



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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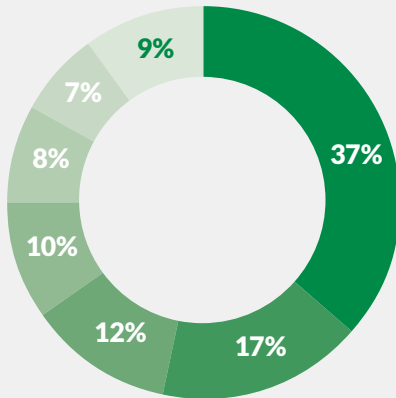
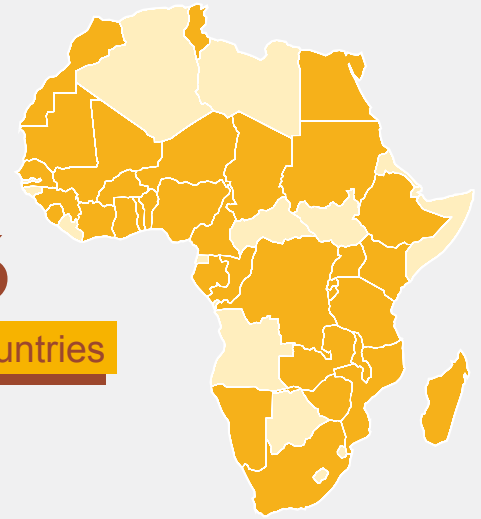
participants

54

countries

36

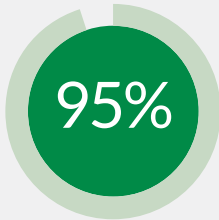
African countries



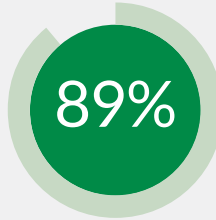
- Financial institutions
- NGOs - training and research organisations
- Investors
- Private companies
- Tech companies
- Public sector entities
- Other



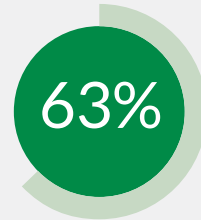
The impact of SAM according to participants



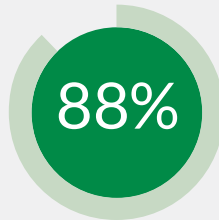
of participants acquired
new knowledge during
the event



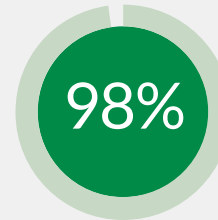
developed their
network



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.





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



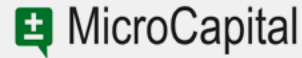
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SAM Bronze Sponsors



Media partners



Sponsors of the Innovators' Village



Food and Agriculture Organization of the United Nations

Partners of the Innovators' Village



For more information and sponsorship questions:

Contact



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