



ATLAS TRANSNATIONAL ROADSHOW 2025

**MARCH 20
to JULY 25**

+25 countries
+100 Campaign Partners
+ 4000 C-Suite Executives
+1000 Businesses +300 Universities

Investing in Africa's Prosperity



Pan African Chamber of
Commerce and Industry



Investing in Africa's Prosperity

Bringing African Opportunities to the Global Stage

ATLAS TRANSNATIONAL ROADSHOW BRIEF

The Atlas Convention, in partnership with the Pan African Chamber of Commerce and Industry (PACCI) and a global network of chambers of commerce, is launching the Atlas Transnational Roadshow under the theme “Investing in Africa’s Prosperity.” This roadshow is a high-impact marketing initiative featuring 25+ pre-convention events in major continental and global cities to position the Atlas Convention 2025 in Victoria Falls as the premier global platform for trade and investment. With 5,000+ delegates from over 136 countries, the roadshow will position Africa as a premier business destination, accelerating trade efficiency, boosting investor confidence, and fostering cross-border collaboration. It aims to unlock Africa’s vast economic potential and firmly integrate the continent into the global investment landscape.

01

Mobilising and Boosting Intra Africa Trade

Creation of a Business Information Highway for Transnational Trade and Investment

02

Driving Sustainable Development

Demystifying Investment in Africa and building a space where there is enough prosperity for everyone

03

Diverse and Inclusive Opportunities

Bringing Bankable African Opportunities to the Global Stage

The roadshow will facilitate transnational investment deals across key sectors and boost intra-African trade. This initiative accelerates deal flow, provides actionable data-driven insights, and strengthens Africa’s role in the global economy, making the Atlas Convention a transformative landmark global event for businesses, governments, academia, development partners and investors worldwide.



Creation of a Business Information Highway for Transnational Trade and Investment

The Atlas Convention Transnational Roadshow will spearhead the establishment of a Business Information Highway—a digital, data-driven ecosystem designed to facilitate seamless trade and investment across Africa and globally. This platform aims to integrate businesses, governments, investors, and development partners into a unified platform, driving informed decision-making and fostering efficient cross-border collaborations for investors and bankable opportunity owners.

Bringing African Opportunities to the Global Stage



Demystifying Investment in Africa and building a space where there is enough prosperity for everyone

The Atlas Convention Transnational Roadshow is dedicated to breaking down barriers and misconceptions surrounding investment in Africa—establishing a fully integrated trade and investment ecosystem across the continent. This initiative centers on fostering transparency, accessibility, and trust, showcasing Africa as a land of limitless opportunities and a wealth of untapped potential spanning multiple sectors. With a focus on sustainable, inclusive growth, the Roadshow envisions a future where prosperity extends to everyone.

Bringing Bankable African Opportunities to the Global Stage

The Roadshow will spotlight Africa's most bankable and transformative investment opportunities, effectively positioning them on the global stage. This initiative connects African entrepreneurs, governments, and innovators with international investors, creating pathways for transformative partnerships. The impact translation will cut across sectors, driving global interest in high-impact, scalable projects that contribute to sustainable economic growth, job creation, and regional integration.

Hear What Our Key Partners Are Saying About the Atlas Convention



Pan African Chamber of
Commerce and Industry

KABOUR GHENNA
Pan African Chamber of
Commerce & Industry
(Director)

We are committed to Africa's economic integration and a thriving business environment. The Atlas Convention is essential to advancing these goals



Hon **MANGALISO NDLOVU**
Ministry of Industry
and Commerce
(Minister)

The Atlas Convention drives industrial growth, fosters partnerships, and unlocks investment for Zimbabwe's economic transformation.



INVESTOR
HOSTING CENTRE

ELLIAS HWENGA

Investor Hosting Centre
(Chairman)

Innovation drives thriving African economies, with the Atlas Convention fostering growth through strategic transnational investment facilitation.



UNITED
NATIONS
ZIMBABWE

H.E **EDWARD KALLON**
United Nations in Zimbabwe
(Resident & Humanitarian Coordinator)

We are committed to sustainable development and economic resilience. The Atlas Convention is vital for inclusive growth and regional integration



ZIMBABWE NATIONAL CHAMBER OF COMMERCE
THE VOICE OF BUSINESS

CHRISTOPHER MUGAGA
Zimbabwe National Chamber
of Commerce (CEO)

We empower businesses by connecting them to global markets and fostering partnerships, with the Atlas Convention as a key platform.



OLDMUTUAL

GLORIA ZVARAVANHU
Old Mutual Zimbabwe
(Managing Director)

We drive economic growth and empower communities, with the Atlas Convention fostering key partnerships and investment.





Investing in Africa's Prosperity

Expected outcomes

Accelerated Regional Development: Improve infrastructure, increase trade activities, and create jobs to drive overall prosperity.



Accelerated Economic Growth and Job Creation: Drive sustainable initiatives that enhance economic benefits and improve living standards.

Strengthened Economic Ties with International Markets: Build robust connections with global markets to facilitate trade, investment, and collaborations.



Stronger Intra-African Economic Ties: Promote regional collaboration to boost trade, reduce barriers, and support collective advancement.

Enhanced Visibility for African Innovation and Entrepreneurship: Showcase unique startups and innovative solutions to establish Africa as a dynamic business hub.



Increased Investor Confidence in African Markets: Foster trust through transparency and successful engagements to attract substantial investments.

Increased Global Investment Flows into High-Growth Sectors: Attract more international capital to fuel expansion and innovation within key industries.



Enhanced Reputation of Africa as a Global Trade and Investment Hub: Position Africa as a premier business destination to attract diverse investors and ensure stability.

TRANSNATIONAL ROADSHOW ACTIVITIES

Investor Pitch and Presentations

Showcase Africa's top investment opportunities to leading investors.

Panel Discussions Host industry leaders to discuss sustainable investment and integrated transformation in Africa.

Sector-Specific Forums

Facilitate focused discussions in key growth industries

Customized B2B and B2G Meetings

Create exclusive business and government engagements for strategic partnerships.

Collaborative Stakeholder Engagement

government, industry leaders, and stakeholders to build impactful partnerships.

Interactive Workshops and Seminars

Offer expert-led sessions on market trends and effective investment strategies.

Networking and Match-Making Sessions

Use data-driven tools to connect investors with bankable opportunities.

Showcasing Success Stories

Highlight transformative African success stories to demonstrate investment potential

OUR ENGAGEMENT FOCUS AREAS

The Atlas Transnational Roadshow engagements will focus on five key clusters to build a synergistic ecosystem that drives economic integration and fosters a dynamic business landscape across Africa. By targeting high-impact areas and promoting collaboration, innovation, and seamless trade, we catalyze sustainable development and attract lucrative investment opportunities on the continent.



PRIVATE SECTOR/INDUSTRY

Foster transnational trade and investment, innovation and economic growth.



DEVELOPMENT PARTNERS

Promote sustainable transnational economic development with international allies.



GOVERNMENT

Collaborate with policymakers on transnational economic strategies.



ACADEMIA

Support integrated research & development and Commercialisation of Africa's Innovation.



CIVIC SOCIETY

Engage communities for inclusive civic society Transformation.