



ACCESS MORE CONNECTIONS

Intra-African Trade Fair
IATF Virtual Prospectus

IATF[®]2025

The AfCFTA Marketplace

PROMOTED BY



IN COLLABORATION WITH



HOSTED BY ALGERIA



GATEWAY TO NEW OPPORTUNITIES

ALGIERS, ALGERIA
4-10 SEPTEMBER 2025

What is Intra-African Trade Fair (IATF)?

African Export-Import Bank (Afreximbank), in collaboration with African Union Commission and AfCFTA Secretariat, brings you the 4th Intra-African Trade Fair (IATF2025) to be hosted by People's Democratic Republic of Algeria, in Algiers.

The AfCFTA is expected to boost intra-African trade significantly over the coming years. Increasing intra-Africa trade can foster industrialization, promote value addition, create jobs, and enhance competitiveness on the global stage.

IATF2025 will provide a unique and valuable platform for businesses to access an integrated African market of over 1.4 billion people with a GDP of over US\$3.5 trillion created under the African Continental Free Trade Area.

What To Expect at IATF2025



+2,000
exhibitors



+35,000
visitors



+140
participating
countries



+\$44bn
in trade and
investment deals



IATF Objectives



To bring together continental and global players to explore business and investment opportunities in Africa.



To serve as a marketplace where buyers and sellers meet and explore business opportunities.



To provide a platform for B2B and B2G exchanges and development of business opportunities.



To share trade, investment and market information and to identify solutions to address the challenges affecting intra-African trade.

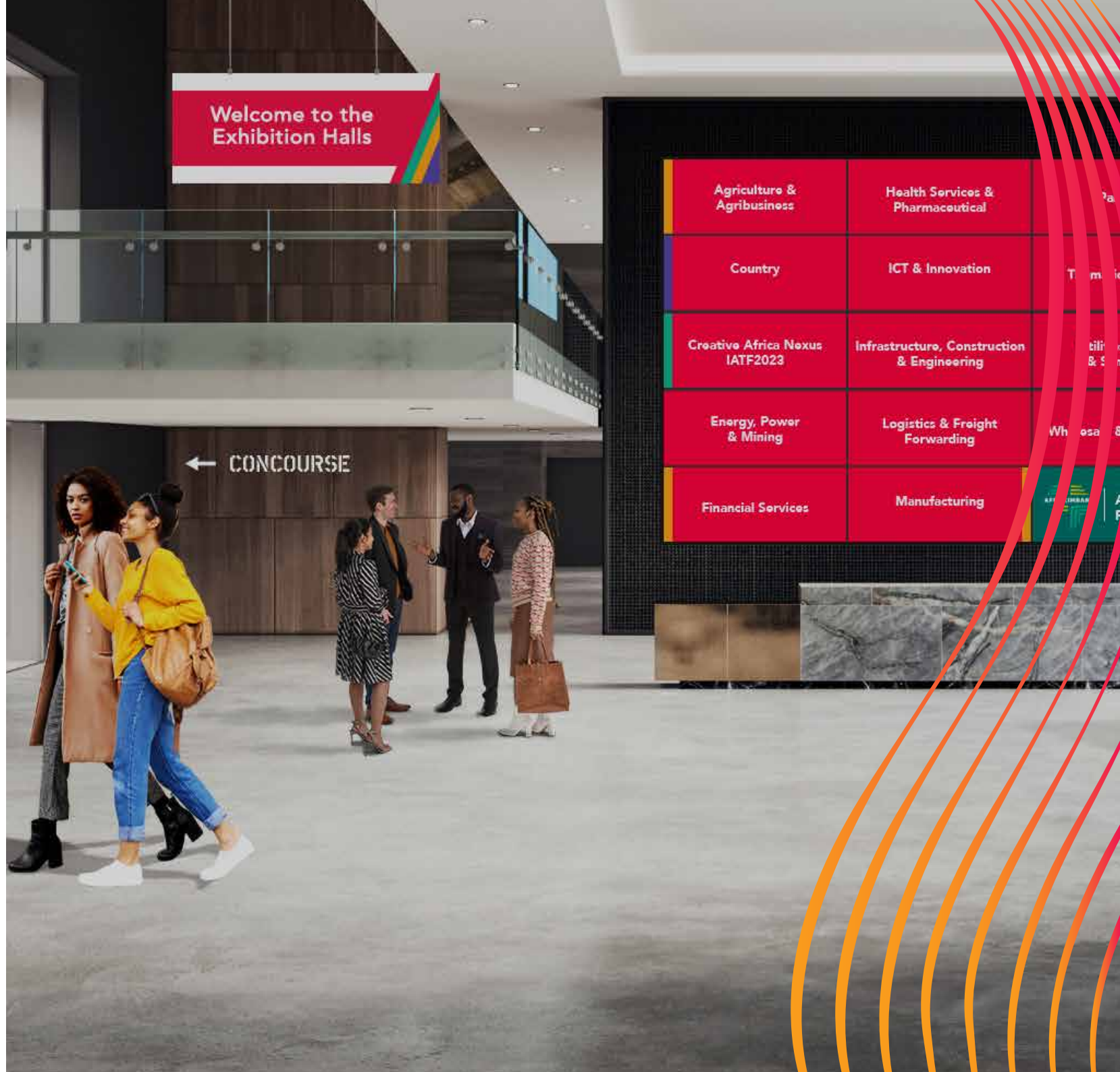


To share information about trade finance and trade facilitation interventions provided by Afreximbank and similar financial institutions.



To provide a broad platform that connects a broad spectrum of tradable and trade-facilitating activities, namely Creative Industry, Automotives, Seminars and Workshops etc.





IATF Key Components



01.

Trade Exhibition

Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up pavilions and exhibition stands, which will enable them to customise their exhibitions to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.

02.

Trade and Investment Forum

The four-day conference will feature leading African and international speakers and a variety of sessions dealing with African trade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities under the AfCFTA and will also include training workshops covering exporting, standards, and marketing. It will also discuss key barriers affecting intra-African trade and investment and provide practical solutions.

03.

Creative Africa Nexus (CANEX)

This platform will showcase the African and Diaspora creative economy in fashion, music, film, arts and craft, sports, literature gastronomy and culinary arts. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition and showcase.

04.

A B2B and B2G Platform

The platform will provide opportunities for matchmaking, business exchanges and conclusion of business and investment deals. This is supported by a dedicated African Buyers' Programme which will provide trade facilitation and financing solutions to Africa buyers.

05.

Special Days

The Special Day segment is open to countries, private and public sector entities and offers opportunities for them to sponsor their own special event on a particular day to showcase their trade, investment, tourism, and cultural opportunities. The first slot is reserved for the Host Country (Algeria).

06.

IATF Virtual

This platform showcases goods, services and investment opportunities on an interactive online platform. The IATF Virtual is currently live and will continue even after the physical Trade Fair has ended.

www.intrafricantradefair.com/en/iatf-virtual-page

07.**Africa Automotive Show**

The Africa Automotive Show will present a platform for auto manufacturers, assemblers, Original Equipment Manufacturers (OEMs) and component suppliers to exhibit their products and interact with potential buyers and suppliers. It consists of an Auto Forum, Autoshow and B2B and B2G exchanges.

08.**AU Youth Start-Up Programme**

The Youth Start-Up segment will have a dedicated Pavilion for African Youth Start-Ups where they will showcase their innovative ideas, prototypes, goods and services. The IATF will provide opportunities for matchmaking, entrepreneurship, training, networking amongst the youth and other delegates at the Trade Fair.

09.**Global Africa Day**

IATF2025 Global Africa Day will highlight commercial and cultural ties between Africa and its diaspora, featuring a Global Africa Summit, market and exhibition, cultural and gastronomic showcase.

10.**Africa Research and Innovation Hub @IATF**

The Africa Research and Innovation Hub @IATF will allow university students, academia and national researchers to exhibit prototypes of their inventions and showcase published research papers. This will provide opportunity for researchers to move from prototype to full development and also attract venture capital.

11.**Sub-Sovereign Governments Network (AfSNET)**

The African Sub-Sovereign Governments Network Investment Conference presents a platform to promote intra-African trade and investment, educational and cultural exchanges and effective and active engagement on development of African regions among sub-sovereigns in the context of the AfCFTA. The Conference is expected to bring together, several African Sub-Sovereign Governments including members of the Forum of Regions of Africa (FORAF) as well as a diverse range of high-level participants from the Diaspora. Participants will include senior government officials, prominent private sector leaders, seasoned investors, reputable financial institutions, and respected development partners.





What is IATF Virtual?

IATF Virtual is a year-round, interactive and online platform that serves to connect buyers and sellers from Africa and the world. IATF Virtual brings together exhibitors and visitors from all sectors and provides a platform for attendees and non-attendees alike to connect in real time before, during and after the event.

The IATF Virtual platform is available 24/7, 365 days a year. Much like the physical Trade Fair, virtual visitors can visit virtual booths to engage and do business via the online platform. IATF Virtual also offers an Auditorium to host virtual events – live and pre-recorded, as well as features Country Pavilions and a Virtual Library where documents, presentations and other information can be sourced and stored.

Key Features

- **Virtual Booths:** Exhibitors can set up digital booths to showcase their products and services. These booths are fully customisable and can accommodate the use of multimedia content such as videos, brochures, and presentations to engage and demonstrate to visitors effectively.
- **Networking Opportunities:** The platform offers robust networking tools, including live chat, video conferencing, and matchmaking services; enabling participants to connect with potential partners, clients, and industry experts in real-time.
- **Interactive Sessions:** Attendees can participate in live webinars, panel discussions, and workshops led by world-class industry leaders and experts. These sessions cover a wide range of topics relevant to trade and investment in Africa.
- **24/7 Access:** Unlike a physical event, the virtual platform is accessible around the clock, allowing participants to explore content, connect with others, and engage with exhibitors at their convenience.
- **Data and Analytics:** Exhibitors and sponsors have access to detailed analytics and insights on visitor interactions, helping them understand their audience better and refine their marketing strategies.
- **Sustainability:** IATF Virtual supports environmentally friendly practices, aligning with global sustainability trends.



IATF Virtual is an essential component of the IATF experience, ensuring that businesses and participants can fully engage with Africa's premier trade event, regardless of their ability to attend in person. It opens up new avenues for growth, collaboration, and innovation in the African market.

Benefits for Virtual Listing at IATF2025

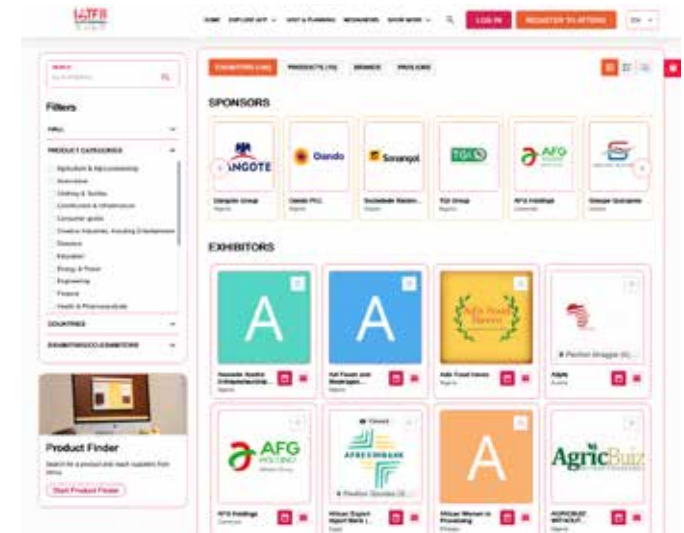
- 01. Global Reach:** Gain access to a captive online audience, allowing your business to connect with potential clients and partners from across Africa and beyond, without the need for physical presence.
- 02. Cost-Effective Exposure:** Benefit from a high-impact marketing opportunity at a fraction of the cost of a physical booth, making it an ideal option for businesses looking to maximise their budget.
- 03. 24/7 Visibility:** Ensure your products and services are visible to attendees around the clock, providing continuous exposure throughout the event and beyond.
- 04. Interactive Engagement:** Utilise interactive features such as live chat, video presentations, and downloadable content to engage with attendees and showcase your offerings effectively.
- 05. Data-Driven Insights:** Access valuable analytics and insights on visitor interactions, helping you understand your audience better and refine your marketing strategies.
- 06. Seamless Integration:** Easily integrate your virtual listing with your existing digital marketing efforts, enhancing your overall online presence and brand visibility.
- 07. Sustainability:** Contribute to a more sustainable event by reducing your carbon footprint, aligning with global trends towards environmentally friendly business practices.



IATF Virtual Platform Features

01. Exhibitor Discovery Tools

IATF Virtual offers a user-friendly platform with robust exhibitor listings and interactive tools that enhance the visitor experience. Features like the product finder, search function, and filters by hall, category, country, or co-exhibitor make it easy for users to discover relevant exhibitors aligned with their interests and business goals.



02. Exhibitor Profiles

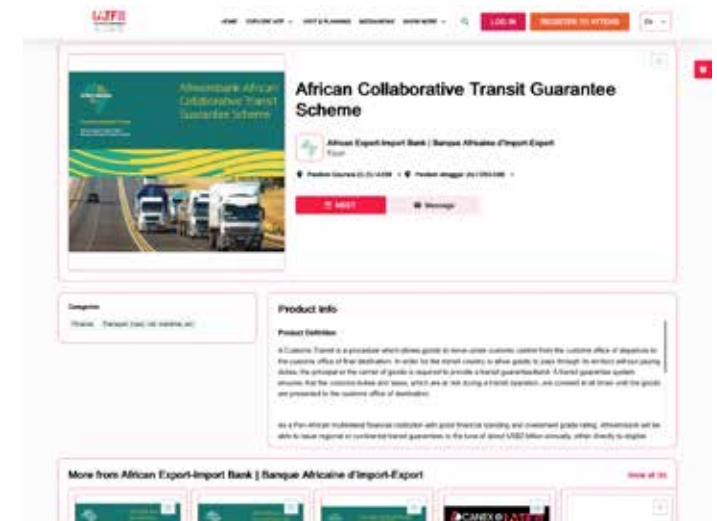
Exhibitor profiles offer detailed insights, including a short bio, contact information, and social media links for ongoing engagement. They showcase product and service descriptions, highlight key team members, and feature catalogues and videos for in-depth exploration.

Visitors can browse content at their own pace, connect directly, request meetings, and engage meaningfully to make informed business decisions.



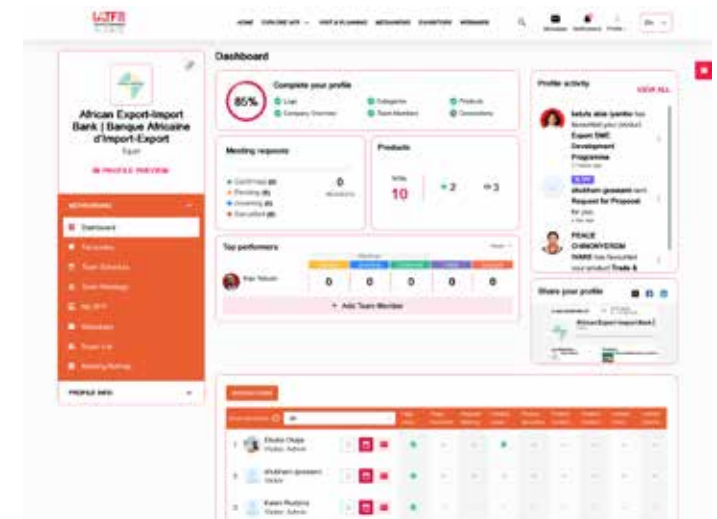
03. Product Page

Product pages provide detailed information on each product, including descriptions, categories, and exhibition locations at IATF2025. They offer downloadable content like brochures or technical specs and include direct access features for messaging exhibitors, asking questions, or requesting meetings. This ensures a seamless, informative, and interactive experience for all participants.



04. Exhibitor Dashboard

The exhibitor dashboard is a comprehensive tool for managing participation in IATF2025. Exhibitors can update their profiles, upload products, add marketing materials, and manage team members. It includes a lead intelligence report with insights on visitor engagement, such as page views, product interest, and meeting requests, enabling direct outreach to potential leads.



The dashboard also allows exhibitors to respond to messages, access curated buyer lists, and manage meeting schedules, providing a streamlined, all-in-one solution to maximise visibility, engagement, and business opportunities.

In addition to its digital features, the IATF Virtual platform offers a suite of on-site tools to support exhibitors, streamline event management, provide real-time analytics, and enhance engagement for a seamless and impactful event experience.

- 01. Real-Time Lead Scanning and Scoring:** Forget business cards—exhibitors can scan badges and QR codes to instantly capture visitor data, add notes and ratings, and segment leads effectively. Using the app, they can collect and qualify contacts on the spot, with all data synced in real-time to the omnichannel exhibitor dashboard for instant insights.
- 02. AI-Driven Matchmaking:** IATF2025's intelligent "People-to-Resource Mapping" algorithm connects exhibitors with qualified leads by recommending relevant products, content, and contacts. The AI also suggests meeting and appointment opportunities to boost meaningful business interactions.





Contact us

To register and get more information, please visit
www.intrafricantradefair.com

To enquire about participating in IATF Virtual, please contact:

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