ABEC

AFRICA BUSINESS ETHICS CONFERENCE

25th & 26th JUNE 2019 | SAFARI PARK HOTEL | NAIROBI - KENYA

THEME:

BEST PRACTICES FOR BETTER BUSINESS;

THE ROLE OF THE PRIVATE SECTOR IN PROMOTING TRANSPARENCY & ACCOUNTABILITY

EVENT HOSTS

CIPE Center for International Private Enterprise

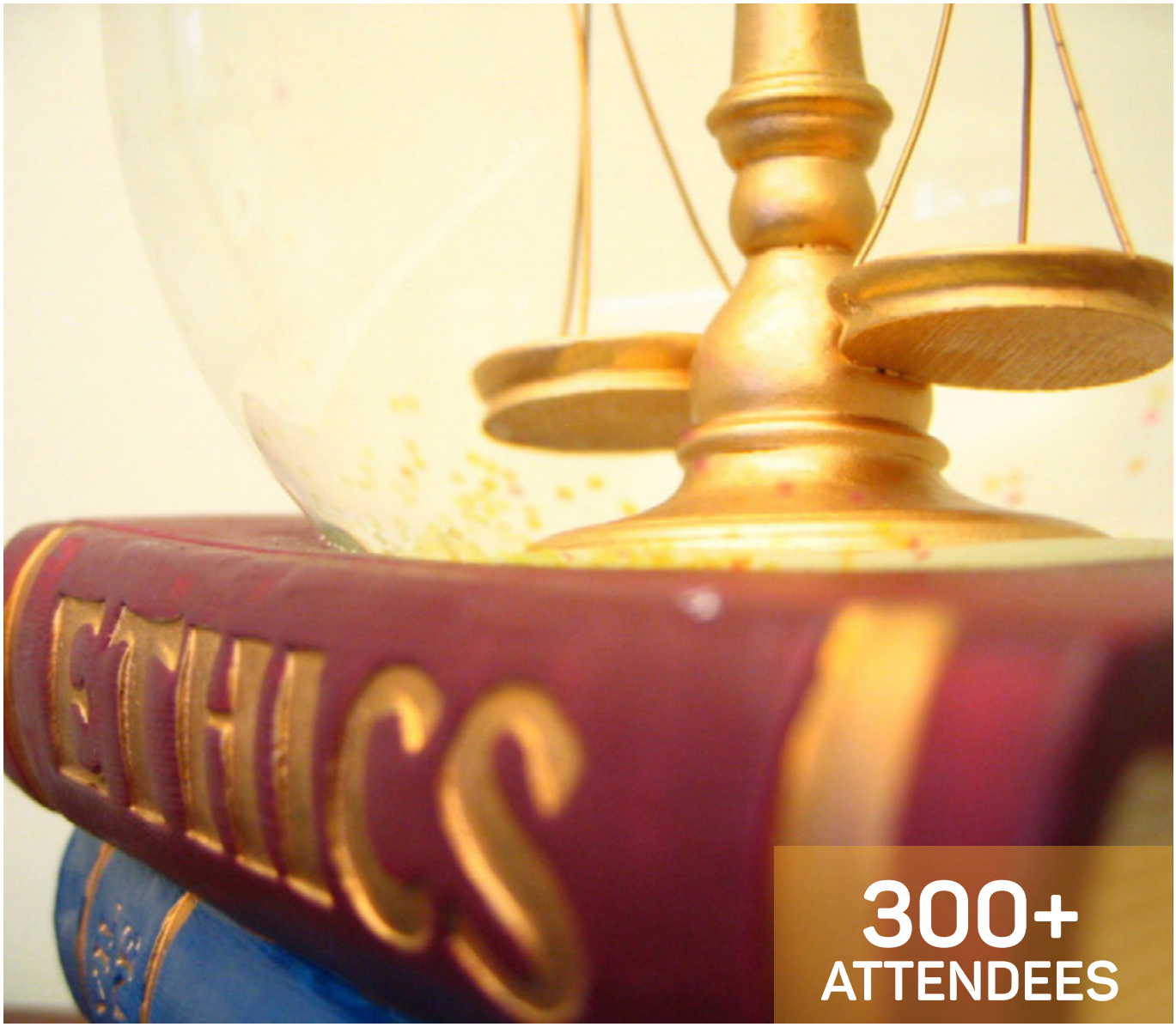
milestones INSPIRE | ASPIRE | ACHIEVE

EVENT LEAD PARTNERS

KEPSA KENYA PRIVATE SECTOR ALLIANCE

KNCCI KENYA NATIONAL CHAMBER OF COMMERCE & INDUSTRY
NAIROBI CHAPTER

www.africa-abec.org



BACKGROUND

Corruption epitomizes weakness in our ethical standards and integrity. To the economy, it undermines development and public service delivery by diverting development resources to the personal gain of a few individuals; distorting public expenditure; discouraging foreign investors; reducing economic efficiency and slowing down administrative processes thereby making the implementation of government policies ineffective.

To businesses, corruption increases the cost of doing business; creates unfair playing ground and curtails efforts towards efficiency-improvement innovations that could further promote profitability of businesses. Although Africa continues to make strides in many spheres of economic development however Africa's leap is constantly being curtailed by corruption. Despite efforts done in curbing the vice, Africa is making insignificant progress towards eradicating corruption. Whereas efforts being done across the region are laudable, more needs to be done especially by the private sector.

THE CONFERENCE

Center for International Private Enterprise (CIPE) in partnership with Kenya Private Sector Alliance (KEPSA), Kenya National Chamber of Commerce & Industry (KNCCI) and Milestones Resource Solutions will host a **two day conference in Nairobi Kenya in June 25th -26th 2019** on improving ethics to increase profitability.

The forum will bring together members of the private sector, government, media and the civil society to discuss practical solutions for the private sector in Africa to combat corruption and explore opportunities for collaboration between the stakeholders represented with a view of private sector taking a lead role.
The desired impact of the conference is to see raising standards of business practice for efficiency to drive cross border trade, business growth, economic stabilities, and sustainability of SMEs and reduce business & financial risk also making Africa an attractive foreign direct investment destination.
This will be part of the ongoing efforts around the Ouagadougou Declaration; developed in partnership with the World Movement for Democracy and the US Chamber of Commerce that brings together the private sector, government, and civil society to find new ways to address societal problems.

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CONFERENCE OBJECTIVES

- To provide a platform for businesses to have an open conversation about corruption
- To bust the myth that a business has to be corrupt to grow
- To mobilize the private sector to play its role in creating ethical enterprise
- To highlight the importance of private sector working in partnership with the public sector in reducing graft
- Liaise with other global Anti corruption agencies and learn from them i.e. their success as well as challenges and how they work with the business community
- To use the platform to launch CIPE's Ethics First Initiative in Kenya
- To create awareness on the ethical risks of corruption for business

WHO SHOULD ATTEND

- Business Representatives – *Corporates, Multinationals & SME's*
- Government Agencies
- Civil Society Organizations
- Business Member Organizations
- Media

THE OPPORTUNITY

1. Be associated with the 2019 Business Ethics Conference in the region
2. Opportunity to nominate a relevant nominee to participate at a panel discussion.
3. Corporate visibility through Marketing / branding at the Conference
4. Interact with delegates attending the conference & who value and appreciate an ethical business environment
5. Engage with decision makers and form partnerships for mutual business benefit
6. Complimentary tickets to invite your valuable partners / clients
7. Get a tailor-made sponsorship package to suit your business objectives

CONFERENCE TOPICS INCLUDE:

- The role of the private sector in reducing graft
- Kenya Private Sector corruption risk mapping report
- Comparative analysis of anti-corruption initiatives across Africa
- Legal & regulatory frameworks
- Incentivizing & building the capacity of private sector
- Procurement & its role in anti-corruption
- Effectiveness of whistle blowing laws & systems
- African business/leaders to learn from each other on anti -corruption

SPONSORSHIP LEVELS

SPONSORSHIP	KSH.	BENEFITS
PLATINUM SPONSORSHIP	2,000,000	1. An opportunity to get automatic listing into the Ethics First database 2. Top branding before, during and after the event 3. A representative of a speech at the opening ceremony 4. An opportunity to conduct tailor made in-house ethics training before the conference (2 classes for one for managers and another for supervisors) 5. An opportunity to get an Ethics risk assessment conducted on the organization before the conference and training. 6. 2 free reviews and evaluations for the compliance implementation and renewal into the Ethics first database on the second year. 7. Participation in a media conference about the conference to be organized by the organizing team 8. Get the biggest exhibition space provided at the conference exhibition area 9. Logo will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session. 10. 10 complimentary delegate invitations will be provided for the top customers/clients to attend the conference as your special guests. 11. Promotional item or gift provided by the sponsor will be inserted into delegate carry bags
GOLD SPONSORSHIP	KSh. 1,000,000	1. An opportunity to get automatic listing into the Ethics First database. 2. Top branding before, during and after the event. 3. An opportunity to conduct a tailor made in-house ethics training before the conference (1 class only) 4. An opportunity to get an Ethics risk assessment conducted on the organization before the conference and training 5. Logo of the Gold Sponsor will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session 6. An Exhibition area will be provided at the conference 7. 5 complimentary delegate invitations will be provided for the top customers/clients to attend the conference as your special guests 8. Participation in a media conference about the conference to be organized by the organizing team.
SILVER SPONSORSHIP	KSh. 500,000	1. An opportunity to get automatic listing into the Ethics First database 2. An opportunity to have a speaker in a session of its choice 3. Logo of the Silver Sponsor will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session 4. An opportunity to conduct a tailor made in-house ethics training before the training for 5 employees 5. An Exhibition area will be provided at the conference 6. 3 complimentary delegate invitations will be provided for the top customers/clients to attend the conference as your special guests
OFFICIAL DINNER SPONSORSHIP	KSh. 800,000	1. Recognition as the sponsor for official Gala dinner to be held at the end of Day 2. Opportunity to display logos in the conference room
LUNCH SPONSORSHIP	KSh. 350,000	1. Recognition as the host of the Lunch on the day selected
PARTNERS	KSh. 150,000	1. Recognition as partners of the event 2. Exhibition space at the venue
DELEGATE CARRY BAGS SPONSORSHIP	KSh. 120,000	1. Logo will be featured on the delegate carry bags which will be received by all the delegates, maximizing the exposure for the sponsor

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SPONSOR/DELEGATE BOOKING FORM

CATEGORY CHOICE

SPONSOR: (Indicate the categories in boxes to tick) - Platinum, Gold, Silver,

- ☐ PLATINUM
- ☐ GOLD
- ☐ SILVER
- ☐ OFFICIAL DINNER SPONSORSHIP
- ☐ PARTNER
- ☐ DELEGATE

Name_____

Position_____

Company_____

Country_____ Address_____

Email_____ Telephone_____

*Official Rubber Stamp Box

Terms & Conditions

1. Application to Sponsor/Partner in the Africa Business Ethics Conference (ABEC) 2019 shall be made on this form and shall be duly signed by the Sponsor or a person authorized to act on its behalf.
2. Upon acceptance of an application by the organizer, the application shall become a binding contract on the Sponsor and Organizer on the terms and conditions contained herein.
3. The main partners will feature in any branding to be done at the event venue, as well as partners of each partnership package.
4. Any dispute or breach of contract that may arise between the Sponsor and the organizer, shall, unless otherwise herein expressly provided, be referred to the decision of an arbitrator to be agreed upon by both parties in accordance with and subject to the provision of the Arbitration Act of Kenya.
5. Cancellation of this agreement shall only be done in writing and signed by both parties.

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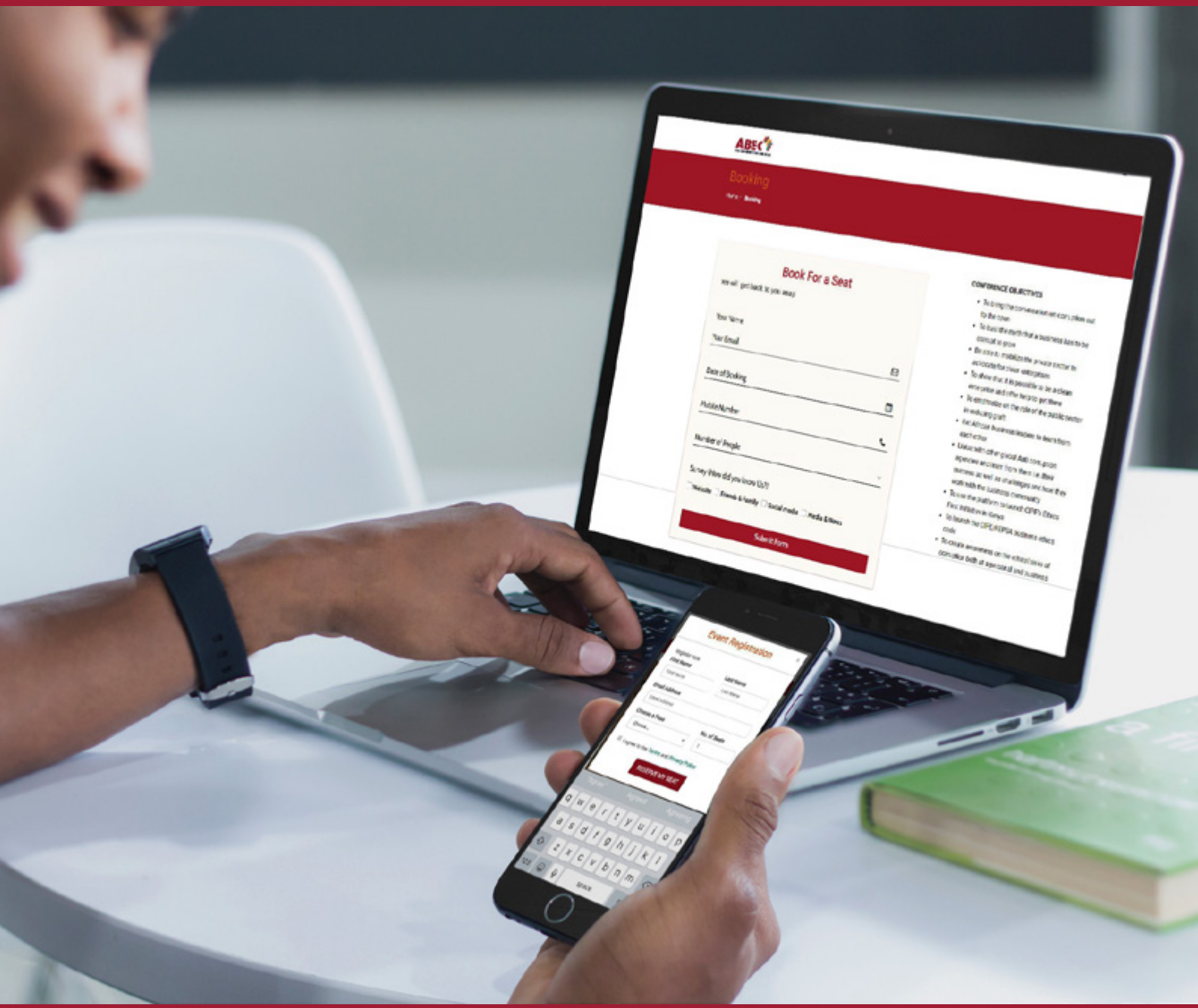

REGISTER YOUR INTEREST TO ATTEND

www.africa-abec.org/booking

CONTACT DETAILS

CONFERENCE SECRETARIAT

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www.africa-abec.org

EVENT HOSTS

CIPE Center for International Private Enterprise

milestones

EVENT LEAD PARTNERS

KEPSA

KNCCI

NAIROBI CHAPTER