

The **Amfest**EXPO Project

Conferences,
Music Concerts,
& Tours **2020**



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& Tours **2020**



INTRODUCTION

The AMFEST EXPO Project 'Pan Africa'

The project was created to support economic and growth aspirations of African Creatives through delivering the following;

Capacity Building . Showcase . Networking

Capacity Building

in the area of Business & Enterprise growth for African Creatives.

Showcase

opportunities for their talents, skills and products.

Networking

opportunities that aids business growth.

ACTIVITIES BEFORE 2020

Regional (Within Nigeria 'Lagos/Ibadan'(Southwest)

12

Regional Business Conferences in the disciplines of Music, Film, Fashion, Food, Creative Arts.

11

Showcase events in Culinary, Fashion, Film, Theatre Arts.

4

Online Digital, Technology Trainings with Google.

3012

Creatives trained in Digital Business Tools, Enterprise development & growth.

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ACTIVITIES BEFORE 2020

Continental (West & East Africa)

West Africa Creative Industry Business Conference in
Accra – Ghana.

East Africa Business Conference in
Kigali – Rwanda (Partnership)

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IMPACT

10 COUNTRY DELEGATES
IN ATTENDANCE

78% SMALL, MEDIUM
ENTERPRISE IN
ATTENDANCE

3021 ATTENDEES

>8M ONLINE
IMPRESSIONS

62 COMPANIES

12% INCREASE IN FOLLOWING
ON SOCIAL MEDIA

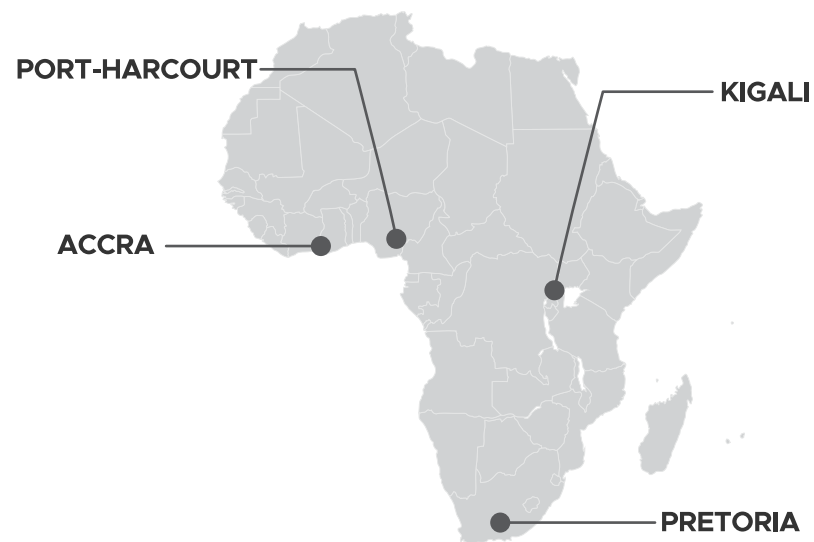
**INDUSTRY ASSOCIATIONS, GOVERNMENT
AGENCIES, EDUCATION AND RESEARCH
INSTITUTES IN ATTENDANCE**

30% PROJECTED INCREASE
IN PRIVATE SECTOR

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THE 2020 CALENDER



4
Conferences around Africa

4
Cities in Africa

4
Concerts/Music Festivals in Africa

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PROJECT SCOPE

Project scope for 2020

The AMFEST EXPO Project intends to Unite Africa into one large creative industry market of 1.3billion people. Creating opportunities for Practitioners and Professionals in the creative sector across the continent. Which directly fits into the AfCFTA Objectives .





Towards One African Market

The main objectives of the AfCFTA are to create a continental market for goods and services, with free movement of people and capital, and pave the way for creating a Customs Union. It will also grow intra-African trade through better harmonization and coordination of trade liberalization across the continent.

Industries in view at **AMFEST**

The project over the years have continued
to build capacity in the following industries

**Music . Film . Fashion . Food(Culinary)
Creative Arts . Tech**

The projects objectives is to achieve
enterprise growth through delivering the
following

**Business Conferences . Networking meetings
Showcase events.**

Product Channels

Business and enterprise conferences are executed for each industry at each meeting per country, then showcase events are achieved in form of the following for each industry,

Music – **Unplugged Performances**

Film – **Film Screenings**

Fashion – **Fashion presentations**

Food/Culinary – **Food Tasting Events**

Creative Art - **Exhibitions**

2020 PAN AFRICAN CONFERENCES

(CREATIVE INDUSTRY BUSINESS
MEETINGS)

**ACCRA . PORTHARCOURT. KIGALI .
PRETORIA**

Projected attendance – **1500**

PAST EVENTS



LAGOS CONFERENCE 2019



GHANA CONFERENCE 2019



IBADAN CONFERENCE 2018



KIGALI CONFERENCE 2019

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PAST SHOWCASES



FOOD TASTING IBADAN 2018



FILM SCREENING LAGOS 2019



**MUSIC UNPLUGGED LAGOS
2019 'RUBY GYANG'**



ART EXHIBITION ACCRA 2019

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amfest LAGOS 2019
expanding your global reach

PAST SHOWCASES



ACCRA FASHION WALK 2019

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PAST CONCERT ACTIVATION & PARTNERSHIPS



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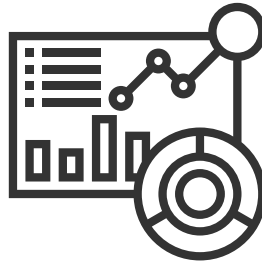


REVENUE OPPORTUNITIES

LIVE MUSIC

Revenue streams.

Ticket Sales.
Sponsorships.
Merchandising.
Media Rights & Licenses etc.



Opportunity to mine and organise data.

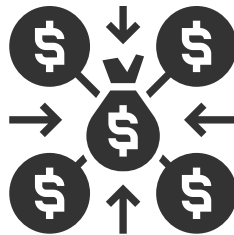


Controlling the music distribution, marketing & advertising value chain.

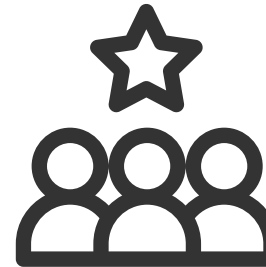
According to our calculation, the live concert industry's total revenue will reach \$31 billion in four years.

Ticket sales will make up \$24 billion of that total

PWC report 2019.



Multiple Streams of Revenue.



Talent development & management opportunities.



Culture exchange.

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PROPOSED CITIES FOR 2020

Accra . Pretoria . Kigali . Portharcout

2500 – 3000 attendance capacity per city.

Kigali and Accra

Vibrant creative economy.

Visa on entry immigration policies.

The cities have peaceful nightlife.

Availability of suited venues.

Government support.

Port Harcourt and Pretoria

Vibrant and large middle class and student population.

Strong Private Sector presence and Government support.

PROJECTIONS FOR 2020

Ticket Sales – N10,000 x 12,000 (3000 x 4venues) – N120million
Sponsorships – N20million-N50million
Merchandising – N10million – N30million
Media Rights & Licenses- N50million – N70million

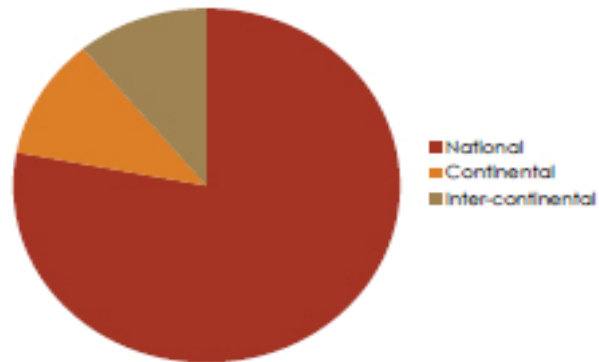
**Total Revenue
from N160million – N500million**

OPPORTUNITIES FOR 2020

- All year round earnings in foreign exchange.
- Ease of payment across Africa (Banks and Fintech companies).
- Few market players (One Music Africa Fest, AfroNation etc).
- Easier visa and entry policies across Africa.
- Data available to show surge in demand for Nigerian Music & Artiste.
- Nigerian brands and companies are expanding across Africa.
- Partnership with experienced and seasoned local market leaders in live music show production.

REACH AND EXPECTATIONS

Projected Attendee ratio

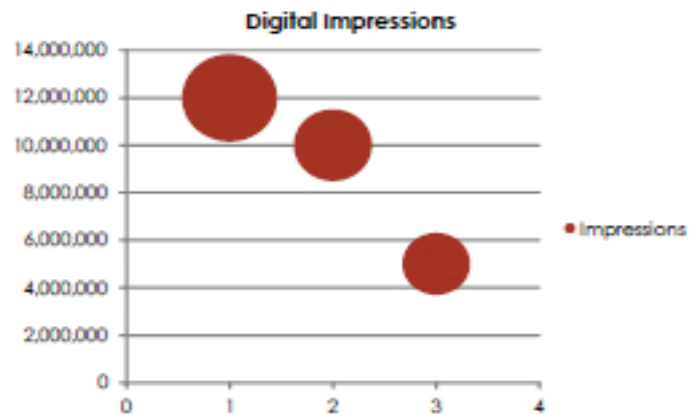
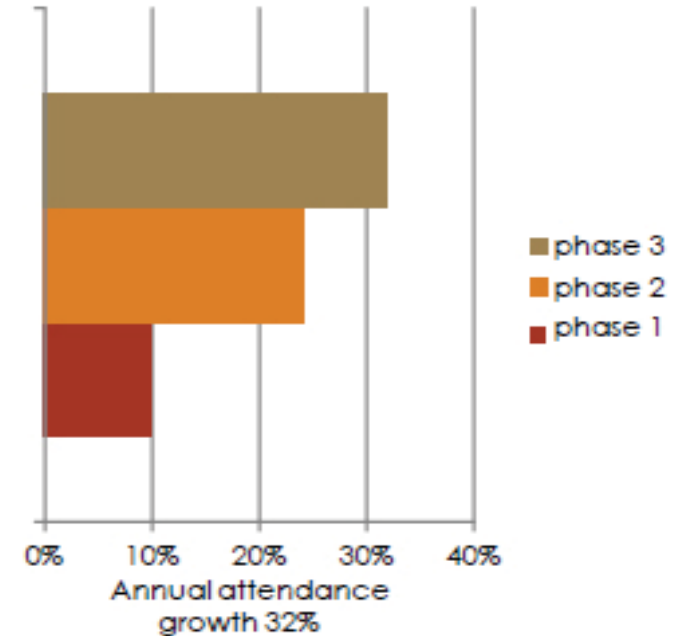
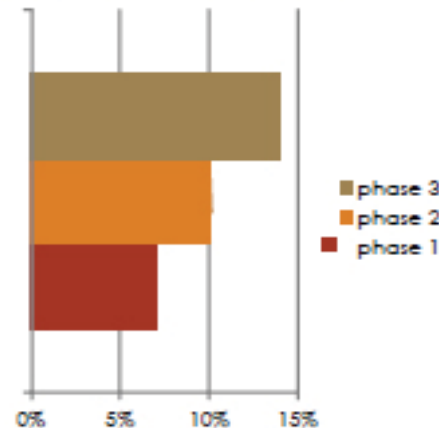


Projected physical attendance – 3000

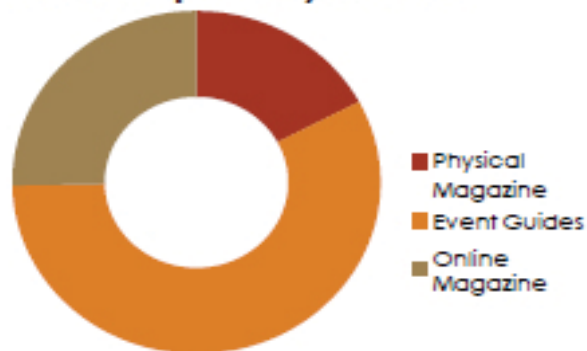


International Representation
13 Countries

Annual international participation growth 14%



Print Proprietary Interest



Top International Attendance



OPPORTUNITIES FOR 2020

(BUSINESSES & BRAND PARTNERS)

Direct Sales – Official and exclusive partners/On ground activation.

New market penetration – This favours market expansion plans for companies growing into other African countries.

Market Development – Using conferences and concerts for product or service sampling.

Digital and data mining possibilities – Online campaign strategy that funnels customer data.

Brand visibility – Opportunity to emotionally connect with a target market through music and live performance experiences.

ADVERTISING AND BRANDING ASSETS

BRANDING OPPORTUNITIES

Branded materials –(Pen, Notepads, Carry bags etc.)

Digital Space – Partnerships with local & foreign online media.

Transportation – Mobile advertising using buses of logistic partners.

EVENTS & LOUNGES

SHOWCASES – Sponsoring different event categories, getting endorsement of creative and influencers attached to each one, exposure to their social media reach & mileage.

Music, Film, Fashion, Food, Visual Arts – Sponsoring Speakers receptions, Lunch, Happy hour lounges, Event beach parties etc.

CUSTOM LOUNGES

Lounges and activation – Gift Booths branding, Press suite branding.

Stage Activations- All business ecosystems conferences, Showcase events.

Radio Activations – Gift donations for mentions on Amfest Expo slots.

Amfest Expo Print(Physical & Digital), Event guide Manuals.

Floor space, Airspace, Ceiling Space, Chair covers, Outdoor, Red Carpets.

SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

BANK

- Cash Collection Partner

PAYMENT PLATFORM

- E-payment partner

REFRESHMENT/ BEER

- Drink Partner
- Official Beer Partner

INTERNET SERVICE

- Internet Data Partner

HOSPITALITY

- Hotel/Accommodation Partner

TRANSPORTATION

- Logistic Partner.

CLOTHING

- Costume Partner. etc



DATA COLLATION & ANALYSIS

- Data Collation & Analysis –Technology Partner

MEDIA

- Media Partners.

LAUNDRY

- Official Drycleaners

PRINTING

- Design & Graphics

MAKE UP

- Beauty Partner

SOME PAST SPONSORS &

PARTNERS



Guaranty Trust Bank



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WHY KAMAFRICA?

- Experience in event production in 3 regions of Africa.
- Extensive relationships with the best local production companies in these 3 regions.
- Project management expertise in production execution.
- Strong experience and understanding of cost management over maximized revenue.
- KAM Africa is the parent company to The AMFEST EXPO Project (Pan Africa), a network of close to 20,000 Creatives of African descent worldwide that will serve as low cost resource partners to this business initiative.
- Strong and well sustained relationship with public and private sector stakeholders in different African Countries.
- Good and well maintained relationship with Traditional and Online Media around Africa

Thank you. We can't wait to work with you

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