



Terms of reference

Call for applications to host the SAM (African Inclusive Finance Week) in 2025

1. Background: ADA (Appui au développement autonome), the MAIN (Microfinance African Institutions Network) and the Luxembourgish Ministry of Foreign and European Affairs, Defence, Development Cooperation and Foreign Trade (MFA) are organising the African Inclusive Finance Week (SAM), a major event dedicated to the development of financial inclusion in Africa. The event takes place every two years over a five-day period in a different African country. SAM mainly aims to provide a single African discussion platform on the challenges and best practices of inclusive finance on the African continent by bringing together all representatives of the sector: experts, policy-makers, financial institutions, banks, investors, entrepreneurs, researchers, networks, innovators, regulators etc. Between 1,000 and 1,200 people are expected to attend. Please see the attached brochure for further information.

2. Objectives: The main objective of this call for applications is to select an African country to host the SAM week for the year 2025 (October). Specific objectives include:

- Identifying a country with adequate infrastructure and quality of services to host the conference
- Encouraging the participation and commitment of international sector representatives in the host country
- Promoting the host country's visibility and international influence in the field of financial inclusion.

3. Eligible organisations:

- Governments via a competent ministry (financial inclusion, finance, etc.)
- Networks of microfinance institutions/professional associations with governmental support.

4. Selection criteria: The following criteria will be considered in the evaluation of applications:

- Commitment and support from the host government to hold the conference (letter of commitment from the host government)
- Availability of adequate infrastructure and quality services to host an international conference, including conference facilities, hotels, transport, etc.
- International accessibility of the host country (visa facilities, air connections, etc.).

5. Submission procedure:

- **Phase 1 (April to early August 2024):** Interested countries are invited to complete the online application form (<https://forms.office.com/e/qGKvAcqqVB>) and send an official **letter of expression of interest** from the government to Ms Linda Szelest (l.szelest@ada-microfinance.lu), confirming that they meet the criteria outlined above.
 - Call for applications: **May 2024**
 - Deadline for countries to submit applications with a letter of expression of interest: **August 15th 2024**
 - Selection Committee: **second half of August 2024**
 - Announcement of shortlisted countries: **August 30th 2024**

- **Phase 2 (September 2024):** the countries pre-selected in August by the selection committee will be invited to submit their full application by sending a complete file including a letter of commitment from the government, a detailed description of the infrastructure and services available, a summary of previous experience in organising international events, the measures planned to ensure the safety of participants and the signed memorandum of understanding for the joint organisation of the event detailing the roles and responsibilities of the parties involved.
 - Deadline for submission of full application: **September 30th 2024**
 - Visit by the organisers to the pre-selected countries: **between late August and September 2024**
 - Selection committee: **first half of October**
 - Selection of the host country: **second half of October 2024**

6. Evaluation of applications: Applications will be evaluated by a selection committee made up of the Luxembourgish Ministry of Foreign and European Affairs, Defense, Development Cooperation and Foreign Trade (MFA), ADA and the Microfinance African Institutions Network (MAIN). This committee will take into account the selection criteria set out in these terms of reference to pre-select the countries likely to host SAM.

7. Contact: In case of questions, please contact Linda Szelest: l.szelest@ada-microfinance.lu.