



Sahara Sparks Marketplace

2023



WELCOME

Sahara Sparks, a renowned platform launched in 2016, has an electrifying vision to ignite innovation, technology, and entrepreneurship. With a remarkable track record of fostering transactions and thought-provoking conversations, Sahara Sparks has firmly established itself as a catalyst for Africa's innovation, technology, and entrepreneurship ecosystems.



5,000+

High Profile Speakers

20,000+

Attendee

40,000+

Small Business, Startups, SME



This year, we are thrilled to announce that Sahara Sparks is returning with an even greater mission, aiming to leave an indelible impact on the African Innovation landscape. Through our theme, "Embracing Disruption,"

Embracing Disruption 2023



At Sahara Sparks 2023, our vision extends beyond mere inspiration and ideation. We are dedicated to empowering attendees with practical knowledge, tangible tools, and meaningful connections to navigate and thrive in the disruptive era.

This year, we proudly transform into a vibrant start-up and Corporate marketplace, providing startups with a unique opportunity to showcase their products and services by bringing together aspiring entrepreneurs, investors, experts, and industry leaders to explore and embrace the disruptive potential of digital transformation in Tanzania.



2021



2022



2023

THEMES



ACTIVITIES

Showcase Start-Up Products



The expo will provide a platform for start-ups to showcase their innovative products, services, and solutions in the digital space. It will enable them to demonstrate their capabilities and attract potential customers, partners, and investors.

Facilitate Deal rooms



The event will feature a dedicated Investor Lounge area, where start-ups can interact with potential investors and pitch their ideas. This space will foster networking, relationship building, and potential funding opportunities.

Expert Sessions



The expo will host expert sessions, where industry leaders, successful entrepreneurs, and subject matter experts will share their insights, experiences, and knowledge about digital transformation in Tanzania. These sessions will cover topics such as emerging technologies, market trends, funding strategies, regulatory frameworks, and best practices.

EVENT HIGHLIGHTS

Start-Up and Corporate Exhibition

A designated exhibition area will be provided for start-ups to set up stalls and showcase their products, technologies, and prototypes. They will have the opportunity to engage with attendees, receive feedback, and generate interest in their offerings.



Investor Lounge

An exclusive space for start-ups and investors to interact and explore potential collaboration opportunities will be created. Start-ups can schedule one-on-one meetings, participate in speed-dating sessions, or simply network with potential investors.

Expert Sessions

The event will feature thought-provoking panel discussions, keynote speeches, and fireside chats with industry experts, successful entrepreneurs, and government representatives. These sessions will provide valuable insights, actionable strategies, and inspiration to start-ups and attendees.



Networking Opportunities

The expo will offer networking breaks, receptions, and informal gatherings to encourage meaningful connections among participants. Attendees will have the chance to exchange ideas, build relationships, and explore potential partnerships.



Press and Media Coverage

The Start-Up Expo on Digital Transformation will receive extensive press and media coverage. Journalists, bloggers, and media representatives will be invited to attend and report on the event. This will provide participating start-ups with increased visibility, publicity, and potential media exposure.



TARGET AUDIENCE

Start-ups

Tech start-ups, innovators, and entrepreneurs looking to showcase their digital products, solutions, and services.

Experts

Industry leaders, subject matter experts, successful entrepreneurs, and government representatives with valuable insights and knowledge about digital transformation.

Investors

Venture capitalists, angel investors, and representatives from funding organizations seeking investment opportunities in the digital space.

Enthusiasts

Students, researchers, professionals, and individuals interested in the digital transformation landscape, emerging technologies, and innovative start-up ideas.

DATE AND VENUE

The Sahara Sparks Marketplace on Digital Transformation will be hosted by Sahara Sparks in Tanzania in 2023. The exact date of the event will be 13th and 14th October at Mlimani City Hall.

**Embracing
Disruption**
2023

