

Connecting Africa. Accessing Global Markets.

Engage Trade Africa and **Engage Services Africa** connect African producers and service providers with global buyers through curated B2B matchmaking, strategic networking, and outcomes-driven trade engagements.



Join Africa's Leading Export and Services Trade Platform

Engage Trade Africa facilitates trade between Africa and the world by connecting African producers with international buyers through strategic B2B matchmaking, ongoing networking, and participation in global trade engagements.



Engage Services Africa complements this by connecting export-ready African service providers with international buyers, corporates, and institutions through a highly curated programme of pre-arranged meetings, sector roundtables, and partnership-focused engagements.



Together, the platforms create a holistic trade ecosystem, supporting both goods exports and services trade — two of the most important drivers of Africa's integration into global markets.



Who attends

The event attracts exporters, service providers, buyers, investors, corporates, development agencies, and industry associations from Africa, Europe, Asia, and other global markets seeking new sourcing opportunities and partnerships.

- African producers and exporters
- African service providers with cross-border capability
- International buyers and sourcing partners
- Corporates and multinationals
- Governments and trade agencies
- Development partners and DFIs
- Industry associations and ecosystem enablers



Key sectors represented

Product Export Sectors



Food & Beverages



Medical Devices & Cosmetics



Ingredients



Furniture & Decor



Other

Services Export Sectors

- Consulting, Legal, Accounting & Advisory services
- Software, AI, Data & Cybersecurity
- FinTech and Digital Payments
- Marketing, Creative and Content Services
- Engineering, Infrastructure and Specialist Services
- Trade, Logistics and Market Entry Services

Event Snapshot

Engage Trade Africa and Engage Services Africa are practical trade and services industry development programme, connecting opportunities through facilitated engagements.

30+

Countries

250+

African Producers

350+

Buyers and Potential Partners

4K+

Meetings

20K+

Engagements

Sponsors & Partners



Get in Touch

Cindy Naidoo

Lesley Pinkney

engagetrade.africa