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Concept Note:

The East Africa Business Network 21st Annual Trade and Investment Conference

Theme: Building Wealth Across Borders: Capital, Innovation, Investment & Opportunity

As global markets continue to evolve in 2026, investors, entrepreneurs, business leaders, and policymakers face unprecedented opportunities to build wealth through cross-border partnerships, technology-driven innovation, strategic investment, and access to capital. The East Africa Business Network (EABN) 21st Annual Trade & Investment Conference brings together leaders from East Africa and the United States to explore practical pathways for economic growth, wealth creation, and sustainable business development.

Dates: October 2nd - 3rd, 2026

Location: The Westin Irving Convention Center at Las Colinas

Duration: 1.5 - Day Intensive (Opening with an Evening Reception)

Who Should Attend:

Business owners	Investors
Venture capitalists	College students
Professors	Project managers
Financial professionals (bankers, analysts, CFOs)	Business owners and entrepreneurs
Investors and venture capitalists	Finance students and academics
Professionals interested in fintech, risk management, and sustainable finance	Entrepreneurs
Educational Institutions	Government Agencies
Industry Leaders	Non-Profit Organizations
Real Estate Investors	Technology professionals

Value Proposition to Sponsors and Participants

For Sponsors

- **Brand Visibility:** Showcase your brand to a diverse audience of business leaders, policymakers, and stakeholders from East Africa and the U.S.
- **Networking Opportunities:** Connect with key decision - makers, including dignitaries from EAC embassies, U.S. - based CEOs, and U.S. Department of Commerce executives.
- **Market Access:** Gain insights into the East African market and explore new business opportunities.
- **Corporate Social Responsibility (CSR):** Align your brand with a reputable organization dedicated to economic development and empowerment.

For Participants

- **Knowledge Sharing:** Attend insightful panel discussions by industry experts in critical sectors.
- **Networking:** Build valuable connections with peers and leaders committed to enhancing trade and investment.
- **Cultural Experience:** Experience the rich culture of East Africa through performances and culinary delights at our black-tie dinner gala.

Sector Panel Presentations

The Conference will feature sponsored panel discussions covering several key sectors:

Real Estate Panel

Building Wealth Through Real Estate: Development, Investment & Cross-Border Opportunities

Focus on:

- U.S. and East African investment opportunities
- Affordable housing
- Commercial development
- Opportunity Zones
- Diaspora investment
- Alternative financing strategies



Finance Panel

Access to Capital: Funding Strategies for Entrepreneurs, Investors & Growing Businesses

Focus on:

- Traditional and alternative lending
- Private capital
- Investor readiness
- Wealth-building strategies
- FinTech and digital banking
- Small business financing

Technology Panel

AI, FinTech & Digital Innovation: Driving the Future of Business

Focus on:

- Artificial Intelligence
- Cybersecurity
- FinTech
- Digital transformation
- E-commerce
- Technology's role in economic growth

Legal Panel

Protecting Investments Across Borders: Legal Strategies for Business, Real Estate & Trade

Focus on:

- International business law
- Real estate transactions
- Intellectual property
- Compliance
- Contracts
- Risk management

Women Connecting

Women Creating Wealth: Leadership, Entrepreneurship & Legacy Building

Focus on:

- Women-owned businesses
- Leadership development
- Access to capital
- Mentorship
- Investment strategies
- Building generational wealth

Registration Information

Details about registration fees will be shared as soon as they are available to ensure accessibility for all participants. We encourage you to check our **website <https://eabn.co/>** regularly for updates and additional details about the conference.

Sponsorship Packages

We are excited to offer a variety of sponsorship packages, each designed to maximize exposure and engagement:

Title Sponsor \$25,000

- Prominent branding, keynote speaking opportunities, and a dedicated booth.
- Recognition as a premium sponsor of the Conference, with the highest priority branding among sponsor levels.
- Opportunity for a Senior Director to deliver a conference presentation.
- Opportunity for a Senior Director to briefly address the social networking event.
- Complimentary conference registration for **10 representatives**.
- The logo is included in all event collateral, including the conference website homepage.
- Official sponsor recognition from the Conference Chair at Conference opening and closing sessions.
- Logo included in all on-site event collateral, including Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions.
- Providing an area for a specially built Exhibition Booth is a priority.
- Opportunity to place company material on the sponsor table at the Conference.
- Sponsor designation on name badge.

Legacy Sponsor \$15,000

- Branding conference materials, panel participation, and a dedicated booth.
- Recognition as a premium sponsor of the Conference, with priority branding among sponsor levels.
- Opportunity for a Senior Director to deliver a conference presentation.
- Opportunity for a Senior Director to briefly address the social networking event.
- Complimentary conference registration for **5 representatives**.
- The logo is included in all event collateral, including the conference website.
- Logo included in pre-conference print and digital campaigns.
- Official sponsor recognition from the Conference Chair at Conference opening and closing sessions.
- Provision of an area for a specially built Exhibition Booth.
- Opportunity for small brochure inserts in delegate bags

Panel Partner \$10,000

- Exclusive sponsorship of one conference panel (Real Estate, Finance, Technology, Legal, or Women Connecting).
- Opportunity for a Senior Executive to provide welcome remarks at the sponsored panel.
- Complimentary conference registration for **4 representatives.**
- Company logo featured on the conference website and all pre-conference digital and print marketing materials.
- Official sponsor recognition by the Conference Chair during opening and closing sessions.
- Company logo displayed on panel signage, conference publications, event signage, and walk-in/walk-out presentation slides.
- Dedicated exhibitor booth space and opportunity to include promotional materials in delegate bags.

Gold Sponsor \$7,500

- Exclusive sponsorship of one conference panel (Real Estate, Finance, Technology, Legal, or Women Connecting).
- Complimentary conference registration for **3 representatives.**
- Company logo featured on the conference website and all pre-conference digital and print marketing materials.
- Official sponsor recognition by the Conference Chair during opening and closing sessions.
- Company logo displayed on panel signage, conference publications, event signage, and walk-in/walk-out presentation slides.
- Dedicated exhibitor booth space and opportunity to include promotional materials in delegate bags.

Silver Sponsor \$3,500

Includes a vendor booth + 3 tickets

Bronze Sponsor \$2,500

Includes a vendor booth + 2 tickets

Registration Cost

Student	\$50
General Member	\$125
General non-member	\$195
VIP Investor Pass	\$350
Dinner Door Rate	\$150
Vendor Member	\$350
Vendor non-member	\$500



Conclusion

As we celebrate 21 years of fostering trade, investment, and meaningful partnerships, we thank you for your continued support and commitment to EABN's mission. This year's conference promises to be a dynamic platform for learning, networking, deal-making, and discovering new opportunities that drive economic growth and wealth creation across borders.

Join business leaders, investors, entrepreneurs, professionals, and policymakers from East Africa and the United States as we explore innovative solutions, build strategic partnerships, and unlock pathways to prosperity. Together, we can transform ideas into action, expand opportunities, and create a lasting impact for future generations.

Prepare to connect, collaborate, invest, and build wealth across borders - because the future belongs to those who create it together.