



2026  
Global Africa  
Trade Expo

# Global Africa Trade Expo

**Baltimore, Maryland, USA**

April 24 - 26, 2026  
Post GBF Event

**Global Africa:**  
Bridging Markets, Building  
Shared Prosperity

# Background

Africa is home to some of the fastest-growing economies in the world, with a combined GDP exceeding \$3 trillion and a consumer market projected to reach 1.7 billion people by 2030.

The operationalization of the African Continental Free Trade Area (AfCFTA) marks a new era of cross-border collaboration, innovation, and investment across the continent. Yet, to fully realize Africa's global trade potential, stronger transcontinental linkages are needed, particularly with global capital markets, industrial investors, and the diaspora economy.

The World Trade Center Lagos, in collaboration with other WTCs across Africa, proposes the Global Africa Trade Expo (GATE 2026), a flagship platform that brings Africa's trade, innovation, and investment opportunities to the global stage.

By hosting GATE 2026 in Baltimore, USA, the initiative aims to:

- Bridge the gap between African markets and global investors.
- Strengthen the Africa - U.S. trade and investment corridor.
- Position the WTC network as a leading facilitator of Africa's integration into global commerce.

## Linkage with GBF 2026

GATE 2026 builds directly on Africa's participation at the WTCA Global Business Forum 2026 in Philadelphia, ensuring continuity between global dialogue and actionable trade outcomes. Delegates will have the unique opportunity to participate in both events as part of a single coordinated Africa Delegation, maximizing visibility, partnerships, and impact across two world-class trade platforms.



# About GATE 2026

The **Global Africa Trade Expo (GATE 2026)** is envisioned as a continental trade and investment showcase, an international expo and leadership summit where African governments, private sector leaders, development finance institutions, investors, and innovators converge to unlock Africa's global trade potential.

It will serve as an African-led sequel to the WTCA Global Business Forum 2026 in Philadelphia, transforming insights and partnerships from GBF into actionable investment opportunities centered on Africa.

## Vision

To position Africa as a central player in global trade and investment by creating a high-impact platform for partnerships, innovation, and cross-border collaboration.

## Mission

To connect African enterprises, governments, and innovators with global investors, markets, and technologies through an inclusive, world-class trade expo and summit experience.



## Strategic Objectives

- **Showcase Africa's Trade and Investment Opportunities** across priority sectors such as energy, manufacturing, agribusiness, technology, and infrastructure.
- **Promote AfCFTA as a Framework for Global Partnerships**, demonstrating Africa's readiness for both intra-continental and global trade.
- **Facilitate B2B, B2G, and G2G Engagements** linking African and U.S. institutions, investors, and businesses.
- **Mobilize Diaspora Investment** leveraging the African diaspora's capital, networks, and expertise.
- **Strengthen WTC's Africa - U.S. Collaboration** using the WTC network as a conduit for sustained trade facilitation.

## Why The United States



### Where Opportunity Meets Scale

The United States remains the world's largest economy and a global hub for innovation, investment, and partnerships. For Africa, it offers both a vast market and a powerful bridge for diaspora engagement and industrial collaboration.

### Why Maryland?

Located along the Washington D.C. - Baltimore corridor, Maryland is one of the most globally connected business regions in the United States, with unmatched access to policymakers, development finance institutions, global corporations, and one of the most economically active African diaspora populations in North America.

Why Maryland Matters to Africa's Trade Future:

- Home to a large and influential African diaspora community, including Nigerian, Ghanaian, Ethiopian, Kenyan, and Congolese business networks.

- Strategic proximity to Washington D.C., offering direct access to:
  - U.S. Chamber of Commerce
  - U.S. International Development Finance Corporation (DFC)
  - U.S. Export - Import Bank
  - AfCFTA Mission to the U.S.
  - African embassies and diplomatic trade representatives
- Home to major industries aligned with Africa's priorities:
  - Healthcare & Life Sciences
  - Port & Maritime Trade (Port of Baltimore)
  - Technology & Cybersecurity
  - Energy & Infrastructure Services

**Hosting GATE 2026 in the U.S. signals a confident, outward-looking Africa ready to lead global conversations on trade, innovation, and investment.**



# Key Sectors

To reflect Africa's current growth priorities and attract global investor interest, GATE 2026 will spotlight:



**Agriculture & Agribusiness:** Feeding the world through value-added exports and agro-industrial partnerships.



**Energy & Renewables:** Harnessing Africa's natural wealth for sustainable development.



**Manufacturing & Industrialization:** Transforming raw potential into global products.



**Digital Economy & Innovation:** Driving Africa's emergence as a tech powerhouse.



**Creative & Cultural Industries:** Exporting Africa's fashion, film, music, and design to the world.



**Infrastructure & Logistics:** Connecting markets through efficient trade corridors and smart cities.



**Green Economy & Sustainability:** Building climate-resilient, future-proof economies

## Theme and Sub-Themes

**Main Theme:**

**Global Africa:  
Bridging Markets, Building  
Shared Prosperity**

## Sub-Themes:

- AfCFTA in Action: Driving Inclusive Trade Growth
- Energy Transition and Industrialization in Africa
- Financing Africa's Future: Trade, Capital, and Investment Flows
- Digital Africa: Technology, Innovation, and the Future of Work
- The Diaspora Economy: Channeling Global African Capital
- Sustainable Development and Green Industrialization

# Event Components

## A. The GATE Business and Investment Summit (Day 1)

A high-level policy and leadership summit featuring African Ministers of Trade, CEOs, investors, and thought leaders.

**Focus:** Trade policy, investment climate, innovation ecosystems, and Africa's industrialization roadmap.

### Highlights:

- Ministerial Roundtables
  - CEO Forums & Fireside Chats
  - Africa - U.S. Trade and Investment Dialogue
- .....

## B. Global Africa Trade Expo (2 Days)

A continental exhibition showcasing Africa's nations, industries, and innovators.

### Features:

- Country & Regional Pavilions
- Sectoral Exhibitions (Energy, Manufacturing, Agriculture, Technology, Creative Industries)
- B2B, B2G, and G2G Engagements
- Investment Pitch Arena
- Innovation Hub for Startups and SMEs

### **C. The Deal Room**

Facilitated investment matchmaking and project finance sessions between investors, governments, and businesses.

Supported by: Afreximbank, AfDB, IFC, and other DFIs.

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### **D. Africa - Diaspora Business Forum**

A specialized platform connecting diaspora entrepreneurs, associations, and investors to promote reinvestment and trade partnerships with African markets.

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### **E. Networking & Cultural Experiences**

- Africa Night & Investment Gala
- City of Baltimore Welcome Reception
- Technical Tours
- African Art, Fashion, and Culture Showcase

## **Target Participants**

- African Governments (Relevant Ministries, Department and Agencies of governments)
- Sub-National Governments (States and Local Governments)
- African and U.S. Corporates and SMEs
- Development Finance Institutions (Afreximbank, AfDB, IFC, USAID)
- Global Investors, Venture Capitalists & Trade Finance Institutions
- Chambers of Commerce, Export Promotion Agencies, and SEZs
- African Diaspora Business Networks & Associations
- Academia, Think Tanks, and Media Organizations

# Participation Categories

Category	Who it's for	Key Benefits	Fee
Executive Delegate	Government officials, CEOs, investors, heads of agencies	Full summit & expo access, VIP networking, closed-door dialogues, media profiling, exhibition opportunity, business receptions	\$3,000
Business Delegate	Entrepreneurs, SMEs, innovators, professionals	Full access to summit & expo, B2B matchmaking, networking receptions, trade directory inclusion, visa support	\$2,000

**Both categories include pre-departure briefings, visa documentation support, and official recognition as part of the Africa Delegation.**

## Delegate Benefits

Delegates at GATE 2026 will enjoy a curated, high-value experience designed to connect them to global opportunities, strengthen partnerships, and enhance visibility.

### All Delegates Receive:

- Full access to the WTCA Global Business Forum 2026 in Philadelphia (April 19 - 22, 2026), including plenary sessions, receptions, and B2B matchmaking events, as part of the official Africa Delegation led by WTC Lagos and other WTCs in Africa.
- Full access to all GATE 2026 Summit and Expo sessions in Baltimore.
- Participation in B2B and B2G matchmaking sessions.
- Pre-departure briefing and orientation in regional hubs (Lagos, Accra, Nairobi, Johannesburg).
- Guided visa documentation support and travel advisory.

- Inclusion in the GATE 2026 Trade Directory and Delegation Brochure.
- Invitation to the Africa Night & Investment Gala.
- Access to networking receptions and cultural experiences in Baltimore.
- Certificate of Participation.
- Post-event business linkage and investment report.

## Additional Category Benefits:

Category	Exclusive Benefit
Executive Delegate	<ul style="list-style-type: none"> <li>• VIP seating and access to Executive Roundtables and Ministerial Dialogues</li> <li>• Media profiling and brand visibility in official publications</li> <li>• Invitation to high-level business receptions and closed-door sessions</li> <li>• Dedicated concierge assistance for travel and accommodation</li> <li>• Priority access in matchmaking and exhibition scheduling</li> </ul>
Business Delegate	<ul style="list-style-type: none"> <li>• Access to all general sessions and exhibitions</li> <li>• Inclusion in matchmaking database and networking platforms</li> <li>• Participation in startup/investor pitch arena (where applicable)</li> <li>• Access to technical tours and sectoral visits</li> <li>• Business visibility in the Nigeria &amp; Africa Delegation Directory</li> </ul>

**Every delegate experience is designed not just to attend, but to connect, turning participation into partnership, and exposure into opportunity.**

# Expected Outcomes

- Facilitation of \$500M+ in trade and investment leads.
- Signing of bilateral and private-sector MoUs.
- Establishment of Africa Trade Desks in the U.S. under WTCA.
- Strengthened partnerships between African and U.S. WTCs.
- Launch of the Africa–Diaspora Investment Index (ADII).
- Enhanced visibility of Africa's competitiveness and innovation potential.

# Hosts and Partners

**Lead Organizer:** World Trade Center Lagos (Nigeria)

**Co-Host:** World Trade Center Baltimore (USA)

## Strategic Partners:

- WTCA Headquarters (New York)
- AfCFTA Secretariat
- Afreximbank
- US-Africa Trade House
- African Union Mission to the U.S.
- U.S. Chamber of Commerce, U.S.- Africa Business Center
- Select African WTCs (Abidjan, Accra, Algiers, Antananarivo, Cairo, Casablanca)

## Supporting Partners:

- Ministries of Trade & Investment (across Africa)
- Multinational corporations and sponsors
- Airlines, logistics companies, and financial institutions



# Registration & Logistics

**Date:** April 19-25, 2026 (Post-GBF)

**Venue:** Baltimore, Maryland, USA

**Format:** In-person Summit & Expo

**Participation:** By official registration only

**Contact:** [missions@wtclagos.org](mailto:missions@wtclagos.org) | <http://www.wtclagos.org>

Pre-departure briefings will be held in Lagos, Accra, Nairobi, and Johannesburg.

Visa and logistics coordination will be managed through the WTC Lagos Secretariat.

At World Trade Center Lagos, we believe Africa's greatest opportunity lies in connection between people, ideas, and markets.

**GATE 2026 is not just an event, it is Africa's global showcase. From Lagos to Baltimore, from Africa to the world. We are building bridges, unlocking potential, and shaping the next frontier of trade.**

## Contact

World Trade Center Lagos  
Nigeria Delegation Secretariat

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 +234 813 355 0395

 [www.wtclagos.org](http://www.wtclagos.org)



# Sponsorship Opportunities

**Global Africa: Bridging Markets,  
Building Shared Prosperity**

**Host Cities:** Philadelphia & Baltimore, USA

**Organized by:** World Trade Center Lagos in collaboration  
with WTC Baltimore & Partners

## Sponsorship Philosophy

GATE 2026 offers sponsors more than brand exposure, it offers strategic positioning. This is where Africa's trade story meets global investors, policymakers, and markets.

As a sponsor, your brand will:

- Be associated with the continent's most influential trade event in the U.S.
- Gain access to decision-makers and business leaders from 50+ countries.
- Showcase leadership in driving Africa's global integration and trade expansion.

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## Sponsorship Tier

Tier	Investment (USD)	Positioning Summary
Title Partner	\$200,000	Exclusive naming rights and highest-level global visibility
Platinum Partner	\$100,000	Prominent branding and leadership participation
Gold Partner	\$75,000	Strategic exposure and networking benefits
Silver Partner	\$50,000	Strong visibility and engagement at expo
Bronze Partner	\$25,000	Entry-level brand visibility and participation

## Benefits By Category

### 1. Title Partner - \$200,000

Position: "GATE 2026 Sponsored by [Your Organization]"

**Exclusive Benefits:**

- Exclusive naming rights for the event (e.g., "GATE 2026 Presented by Afreximbank").
- Prime speaking slot during Opening Ceremony and Gala.
- Full-page advert on back cover of official brochure.
- Logo placement on all global marketing materials, press releases, banners, and screens.
- 10 complimentary Executive Delegate passes.
- Exclusive exhibition pavilion (60 sqm).
- Priority access to the Deal Room and Investment Forum.
- Option to co-curate one high-level plenary or side event.
- Customized media profiling and press interviews.
- Recognition plaque during Africa Night & Investment Gala.

### 2. Platinum Partner - \$100,000

**Benefits:**

- Co-branding rights across all event platforms and communications.
- Speaking opportunity during plenary or sector session.
- 6 complimentary Executive Delegate passes.
- Exhibition booth (40 sqm).
- Priority B2B/B2G matchmaking access.
- Half-page advert in official brochure.
- Feature article or advertorial on WTC Lagos and WTCA platforms.
- Recognition at Gala and closing ceremony.

## Benefits By Category

### 3. Gold Partner - \$75,000

**Benefits:**

- High-visibility logo placement on event collateral and website.
- 4 complimentary Business Delegate passes.
- Exhibition booth (30 sqm).
- Access to matchmaking database and media features.
- Quarter-page advert in official brochure.
- Recognition during sector sessions and on-stage visuals.
- Inclusion in post-event report and trade desk directory.

### 4. Silver Partner - \$50,000

**Benefits:**

- Logo placement on banners, website, and event programs.
- 2 complimentary Business Delegate passes.
- Exhibition booth (20 sqm).
- Mention in post-event report and press releases.
- Recognition during networking receptions.

### 5. Bronze Partner - \$25,000

**Benefits:**

- Logo on event program and website.
- 1 complimentary delegate pass.
- 10 sqm exhibition space.
- Inclusion in exhibitor listing and trade directory.

## Special Sponsorship Categories

Category	Indicative Rate (USD)	Benefits
Africa Night & Investment Gala Sponsor	\$75,000	Co-branding for gala, stage banners, and speaking opportunity
Deal Room Sponsor	\$60,000	Branding within investment matchmaking sessions; recognition in all investment briefs
Innovation Hub Sponsor	\$40,000	Branding at startup showcase area; opportunity to host pitch prize
Diaspora Business Forum Sponsor	\$40,000	Co-branding and panel participation
Official Airline Partner	In Kind or \$30,000	Branding on travel materials and promotions
Official Media Partner	Negotiated	Cross-branding, interviews, and content rights
Official Hospitality Partner	Negotiated	Co-branding at receptions, hotels, and delegate lounges

## Value Proposition to Sponsors

Sponsoring GATE 2026 means:

- Access to over 1,000 high-level delegates from government, finance, and industry.
- Visibility across Africa-U.S. media platforms
- Inclusion in a pan-African trade movement, from GBF Philadelphia to GATE Baltimore.
- Opportunity to shape Africa's next decade of global trade engagement.

**Your brand's partnership goes beyond support; it actively contributes to Africa's growth story.**

## Contact

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