



# Connecting Africa's Services Sector to Global Markets

**6-8 OCT**  
**2026**

Engage Services Africa is Africa's leading B2B platform connecting export-ready service providers with global buyers through curated, outcomes-driven engagements.

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# Thank you to our Sponsors & Partners





About Engage Services Africa



## Connecting Africa's Services Sector to Global Markets



Engage Services Africa (ESA) is Africa's leading **hosted-buyer B2B engagement platform dedicated exclusively to trade in services.**

Built on the proven Engage Trade Africa model, Engage Services **Africa connects African service providers with international buyers, corporates, governments, and development partners** through a highly curated programme of **pre-qualified B2B meetings, sector roundtables, workshops, and relationship-building engagements.**

The programme is designed to **convert expertise into contracts**, support cross-border service delivery, and unlock new market access opportunities for African firms across priority global markets.



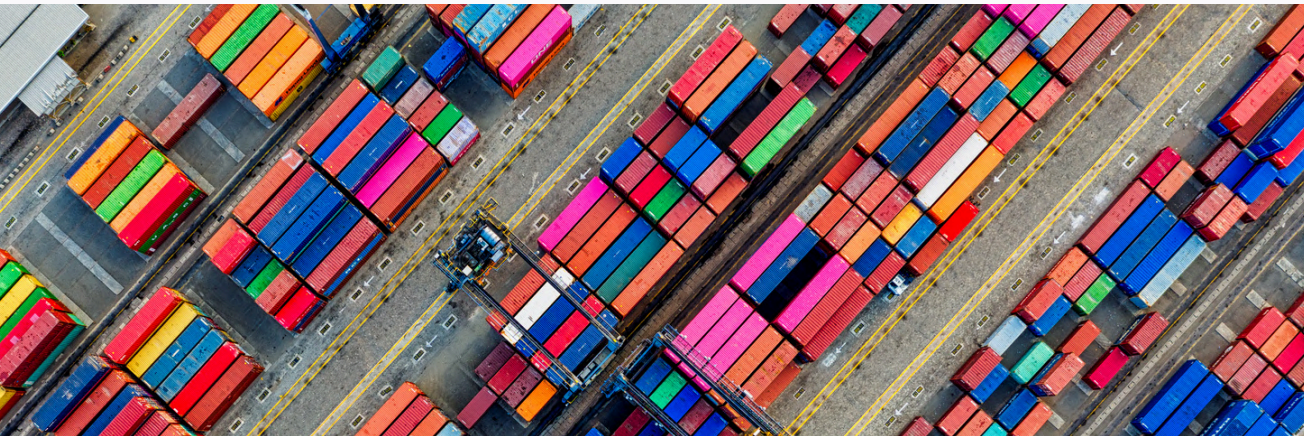
## Why Engage Services Africa Exists

Services are now the **fastest-growing component of global trade**, yet African service providers remain under-represented in international sourcing pipelines.

**This is not a showcase.  
This is a deal-facilitation platform.**

### Engage Services Africa addresses this gap by:

- Removing cold outreach and generic networking
- Delivering guaranteed, pre-arranged meetings
- Matching buyers and providers based on real procurement, partnership, and project needs
- Creating trust through structured, social, and experiential engagement



## Core Services focus

Engage Services Africa is sector-agnostic but services-specific, prioritising high-value, exportable services including (but not limited to):



### Professional and Business Services

- Consulting & Advisory
- Legal, Tax & Compliance
- Accounting & Corporate Services
- ESG, Sustainability & Impact Advisory



### Technology and Digital Services

- Software Development & SaaS
- AI, Data & Cybersecurity
- FinTech & Digital Payments
- GovTech & Enterprise Solutions



### Creative and Knowledge Services

- Marketing, Branding & PR
- Design, Animation & Content Production
- Gaming, XR & Digital Media
- Education & Training Services



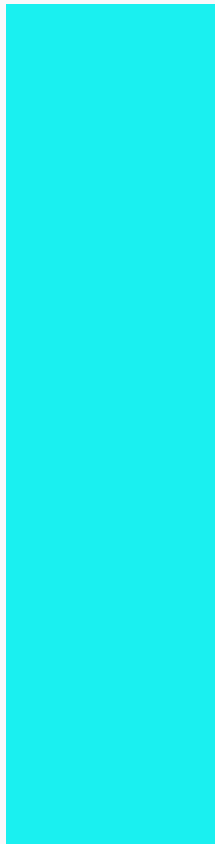
### Trade, Logistics and Market Entry Services

- Freight & Logistics Solutions
- Trade Finance & Insurance
- Market Entry, Distribution & Localisation
- Export Readiness & Compliance Services



### Infrastructure, Engineering & Specialist Services

- Engineering & Technical Services
- Energy & GreenTech Services
- Urban, Mobility & Smart City Solutions
- Maritime & Blue Economy Services





# Event Week Structure (Services-Driven)



## Day 1 – 6 OCT - Insight, Positioning and Trust-Building

### Morning

- Services-focused workshops on:
  - Cross-border contracting
  - Procurement frameworks
  - International compliance & delivery models
  - Pricing services for global markets
- Sector-specific roundtables with:
  - Corporates
  - DFIs
  - Governments
  - International buyers

### Afternoon

- Curated social networking and experiential engagements
- Informal relationship-building environments where real deals begin

## Day 2 – 7 OCT - B2B Matchmaking (Global Buyers)

- Pre-scheduled one-on-one meetings between:
  - African service providers
  - International buyers, corporates, agencies & partners
- Meetings are:
  - Curated in advance
  - Needs-driven
  - 20-minute high-intensity sessions
  - Focused on mandates, RFPs, pilots, and partnerships



## Day 3 – 8 OCT - B2B Matchmaking and Sector Roundtables

- Continued B2B meetings
- Thematic roundtables aligned to:
  - Technology services
  - Professional services
  - Creative industries
  - Infrastructure & specialist services
- Focus on:
  - Multi-country opportunities
  - Framework agreements
  - Consortium and partnership building



## Who Attends?



### Service Providers

- African firms with export-ready service offerings
- Established delivery capability
- Cross-border ambition

### Buyers and Opportunity Owners

- Corporates & multinationals
- Governments & SOEs
- Development agencies & DFIs
- Prime contractors & lead firms
- Investors & venture builders



### Ecosystem and Enablers

- Trade & investment agencies
- Industry associations
- Accelerators & hubs
- Finance, legal & compliance experts





# How Engage Services Africa Is Different



Hosted Buyer Model



Guaranteed pre-arranged meetings



Buyers vetted against real demand



Services-specific matching logic



Relationship-led, not transactional



Designed to shorten sales cycles

This is **market access as a service**, delivered at scale.



# Outcomes We Drive



Signed MOUs & framework agreements



Pilot projects and paid trials



Sub-contracting and consortium deals



1. Market entry partnerships



Long-term buyer relationships

Engage Services Africa is measured by **conversions, not footfall**.



# Who Should Be Involved?

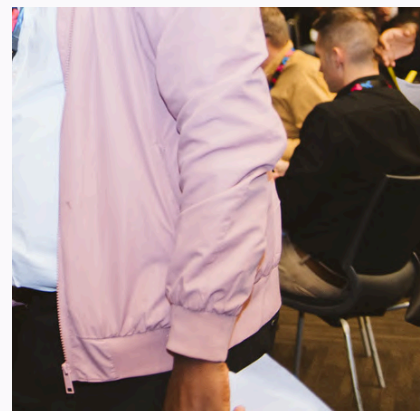
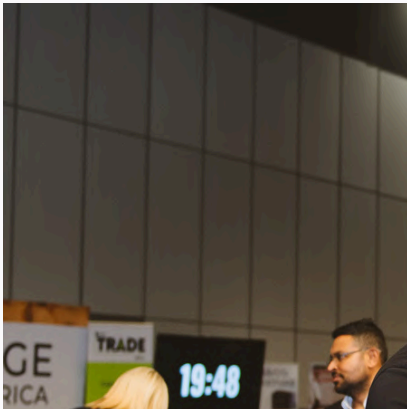
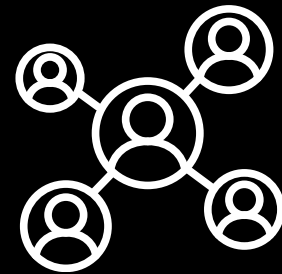
✓ Governments positioning national service exports

✓ Corporates sourcing African capability

✓ DFIs and donors driving services-led growth

✓ Associations representing service industries

✓ African firms ready to go global








 **ENGAGE**  
**SERVICES**  
**AFRICA**

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