



2026

GEC+AFRICA 2026

EXHIBITION PROSPECTUS



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ABOUT US

Introduction

The Global Entrepreneurship Congress Africa (GEC+Africa) is an event that unites entrepreneurs, policymakers, investors and thought leaders from across the world to foster and advance entrepreneurial activities on the African continent. Initiated by the Global Entrepreneurship Network (GEN) in 2017, GEC+Africa was launched by then Deputy President Cyril Ramaphosa during the Global Entrepreneurship Congress in Johannesburg.

The 2024 GEC+Africa took place from 13 to 14 March in the Cape Town International Convention Centre. The event attracted over 3,500 delegates from 71 countries, including 38 African nations, and featured 226 speakers across 62 breakout sessions. A notable highlight was the keynote address by South Africa's Deputy President, Paul Mashatile, emphasising government's commitment to supporting entrepreneurship.

Additionally, the event led to the launch of the 22 On Sloane Cape Town Hub, further solidifying the commitment to nurturing startups and small, medium, and micro enterprises (SMMEs) in the region. The comprehensive report released post- congress serves as a blueprint for the growth and development of these enterprises across Africa.



WHAT TO EXPECT AT GEC+AFRICA

Building on the success of GEC+Africa 2024, the next iteration of the congress in 2026 promises to be even more impactful, bringing together Africa's most innovative entrepreneurs, policymakers, and investors to shape the continent's economic future.

Larger and More Inclusive Participation

The 2026 congress is expected to attract an even greater audience, building on the 3500 delegates in 2024.

More African nations will be represented, strengthening cross-border collaboration and knowledge-sharing among entrepreneurs.

High-Profile Keynotes and Strategic Discussions

Attendees can expect addresses from global business leaders, founders, government officials, and influential changemakers.

Discussions will focus on Africa's evolving startup ecosystem, digital transformation, and strategies for scaling small and medium sized enterprises (SMEs).

Action-Oriented Breakout Sessions

Expanding on the 62 sessions from 2024, the 2026 congress will offer deeper discussions on topics such as Financial Investments, AI and Deep Tech, Green Economy, Manufacturing, Agro-processing and Policy Innovation.

Practical workshops will equip entrepreneurs with the tools needed to secure investment, access new markets, and scale their businesses.

Stronger Commitments to Job Creation and Innovation

The landmark call to create one million new businesses by 2030, made in 2024, will be revisited, with updates on progress and new strategies.

New partnerships will be announced to further drive employment, skills development, and economic growth.

Launch of Key Initiatives and Investment Opportunities

The congress will serve as a platform for launching new programmes, funding initiatives, and collaborative projects to support African startups and SMMEs.

Investors from around the world will connect with promising entrepreneurs, unlocking capital for Africa's next generation of business leaders.

A Focus on Sustainability and the Future of Work

With sustainability becoming increasingly important, discussions will highlight the role of African entrepreneurs in green energy, climate resilience, and circular economies.

The future of work in Africa, including AI, automation, and skills development, will be central themes.

STANDARD RECOGNITION AND BRANDING BENEFITS

Online Presence – Your company logo profile will be featured on the official GEC+Africa Website

- Company logo with a description of your sponsorship
- Direct link to your website

Multi-Channel Visibility – Logo recognition in all selected conference communications, including email campaigns and newsletters sent to our full attendee database

Brand Endorsement – Permission to use the official GEC+Africa 2026 logo in your own marketing and promotional materials.

IMPORTANT TO NOTE:

- Prices excludes VAT (15%).
- The exhibition area will be co-located with the congress catering and refreshments areas.
- The exhibition area will be in Hall 1 & 2, CTICC 1.
- The exhibition area opening hours are 08:00 – 18:00.
- The exhibition manual with all optional extras will be available closer to the congress dates.

A photograph of an exhibition hall with various stands and booths. In the foreground, there are blue and white stands with 'African Rail' branding. In the background, other stands and booths are visible, including one with 'sefa' branding.

STAND PACKAGES

2m x 2m Exhibition Stand

INVESTMENT

R15 600 EXCL VAT

- Tension Fabric Wall – 1 x branded back wall included
 - Note: Additional branded walls are for the exhibitors account
- Fascia name board
- Carpeting
- An electrical plug point (15 amp)
- 2 x café chairs and 1 x glass café table
- 1 x bin

3m x 2m Exhibition Stand

INVESTMENT

R22 100 EXCL VAT

- Tension Fabric Wall – 1 x branded back wall included
 - Note: Additional branded walls are for the exhibitors account
- Fascia name board
- Carpeting
- An electrical plug point (15 amp)
- 2 x café chairs and 1 x glass café table
- 1 x bin

3m x 3m Exhibition Stand

INVESTMENT

R28 000 EXCL VAT

- Tension Fabric Wall – 1 x branded back wall included
 - Note: Additional branded walls are for the exhibitors account
- Fascia name board
- Carpeting
- An electrical plug point (15 amp)
- 2 x café chairs and 1 x glass café table
- 1 x bin

6m x 3m Exhibition Stand

INVESTMENT

R55 900 EXCL VAT

- Tension Fabric Wall – 1 x branded back wall included
 - Note: Additional branded walls are for the exhibitors account
- Fascia name board
- Carpeting
- An electrical plug point (15 amp)
- 4 x café chairs and 2 x glass café tables
- 1 x bin



FLOOR SPACE ONLY

2m x 2m

INVESTMENT

R12 600 EXCL VAT

Floor space only package includes:

- An electrical plug point (15 amp)
- Carpeting

3m x 2m

INVESTMENT

R18 900 EXCL VAT

Floor space only package includes:

- An electrical plug point (15 amp)
- Carpeting

3m x 3m

INVESTMENT

R25 600 EXCL VAT

Floor space only package includes:

- An electrical plug point (15 amp)
- Carpeting

6m x 3m

INVESTMENT

R53 400 EXCL VAT

Floor space only package includes:

- An electrical plug point (15 amp)
- Carpeting



To book a standard exhibition package or floor space only, [book here.](#)

Should you require a larger exhibition stand contact our **Event Manager** on contact@gecafrica.co

GEC+Africa Event Manager
Charne Godfrey

✉ contact@gecafrica.co

www.gecafrica.co

