



18 - 22 OCTOBER

SAM

**AFRICAN MICROFINANCE WEEK:
THE LARGEST INCLUSIVE FINANCE EVENT IN AFRICA**

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LUXEMBOURG
AID & DEVELOPMENT



**THE SAM IS A MAJOR
CONFERENCE DEDICATED
TO THE DEVELOPMENT
OF FINANCIAL INCLUSION
IN AFRICA.**





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WHAT IS THE SAM?

The SAM is the African Microfinance Week, known by the French acronym for « Semaine Africaine de la Microfinance ». This is a major conference dedicated to the development of financial inclusion in Africa that takes place every two years in a different African country.

The main ambition of the SAM is to provide a unified African platform for exchange on the microfinance issues facing the African continent by bringing together all the professionals of the sector —investors, MFIs, researchers, banks, networks, innovators, governments and others.



SAM STRUCTURE: 5 DAYS DEDICATED TO MICROFINANCE IN AFRICA

The SAM is structured in 5 days, each dedicated to various events as follows:

- a conference over 2 days called '**SAM conference**' on a specific inclusive finance topic with worldwide speakers and experts in the sector;
- an **Investors' Fair** : a full day for creating partnerships for both MFIs and investors. In the morning, participants have 20-minute speed-dating sessions where they pitch their ideas to potential future partners. In the afternoon session, investors have the opportunity to set up specific appointments with the MFIs that fit their investment needs;
- an **Innovators' Village** : 20 to 30 exhibitors come to present their innovative products or services to the participants of the SAM (900 participants at the previous edition).
- **training sessions and workshops** : over 20 high-demand training sessions and workshops in the microfinance sector take place throughout the week on several topics: agricultural finance, digital finance, microinsurance, social performance... The themes of the training sessions and workshops are based on the demand of the partners;
- a **Gala Dinner** with all the SAM participants;
- a **VIP Dinner** with high-ranking officials and/or politicians, on invitation only;
- or an **event** at the request of a sponsor.



SAM STRUCTURE: 5 DAYS DEDICATED TO INCLUSIVE FINANCE IN AFRICA

2 DAYS entirely dedicated to the SAM conference with high level panelists

DURING THE OTHER 3 DAYS ALONGSIDE THE CONFERENCE:

2 major side events:

- the **INVESTORS' FAIR**;
- the **INNOVATOR'S VILLAGE**.

But also:

- **FREE TRAINING SESSIONS**;
- **WORKSHOPS** organised by the most renowned and authoritative institutions in the sector;
- **GENERAL ASSEMBLIES** of the different African networks attending the SAM.
- other **EVENTS** organised by partners.





SAM CONFERENCE

Every edition of the SAM is dedicated to a different theme to open up a debate, share good practices and imagine creative solutions to crucial issues affecting the inclusive finance sector across the African continent. It is structured around:

- **Plenary sessions** in which high-level speakers are invited to provide a broad overview of the issue;
- **Parallel sessions** which focus on specific topics such as rural areas, microinsurance, inclusive finance for specific targets such as women, young people, extremely poor clients, specific microfinance products, etc.

A HIGH-LEVEL CONFERENCE

The SAM has the capacity to bring together **high-level representatives**. The last edition welcomed the Prime Minister of Burkina Faso, Christophe Dabiré, chairing the opening ceremony alongside the Deputy Minister for Land Planning of Burkina Faso, the Senegalese Minister for Microfinance and the Social and Solidarity Economy, the Deputy Governor of the Central Bank of West African States, and Ms. Paulette Lenert, the Luxembourgish Minister for Cooperation and Humanitarian Action.



525
speed dating
sessions

120
MFIs

25
investors

THE INVESTORS' FAIR

The Investors' Fair is open to all African MFIs (Tiers 1, 2 and 3) and investors interested in exploring opportunities on the continent.

In 2019, the Fair hosted 25 investors and 120 MFIs. A total of 525 speed-dating meetings were held throughout the day.

The organisers had developed an app, the SAMapp, whereby MFIs were able to provide transparent and significant information on their organisation, and investors were able to share their investment priorities. This allowed investors and MFIs to speed up their decision-making process and select the relevant organisations which they would like to organise a meeting with.

In just one day in the 2019 edition, on average each investor met 16 MFIs from at least 6 African countries.





30
exhibitors

THE INNOVATORS' VILLAGE

The Innovator's Village is open to exhibitors that are able to present a concrete solution or an innovative idea that significantly contributes to improving the performance of microfinance institutions and making their products and services highly accessible for the least served populations.

Last year, about **30 new technology developers and suppliers** showcased their innovative solutions, such as FinTech, artificial intelligence, deep learning software, and cloud computing.

They got to present their innovation and address the questions of the audience in an open and interactive environment.



RESEARCH MEETS AFRICA

Research Meets Africa is a symposium in which the most brilliant professors and researchers from Africa, but also from other continents, engaged in the trendiest topics in the field of inclusive finance, confront each other and professionals from the field.

The academics' articles are selected by a committee of experts and the selected chosen researchers ones have the opportunity to present their work and discuss it with professionals who enrich the debate thanks to their experience in the field.

At each edition, the best work wins an award from ADA and gets the opportunity to present its paper during the **European Microfinance Week** organized in Luxembourg in November every year.

NOTE

Research Meets Africa will be redesigned for the SAM 2021: researchers will participate directly at the SAM conference alongside other panelists.





THE GALA DINNER

The Gala dinner is one of the most anticipated moments for the participants. After several days in which the delegates get to meet each other and discuss possible collaborations, during the Gala dinner they have the opportunity to share a pleasant, fun and relaxed moment.





SAM, THE BIGGEST INCLUSIVE FINANCE EVENT IN AFRICA



900 participants from **56 countries**, including **35 African countries**



22 highly in-demand training courses and workshops



5 days of networking



High-level representatives





30 exhibitors
at the Innovators'
Village



+20 sponsors



80 international
expert speakers



525 meetings between MFIs and
investors at the Investors' Fair



+100 partner contributors

TRAINING SESSIONS AND WORKSHOPS



'There is a great demand for training because there are lots of opportunities, but financial institutions do not have the tools or the ability to identify and understand the markets. And without this information, they cannot invest in agriculture.'

**Massimo Pera, Value Chain and Rural Finance Project Coordinator,
FAO (Food and Agriculture Organization)**





22
free training
sessions

900
places
offered

22 training courses and workshops were run for our 900 participants by ADA and long-standing partners and experts.

These include **UNCDF, Arendt, BNP Paribas, BRS, FAO, SPTF, Cerise, Microinsurance Network, Pamiga, Amarante, MicroSave, the Grameen Crédit Agricole Foundation, Banca Etica, Micro-assurance du monde, ACCION, and SIDI.**

Topics of the sessions organised: Agricultural finance, Digital finance, Microvision, Investments advice for MFIs, Social and Financial performance, Climate change, Digital innovation, Micro-insurance, Regulation and Savings.

SUPPORT FROM GOVERNMENTS AND INTERNATIONAL ORGANISATIONS



Since its creation, the SAM has been able to count on the considerable support of governments and international organisations committed to promoting inclusive finance for the benefit of the poorest populations.

The main promoter of the week is undoubtedly the Grand Duchy of Luxembourg, through its Ministry of Foreign and European Affairs, and specifically its Directorate for Development Cooperation and Humanitarian Affairs, which for decades has made inclusive finance one of its development policy priorities.

Similarly, the High Patronage of Her Royal Highness the Grand Duchess of Luxembourg has also historically supported the SAM.





In addition, the **countries that have hosted the SAM** have shown a strong desire to play this role, submitting their bids as host countries and offering important resources in terms of networking, logistics, and infrastructure. They have played a key role in providing qualified staff and available resources to facilitate the organisation of the event and involving the inclusive finance sector within their respective countries and regions.



Moreover, international and regional organisations such as UNDP (United Nations Development Programme), UNCDF (UN Capital Development Fund), the European Investment Bank, and the African Development Bank also consider the SAM a crucial event for the sector. They have historically supported it economically and have offered their contribution to a vibrant debate by participating in the Conference with keynote speakers.



'It's a fascinating week, discussing digital innovation, Fintech, the digital economy, and we have a key challenge of digital transformations in microfinance institutions. These subjects are discussed with great passion, enthusiasm, and a little fear too. This will allow us to address a number of sensitive issues so the African MFIs can get prepared for the new digital era around the corner.'

Aiaze Mitha, digital ambassador to UNCDF (UN Capital Development Fund)



WHAT PARTICIPANTS SAY ABOUT THE SAM

'The Investors' Fair was the best part of SAM. It gave me the opportunity to meet investors and make several preliminary proposals on funding. It was surely worth the investment!'

Altemius Millinga, Managing Director of Tanzania's Yetu Microfinance Bank

'Alterfin actively participated in the SAM 2019, notably by sponsoring the event. The SAM was beneficial for Alterfin in more than one way: beyond the fruitful exchanges with partners and other investors, we were able to refine our strategy for the years to come, by meeting many microfinance actors from countries in which we are not yet or not very active. We hope that the establishment of these initial contacts will lead to the development of fruitful partnerships in the near future.'

Steven Copias, Investment Manager – Africa of Alterfin

'Benefiting from a day entirely dedicated to meetings with MFIs is beneficial for the development of our financing activities in the inclusive finance sector. Indeed, the SAM is characterised by its ability to attract many of its African representatives, who are often difficult to meet without making long and repeated trips. The selection of financing eligibility criteria (by country of activity, size, etc.) carried out upstream enables us to meet only those prospects that are relevant regarding our positioning. As an active financier in a voluntarily limited number of countries, the Fair has enabled us to come into contact with Senegalese and Ivorian structures. The selection of criteria also reduces the frustrations often associated with investor/prospect exchanges and allows us to take full advantage of our presence at the SAM.'

Alexandre Nayme, Investment Officer at BNP Paribas





MICROFINANCE INSTITUTIONS' REVIEWS

'We participate in the SAM in order to get to know each other and meet new partners.'

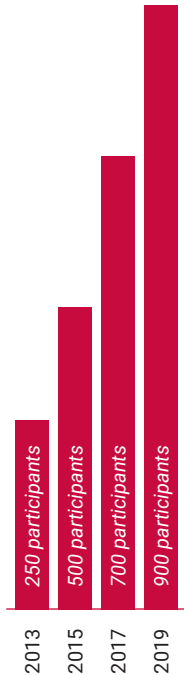
'I'm at the SAM for networking, to discuss with some microfinance actors, to share experiences and to come out with best practices'.

'We've been impressed by the week's events because we've learned a lot of things and when we go back to our institutions and countries, we'll be able to develop all this to serve the population and to benefit our institutions.'



PREVIOUS EDITIONS

The SAM is an event that has seen its credibility, reputation and success grow exponentially in only 4 editions.



1 - SAM 2013 IN ARUSHA, TANZANIA, 2-6 DECEMBER

Regulation of the African Microfinance Sector : 20 years after.

250 participants from 25 countries – including 20 African countries

2 - SAM 2015 IN DAKAR, SENEGAL, 29 JUNE TO 3 JULY

Accelerating Innovative Rural Finance in Africa. 500 participants from 27 countries

3 - SAM 2017 IN ADDIS-ABABA, ETHIOPIA, 9-13 OCTOBER

Creating value for SMEs: a new frontier for inclusive finance

700 participants from 54 countries – including 31 African countries

4 - SAM 2019 IN OUAGADOUGOU, BURKINA FASO, 21-25 OCTOBER

Pathways Towards Impact: African Inclusive Finance for the Sustainable Development Goals

900 participants from 56 countries – including 35 African countries



SPONSORS AND PARTNERS OF SAM 2019

ORGANISERS



PARTNERS



SPONSORS



Au service
des peuples
et des nations



SPONSORS - INVESTORS' FAIR



SPONSORS - INNOVATORS' VILLAGE





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