SIAM AWALÉ 2026

Cotonou, Bénin · December 4 - 6, 2026 · Founding Edition

BECOME A SPONSOR AND PARTNER

Become a partner of the founding edition of the first international trade fair dedicated to Cultural and Creative Industries in Africa

(ONG CIAAC · PUM · MedA Conseils · XCOM Conseils · août 2026)

1. Why partner with SIAM AWALÉ 2026

SIAM AWALÉ 2026 is the founding edition of an international exhibition destined to become a must-attend annual event for the Cultural and Creative Industries (CCI) in Africa.

By joining us for this first edition, you will establish a long-term presence in an event set to grow each year, while benefiting from immediate and differentiating visibility.

- **A promising sector:** CCIs could contribute up to 4% of African GDP by 2030 (UNCTAD, AfDB/BearingPoint) — a young, dynamic, and still under-exploited sector.
- **A qualified audience :** 3,000 expected visitors, including 750 international professionals and buyers; a predominantly female and young audience.

- **An international showcase :** Over 80 exhibitors from more than 20 countries, a Rwandan delegation, and the CIAAC international network.
- **A strong CSR narrative :** Sustainability, fair trade, economic empowerment of women — directly actionable values.
- **A media resonance chamber:** Digital impressions target, national and international press coverage.
- **A solid institutional anchor:** Led by a recognized Beninese NGO, supported by PUM (Netherlands) and partner consultancy firms.

2. Event Presentation

SIAM AWALÉ 2026 (International Arts and Crafts Fair) will be held in Cotonou from December 4 to 6, 2026. It is the culmination of a rigorous one-year process led by the NGO CIAAC — sectoral diagnostics, stakeholder mapping, and mobilization of the CIAAC international network.

The 2026 edition highlights the textile and ready-to-wear sector, driven by exceptional craftsmanship (locally processed cotton, Kanvô, batik, vegetable dyes), before a gradual extension to the 6 other CCI disciplines in future editions (Culinary Arts, Visual Arts, Music, Cinema, Literature, Digital Arts).

Key Figures :

Indicator	Objective
Expected Visitors	3,000, including 750 international professionals and buyers
Exhibitors	80+ brands from 20+ countries
Designers	20 designers, 100% bio-creation collections
Artisans Trained	200 beneficiaries in sustainable textile techniques
Duration	3 days (Dec 4-6, 2026)
Location	Cotonou, Benin — Place de l'Amazone

3. Three-Day Program

Each day is built around one of the three founding pillars of the fair, offering key moments for your brand activation.

Day	Theme	Highlights
Day 1 : Dec 4	Trade Crossroads **" African Excellence "**	• **Welcome** of over 500 students, guided tours, simultaneous opening of the six exhibition galleries and the market. • **Discovery & Innovations** (creative and digital) : trades in the CCI sector, over 20 million jobs by 2030 in Africa. Demonstrations and youth workshops. • **Official Opening Ceremony.**
Day 2 : Dec 5	Culture, Innovation & Sustainability **Grand "BAKINDI" Show FROM PLANT TO FIBER**	• **Female Entrepreneurship:** Individual mentoring and cooperative roundtables to empower and train female creators. • **Standards & Export :** Professionalization workshops on international standards and B2B meetings with global buyers. • **Grand Ready-to-Wear Fashion Show :** Bio-Creation: An exceptional runway showcasing 20 African designers (organic textiles/vegetable pigments) followed by a networking cocktail.
Day 3 : Dec 6	Ethics in Action **« FROM PLANT TO FLAVOR»**	• **Future, Well-being & Masterclasses:** Promoting an eco-responsible lifestyle focused on global health and sustainable development to improve community quality of life. • **Culinary Arts & Sanitary Standards :** Valorizing gastronomy and ancestral know-how in strict compliance with hygiene, requirement, and sanitary safety standards. • **Tastings & Well-being Workshops:** Offering practical immersions and tastings to raise awareness about the benefits of natural products and a healthy lifestyle.

4. A Collaborative Platform of Technical and Strategic Partners

Le SIAM AWALÉ 2026 is led by the NGO CIAAC, supported by an ecosystem of partners with complementary expertise ; a guarantee of rigor, transparency, and good governance for our sponsors:

- **NGO CIAAC (International African Cercle for Art and Creativity) - Project leader, strategic steering, and general coordination.**
- **PUM** (Netherlands) - International network of senior volunteer experts, technical support, and international technical guarantee.
- **MEDA conseils -** teering the Synergy, Gender & Entrepreneurship hub.
- **XCOM CONSEILS -** Expert in Organization, Marketing & Digital.

5. Sponsoring Packages

Three structured packages allow you to associate your brand with SIAM AWALÉ 2026 according to your budget and visibility objectives. Tailor-made support is available for any specific request.

PLATINE PACKAGE Official Sponsor **10 000 000 FCFA** ≈ 15 250 €	• **Exclusive Naming ("Official Platinum Sponsor of SIAM AWALÉ 2026")** • **Logo in premium position :** posters, entrance banners, website, press kit, social media • **Speaking slot during the Opening Ceremony** • **Complimentary personalized Premium Stand + Naming of a chosen space** (e.g., Grand Fashion Show or VIP Lounge) • **10 VIP invitations** (Opening + Grand Fashion Show) • **Integration in the official communication video** • **Premium** *banner on SIAM Online for 6 months* • **Personalized post-event impact report**
GOLD PACKAGE Official Partner **5 000 000 FCFA** ≈ 7 625 € 3 to 4 slots available	• **Logo on communication** materials and dedicated post on social media • **Complimentary Duo Stand** • **5 VIP invitations** • **Mention in press releases and the press kit** • **Banner on the event website for the 3 days** • **Visibility on SIAM Online for 3 months**
BRONZE PACKAGE Support Partner **2 000 000 FCFA** ≈ 3 050 € 5 to 6 slots available	• **Logo on the website and the official event program** • **Mention in a collective post** dedicated to partners on social media • **Solo Stand** *at a preferential rate (-50%)* • **2 invitations** • **Visibility on SIAM Online** for 1 month

6. Spécial formula : MEDIA SPONSOR (In-Kind Partnership)

This formula is for television channels, radio stations, print media groups, and online media (local and international) wishing to exchange advertising/broadcasting space for exclusive visibility at the event.

- **Broadcasting the official event spot and covering the 3 days of the fair.**
- **Conducting interviews with organizers, artisans, and officials.**
- **Publishing press articles / web banners before and during the fair.**

Counterparts offered by SIAM AWALÉ 2026:

- **Exclusive status as "Official Media Partner"** mentioned in all press releases and kits.
- **Logo displayed on the Backdrop of the interview zone** (Photocall) and on all billboards.
- **Dedicated media space / studio** in the heart of the fair for filming and live interviews.
- **5 VIP Accreditations and insertion** of your channel's spots on the fair's giant screens.

7. Targeted Sponsoring - A La Carte Opportunities

For more targeted visibility, or as a supplement to a package, the following highlights and spaces can be sponsored individually (dedicated naming, signage, specific mentions):

Opportunity	Indicative Range
Grand Fashion Show Sponsor (Day 2 Evening)	**In-Kind Partnership**
Opening or Closing Ceremony Sponsor	**2,000,000 – 3,000,000 FCFA**
Well-being & Culinary Arts Space Sponsor	**1,500,000 – 2,500,000 FCFA**
Master Classes / Trade Crossroads Sponsor	**1,500,000 – 2,500,000 FCFA**
Visitor Badges & Lanyards Sponsor	**1,000,000 FCFA**
Visitor Goodie Bag Sponsor	**1,000,000 – 1,500,000 FCFA**
In-kind Partnership* (transport, catering, media, accommodation)	**To be valued according to contribution**

LIn-kind partnerships (services, products, media space) are welcome and will be valued for proportional visibility, to be agreed with the Marketing & Prospecting hub. *

Contact us to build this founding edition together:

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