
- Full Branding Rights: Exclusive branding of your organisation throughout the Networking Cocktail Function, ensuring maximum visibility and association with this premier social event.
- Guest Address Opportunity: A company representative will be invited to address guests during the cocktail function, reinforcing thought leadership and brand presence.
- Sponsor Recognition: Acknowledged as the exclusive Networking Cocktail Function Sponsor across all official conference communications.
- Attendee List Access: Receive the full list of conference attendees to support post-event engagement and relationship building.
- Logistics Letter Recognition: Recognition in the final logistics letter distributed to all attendees prior to the event.



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REGISTRATION SPONSORSHIP R 200 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Exclusive Sponsorship: Only one sponsor accepted, ensuring unrivaled visibility and exclusivity.
- Website Branding: Company logo displayed on the conference website Registration Page, alongside Invest Global and the South African National Convention Bureau logos.
- Sponsor Recognition: Acknowledged as the Registration Sponsor across all official conference communications.
- Registration Materials Branding: Company logo branded on all registration materials.
- Name Badge Co-Branding: Company logo prominently featured on delegate name badges, co-branded with Invest Global and South African Tourism.
- Lanyard Branding: Logo featured on all delegate lanyards for maximum visibility throughout the event.
- Digital Recognition: Branding on the conference website and across social media platforms.
- Correspondence Recognition: Recognition in all correspondence and communication sent to attendees.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags



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NETWORKING LUNCH SPONSORSHIP

R150 000,00 each

There are two (2) Luncheons which take place at the Africa-China SMME Forum™ on the 29th and the 30th of March 2027, respectively. Conference Lunch, 29 March 2027

PACKAGE INCLUDES:

- Exclusive Benefits
- Sponsor Recognition: Acknowledged as the official Conference Lunch Sponsor across all communications and materials.
- Full Branding Rights: Exclusive branding of your organisation throughout the Networking Lunch venue, ensuring maximum visibility during this prime networking session.
- Website & Media Branding: Logo featured on the conference website, with special mentions in press releases and social media posts.
- Logistics Letter Recognition: Recognition in the final logistics letter distributed to all attendees before the event.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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PANEL DISCUSSION SPONSORSHIP

R 50 000,00 each

There will be panel discussions on the programme at the Africa-China SMME Forum™ on the 29 and the 30 of March 2027, respectively.

Should you be interested in sponsoring a panel discussion, contact the Secretariat Office to find out more about the topics focus.

PACKAGE INCLUDES:

- Exclusive Benefits
- Sponsor Recognition: Acknowledged as the official Panel Discussion Sponsor across all conference communications and materials.
- Full Branding Rights: Exclusive branding of your organisation throughout the panel discussion venue, ensuring maximum visibility during this high-profile session.
- Website & Media Branding: Logo featured on the conference website, with special mentions in press releases and social media posts.
- Logistics Letter Recognition: Recognition in the final logistics letter distributed to all attendees before the event.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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SPEAKER GIFT SPONSORSHIP

R 120 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Exclusive Sponsorship: Only one sponsor accepted, ensuring unrivaled visibility and exclusivity.
- Sponsor Recognition: Acknowledged as the official Speaker Gift Sponsor across all conference communications and materials.
- On-Stage Acknowledgment: Your company will be acknowledged after each keynote and/or speaker presentation, reinforcing brand presence throughout the programme.
- Website & Media Branding: Logo featured on the conference website, with special mentions in press releases and the second official announcement.
- Social Media Recognition: Exclusive mentions on social media posts when highlighting speakers and during the release of the preliminary and final programme.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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DELEGATE BAG & GIFT SPONSORSHIP

R 200 000,00

PACKAGE INCLUDES:

- Exclusive Benefits
- Exclusive Sponsorship: Only one sponsor accepted, ensuring unrivaled visibility and exclusivity.
- Branded Delegate Bags & Gifts: Company logo prominently branded on the delegate gift and delegate bag, distributed to every registered delegate at registration.
- Sponsor Recognition: Acknowledged as the official Delegate Bag & Gift Sponsor across all conference communications and materials.
- Website & Media Branding: Logo featured on the conference website, with special mentions in press releases and the second official announcement.
- Social Media Recognition: Company mentions in social media campaigns highlighting delegate experiences and conference updates.
- Delegate Bag Insert: Inclusion of a company brochure or branded insert in delegate bags.



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CONTACT US

For more information on the entitlements for each Sponsorship package, or to book your preferred sponsorship package, contact the Conference Sponsorship Manager.

Please also note, that the sponsorship opportunities outlined above are not confined to the listed packages. We invite you to connect with our Sponsorship Manager to explore a customized package designed to align seamlessly with your brand positioning, business objectives, and budget.



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Together, we can build stronger enterprises,
deeper commercial relationships, resilient value
chains and a lasting legacy of economic
cooperation between Africa and China.



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