

# Re-imagine

# AFRICA

CONFERENCE

**THEME:** Generation Africa: Redefining Global Narratives And Opportunities



Heliconia Park – Port Harcourt Hotel and Suites,  
Port Harcourt, Rivers State, Nigeria

 **17TH – 22ND FEB. 2025**  
[www.conference.reimagine.africa](http://www.conference.reimagine.africa)

A woman is never old when it  
comes to the dance she knows.

-African Proverb

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# About

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Reimagine Africa Conference is an annual event that brings together key figures in the digital and creative economies. It serves as a platform for networking, learning, investment opportunities, and showcasing emerging innovations from the continent.

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# Why Africa? Why Now?

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Africa is home to 1.3 billion people, with 60% under the age of 25, making it the world's youngest population (UNFPA). By 2030, the continent's population is projected to reach 1.68 billion, with urbanization expected to exceed 50% by 2050 (United Nations, World Population Prospects). This demographic and urban transformation presents significant opportunities for innovation, investment, and growth.

As the continent experiences rapid technological, cultural, and economic advancements, it is primed to redefine its global role. The Reimagine Africa Conference 2024 serves as a crucial platform to explore solutions for Africa's future, addressing challenges and unlocking opportunities at this pivotal moment.

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# Mission

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To create spaces for dialogue, collaboration, and creativity that empower individuals, organizations and communities to maximize their potentials.

# Vision

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To build a thriving Africa where opportunities are abundant, communities are empowered, innovation fuels sustainable progress and creativity flourishes.

900+

DELEGATES

25

EXHIBITORS

15

SUB EVENTS

6

DAYS





# Who Should Attend?

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- Innovators
- Remote Work Professionals
- Creatives
- Investors
- Academics
- Policy Makers
- Dot Connectors
- Tech Enthusiasts

# Objectives

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- To close the knowledge gap for stakeholders in the digital and creative sectors.
- To identify new career paths within the digital and creative sectors.
- To create pathways for future African tech giants and unicorns.
- To identify investment opportunities in the digital and creative sectors.

- To foster the establishment and growth of innovation hubs to aid young innovators and creatives in optimizing their potential.
- To facilitate connections between African innovators, creators, and opportunities.
- To mitigate challenges for remote workers in Africa to boost productivity, enhance work culture, and strengthen the region's reputation.
- To showcase young talent and innovative solutions.

- To develop a pool of indigenous investors to support African innovators and seize emerging opportunities.
- To advocate for policies that support digital and creative economies.
- Promote collaboration among academia, industry, and government.
- Develop a unified growth strategy for Africa's digital and creative ecosystems.

# Why Our Tickets Are Named After African Rivers

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Rivers are integral to Africa's identity, offering economic, cultural, and spiritual significance. They inspire songs, folklore, and pave the way for new discoveries. We named our conference tickets after African rivers

to foster a deeper appreciation for the continent's rivers, lands, and people. We hope this will spark learning and creativity, leading to the creation of compelling stories, movies, songs, animations, games, theme parks, apps, and startups that further unlock Africa's economic potential and help reimagine its future.

# Conference Tickets

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Prospective delegates can choose from a variety of ticket plans to attend the conference. Check the next slides to select the option that best fits your needs.

## LIMPOPO

200 TICKETS MAX

N25,000 (Virtual Delegates)

The Chat Show  
Conversation Corner  
She in Tech Extended (females only)  
Remote Professionals Mixer Extended  
Gamers Mixer Extended  
Demo Day  
Silver Card Membership



## KAGERA

200 TICKETS MAX

N60,000

The Candy Store of Disruption  
Conference Materials  
Lunch  
After Hours  
Silver Card Membership



## SOMBRERO

60 TICKETS MAX

N150,000

Remote Professionals Mixer  
The Candy Store of Disruption  
Closing Dinner  
Conference Materials  
Lunch  
Dinner  
After Hours  
Silver Card Membership



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## **SHEBELLE**

60 TICKETS MAX

N150,000

She in Tech  
The Candy Store of Disruption  
Closing Dinner  
Conference Materials  
Demo Day  
Lunch  
Dinner  
After Hours  
Silver Card Membership



## **ORASHI**

60 TICKETS MAX

N150,000

Gamers Mixer  
The Candy Store of Disruption  
Closing Dinner  
Conference Materials  
Lunch  
Dinner  
After hours  
Silver Card Membership



## **ZAMBEZI**

50 TICKETS MAX

N350,000

Hub Managers Bootcamp  
The Candy Store of Disruption  
Demo Day  
Closing Dinner  
Conference Materials  
Lunch  
Dinner  
After Hours  
Silver Card Membership



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## UBANGI-UELE

50 TICKETS MAX

N350,000

Unlocking Africa's Pop Culture Leveraging  
Tech Bootcamp  
The Candy Store of Disruption  
Conference Materials  
Closing Dinner  
Lunch  
After Hours  
Silver Card Membership



## CUANZA

50 TICKETS MAX

N350,000

Stock Photos Bootcamp  
The Candy Store of Disruption  
Conference Materials  
Closing Dinner  
After Hours  
Lunch  
Dinner  
Silver Card Membership



## CUBANGO

50 TICKETS MAX

N500,000

Investors Mixer  
Gamers Mixer  
The Candy Store of Disruption  
Demo Day  
Closing Dinner  
Lunch  
Dinner  
Conference Materials  
After Hours  
Platinum Card Membership



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# UMFOLOZI

25 TICKETS MAX

N1,200,000

Branded Exhibition Booth

1 Table, 2 Chairs

Power Socket

Branded Desk Plaque

Promo Video

Photo Session

Media interview

Demo Day

The Coffee House

Closing Dinner (3 slots)

Lunch (3 slots)

Dinner (3 slots)

Conference Materials (3 sets)

After Hours (3 slots)

Platinum Card Membership



UMFOLOZI

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# Events





# Unlocking Africa's Pop Culture Bootcamp

TICKET TYPE



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Africa is a tapestry of folklore, myths, music, languages, and picturesque landscapes. Yet its potential in the digital creative economy remains untapped. A report by African Business Magazine suggests that Africa contributes less than 1% to the global creative economy valued at about \$2.2 trillion. This 5-day intensive bootcamp aims to unlock the economic potential of Africa's Pop Culture, encompassing music, literature, drama, art, and film. Participants will delve into modern techniques and learn how to leverage technology to optimize the economic potential of their creative crafts.

Date: Monday 17th – Friday 21st February

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# Hub Managers Bootcamp

TICKET TYPE

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This Bootcamp is designed for current hub managers, aspiring hub managers, and organizations planning to launch innovation hubs. Innovation hubs are now widely recognized as crucial catalysts for growth in Africa's digital and creative sectors, creating environments where revolutionary ideas evolve into impactful innovations. This comprehensive five-day program delves deep into their pivotal role, equipping participants with essential knowledge and skills to launch, manage, and elevate their hubs. Designed meticulously, the Bootcamp offers insights into starting and effectively managing thriving hubs, covering critical aspects such as fundraising strategies, attracting opportunities, incubating and accelerating startups, and creating an environment conducive to continuous innovation.

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# Hackathon

TICKET TYPE



Hackathons play an essential role in today's world. Examples like the Facebook Like button and Eazi Taxi highlight their significance, and we have integrated them as a central component of the conference. In this year's edition, teams of young innovators will represent their schools in the hackathon. Over a 24-hour period, each team will be challenged to develop a digital solution addressing a problem in Africa. The culmination of their efforts will be showcased during the Demo Day event.

Date: Monday 17th February (24 hours)

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# Demo Day

## TICKET TYPE

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Demo Day is a private event where vetted founders pitch their startups and innovative products, each poised to tackle some of Africa's most pressing challenges. They present to an attentive audience of investors, policy makers and media representatives, aiming to initiate processes that could lead to closing deals. Demo Day goes beyond a mere showcase; it's an opportunity to discover the next thriving corporations and unicorns that meet emerging needs and shape the trajectory of the continent.

Date: Saturday 22nd February

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# Investors Mixer

TICKET TYPE



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An exclusive networking event designed to bridge investors with promising startups and innovators. Attendees will engage in discussions about potential investments, explore collaboration opportunities, and gain valuable insights into emerging trends within the vibrant African digital and creative landscapes. Participants will also have the opportunity to learn from industry leaders, acquire new knowledge, and gain strategic insights that can propel their ventures forward.

Date: Thursday 20th February

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# Gamers Mixer

TICKET TYPE



This event brings together game developers to network, showcase, learn, and collaborate. Gaming holds immense potential that cannot be overlooked. According to a publication by the World Economic Forum, the gaming market's value surged to \$320 billion during the COVID-19 lockdown. This presents a significant opportunity for Africa, and the Gamers Mixer aims to capitalize on this potential by building a robust ecosystem to tap into these opportunities. Through a blend of exhibitions, game testing sessions, networking, and entertainment, this event seeks to build a strong bridge between game developers and the market, attracting investments.

Date: Friday 21st – Saturday 22nd February

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# Remote Professionals Mixer

TICKET TYPE

**SOMBRERO**

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This event brings together remote workers to network, share experiences, and learn from each other. As remote work increasingly becomes a cornerstone of the modern economy, it presents unique opportunities for Africa. The Remote Professionals Mixer aims to harness this trend by providing a platform for knowledge exchange, exploring best practices, and addressing challenges specific to remote work environments. It also explores topics such as sedentary lifestyle, social skills, mental health, wellness, cross-cultural interactions, working across different time zones, and overcoming challenges in Africa, such as infrastructure. Through interactive sessions, panel discussions, and workshops, participants gain insights to enhance productivity and foster a supportive community.

Date: Wednesday 19th February

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# | She in Tech

TICKET TYPE



**SHEBELLE**

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Despite the rise in women's engagement in the tech industry, a significant gender imbalance still persists. According to a PwC report, women hold only 19% of tech-related roles at the world's leading tech corporations, and 28% of leadership positions at major global tech organizations. She in Tech is crafted to address this disparity. Through thoughtfully curated sessions encompassing mentoring, pitching, and fireside chats, this event aims to inspire, educate, and outline growth pathways for both aspiring and established female tech professionals.

Date: Tuesday 18th February

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# Exhibition: The Candy Store of Disruption

TICKET TYPE



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The Candy Store of Disruption is our exhibition arena showcasing a plethora of innovative products and initiatives spanning tech, media, and the creative domains. The environment is thoughtfully designed to encourage networking, in-depth conversations, and entertainment, with side attractions like fireside chats, pitching sessions, live music performances, and gaming. Our goal is to deliver an unforgettable experience that ignites inspiration and provides a sneak peek into Africa's future.

Date: Monday 17th – Saturday 22nd February

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# The Coffee House

TICKET TYPE

**CUBANGO**

**UMFOLOZI**

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Evenings of thought-provoking conversations in a relaxed setting, complemented by music performances and poetry. It's an endeavor to recreate the ambiance of the 17th and 18th-century English Coffee Houses, where discussions, discourse, and debates on a myriad of topics led to heightened enlightenment and facilitated social and economic transformations. Notably, coffee originated from Africa, and this dialogue delves into envisioning a reimagined continent, where coffee serves as a metaphor for Africa's abundant raw materials and a seed to be fully harnessed to drive multidimensional transformation across the continent.

Date: Tuesday 18th – Friday 21st February

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# The Chat Show

TICKET TYPE



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The Chat Show features in-depth interviews and discussions with outstanding innovators, creatives, and eminent leaders. This platform is dedicated to showcasing their achievements, exploring their journeys, and providing insights into their contributions to Africa's growth story. Through engaging conversations, showcases, presentations, and live performances, The Chat Show aims to inspire and enlighten the audience by highlighting the remarkable talents and leaders shaping the continent's future. Held at The Candy Store of Disruption, The Chat Show spices up the environment, adding a lively and engaging dimension to the exhibition.

Date: Monday 17th – Friday 21st February

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# Conversation Corner

TICKET TYPE



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The Conversation Corner is a series of sessions featuring a carefully selected group of participants engaging in lively and insightful dialogues, all recorded for streaming. This diverse group explores topical sub-issues around the theme, enriching the African conversation with their perspectives while fostering discussions on social engineering. Interested viewers will be able to tune in online to explore a range of viewpoints and gain deeper insights into crucial topics.

Date: Monday 17th – Saturday 22nd February

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# Stock Photos Bootcamp

TICKET TYPE



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As digital media and the creative industries continue to grow, stock photography has become an increasingly important sector. This bootcamp is dedicated to equipping photographers with the skills they need to excel in the stock photography market, from capturing high-demand images to understanding licensing and monetization. The bootcamp aims to empower photographers to capture and project stunning, authentic images of Africa, challenging outdated stereotypes and showcasing the continent's true beauty, diversity, and potential. Through this program, participants will contribute to redefining Africa's narrative in the global media space, creating a visual archive that celebrates its landscapes, cultures, and people. Over four days, participants will learn how to produce commercially viable photos, navigate stock photography platforms, and develop a business strategy to maximize revenue from their work.

Date: Monday 17th – Saturday 22nd February

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# After Hours

TICKET TYPE

ALL  
REGISTERED

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Each evening throughout the conference week, we invite delegates to our After Hours sessions, providing the perfect opportunity to unwind and recharge after a day of intensive sessions. These relaxed gatherings, featuring karaoke, foster both networking and relaxation.

Date: Monday 17th - Friday 21st February

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# Fit Fam

TICKET TYPE



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"All work and no play makes Mark a dull CEO," they say. The Fit Fam is a time to work out and rejuvenate. This session will include energizing aerobics and more, promising a fun and invigorating experience.

Date: Saturday 22nd February

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# Closing Dinner

TICKET TYPE

ORASHI

SOMBRERO

SHABELLE

CUBANGO

KASAI

UBANGI UELE

DENSU

UMFOLOZI

ZAMBEZI

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This is a black tie event to mark the conclusion of the conference. It promises to be an exhilarating evening of music, fine dining, and networking, set in an environment that embodies the essence of the season.

Date: Saturday 22nd February

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# Contact Us

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We are excited about the opportunity to partner with you for the Re-imagine Africa Conference 2024. Let's collaborate to unlock Africa's future potential!

For more information, or to discuss partnership and sponsorship opportunities, please contact us at:



[conference@reimagine.africa](mailto:conference@reimagine.africa)



[www.conference.reimagine.africa](http://www.conference.reimagine.africa)

# | Shaping Africa's Future

As we look ahead to Reimagine Africa 2024, we invite you to be a part of this transformative journey. Together we can unlock the continent's immense potential and shape the future of Africa's digital and creative economies.

**Let's Reimagine Africa Together!**

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Thank You.

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