



# EAST AFRICA AIRPORTS MODERNIZATION AND SECURITY

REVERSE TRADE MISSION | APRIL 24 - MAY 5, 2016



## Sponsorship Opportunities

### About the RTM

The U.S. Trade and Development Agency (USTDA) is sponsoring the East Africa Airports Modernization and Security Reverse Trade Mission (RTM). The RTM is designed to introduce delegates from East Africa (Ethiopia, Kenya, Tanzania and Rwanda) to U.S. technology and industry best practices in the airport modernization and security sectors. Delegates from both the public and private sectors will participate in site visits and meet with U.S. technology and service providers that have expertise in airport development, operations and management and safety and security.

### Regional Background Information

East African nations are seeking to modernize existing airport infrastructure and construct new airports. They need to build out and equip airport facilities, improve air-traffic control, ground-air communication and enhance overall system safety and security to meet with international standards. Air travel in Africa is among the most expensive in the world due to lower passenger travel, limited liberalization of airspace, safety issues and limited infrastructure (airports, runways, and safety systems). Despite these challenges, East Africa is well positioned as a major transportation and cargo hub on the continent due to its central location between regions. There is also the presence of two major air transport hubs anchored by international carriers - Ethiopia Airlines in Addis Ababa and Kenyan Airways in Nairobi.

### Goals and Objectives

The primary goals and objectives of the RTM are to:

- Introduce senior African executives and key supervisory agency officials to U.S. capabilities and best practices regarding airport modernization and security;
- Provide an opportunity for U.S. companies to learn more about opportunities in the East African airport sector; and
- Bring together U.S. and East African stakeholders for future project collaboration and implementation.

## FOR MORE INFORMATION

The RTM and site visits are organized on behalf of USTDA by The Webster Group, with technical program management provided by Cimperium LLC.

To learn more about the RTM and opportunities to participate, please visit <http://eastafriairport.com>.

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# USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

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### Why Sponsor?

The Business Briefing will be held on April 26, 2016 at the U.S. Trade and Development Agency Business Center in Arlington, VA. Sponsorship delivers tangible marketing benefits and distinctive recognition opportunities before African decision makers, while increasing awareness and understanding of your company among RTM participants, as well as public and private sector attendees.

#### **PLATINUM SPONSOR | INVESTMENT: \$5,000**

- Registration fee waived for eight (8) sponsor participants to attend the Business Briefing
- Eight (8) reserved VIP seats at the Business Briefing
- Company promotional materials distributed to the delegates
- Priority consideration for site visits/tours and/or meetings with the delegates
- Podium acknowledgment at the Business Briefing
- Company profile – up to one (1) page – included in materials distributed to Business Briefing participants
- Company logo included on event signage, event website and event materials
- Priority consideration for speaking opportunities at the Business Briefing
- Priority opportunity to host the delegates for dinner at a restaurant of your choice

#### **GOLD SPONSOR | INVESTMENT: \$2,500**

- Registration fee waived for four (4) sponsor participants to attend the Business Briefing
- Four (4) reserved VIP seats at the Business Briefing
- Company promotional materials to be distributed to the delegates
- Priority consideration for site visits/tours and/or meetings with the delegates
- Podium acknowledgment at the Business Briefing
- Company profile – up to one (1) page – included in materials distributed to participants at the business briefing
- Company logo included on event signage, event website and event materials

#### **SILVER SPONSOR | INVESTMENT: \$1,000**

- Registration fee waived for two (2) sponsor participants to attend the Business Briefing
- Two (2) reserved VIP seats at the Business Briefing
- Company profile – up to half (1/2) page – included in materials distributed to Business Briefing participants
- Company logo included on event signage, event website and event materials

#### **BRONZE SPONSORSHIP | INVESTMENT: \$500**

- Registration fee waived for one (1) sponsor participant to attend the Business Briefing
- One (1) reserved VIP seat at the Business Briefing
- Company logo included on event signage, event website and event materials

### About USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

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