



# **BUSINESS & INVESTMENT @ COMMONWEALTH GAMES 2022**

**AFRICA BUSINESS SAFARI**  
@ The Commonwealth  
Games Birmingham 2022.

# TABLE CONTENT

Introduction

02

TABLE  
CONTENTS



## “AFRICA BUSINESS SAFARI @ THE COMMONWEALTH GAMES

Welcome to the commonwealth games 2022 in birmingham: a globally recognized platform for sporting excellence and peaceful engagement of 54 countries from across the globe.





## ABOUT BUSINESS & INVESTMENT SHOWCASE (AFRICA BUSINESS SAFARI)

Africa Business & Investment showcase (AFRICA BUSINESS SAFARI) at the Commonwealth Games 2022 in Birmingham @ the National Exhibition Centre a world-renowned event centre and convenient location in Birmingham with assessable transport links, vehicle parking facilities, excellent accommodation and full range of logistics and support facilities represents; a vibrant economic hub in the midland of UK otherwise known as the (midland engine). United Kingdom with over 300,000 business professionals focused on Africa. The Africanbusinesssafari@Commonwealthgames provide a veritable opportunity to unlock and harness investment, business, trade and infrastructural development for Africa. Networking sessions offering unparalleled opportunities to build linkages, create partnerships and interface with investors, financial intermediaries and African business and government

leaders through an array of multifaceted presentation, panel sessions, exhibitions, business clinics, seminars, workshops, food, fashion, culture and entertainment as sideline activities @ the commonwealth games.

The Africanbusinesssafari@commonwealthgames will serve as one of the legacies to the enduring credit of all the participants and organizers to bolster and accelerate Africa development through the commonwealth games.

Registration is now open and there are still a variety of exhibition and sponsorship opportunities on offer. Visit: or email [events@cwg2022business.net](mailto:events@cwg2022business.net) and [info@ingotsr.org](mailto:info@ingotsr.org) for more information.

Structured regional country-specific investment seminars are an exciting addition to the africanbusinesssafari@commonwealthgames. Countries are expected to fully take advantage of this side event to attract foreign direct investment FDIs in critical sectors of their respective economies



# WELCOME TO THE COMMONWEALTH GAMES 2022 AFRICAN BUSINESS SAFARI @ BIRMINGHAM, UK.

- + High level B2B networking opportunities
- + Exhibitions
- + 280,000 potential Business Delegates as guest of the UK missions of African Countries.
- + Over 300, 000 Business Professionals with EMEA Responsibilities in UK cooperates focused on Africa
- + 5.5m African in Diaspora
- + Mini summit on attracting investment into the African Sports Economy
- + Interactive Conference & Workshops
- + Best of African Arts, Culture, Entertainment etc.



# THE 19 AFRICAN COUNTRIES IN THE COMMONWEALTH

A great platform for Business, Development and Wealth Creation, as we move into the post Brexit, post COVID Economy.

## Africa



Botswana



Cameroon



Gambia, The



Ghana



Kenya



Kingdom of  
Eswatini



Lesotho



Malawi



Mauritius



Mozambique



Namibia



Nigeria



Rwanda



Seychelles



Sierra Leone



South Africa



Uganda



United Republic of  
Tanzania



Zambia



# WHO ATTENDS THE EVENTS?

## Participants

- + Senior Company representatives
- + Government and Trade Agency representatives
- + All businesses in Africa & Commonwealth countries
- + Diaspora community in the UK

## Key Business Sectors

- + Agriculture
- + Education
- + Financial Service
- + Investment in Sports Economy
- + Infrastructure / Real Estate
- + Manufacturing
- + Technology
- + Climate Change
- + Energy
- + Fintech
- + Healthcare
- + Logistics / transport



**AFRICAN BUSINESS SAFARI @**  
**COMMONWEALTH GAMES**  
**2022**

