



# NEABEC 2026

Nordic- East-Africa Business  
Expo & Conference

*Creating Real Business Opportunities for  
Nordic, Baltic & East-African Companies*

## SPONSORSHIP PROSPECTUS

06-08 May 2026  
Helsinki & Tallinn  
[www.neabec.com](http://www.neabec.com)

# THE VISION



NEABEC 2026 is a boutique business expo and conference designed for high-level business exchange. Our focus is to be a rapid commercial engine that is structured to move your business from first handshake to a signed deal on the ground in Africa by fall 2026.

## THE NEABEC Difference

**01. Curated Matchmaking.** Strategically aligned partners, not chance encounters. Meetings are pre-qualified and curated in advance based on your concrete business needs.

**02. Building the Joint Business.** We skip the trial-and-error phase. We help you validate business logic and market fit before you invest heavily.

**03. Execution Clarity.** Success doesn't happen overnight. We manage momentum from the first handshake in May to the final roadmap and deal signing in the fall in East Africa.

**04. Market Entry Support.** Boots on the ground. We handle regional complexities and provide navigation for Nordic / Baltic / East African frameworks so you can focus on the operation.

# THE OPPORTUNITY



**WHY NOW?** With a combined GDP exceeding \$300 billion, an annual growth rate averaging 5%—nearly double the continental average—and a unified market of over 300 million people, East Africa is the continent's premier frontier for scaling investment

## **Kenya. The Digital & Green Powerhouse**

- Global digital finance benchmark. 91% market penetration powered by increasingly sophisticated fintech and banking.
- Generates 90% of its power from renewables.
- Port of Mombasa acts as the primary logistics gateway having registered over 40M metric tons in 2024.

## **Uganda. The Energy & Agri Frontier**

- The agricultural potential of Uganda is among the best on the continent, with 80% arable land (*only* 35% being utilized), a new 2025 ban on raw exports has unlocked a massive market for local value addition, processing, and packaging.
- The \$10B Lake Albert Project, First Oil, is projected to double Uganda's GDP growth, and spark massive demand for industrial logistics.
- Dynamic ICT sector is contributing to 9% of national GDP and is growing at 13% annually.

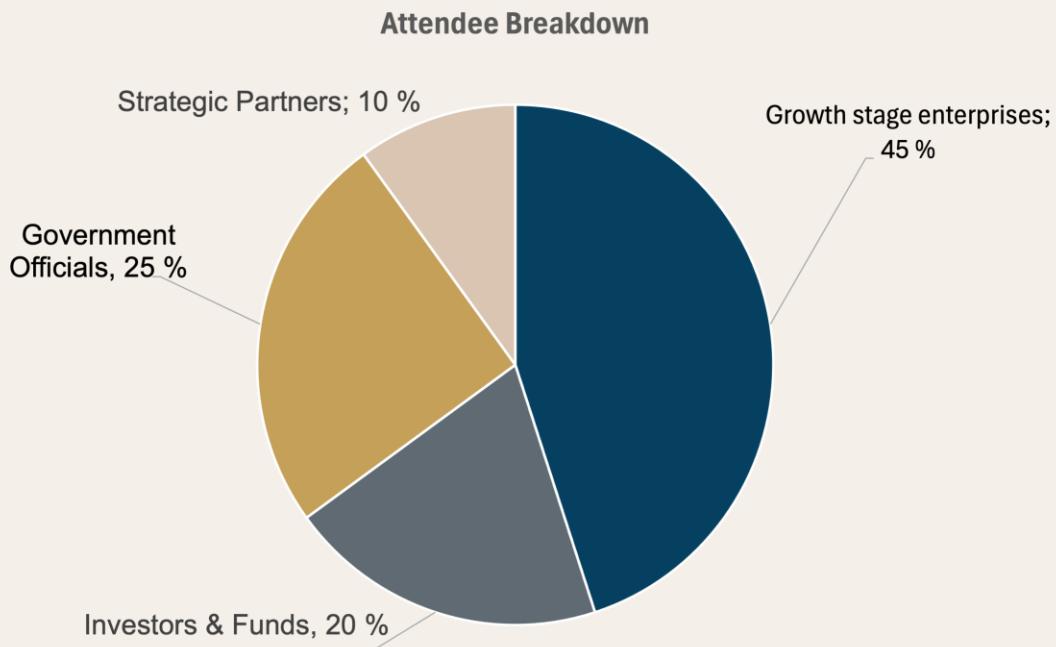
## **Tanzania. The Logistics & Tourism Gateway**

- The Mining & Quarrying sector has seen explosive growth from 3.5% in 2024 to 16.6% in 2025 and is ranked 3rd by GDP contribution.
- Financial & insurance services has also seen fast growth with 18.5% surge in bank deposits and 14.7% increase in loans, this sector reflect high consumer and rapidly digitizing economy ready for Nordic & Baltic fintech solutions.
- The fastest growing sector is Electricity & Energy now due to the Julius Nyerere Hydropower Plant coming online.

# THE AUDIENCE



Whom you can expect to meet at NEABEC 2026



## The Power of 300: Curated for Impact

**Quality over Quantity.** We intentionally limit attendance to 300 delegates to ensure that every interaction is high-value and every connection strategic.

**No Room for Noise.** By capping the audience, we ensure you aren't "seeking" the right people- you are already in the room with them.

**Direct Access to Scale.** This intimacy allows for meaningful dialogue between Growth-Stage leaders (45%) and Decision Makers (25%) that becomes challenging at larger-scale events.

**Strategic Attendee Curation.** NEABEC 2026 is intentionally structured to attract stakeholders with the capital and infrastructure required to drive results. By focusing our program on execution blueprints, we ensure you are networking with decision-makers specifically interested in the Africa-Nordics-Baltic corridor.

# THE AGENDA



## Day 1

Focuses on strategic alignment with East African Ministers & key stakeholders and Nordic & Baltic Ambassadors on the 2026 trade corridor via Keynotes, panels, and breakout sessions (*sector focused*). Funding workshops with Finnpartnership, Nordic Development Fund, Swedfund, East African Development Bank, to name a few. VIP Governance Reception only for Platinum & Gold partners to initiate high-level MoUs. Dinner sponsored by one of the main ecosystem partners.

## Day 2

Delegates split into industry tracks (*Agritech, Energy & Circular Economy, Fintech & Digital Economy, Smart Logistics & Infrastructure, Education/ Edtech*) for curated visits to sector leading companies in Helsinki / Espoo. Before the company visits the pre-qualified 1-on-1 meetings will take place.

## Day 3

High-speed ferry to Estonia for a deep-dive into the world's leading Digital Governance and FinTech ecosystem. Evening gala to close the event.

# PACKAGES



## CORPORATE SPONSORS

### Platinum

*"The Market Leader"*  
(only 2 available)

**€ 15,000**

- 6 All-access passes
- Large logos in all marketing material, full-page ad in printed program, and dedicated pre-event spotlight interview
- Keynote address on Day 1
- Exclusive hosting of networking lunch Day 1
- Unlimited facilitated intros
- Premier Placement larger booth space

### Gold

*"The Growth Catalyst"*  
(for companies ready to scale their presence)

**€ 9,500**

- 4 All-access passes
- Logo in all marketing materials, ½ page ad in printed program and 2-3 min video played on main stage on Day 1
- Keynote address on Day 1
- 5 Guaranteed pre-matched B2B meetings
- Standard booth space

# PACKAGES



## CORPORATE SPONSORS

### Silver

*"The Market Entry"*  
(SMEs driving concrete partnership leads)

**€ 4,500**

- 3 All-access passes
- Logo placement on the official website main stage backdrop & featured personal interview on the pre-event newsletter
- Leadership panel position
- 3 Curated B2B meetings with pre-qualified partners based on your concrete business needs
- Targeted 3-minute transit pitch for niche, captive audience
- Standard booth space

### Bronze

*"The Brand Builder"*  
(for companies establishing their presence)

**€ 1,950**

- 2 All-access passes
- Logo on website and main stage backdrop
- Preferred Partner Status with your brand featured as key enabler in our weekly email updates

# CONTACT



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