

AFRICA PAVILION

IMPACT REPORT

CONTEXT AND METHODOLOGY

This report was prepared based on a set of economic, social, and impact performance indicators, collected during several strategic actions carried out between 2024 and 2025 as part of the development of the Africa Pavilion. It relies on quantitative data (visitors, startups supported, press coverage, institutional meetings) and qualitative data (testimonials, initiated collaborations, political commitments).

Measurements were taken in the following contexts:

CONTEXT AND METHODOLOGY



CES 2024

- **Date:** January 2024
- **Location:** Las Vegas, United States
- **Context:** Accompaniment of a Moroccan delegation composed of AMDIE (Moroccan Investment and Export Development Agency) and CGEM (General Confederation of Moroccan Enterprises).
- **Startups supported:** 2



WEF (World Electronics Forum) 2024

- **Date:** April 15 - 18, 2024
- **Location:** Rabat, Morocco
- **Context:** Organization of the World Electronics Forum bringing together experts from electronics associations worldwide.
- **Partners:** CTA (Consumer Technology Association), Moroccan Ministry of Health, Orange, La Tribune Afrique, Huawei Morocco
- **Startups supported:** 12



GITEX Dubai 2024

- **Date:** October 2024
- **Location:** Dubai, United Arab Emirates
- **Context:** Consulting mission for the Moroccan Ministry of Health to optimize its participation in GITEX.
- **Objective:** Strengthen institutional presence and promote national technological solutions in e-health.
- **Startups supported:** 3



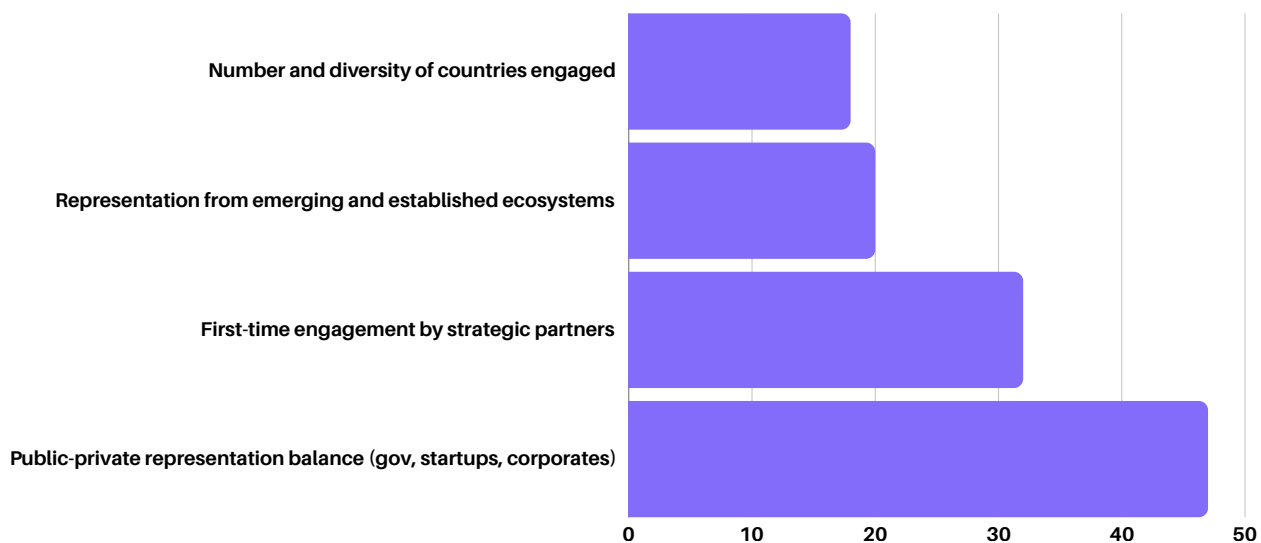
CES 2025 - 1st Edition of the Africa Pavilion

- **Date:** January 06 - 09, 2025
- **Location:** Las Vegas, United States
- **Context:** Official launch of the **Africa Pavilion**, the first space dedicated to African technological innovation within CES.
- **Startups supported:** 7
- **Clients and partners:** AMDIE, UM6P, American Chamber of Commerce Rwanda

EXPANDING INTERNATIONAL REACH: CONNECTIVITY, DIVERSITY, INFLUENCE

The Africa Pavilion establishes itself as a **global interconnection hub**, capable of uniting strategic partners around innovation from the African continent. The initiatives carried out in 2024 and 2025 revealed the **Africa Pavilion's unique ability to build bridges between continents, sectors, and generations of innovators.**

- **18 countries** directly involved in the delegation and Pavilion activities (Africa, Europe, North America, Asia).
- **20 ecosystems represented**, blending advanced technology hubs (California, South Korea, France) and high-potential emerging areas (Rwanda, Senegal, Benin, Togo).
- **32 strategic partnerships formed for the first time**, demonstrating the Pavilion's ability to open unprecedented doors for Africa.
- **47 participants** from governments, public agencies, startups, investment funds, technology companies, and Think Tanks, including:
 - Consumer Technology Association, AMDIE, UM6P Université Mohammed VI Polytechnique, UM6P Ventures, Manos Accelerator, Manos Capital, TV5 Monde, Shenzhen Electronics Industry Association, Korea Electronics Association, Technology Innovation Institute, Orange, Huawei, Moroccan Ministry of Health.



*The Africa Pavilion is becoming a **platform for influence and economic diplomacy** for African actors at major global technological events.*

A GROWTH ACCELERATOR FOR AFRICAN STARTUPS

The core mission of the Africa Pavilion is to increase visibility, connect, and propel African innovation. Our initiatives have amplified the trajectory of 24 high-potential startups in strategic sectors for the continent.

- 24 startups supported:
 - From 13 sectors aligned with SDGs (cleantech, agri/agro, fintech, edtech, sustainable mobility, cybersecurity, ethical AI, e-health, etc.).
 - Located and/or operating in Africa (Morocco, Senegal, Mali, Benin, Togo, Burkina Faso, Tunisia) and beyond (Jordan, France).
- 8,388 qualified interactions at the booth (visitors, decision-makers, investors, media), including several hundred B2B meetings (an average of 15 targeted meetings per startup).
- 50 highlights and events: expert panels, masterclasses, startup pitches, technology demonstrations, thematic side-events, including:
 - Africa Pavilion CES 2025 Booth “Africa Investment Panel Session” with the participation of Ali Seddiki CEO AMDIE (Moroccan Investment and Export Development Agency), Yassine Laghzioui CEO, UM6P Ventures | Director of Entrepreneurship and Venturing, UM6P, Peter N. Townshend Managing Director, Ambix Venture Management, Sylvia Flores CEO, Manos Accelerator.
 - Africa Pavilion Keynote stage: “Advancing entrepreneurship and accelerating scientific innovation in Morocco and Africa” by Hicham El Habti (President UM6P).
- 14 concrete opportunities for access to new markets or signing partnerships, facilitated by the Africa Pavilion network.



CES 2025 - "Africa Investment Panel Session"
 Ali Seddiki CEO AMDIE
 Yassine Laghzioui CEO UM6P Ventures
 Peter N. Townshend MD Ambix Venture Mgt,
 Sylvia Flores CEO, Manos Accelerator

A tangible dynamic of internationalization and scaling up for the most promising African startups.

INNOVATION DIPLOMACY: POLITICAL DIALOGUE AND INSTITUTIONAL COOPERATION

The Pavilion is also a diplomatic instrument serving the pan-African agenda of innovation and technological sovereignty. It catalyzes synergies between African states, partner governments, and multilateral institutions.

- 17 high-level government officials actively participated: ministers, technical advisors, public agencies.
- 3 strategic dialogues initiated around public policies on innovation, digital inclusion, and technological sovereignty:
 - Strategic exchanges initiated during the World Electronics Forum Breakfast.
 - Discussions with Japan and South Korea regarding the organization of the Africa Pavilion at KES (Korea Electronics Show, Seoul) and CEATEC (Combined Exhibition of Advanced Technologies, Tokyo).
- 1 pilot intergovernmental cooperation program co-constructed from the Pavilion.



The Africa Pavilion is becoming a venue for developing visionary public policies, co-led by Africa and its partners.

ECONOMIC ATTRACTIVENESS: INVESTMENTS, ACCELERATION, MARKETS

The economic impact of the Pavilion is measured by its ability to mobilize capital and transform interest into concrete opportunities.

- 12 investor meetings facilitating direct exchanges between African startups and international funds.
- 3 letters of intent or term sheets in the process of being finalized following meetings initiated at the Pavilion.
- 5 African startups integrated into international acceleration programs as part of their Africa Pavilion support journey.
- 6 concrete impacts generated: job creation, initiated fundraising, obtaining certifications, international awards, signing strategic partnerships.

A lever for accessing funding and international credibility for African startups seeking growth.

MEDIA VISIBILITY AND NARRATIVE LEADERSHIP

The Africa Pavilion is not limited to operational support; it helps to reposition Africa in the global collective imagination as a continent of solutions.

- 12,679 media mentions and impressions on press channels, TV, specialized blogs, and our social networks.
- 1,005 thought leadership coverages, highlighting the voice of African innovators in major global media and forums.
- 151 qualified professional connections established via the Pavilion (B2B, startups, researchers, institutions).
- 15 exclusive events organized to strengthen trust:
 - WEF 2024 Gala
 - 1 Networking dinner between startups and investors at CES 2025
 - Prestigious networking dinner with Moroccan filmmaker Hicham Hajji
 - Participation in the LIT (Leader In Tech) dinner CES 2025



SUCCESS STORIES

The personalized support and opportunities generated by the Africa Pavilion have enabled the promotion of high-potential African startups, concretely illustrating the impact of the initiative. Two exemplary successes stand out:

SENSE BIOTEK – EARLY CANCER DETECTION USING VOCs

Sense Biotek is a pioneering medical biotechnology startup that develops a non-invasive cancer detection technology based on the analysis of volatile organic compounds (VOCs) emitted by the human body. This innovation, which addresses delayed cancer diagnosis by analyzing body odor, was widely praised at CES 2025. Spotted as one of the edition's gems, Sense Biotek gained significant international visibility. Thanks to the B2B meetings organized as part of the Africa Pavilion, the startup initiated several advanced discussions with international investors. It is currently in exclusive negotiation with UM6P Ventures for its first round of fundraising.



MYDITEK – DIGITALIZATION OF AGRICULTURE AND AQUACULTURE



Myditek offers a complete digital solution for optimizing agricultural and fish farming processes. Through its participation in the Africa Pavilion, the startup significantly strengthened its reputation and activated new growth levers. It notably:

- Held several meetings with American and Moroccan investors,
- Engaged in discussions with Moroccan and Indian distributors,
- Obtained significant international media visibility (TV5 Monde with Denise Époté, Broadcast Center CES)

For all these achievements and its commitment to an ESG approach, Myditek was awarded the Special ESG – Environmental, Social, and Governance Prize by the Africa Pavilion.

CONCLUSION – WHY IS THE AFRICA PAVILION STRATEGIC?

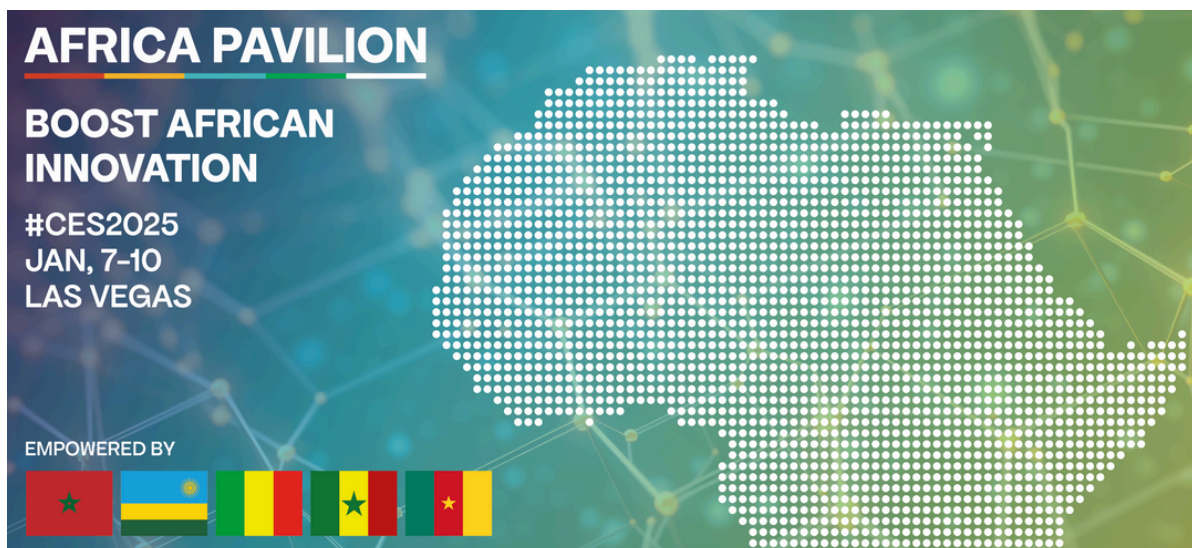
The Africa Pavilion is much more than a stand or an event: it is an infrastructure of influence, transformation, and economic diplomacy driven by the continent's talents.

- It creates bridges between African ecosystems and the global capitals of innovation.
- It attracts the attention of investors to local solutions with strong global potential.
- It strengthens South-South and South-North cooperation on an equal footing.
- It builds an optimistic, credible, and ambitious narrative about an innovating Africa.

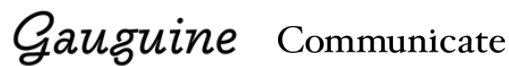


OBJECTIVES 2026

- Extend the Pavilion to 10 major global events (Web Summit, Vivatech, UNGA, COP, etc.),
- Support 100 high-potential African startups,
- Generate more than 10 M USD in measurable economic impact,
- Influence at least 5 public policies on innovation or technological education.



OUR PARTNERS



AFRICA PAVILION

ABOUT

Established in 2023, the Africa Pavilion emerged from the World Electronics Forum initiative in Morocco, spearheaded by three visionary women: Lamia Aamou, Aminata Bassene, and Jessica Chin Foo.

The Africa Pavilion serves as a platform for support, growth, and acceleration specifically tailored to African markets. It aims to benefit:

- African startups and innovative enterprises,
- Entrepreneurs and talent from the diaspora,
- Investors, public institutions, and international partners seeking to engage with the continent.

OUR MISSION

The Africa Pavilion serves as a pan-African hub, enabling access to:

- International markets, including Asia, the USA, the Middle East, and Latin America
- Financing ecosystems, such as venture capital, investment funds, and family offices
- Corporate and institutional networks, including governments, agencies, and multinational corporations
- Targeted support and mentoring programs

By leveraging a comprehensive network of stakeholders across Africa and the diaspora, we provide support to businesses at every stage of their development.



PRESENCE AT MAJOR GLOBAL TECH SHOWS



STRATEGIC PARTNERSHIPS



ACCESS TO FINANCING



ACCELERATION