



**AFRICAN DIASPORA  
INVESTMENT AND  
PROPERTY EXPO**  
NORTH AMERICA

**EVENT PROPOSAL**

## EVENT OVERVIEW

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The African Diaspora Investment and Property Expo is a premier event designed to connect African diaspora communities with investment opportunities across the African continent. The North American Edition will focus on fostering relationships, showcasing investment opportunities, and highlighting the significant contributions of the African diaspora in North America. With a growing African diaspora population and increasing remittances from North America to Africa, this expo aims to be a catalyst for economic growth and development across the continent.

## EVENT SCHEDULE:

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### 1. Washington, D.C.

**Dates: May 24th - 25th, 2025**

- Location: [Venue TBD]
- Schedule:
- Friday, May 24th: Setup and Cocktail Hour for client interaction with prospective investors.
- Saturday, May 25th: Full day of exhibiting and panel discussions.
- Sunday, May 26th: Exhibition and Family Fun Day.

### 2. Dallas, Texas

**Dates: May 31st - June 1st, 2025**

- Location: [Venue TBD]
- Schedule:
- Friday, May 31st: Setup and Cocktail Hour for client interaction with prospective investors.
- Saturday, June 1st: Full day of exhibiting and panel discussions.
- Sunday, June 2nd: Exhibition and Family Fun Day.

### 3. Ontario, Canada

**Dates: June 7th - 8th, 2025**

- Location: [Venue TBD]
- Schedule:
- Friday, June 7th: Setup and Cocktail Hour for client interaction with prospective investors.
- Saturday, June 8th: Full day of exhibiting and panel discussions.
- Sunday, June 9th: Exhibition and Family Fun Day.

## TARGET AUDIENCE

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The North American Edition targets the African diaspora communities in the United States and Canada, particularly in Washington, D.C., Dallas, Texas, and Ontario, Canada. These regions are home to large and diverse African populations, making them ideal locations for engaging with diaspora communities interested in investment opportunities back home.

Key Demographics:

- African Population in the U.S.: Over 2 million African immigrants, with significant communities in Washington, D.C., and Texas.
- African Population in Canada: Approximately 400,000, with Ontario being a major hub.
- Remittances: In 2022, remittances from the U.S. and Canada to Africa exceeded \$48 billion, underscoring the financial power and commitment of the African diaspora to their home countries.



## EVENT HIGHLIGHTS

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### 1. Cocktail Hour (Friday):

Networking session designed to provide an informal and relaxed atmosphere for exhibitors and investors to connect. This will be an opportunity for clients to engage with prospective investors, share insights, and discuss potential investment opportunities in a casual setting.

### 2. Exhibition and Panel Discussions (Saturday):

A full day dedicated to showcasing investment and property opportunities across Africa. The exhibition will feature booths from various sectors, including real estate, banking, agriculture, technology, and more.

Panel discussions will include industry experts, government representatives, and successful diaspora entrepreneurs who will share their experiences and insights on investing in Africa. Topics will cover the latest trends in the African investment landscape, strategies for successful investments, and how to navigate the challenges of investing in Africa.

### 3. Exhibition and Family Fun Day (Sunday):

The final day of the expo will be a blend of business and leisure, featuring ongoing exhibitions and a family-oriented event. Attendees can continue exploring investment opportunities while enjoying cultural performances, African cuisine, and family-friendly activities. This day is designed to foster a sense of community and provide a relaxed environment for further engagement.

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES:

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We are offering various sponsorship and exhibition packages to allow companies to showcase their brands and connect with the African diaspora in North America. Sponsors will have the opportunity to be featured prominently during the event, with branding across all marketing materials, event spaces, and online platforms. Sponsorship tiers include options for exclusive cocktail hour branding, panel discussion sponsorship, and family fun day activities.

## EXPECTED OUTCOMES

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The North American Edition of the African Diaspora Investment and Property Expo is designed to generate significant positive outcomes for all participants. The key expected outcomes include:

### 1. Increased Investment in Africa:

The expo will facilitate the flow of investment from the African diaspora in North America into various sectors across Africa. This includes real estate, technology, agriculture, and more. The event aims to generate commitments and investment deals worth millions of dollars by connecting diaspora investors with credible opportunities.

### 2. Strengthened Diaspora Engagement:

By providing a platform for the African diaspora to engage directly with investment opportunities, the expo will strengthen the relationship between the diaspora and their home countries. This engagement is expected to foster a greater sense of community, identity, and responsibility among diaspora members towards contributing to Africa's development.

### 3. Networking and Partnership Opportunities:

The expo will serve as a critical networking platform, enabling participants to forge new partnerships and collaborations. Exhibitors and attendees will have the opportunity to connect



with potential investors, business partners, and clients, creating long-term relationships that will benefit both the African continent and the diaspora.

#### **4. Educational and Informative Sessions:**

Through panel discussions and expert talks, attendees will gain valuable insights into the investment landscape in Africa, including opportunities, challenges, and success strategies. These sessions will equip diaspora investors with the knowledge they need to make informed investment decisions.

#### **5. Increased Awareness of African Investment Opportunities:**

The event will help raise awareness about the diverse investment opportunities available across Africa. By showcasing success stories and highlighting the potential for growth, the expo will inspire confidence among diaspora investors and encourage them to take actionable steps towards investing in Africa.

#### **6. Boost to African Economies:**

The expected investments and business deals facilitated during the expo will contribute to the economic growth of various African countries. By channeling diaspora resources into productive ventures, the expo will support job creation, infrastructure development, and overall economic development.

#### **7. Cultural Exchange and Community Building:**

The Family Fun Day and other cultural activities planned for the event will promote cultural exchange and strengthen the sense of community among the African diaspora. This will foster unity and pride among participants, creating a lasting impact on the diaspora's connection to their heritage.

#### **8. Enhanced Brand Visibility for Sponsors:**

Sponsors of the event will benefit from increased brand visibility and recognition within the African diaspora community in North America. Their involvement in the expo will position them as key players in supporting Africa's development and engaging with the diaspora market.

#### **9. Post-Event Follow-Up and Continued Engagement:**

The success of the expo will be sustained through post-event webinars, newsletters, and continued communication between participants. This will ensure that the connections made during the event translate into actionable investment projects and partnerships.

By achieving these outcomes, the North American Edition of the African Diaspora Investment and Property Expo will not only drive investment into Africa but also create lasting bonds between the diaspora and their home countries, contributing to the overall development of the continent.

## **CONCLUSION**

The North American Edition of the African Diaspora Investment and Property Expo presents a unique opportunity to tap into the vast potential of the African diaspora in the U.S. and Canada. By bringing together investors, entrepreneurs, and industry experts, this expo will facilitate meaningful connections that drive investment, economic growth, and development in Africa. We look forward to your participation and partnership in making this event a success.



## **CONTACT INFORMATION**

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For more information on participation, sponsorship, or general inquiries, please contact:

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We trust that this proposal outlines the potential impact and benefits of participating in the North American Edition of the African Diaspora Investment and Property Expo. We look forward to your positive response and collaboration in this exciting endeavor.