

UNITED
Pan-Africanist Movement

▶▶ Reclaiming the hope of Africa's future

GLOBAL CONFERENCE

ETHIOPIA 2023

27TH FEB TO 4TH MAR

www.upamevents.com ↗



FOREWORD

GLOBAL CONFERENCE
ETHIOPIA
2023
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People Of African Descent Converge In Ethiopia

There is a great awakening going on across the globe, in the heart of people of African descent – from America, Asia, the Caribbean, Europe- responding to the clarion call to join our brothers, sisters, leaders and all friends of Africa at this epoch-making event taking place on **February 27th to March 4th 2023 in Addis Ababa, Ethiopia.**

It is a call for unity and peace building for a sustainable economic development and a melting pot event, where investors, businesses, organizations, governments, institutions of learning, Celebrities in Music, Fashion, Movies and sports, individuals and the media meet to collaborate, explore, and expand the possibilities of prosperity across borders.

The international conference provides the rare opportunity for us as people of African descent to pick up all the pieces left of us, put them together and make us hold again. Let no one left behind, we are the people of African descent.

We aim to achieve a brand new Africa in the end of this event, we are creating long lasting relationships, partnerships and collaborations that will bring sustainable development, showcase our cultures and traditions, to celebrate Aduwa with our Ethiopian Brothers and sisters and to implement an integrated Africa communities across the globe.



WHY ETHIOPIA?

Ethiopia was selected to organize the conference because of its experience in hosting international conference, peace and security as well as availability of hotels that accommodate many participants, among others. Ethiopia has recently become the preferred destination of international conferences. To mention some of the main ones:

As a Pan African movement;

Ethiopia is the only African country that was never colonized, they fought and defeated the Italian colonial forces twice.

Ethiopia also hosted the AU Summit in January as usual.

The World Economic Forum for Africa attracted a host of international businesspersons and politicians including the Nigerian billionaire, Aliko Dangote, together with the president of Walmart, Doug McMillon.

It is the country of pioneers in initiating the African movement from its inception so recognizing their legacy as a country give it more historical perspective as they played a key role in Pan Africanism and to be a strong pillar for Africa.



In 2015, World leaders gathered in Addis Ababa from July 13-16 at the third edition of the International Conference on Financing for Development. The conference participants' list included United Nations Secretary General Mr. Ban Ki-moon, World Bank Group President Mr. Jim Yong Kim, and Managing Director of the International Monetary Fund Ms. Christine Lagarde, over 50 heads of state and government, 100 ministers and 1,000 high level business representatives.



The event is planned around the day of victory on the battle of Adwa. It marks the first black victory against the invading colonial forces of Italy in the African continent, so it gives it special feelings to the country, the continent and participants.

WHAT IS IT FOR ETHIOPIA?

As a historical event, Ethiopia will become a symbolic nation and will be known to have played a great role towards the transformation of Africa.



Generate revenue
through tourism



African descent coming
around the world to celebrate
Ethiopia liberation day



UPAM to support and promote
Ethiopian Dam which will supply power
to it neighboring countries bringing lot
of developments and create jobs

DIASPORA MEETING THE CONTINENT

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“ Building the African dream starts with us. It starts with this conference. It’s time for the people of all African descent around the world to define the future and the right place to do that is at the conference. ”

- **Benedicto Mbango**
Chairman, UPAM

Get Your Tickets!



**Let's Do This
Together in Ethiopia**



CHEIF GUESTS

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Opening Ceremony

Abiy Ahmed *
Prime Minister of Ethiopia

Closing Ceremony

Sahle-Work Zewde *
President of Ethiopia

* To be confirm

KEY PARTNERS



المركز القومي لبحوث الطاقة
National Energy Research Center



KEYNOTE SPEAKERS

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PLO Lumumba *

*Lawyer, a Pan African Activist.
Director, Kenya anti-Corruption
and Kenya school of law.*



Ergoge Tesfaye (Ph.D.)

*Ethiopian Minister of Women
and Social Affairs*



Joshua Maponga

*A Pan Africanist and
an activist.*



Dr Arikana Chihombori*

*Former AU Ambassador to
the United States*



Otunba Dr Basirat Nahibi

*Niasse Founder President WAELE
AFRICA Foundation lives in Canada*



Julius Malema*

*Pan African Activist and
a leader of the Economic
Freedom Fighter South Africa*



H.E. Wamkele Mène*

African Free Trade Area



Akon*

*Singer, record producer,
and entrepreneur*



Prof James small*

*A Scholar Activist and a
Professor lives in USA*

* Speakers to be confirm

TOPICS

Music, Fashion
and Culture

Kiswahili : One Africa
One Language

Youth, Sports and Capacity Building Across Africa

Africa security, Peace
Building and Conflicts

Sustainable
HealthCare
systems in
Africa

Make in Africa
(Solar Panels and
Batteries)

E-Commerce,
Entrepreneurs and
Economy in Africa

Sustainable Education
System in Africa

Business Summit
and Investment
Opportunities

Launching of United
Pan Africanist
Movement

Africa Continental Free
Trade and Business in
Africa.

Recognitions of leaders, NGOs/
Business Awards and Book
Launch

Climate Change
and Action

Entertainment
Industry and its
business

WHO WE ARE

GLOBAL CONFERENCE
ETHIOPIA
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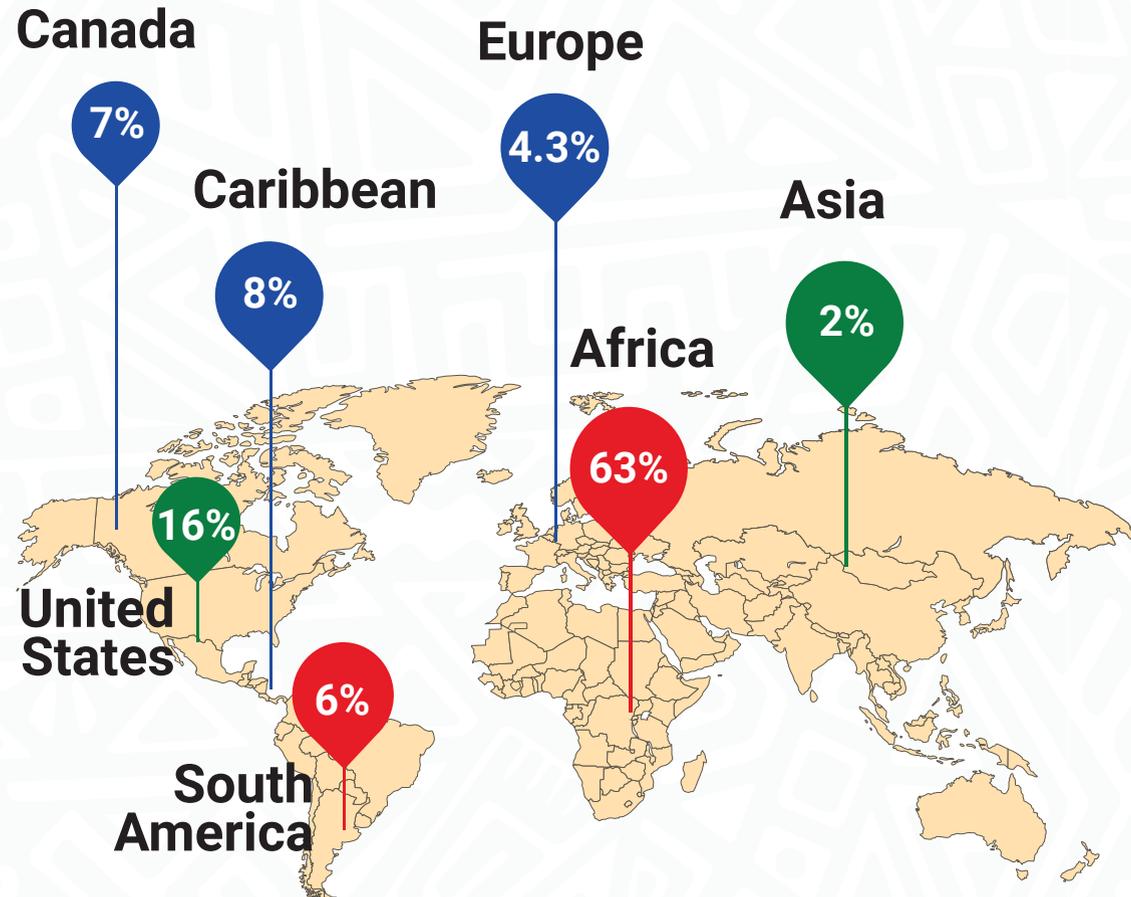


The United Pan Africanist Movement (UPAM)

UPAM is a worldwide movement that is working for the unity, peace building, development and the protection of Africa, the African descent and its communities around the world.

Our goal is to build a better Africa by bringing sustainable systems and development in the continent of Africa, providing opportunities to all African descent around the world, bringing us together to talk and do business with each other and to use our God given potentials for the benefit of the African people.

MEMBERS AND LEADERSHIP



Our selfless Leadership is comprising of Global and National Executives. The Global executive led by the global chairperson runs the daily activities and program of the movement worldwide, while the National Executive led by the National representatives runs the activities and program for each country.

Our Current membership censurs is as follows

▶ Global Executive currently has 71 members

▶ National Executives is 510 Members in 48 Countries worldwide and 51 National Representatives

▶ Global Membership runs over 2,791,047 and growing members around the world.

ACHIEVEMENTS

We have successfully setup the following.

Agricultural project in Zambia to help sustain the Meheba refugee Camp.



Free Swahili learning platforms for all African descents.

LEARN

Swahili

JOIN THE FREE
PAN-AFRICAN
SCHOOL

Every Saturday

USA - 2:00PM EST
GHANA - 6:00PM
NIGERIA - 7:00PM
S.AFRICA - 8:00PM
KENYA - 9:00PM

With Pius Ntinya
Native Swahili Tutor
from Tanzania

zoom

MEETING ID: 867 5615 9934
PASSCODE: 487001

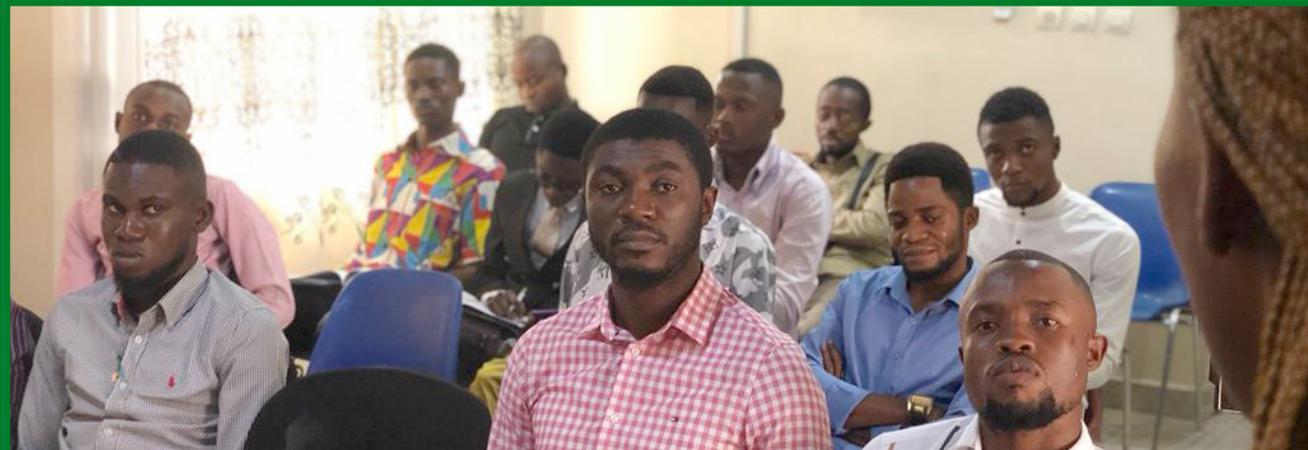
BROUGHT TO YOU BY



info@unitedpam.org

A professional translator, tutor & interpreter with 16 years of teaching experience, Mr. Ntinya is fluent in Swahili, English, and French. He is certified in teaching non-native Swahili speakers.

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E-Commerce platform: Made in Africa to promote local production and business in Africa.



Established the Wakanda News Network to work with all media outlets across the globe.



To integrate and create sustainable education system to make future ready students



PROJECTS IN THE PIPELINE

Building a 600 Megawatts Solar Panel and Battery Manufacturing in Africa in conjunction with the Sudan National Energy Research Center (NERC). This is to resolve power shortage in Africa and to provide electricity to every household and business in Africa, especially remotes and homes in the villages, this will also provide employment, transfer of knowledge, save lot of money for the African people while boosting the African economy and most importantly to fight climate change and global warming by promoting green and renewable energy, etc.



Building database
Servers for the Africa
Data Centers.



Fiber network. This is to
connect Africa together
with high speed and
affordable Internet service.



Agriculture (farms and organic
fertilizer manufacturing). This is to
fight food shortage and make Africa
a food basket for the world

OBJECTIVES

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Encourage bonds of solidarity between Africans in the Diaspora and all inhabitants of African continent.



Engage discussion on the full implementation of AFCTA that will lead to robust trade among African Nations.



To encourage fair Trade practices with Nations outside of Africa.



Create a home-grown Technological solution to modern day problems all phases of life.



Promote the one unifying common Language (Swahili)



To create the opportunity for Africans to unite for a transformative change and development, building the Africa we want (The African Dream).



Create a forum for peaceful conflict resolution in all nation affected by wars and internal conflicts across Africa.



To Discuss the effect of climate change in Africa and the solution that need to be adopted.



Discuss issues affecting our educational systems.

Launching of UPAM and Pan African CLUBS (Education & Sport Clubs)



In the Global Event



A GLIMPSE OF GLOBAL CONFERENCE

Our largest UPAM Conference this year will be in Ethiopia but will still be available to everyone virtually! We are offering all our members, partners, sponsors and supporters from every corner of the world, the opportunity to join us, by attending the event physically or virtually. We are taking the warmth and originality of our presentational event to Ethiopia and online. We are planning something bold, unique, enjoyable, and engaging to those who will attend the conference physically in Ethiopia and those who will attend Virtually.

Like in our past events, the content will be curated, and great presentations, exhibition, panels, roundtables, interviews, product demonstrations, discussions and courses will take place. Sponsors and Exhibitors will have plenty of opportunities to showcase their services & products!

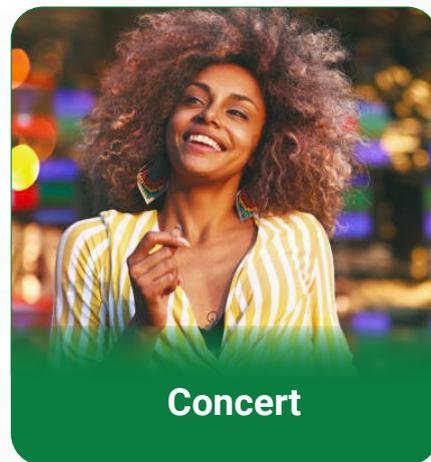
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ARTS & ENTERTAINMENT

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The 2023 UPAM Conference will have a flurry of activity leading up to and including the final event with both Africa's biggest acts and local artists showing their support, which will attract both visitors and locals. We aim to encourage a sense of fun and opportunity to all who participate. The final night of the Conference will be a gala dinner and an awards ceremony.

Activities will include:



The Arts and Entertainment section of the conference also aims to create the following platforms:

Showcasing the creative talent across Africa

Training opportunities in all categories.

Showcasing Arts in Ethiopia

Networking through exposure to talent agencies in Ethiopia and neighbouring countries

The goal is to bring African Fashion Creatives to global expectations, operate and engage with the global clientele in a way that can sustain their businesses to the level of other global brands.

UPAM CARNIVAL

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Running during the Conference the UPAM Carnival will be a **3 day celebration**. It officially starts on day 1 of the conference. The UPAM Carnival will be known as the biggest Carnival and one of the most interesting artistic events of the year.

One of the greatest elements of the event is that it will not only provide entertainment for many people in Addis Ababa and surrounding areas and also give a chance to learn about the various cultures of Africa. It will be a euphoric event where people dance, sing, party and have tones of fun. There are many activities that will take place during the Carnival all day/night for the scheduled days. Adults and children of all ages will participate in the Carnival events, making this the ideal time for the whole family to have a good time together with UPAM!

THE PARADE

The highlight of the Carnival will undoubtedly be the Parade with a twist of Various African/Ethiopian culture. The parade will take place through the busy Streets of Addis Ababa. Local Designers (both professional and amateurs) as well as individuals will be invited to create costumes for the Parade. This is the real thrill, an unparalleled experience - to parade in a beautiful costumes, to the thrilling local music . The Carnival parades can be developed into something special, a competition between the costume designers.

The Parade is a highly orchestrated show of vast proportions. Every parader has a specific role and place according to his costume in a particular wing of a particular section of the theme he/she is parading in support of. Each participant (individual and designers) will pick a different theme for the Parade. It can be celebrating a particular period or highlight a special event or talk about anything really what might move the spirit and imagination; like a special animal or one of the elements, like water or fire, using UPAM colours. The parade will include fireworks displays.

Individuals attending the Carnival will be required to also in costumes using the following themes :

- ▶ Celebrating UPAM
- ▶ Celebrating Ethiopia
- ▶ Celebrating Africa



ALL AFRICA CONCERT

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The UPAM 2023 Conference will culminate with a star studded Music conference to showcase Africa's best and brightest talents, with the sole aim of solidifying Africa's position within the entertainment industry on a global level. Afrobeats, Dancehall and Amapiano Music is currently the fastest growing music genres, gaining global recognition and having internationally known talents tapping into this unique sound. The concert is not only providing that platform for African talents to showcase their music and talents but is also a platform for exposure of upcoming talent across the continent. We see this concept as a critical contribution to the development and awareness of African Music/Talents Globally. The results will be the expansion of physical and digital entertainment and lifestyle distribution, creating partnership opportunities around the globe.

The concert line up will include Africa's biggest stars including



**Diamond
Platnumz**



**Fally
Ipupa**



Flavour



**Yemi
Alade**



**Tewodros
Kassahun
(Teddy Afro)**



**Bruktawit
Getahun
(Betty G)**

And many more musicians in the Caribbean and Around Africa

FOOD AND WINE SHOW

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The Food & Wine Show, is the perfect element of our Conference attracting food and wine lovers in Addis Ababa. Enjoy a fantastic day out with friends and wander through the show, sampling from many food and wine of stalls, chatting to winemakers and distillers and hearing their stories. Sit back and be entertained by Africa's musicians plus join in the fun of a masterclass from wine and cheese pairing to whisky tasting and graze at delicious pop-up restaurants. Different Embassies will showcase culture and food from different parts of the continent

FASHION SHOW

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Gathering and Exposé of African Fashion Designers and creating a platform of Networking and empowerment.



Objective:

- » To provide a networking platform for African Fashion creatives.
- » Exposure, knowledge and global opportunities they will access under one roof
- » To create a healthy synergy between designers-buyers,
- » To use the platform as a launch pad of African Fashion creatives to Global platforms.
- » A platform that will expose designers to trends
- » For Fashion Designers to be accepted as socio economic development agencies for countries as they contribute immensely to countries economy
- » To lobby for support for African Fashion creatives
- » To have a fashion master class

Top African Key Brand and designers will be there including:

Noma Mngoma

Zari Hassan

Special invitations will be extended to Global Fashion Stylists, International Buyers, Fashion Institutes, Media Houses and Fashion Influencers.

PARTICIPANT BENEFITS

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Issuance of
Certifications



Prizes and
Awards winning



Free Concert and Gala
dinner to all conference
delegates



Connecting with all types
of opportunities (Business,
Investment, Collaboration etc.).



Meeting and Connecting
with World Pan African
leaders, Musicians,
African Football Legends.



Recognition and
appreciation of Special
Talents and People who
have devoted themselves for
the course of Africa.



Opportunities to showcase your
business during the conference,
UPAM Websites,
E-commerce, WNN, TVs and all
social media handles.

AWARDS CEREMONY

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The 2023 UPAM Conference will close off with a glitz and glamour Gala dinner and Awards Ceremony. The aims and objectives of these prestigious Awards are to encourage, acknowledge and reward the valuable contribution businesses, groups, organisations and individuals are making throughout Africa and also an networking opportunity with a lot of music and dance for the guests.

The Awards seek out and highlight the incredible achievements of individuals, groups and businesses that create a sense of pride, unity and inspiration through their role modelling to the wider community.

THE AIM OF THE AWARDS IS TO:

Encourage individuals, organisations, groups, businesses and community involvement in large and small regional and rural communities.

Recognise as role models the significant contribution individuals, businesses, organisations and communities are making throughout Africa.

Acknowledge the valuable contributions that individuals, businesses, organisations and communities are achieving throughout Africa.

Reward the valuable contributions that individuals, businesses, organisations and communities are making throughout Africa.

Promote sponsors and presenters as responsible corporate citizens helping to build communities throughout Africa.

The Awards culminate at the Awards Gala Presentation Dinner recognising the category finalists and the naming of the category winners.

WHAT'S IN-STORE FOR VIRTUAL DELEGATES!

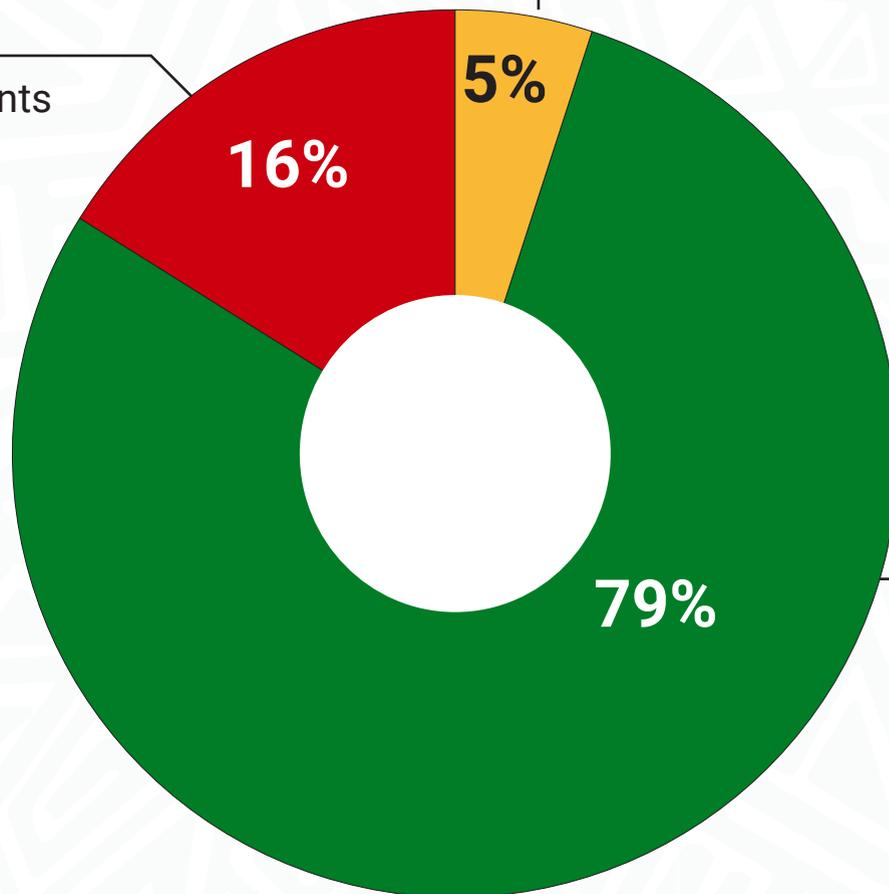
We are doing an event that centers on a TV news station set where our hosts will present and introduce the content of the event as it moves along. When you tune in you will arrive at this “center stage” where you can stay or move to the live sessions.

The anchors will also present news clips of the industry, interview excerpts, video messages from all over the world, sponsors and partner discussions. What will be truly captivating is the Exhibition that we are building where participants can enter, walk around and meet our great sponsors. That's what Exhibition is all about: meeting people, partnering. We help people meet each other, we help companies come together and discuss business. Join us!



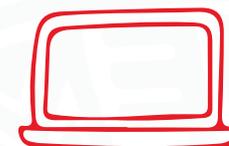
TARGET AUDIENCE

100,000
In-person participants



300-500

UPAM Delegate (including, UPAM global Executives, National executives, Speakers and Invitees)



5,000,000
virtual Participants

CONFERENCE STRUCTURE

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The Conference includes:



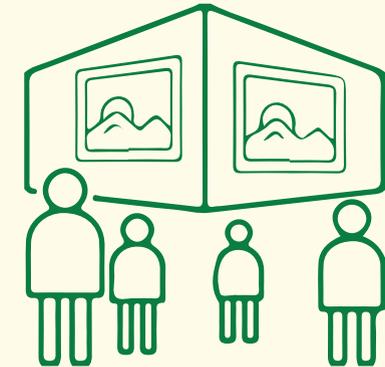
Ethiopian Government Engagement

Speakers from various Ethiopian Government Ministries and Departments will join the delegates to engage on key policy and economic issues and make plans for future collaboration.



Break-Away Sessions

Delegates will participate in small group conversations to discuss practical ways to address common challenges, allowing them to connect with each other and representatives from Government, Private sector, Civil Societies, and other partners.



Exhibition

Representatives from African Governments, private sector, and civil society across the continent will showcase their work, products and services and explore opportunities for future collaboration with sponsors, partners and delegates.



Networking

Delegates are encouraged to connect via networking sessions, allowing them to interact with other delegates and stakeholders for brief conversations and exchange contact information.



Ignite Talks

Selected UPAM Members will have their three- to five-minute TED Talk-style presentations showcased during the Conference. Ignite Talks provide a platform for UPAM members to share the work they are doing or plan to do or to share their thoughts on an issue of importance to them. partners.



Opening and Closing Ceremonies

Opening Ceremonies set the tone for the whole conference. Our goal is to inspire delegates at the opening ceremonies and get them elated for a highly productive conference. And as you would expect, there can be no Annual Conference without the gala evening to provide a fitting ending to a productive conference program.

Sponsorships

REASONS TO SPONSOR

Sponsorship allow companies to position their brand, deliver key messages and convey thought leadership to target audiences through a series of highly visible branding, networking and speaking opportunities that deliver measurable returns on investment.

These high-profile branding and sponsorship opportunities will allow your company to:



Enhance your corporate image that ultimately influences customer attitudes



Assist with driving sales as potential clients seek out your company



Heighten your company's visibility and profile before, during and after the event



Differentiate your company and standout within the competition

FUNDS RAISED AT THE EVENT

All funds raised will be used for the following UPAM projects.



To build Africa data centers and database Servers, So that we can have our own data system that will enable us to tackle specifics such as, Agriculture, Health, Climate change, Conflicts/crimes, unemployment, etc.



Mentorship and training to meet sponsors request and to continue providing sponsors and business relationships.



To establish a 600 megawatts solar panels and batteries manufacturing in Africa to help resolve Electric power issues across the continent.



African schools integration to help build a sustainable educational systems in Africa and to promote and teach Swahili across Africa.



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SPONSORSHIP PACKAGES

	Platinum ★★★★★ \$ 60,000	Gold ★★★★☆ \$ 40,000	Silver ★★★☆☆ \$ 30,000	Bronze ★★★☆☆ \$ 20,000
Exhibit space (6 X 9 stall)	✓	✓	✓	✓
Logo placement on event marketing materials	✓	✓	✓	✓
Company Promotional Video (3 min)	✓	✓	✓	✓
Coffee Break Sponsorship, Branding at Events	✓	✓	✓	✓
Announcement of the Sponsorship In Newsletter	✓	✓	✓	✓
Announcement of the Sponsorship In Social Media	✓	✓	✓	✓
Company executive in panel	✓	✓	✓	✓
Company Executive Interview	Live	Live	Pre Recorded	Pre Recorded
Company News Clips for Main News Stage	4	3	1	1
Logo in the event site, linking	✓	✓	✓	✓
Mention at the beginning of every conference day	✓	✓	✓	✓
A full color ad in Digital Conference Book	one page	Mid Section	Lower Section	Lower Section
Banner in Conference main stage	Top	Top	Floor	Floor
Included registrations	10	8	4	6
Extra Registrations at 50% off	10	8	4	6
Discount Coupons for Clients & Guests				N/A
Placement of Logo on the welcome banner	Top	Top	Lower Section	Lower Section
Email to all attendees	1	1	1	1
Gala Dinner Tickets (Opening and Closing Ceremonies)	10	8	6	4

SME PACKAGES

Exhibit space (3 X 3 stall)	✓
Logo placement on event marketing materials	-
Company Promotional Video (1 min)	-
Coffee Break Sponsorship, Branding at Events	-
Announcement of the Sponsorship In Newsletter	✓
Announcement of the Sponsorship In Social Media	-
Company executive in panel	-
Company Executive Interview	Pre Recorded
Company News Clips for Main News Stage	-
Logo in the event site, linking	✓
Mention at the beginning of every conference day	-
A full color ad in Digital Conference Book	Back Section
Banner in Conference main stage	-
Included registrations	2
Extra Registrations at 50% off	2
Discount Coupons for Clients & Guests	N/A
Placement of Logo on the welcome banner	-
Email to all attendees	✓
Gala Dinner Tickets (Opening and Closing Ceremonies)	2

MORE OPPORTUNITIES

Logo presentation at the Event & Website	\$500
1 minute Video in Main Stage	\$800
Interview for the event (15 min)	\$1,500
Raffle (company offers price)	\$1,000
Contest (Company offers Price)	\$1,500
Networking Assistance Package (12)*	\$900
Networking Assistance Package (18)	\$1,200
Networking Assistance Package (24)	\$1,500
News Block in Main Stage (3 min)**	\$600
News Block in Main Stage (5 min)	\$900
News Text scrolling at bottom of news***	\$500
Lunch Space Sponsorship	\$900



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**FOR MORE INFORMATION ON
UPAM 2023 CONFERENCE CONTACT**

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