



SAM
2025

African Inclusive Finance Week

Africa's largest inclusive finance event





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About SAM

Africa's largest inclusive finance event

SAM (African Inclusive Finance Week) is a biennial event dedicated to the development of financial inclusion in Africa.

SAM aims to provide a platform for discussion and reflection between a wide variety of players to find solutions to the challenges faced by the inclusive finance sector.

SAM is organised by the NGO ADA (Appui au développement autonome) and the MAIN network (Microfinance African Institutions Network), with the support of the MFA (Ministry of Foreign and European Affairs, Defense, Development Cooperation and Foreign Trade of Luxembourg).





5 days of discussions and networking

SAM takes place over 5 days and includes a variety of events:

- a two-day conference focused on a key inclusive finance topic, with the participation of African and international experts
- training sessions, workshops and field visits
- a two-day Investor Fair where investors, microfinance institutions, SMEs and start-ups meet to discuss investment opportunities at speed-dating sessions
- a two-day Innovators' Village offering organisations the opportunity to present innovative solutions to the challenges of the inclusive finance sector
- a Gala Dinner for all SAM participants.



Agenda SAM

| | Day 01 | Day 02 | Day 03 | Day 04 | Day 05 |
|-----------|-------------------------------|------------------|--------------------------------------|---|---|
| AFTERNOON | Training sessions & workshops | Conference (1/2) | Conference (2/2) | Innovators' Village - Investor Fair - Training sessions, workshops & field visits | Innovators' Village - Investor Fair - Training sessions, workshops & field visits |
| EVENING | Welcome reception | VIP Dinner | Innovators' village opening ceremony | Gala Dinner | |



A wide variety of participants

The last SAM event was held in Togo in 2023 and brought together 1,024 participants from 54 countries (including 36 African countries).

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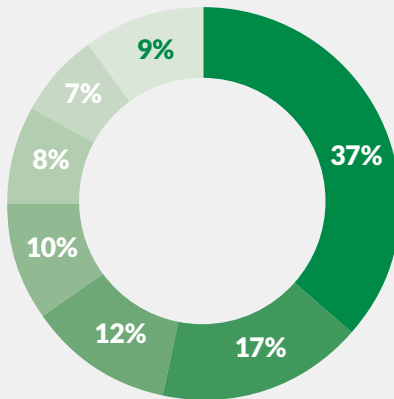
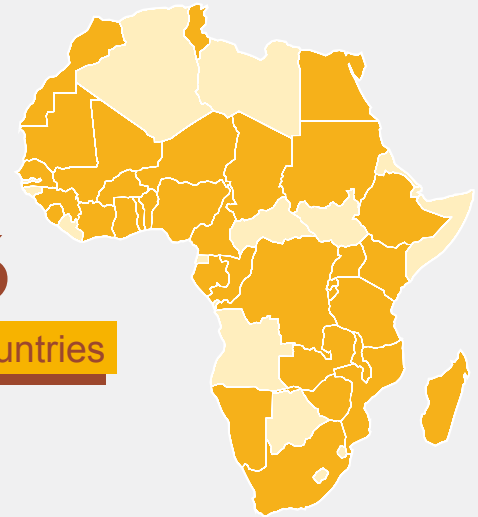
participants

54

countries

36

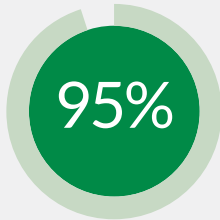
African countries



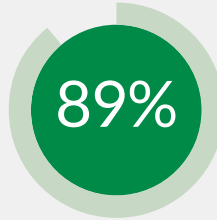
- Financial institutions
- NGOs - training and research organisations
- Investors
- Private companies
- Tech companies
- Public sector entities
- Other



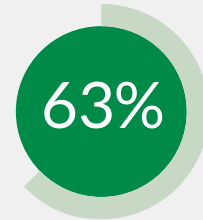
The impact of SAM according to participants



of participants acquired
new knowledge during
the event



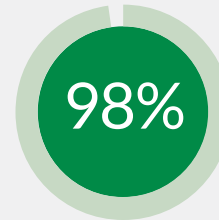
developed their
network



entered into new
partnerships



found prospective
partnerships



think they will come
to the next SAM

**Statistics from the satisfaction survey of SAM 2023 participants
(386 respondents out of 1,024 participants, representing 37%)**



Conference

The conference (two days) opens discussions on a key inclusive finance topic and provides a platform for sharing knowledge and best practices to strengthen existing initiatives and to encourage innovation in the sector.

It comprises plenary sessions during which experts are invited to share their experience and insights. Smaller group sessions address more specific topics.

The agenda of the 2023 SAM Conference 'Towards inclusive and sustainable finance':

- Sustainable inclusive finance: definition, taxonomy and labelling
- Resilience to the effects of climate change
- Savings and emergency funds for climate risk management
- Inclusive insurance
- Digital technologies, etc.



SAM 2023 key figures:

2

days

90

national and
international speakers

5

plenary
sessions

13

parallel
sessions

5

workshops

The conference in video:





Training sessions, workshops and field visits

Around twenty training courses and workshops are held throughout the week, in English and/or French.

Field visits are also organised to learn about local initiatives in the sector.

Training sessions and workshops at SAM 2023:

- Responsible and inclusive finance
- Digital and agricultural finance
- Social and environmental impact measurement
- Inclusive finance and renewable energy
- Catapult FinTech acceleration programme
- Innovative financing mechanisms
- Regulations

Field visits during SAM 2023:

- Visits to local microfinance institutions and project beneficiaries.

SAM 2023 key figures:

26

training courses
and workshops

3

field
visits

Video training courses:





Investor Fair

The investor Fair aims to connect microfinance institutions, innovative start-ups and private impact investors looking for opportunities in inclusive finance.

Impact investors

- Traditional investors (investment funds, cooperatives and microfinance banks)
- Impact investing private equity funds
- Banks
- Global philanthropic companies and foundations, etc.

Beneficiaries

- Microfinance institutions
- Banks providing financial services to low-income households
- SMEs
- Scale-ups (fintech, IT, healthtech, insurtech, agritech, regtech, etc.)
- Providers of innovative solutions, etc.

SAM 2023 key figures:

22

investors

+130

beneficiaries

782

meetings between investors
and beneficiaries



The investor Fair
in video:





Innovators' Village

The Innovators' Village showcases organisations that offer innovative and sustainable solutions to improve practices in inclusive finance.

Innovations include: financial services (credit, savings, insurance and money transfers) digital solutions for financial transactions and insurance; market access platforms and solutions for the internal management of organisations (information and management systems, etc.).

Exhibitor profiles:

- Start-ups/tech companies
- Private companies
- Incubators/accelerators
- NGOs
- Training centres
- Research institutes
- Para-public institutions, etc.

SAM 2023 key figures:

30

exhibitors at the
Innovators' village

Video of the
Innovators' Village:





Gala Dinner

After several days of getting to know each other and discussing possible collaborations, the Gala Dinner allows participants to spend a pleasant, entertaining and relaxed time together.

This is also an occasion for the sponsors' to award their prizes.





Why host the next SAM?

To strengthen your international influence on financial inclusion:

Give visibility to your country's initiatives, innovation and success to demonstrate your commitment to financial inclusion and inspire other countries.

To exchange knowledge:

SAM is a unique forum for exchanging knowledge and best practices with industry professionals to enhance your national financial inclusion strategies and policies and increase your expertise.

To strengthen your regional and international network:

By expanding your network of contacts, you will increase the chances of attracting new investors and partners to support your financial inclusion projects.

To contribute to the development of financial inclusion and other economic sectors:

Hosting SAM is an opportunity to facilitate collaboration between local and international players and to foster the creation of a more robust financial ecosystem that benefits the entire population.

To stimulate the local economy and strengthen social cohesion:

The large number of SAM participants will stimulate tourism and local services. By promoting financial inclusion, you will contribute to strengthening social cohesion in your country.





Carbon offsetting

Measuring and offsetting the carbon footprint is particularly important because of the long-distance journeys made by stakeholders and participants.

The host country will help identify projects to offset the unavoidable CO₂ emissions generated by the organisation of the SAM Conference.

This carbon offsetting may include:

- selecting local service providers committed to sustainability
- the participation of a group of SAM participants in a local project
- the involvement of the Ministry of the Environment in selecting local offsetting initiatives.





Past editions

- 2023** Lomé (Togo) 1,024 participants, 54 countries (36 African countries)
- 2021** Kigali (Rwanda) 700 participants, 53 countries (37 African countries)
- 2019** Ouagadougou (Burkina Faso) 900 participants, 56 countries (35 African countries)
- 2017** Addis-Abeba (Ethiopie) 700 participants, 54 countries (31 African countries)
- 2015** Dakar (Sénégal) 500 participants, 27 countries
- 2013** Arusha (Tanzanie) 250 participants, 25 countries (20 African countries)





Sponsors and partners of the SAM 2023

SAM Gold Sponsors



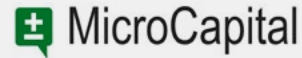
SAM Silver Sponsors



SAM Bronze Sponsors



Media partners



Sponsors of the Innovators' Village



Food and Agriculture Organization of the United Nations

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Contact



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