



CONFERENCE EXHIBITION

2027 | LAGOS, NIGERIA

AUGUST 12-14

blueeconomy.africa

SPONSORSHIP & PARTNERSHIP PROSPECTUS





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SPONSORSHIP & PARTNERSHIP PROSPECTUS

— FROM SEA TO SCALE —

Maritime Power. Connected Economies. Shared Value

SPONSORING BLUE IS NOT SPONSORING AN EVENT.

It is tapping into a year-round media, content, market-access and relationship-building engine,
with the Blue Africa Conference & Exhibition as its flagship live moment.

In strategic partnership with MOWCA

The Maritime Organisation of west & Central Africa • Organised by Bahari Network





FROM SEA TO SCALE



Africa's blue economy is moving from opportunity to execution. Blue Africa brings together the people, capital, ideas, technology and partnerships needed to move from the sea to scale.

BACE 2027 is not simply a three-day conference. It is a year-round media and business platform built around Blue News, original video production, sector storytelling, exhibition, thought leadership and structured business matchmaking.

- When you partner with Blue, you gain a platform to:
- Put your organisation in front of the people shaping Africa's blue economy.
- Tell your story through credible, high-quality content.
- Demonstrate your products, services and solutions.
- Build relationships with governments, investors, operators, institutions and partners.
- Create a central meeting point for existing and new business relationships.

OUR OCEAN. OUR ASSET. OUR BALANCE SHEET.



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BLUE IS A MEDIA & BUSINESS PLATFORM

WHAT BLUE PROVIDES	VALUE TO YOUR ORGANISATION
BLUE NEWS	Year-round editorial and sponsored-content opportunities that keep your organisation visible between editions of BACE.
VIDEO AND PRODUCTION	Executive interviews, company profiles, product stories, sector films, event coverage and social video created by a team with production capability.
CONFERENCE AND EXHIBITION	A focused platform to shape the conversation, demonstrate solutions and meet relevant decision-makers.
BACE DEAL ROOM	Structured private meetings with investors, government delegations, DFIs, project owners and strategic partners.
BUSINESS MATCHMAKING	Support to identify the people and organisations your business needs to meet.
YEAR-ROUND CAMPAIGN	A planned communications runway that builds awareness before Lagos, creates momentum during the event and extends the story afterwards.

THE RESULT

Your organisation is not seen once. It is introduced to the market, positioned within the conversation, experienced at the event and remembered after it.



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BACE 2026 PROVED THE ROOM

The inaugural Blue Africa Conference & Exhibition brought together a focused cross-border audience in Lagos.

2026 PROOF	RESULT
COUNTRIES REPRESENTED	18
REPRESENTED ENTITIES	31
SPEAKERS	20
DELEGATES AND VIPS	100



BACE 2027 returns with a larger venue, expanded exhibition capacity, dedicated Deal Rooms and a stronger media and content platform.



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WHO YOU WILL MEET

Blue Africa brings together stakeholders across the blue-economy value chain.

AUDIENCE	COMMERCIAL RELEVANCE
GOVERNMENTS AND REGULATORS	Policy, infrastructure, procurement, regional cooperation and investment priorities.
INVESTORS, BANKS AND DFIS	Projects, capital requirements, financing solutions and investment opportunities.
PORTS, SHIPPING AND LOGISTICS OPERATORS	Infrastructure, trade corridors, technology, efficiency and regional connectivity.
TECHNOLOGY AND SERVICE PROVIDERS	Customers, adopters, project owners, partners and markets for innovative solutions.
FISHERIES AND AQUACULTURE BUSINESSES	Production, processing, value addition, food security and sustainable growth.
ENERGY AND INFRASTRUCTURE COMPANIES	Transition, marine energy, coastal infrastructure and large-scale development.
ENTREPRENEURS AND INNOVATORS	Partnerships, visibility, customers, investment and growth opportunities.
INSTITUTIONS, ADVISERS AND DEVELOPMENT PARTNERS	Research, skills, policy, implementation and ecosystem-building.



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THE 2027 PLATFORM

CONFERENCE

Shape the agenda and place your organisation alongside the leaders defining Africa's blue economy.

YOUR VALUE: authority, visibility, stakeholder access and a credible platform for executive leadership.

EXHIBITION

Put your solution where the future is being built. Demonstrate the technology, service, project or capability that can help Africa move from sea to scale.

YOUR VALUE: product visibility, buyer conversations, market intelligence and new commercial relationships.

BACE DEAL ROOM

Move from general networking to purposeful meetings with investors, delegations, DFIs, project owners and strategic partners.

YOUR VALUE: a more focused route to the people your business needs to reach

BLUE NEWS

Use Blue's editorial and media platform to tell the market what you are building, financing, enabling or scaling.

YOUR VALUE: year-round visibility, executive positioning, content assets and a stronger communications presence.

BUSINESS MATCHMAKING

Work with the Blue team to identify relevant stakeholders and prepare for the conversations that matter.

YOUR VALUE: better-targeted introductions and a more intentional event experience.



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THE BLUE NEWS CONTENT ENGINE

Blue News keeps the conversation moving throughout the year. Partners can use the platform to turn their expertise and activity into content that is clear, relevant and valuable to the market.

- Available content opportunities include:
- Executive interviews.
- Company and project profiles.
- Product and technology demonstrations.
- Sector explainers.
- Blue-economy case studies.
- Founder and entrepreneur stories.
- Partner perspectives.
- Exhibition previews.
- Live event interviews and walkthroughs.
- Post-event recap and follow-up content.

YOUR BENEFIT

You receive content that can support your own marketing, stakeholder engagement, reputation and communications strategy while positioning your organisation within Africa's blue-economy story.



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THE YEAR-ROUND PARTNER JOURNEY

TIMING	WHAT BLUE DELIVERS
Before BACE 2027	Campaign content, Blue News coverage, executive interviews, sector stories, announcements and audience engagement.
During BACE 2027	Exhibition presence, speaking opportunities, live interviews, demonstrations, networking and Deal Room meetings.
After BACE 2027	Recap content, partner stories, follow-up communications and agreed reporting.



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TITLE PARTNER



PARTNERSHIP OPPORTUNITIES

FOUNDING STRATEGIC PARTNER

BUILD THE PLATFORM WITH US

Bespoke investment | Limited by category

For organisations that want to build a long-term position in Africa's blue economy.

THE PRODUCT

- Long-term category association with Blue Africa.
- Co-created annual media and content programme.
- Participation in programme and audience planning.
- Flagship Blue News series or documentary-style content.
- Category leadership across conference, exhibition and Deal Room.
- Prime exhibition position.
- Priority business matchmaking and Deal Room access.
- Bespoke roundtable, investment conversation or partner platform.
- Multi-year renewal and strategic planning opportunity.

YOUR VALUE

You help shape the platform, the conversation and the people brought into the room.
You build a distinctive position that grows with Blue Africa year after year.



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PLATINUM PARTNER

PARTNERSHIP OPPORTUNITIES

THE NAVIGATOR

OWN THE CONVERSATION

US\$65,000 | 2 available | 6 × 6 metre prime exhibition booth included

THE PRODUCT

- Featured keynote or panel opportunity.
- Prime 6 × 6 metre exhibition booth.
- Priority BACE Deal Room access.
- Concierge meeting scheduling.
- Flagship Blue News interview or profile.
- Short-form video content package.
- Pre-event, live-event and post-event campaign visibility.
- Premium stage, venue and digital branding.
- VIP or Ministers dinner access.
- Platinum Partner recognition.
- Post-event delivery summary.

USD 380 per
square meter of
space

YOUR VALUE

Lead the conversation, demonstrate your capability, reach senior stakeholders and add a year-round media layer to your communications strategy.



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GOLD PARTNER



PARTNERSHIP OPPORTUNITIES

VOYAGEUR

BE VISIBLE WHERE THE MARKET IS MOVING

US\$35,000 | 4 available | 4 × 6 metre premium exhibition booth included

THE PRODUCT

- Featured speaking or thought-leadership opportunity.
- Premium 4 × 6 metre exhibition booth.
- Standard BACE Deal Room access.
- Blue News article, executive interview or partner profile.
- Selected social and website campaign visibility.
- Highlighted venue and digital branding.
- Ministers dinner access.
- Gold Partner recognition.
- Post-event delivery summary.

YOUR VALUE

Put your expertise and solutions in front of the people who can buy, specify, fund, regulate or deploy them.



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SILVER PARTNER

PARTNERSHIP OPPORTUNITIES

THE EXPLORER

ENTER THE BLUE AFRICA PARTNER COMMUNITY
US\$15,000 | 8 available | Exhibition space available separately

THE PRODUCT

- Website, event-guide and venue recognition.
- Invitation to a featured networking or partner session.
- Selected media and campaign mentions.
- Opportunity to add exhibition space.
- Opportunity to add a Blue News profile, roundtable, workshop or meeting activation.
- Partner-alignment session with the Blue team.

YOUR VALUE

Build a focused presence, enter the right conversations and create a platform for future growth.



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BRONZE PARTNER

PARTNERSHIP OPPORTUNITIES

THE PARTHFINDER

BE PART OF THE PLATFORM

US\$5,000 | 10 available | Exhibition and Deal Room access available separately

THE PRODUCT

- Full-access conference pass.
- Website and approved event-signage recognition.
- Official event-guide listing.
- Partner-community recognition.
- Opportunity to upgrade with exhibition, content or networking activations.

YOUR VALUE

Gain access, association and a practical entry point into Africa's blue-economy network.



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BESPOKE ACTIVATIONS

Choose a specific commercial objective and build the partnership around it.

YOUR OBJECTIVE	BLUE ACTIVATION
Build category leadership	Founding Strategic Partner, keynote, flagship Blue News series and category ownership.
Launch a product or solution	Exhibition demonstration, product film, executive interview and targeted Deal Room meetings.
Enter a new market	Sector profile, stakeholder introductions, exhibition presence and business matchmaking.
Attract investment	Investment conversation, project profile, investor meetings and Deal Room access.
Strengthen stakeholder relationships	Roundtable, VIP networking, Ministers dinner and executive content.
Build a sustainability position	Blue News series, stewardship platform, case study and sector conversation.
Reach young talent and entrepreneurs	Youth and skills platform, founder stories, exhibition engagement and pathway content.
Support the communications strategy	Annual content calendar, interviews, social video, event coverage and post-event follow-up.



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EXHIBITION OPPORTUNITIES

The BACE 2027 exhibition is designed for organisations working across:

- Ports, shipping, transport and logistics.
- Maritime technology, digital systems, data and security.
- Fisheries, aquaculture and seafood value chains.
- Energy, renewables and transition technologies.
- Blue finance, investment and insurance.
- Coastal tourism, conservation and resilience.
- Shipbuilding, repair, equipment and professional services.
- Skills, research, innovation and enabling infrastructure.

Make your solution visible. Meet the people who can buy, specify, fund, regulate or deploy it.

Following the successful launch of Blue Africa, exhibition space for 2027 is limited. Early partners will have the strongest opportunity to secure preferred positions and align their exhibition presence with the wider content and meeting programme.



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FROM SEA TO SCALE



The 2027 theme reflects the journey Blue Africa is designed to support:

FROM...	TO...
Ideas	Investable opportunities
Potential	Production
Conversations	Partnerships
Projects	Scaled businesses
Coastal resources	African value
Visibility	Market position
The sea	Scale

Blue Africa is where that journey becomes visible, connected and commercial.



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WHY PARTNER WITH BLUE AFRICA

A partnership gives your organisation:

- **Visibility:** Be seen before, during and after BACE 2027.
- **Authority:** Lead a conversation that matters to your sector.
- **Access:** Meet the decision-makers, investors, operators and partners shaping the market.
- **Content:** Receive high-quality media assets that support your communications strategy.
- **Demonstration:** Put your product, service or solution in front of a relevant audience.
- **Relationships:** Deepen existing partnerships and create new ones.
- **Matchmaking:** Prepare for purposeful business conversations through the Deal Room & partner process.
- **Positioning:** Align your organisation with Africa's journey from sea to scale.



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SECURE YOUR POSITION

Platinum and Gold partnerships are limited. Founding Strategic Partner opportunities are limited by category. Exhibition space is limited.

Early engagement gives partners the opportunity to:

- Shape the partnership around their business objectives.
- Secure preferred exhibition positions.
- Align content and speaking opportunities with the programme.
- Prepare executive interviews and campaign assets.
- Build a purposeful meeting agenda for Lagos.



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PARTNERSHIP NOTE

All partnerships are tailored and confirmed through a written agreement. Final benefits are subject to programme, speaker, venue, production, availability and category requirements. Investment figures are in US dollars. Tax, travel, accommodation, stand construction and third-party costs are excluded unless specifically included in the signed agreement.

ABOUT BAHARI NETWORK

Bahari Network is an African media and communications venture formed by Africa Insight Communications in Kenya, Vicstan Media in Nigeria and Isio Africa in South Africa. The network brings together storytelling, communications, content production and regional perspective to support a stronger African blue economy.



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Blue Africa Conference & Exhibition

12 - 14 August 2027

Eko Convention Centre, Lagos, Nigeria

