



AFRICA RISING:

*Through Marketing Leadership,
Brand Power, and Value Creation.*



23-25 September
Livingstone, Zambia

In partnership with:





About The AMC

The African Marketing Confederation (AMC) is the ground-breaking Pan-African body representing 24 countries across Africa. We are dedicated to promoting the highest standards of professionalism, ethics, and integrity.



By uniting these organisations, we create a platform to exchange intellectual capital and nurture Africa's marketing leaders. Attendees gain direct proximity to our key initiatives, bridging local relevance with global best practices:



Global Reach:

Strategic partnerships, including our alliance with the **World Marketing Council (WMC)**, elevate African marketing on the global stage.



Industry Insights:

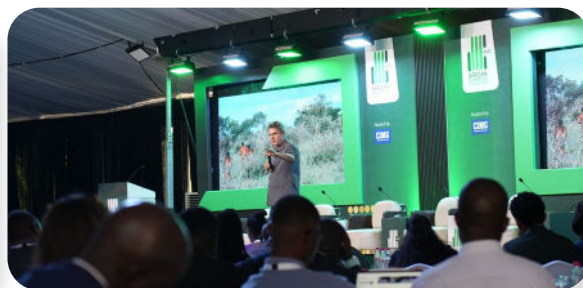
Driven by thought leadership channels like the **Strategic Marketing for Africa** magazine.

Our mission is to strengthen Africa's marketing capability by uniting national bodies and creating platforms for shared expertise and continuous learning. We champion African insight, elevate professional excellence, and equip marketers to design strategies that drive measurable impact across the continent.

The 2026 Conference: A Historic Convergence

The AMC Conference is an annual gathering that explores themes reflecting the evolving marketing landscape and enriching the African ecosystem.

Three Conferences. One United Movement.



While 2026 is the fifth iteration of our flagship gathering, this year makes history. For the first time, **three parallel Africa-wide conferences** will converge at a single location. The AMC proudly joins the Technology Information Confederation Africa (TICON Africa), and the African Supply Chain Confederation (ASCON).

This unprecedented triad offers **unique cross-industry collaboration**. Attendees will experience firsthand how true global competitiveness is built through connected systems across marketing, technology, and supply chains.

Our conference Sponsors



The Pan-African Ecosystem: Who You'll Meet

The AMC Conference attracts **Africa's top marketing leaders, brand-builders, and change-makers.**

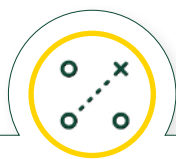
You will be connecting with the largest gathering of decision-makers, including:

- Chief Marketing Officers
- Marketing Analysts
- Marketing Consultants
- Marketing and Promotions Managers
- Vice Presidents of Marketing
- Data Specialists
- Chief Executive Officers
- Directors of Marketing
- Marketing Coordinators
- Marketing Specialists
- Digital Marketers
- Marketing Managers
- Tourism Promotion Executives
- Investment Promotion Executives

The technology train stops for no one. We must be able to show how marketing is growing the business and growing sales.

Prof. Robert Ebo Hinson

Your Catalyst for Growth



Home-Grown Strategies:

Access marketing solutions designed by Africans, for Africa - unlocking strategies that drive sustainable growth.



The Future of Marketing:

Explore emerging trends, digital innovation, and AI-driven strategies to build brand trust.



Actionable Insights:

Go beyond theory with data-driven knowledge and practical solutions you can implement today.



Industry Pioneers:

Learn from Africa's top innovators with world-class guidance rooted in professionalism.

“The momentum behind this event is a testament to the legacy we’ve built across the continent. When African marketing leaders unite, we don’t just discuss the market - ***we move it.***”

- Matongo Matamwandi,
AMC President



The 2026 Programme Highlights

Theme: Africa Rising: From Continental Strengths to Global Impact through Marketing Leadership, Brand Power and Value Creation

The 2026 agenda is structured to address the macro-economic shifts, technological leaps, and strategic commercial realities facing leaders across the continent.

A Pan-African Roster with Global Perspective

Delegates can anticipate powerful insights from cross-border leaders who are actively redefining African brand strategies. Backed by our alliance with the World Marketing Council, the 2026 line-up connects pan-African leaders with key international voices.

Headline Plenary Sessions

Our high-impact plenary sessions bring the entire delegation together to confront the macroeconomic shifts, cultural forces, and digital disruptions defining the continent's commercial future.

- Africa Rising in a Multipolar World: From Emerging Market to Demand Architect
- Brand Africa: Converting Continental Strengths, Cultural Capital, and Creativity into Global Competitive Advantage
- Marketing Leadership in the AI and Digital Economy: Governing Data, Trust, and Competitive Advantage
- Marketing as an Economic Lever: Driving AfCFTA, Digital Trade, and Global Market Access
- Sustainability, Trust, and Purpose: Building Brands for Long-Term Global Relevance
- Special Feature: Youth Voices, Global Choices: Africa's Young Creators and the Future of Marketing Leadership
- Africa Rising at the Global Marketing Table: Leadership Commitments for an AI-Enabled, Digitally Competitive Future

Executive Roundtable Sessions

***Includes Your Choice of One Roundtable**

An exclusive space for peer-to-peer executive exchange. Unpack strategic perspectives, challenge industry assumptions, and map emerging market risks through deep, collaborative inquiry rather than pre-packaged solutions.

Executive Strategy Labs

***Includes Your Choice of One Strategy Lab**

An immersive, hands-on environment built for immediate output. Walk away with custom strategic frameworks, tangible solutions, and actionable recommendations that bypass theory to focus entirely on immediate operational execution.

A Legacy of Pan-African Impact

The AMC has successfully hosted four impactful conferences to date, each exploring a powerful theme relevant to Africa's dynamic landscape:

2022

1st Annual Conference

Host: Marketers Association of Zimbabwe

Location: Victoria Falls, Zimbabwe

Theme: The Astute Marketer - Reshaping the Future of Business in Africa growth priorities.



2023

2nd Annual Conference

Host: Uganda Marketers Society

Location: Entebbe, Uganda

Theme: Africa's \$3.4 Trillion Economy: Opportunities for Marketers



2024

3rd Annual Conference

Host: Marketing Society of Kenya

Location: Mombasa, Kenya

Theme: Brand Resilience Amidst Economic Uncertainty



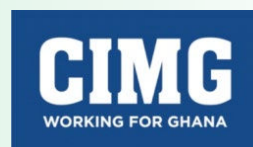
2025

4th Annual Conference

Host: Chartered Institute of Marketing, Ghana (CIMG)

Location: Accra, Ghana

Theme: Thriving in Africa's Evolving Markets: Trust, Trends, and Technology



The Stage: Where Influence Meets Inspiration

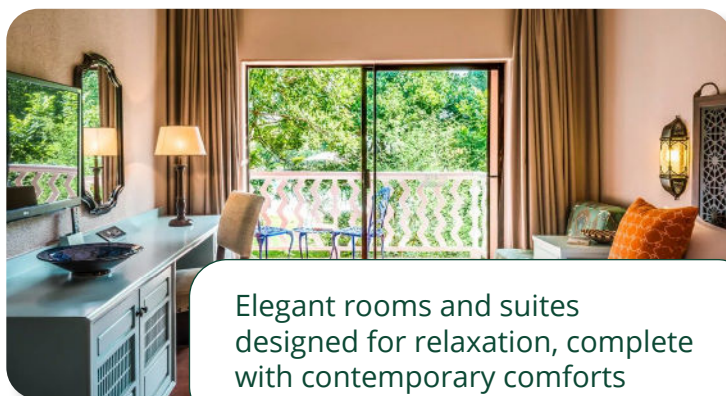
📍 Avani Victoria Falls Resort | Livingstone



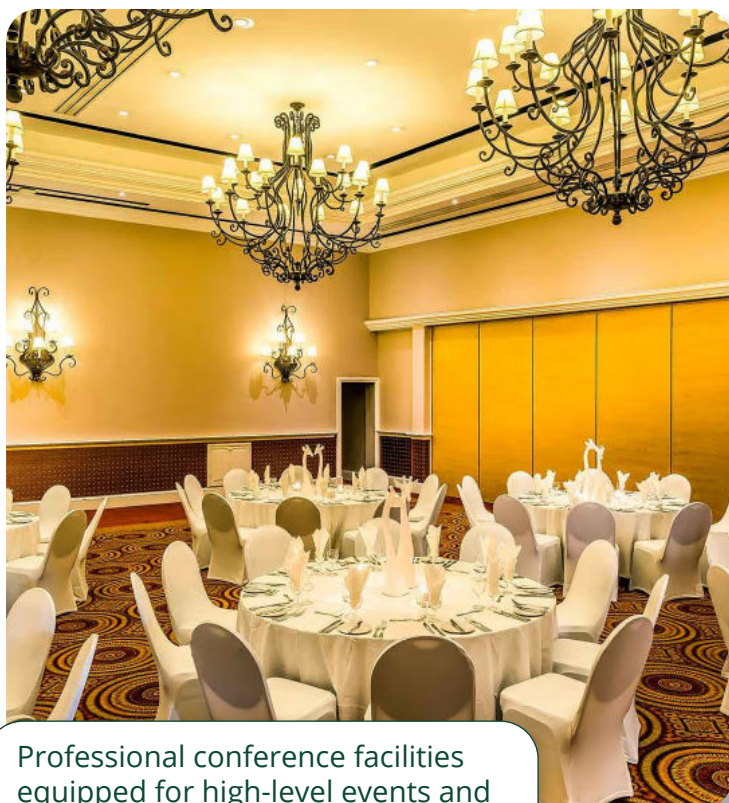
Onsite dining options offering both local flavours and international cuisine

Your Stay at the Avani Victoria Falls Resort

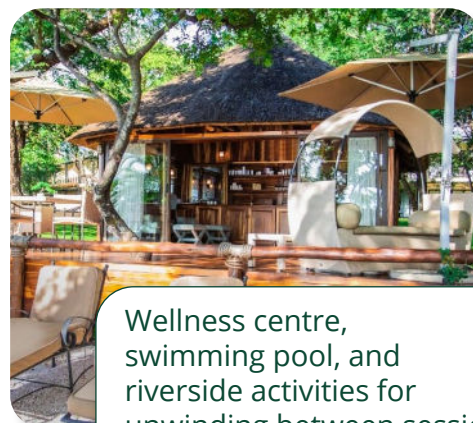
For 2026, this level of thought leadership is matched by an equally powerful setting. Hosted at the iconic Avani Victoria Falls Resort, just a stone's throw from Victoria Falls, the conference unfolds in one of Africa's most extraordinary destinations. Special delegate rates have been negotiated for your convenience, with easy access to conference activities, networking events, and transport services.



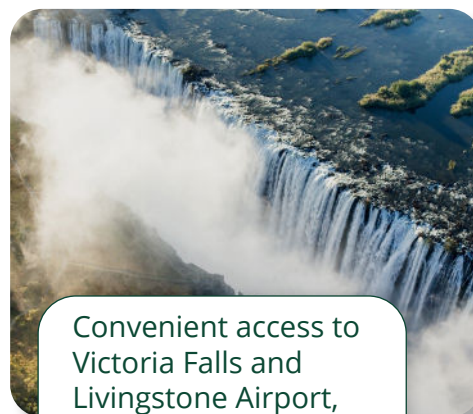
Elegant rooms and suites designed for relaxation, complete with contemporary comforts



Professional conference facilities equipped for high-level events and seamless sessions



Wellness centre, swimming pool, and riverside activities for unwinding between sessions



Convenient access to Victoria Falls and Livingstone Airport, ensuring smooth travel

The Tri-Convergence

The Africa Commerce Convergence Summit (ACCS) represents a powerhouse platform converging three core sectors of Africa's economy: Marketing, ICT, and Supply Chain into a single collaborative system.

A summit designed for institutions and organisations that want to collaborate to advance Africa's digital transformation, trade execution, youth opportunities, and continental cooperation with ACCS's 3 pillars:

1

The Market Creation Pillar,

led by the African Marketing Confederation (AMC), promotes professional standards, education, and market effectiveness.



2

The Digital Trust and ICT Pillar,

led by the Technology Information Confederation Africa (TICON Africa), is advancing digital transformation and trusted ICT platforms.



3

The Trade Execution Pillar,

Led by the African Supply Chain Confederation (ASCON) to unify and professionalise supply chain across Africa.



Marketing creates demand, builds brands, and connects businesses with customers across Africa.

ICT builds the digital pathways, enables innovation, and powers the technologies that drive Africa's connected economy.

Supply Chain delivers goods efficiently through logistics, procurement, and cross-border trade.

Conference Packages

The 2026 AMC Conference offers an unparalleled opportunity to connect, learn, and influence the future of African marketing. Whether you steer brand strategy or drive market impact within your organisation, this event puts you at the centre of Africa's rising momentum.

Please note: All conference packages strictly exclude flights and accommodation.

Conference Only

(Members of Affiliated AMC Associations)

Includes 3-day access to all conference activities, including refreshments, lunches, themed dinners and Awards Gala Event.

\$550 (USD)

Conference Only

(Non-Members)

Includes 3-day access to all conference activities, including refreshments, lunches, themed dinners and Awards Gala Event.

\$650 (USD)

Conference & Training

(Members of Affiliated AMC Associations)

Three day access to all conference activities and training programme attached.

\$740 (USD)

Conference & Training

(Non-Members)

Three day access to all conference activities and training programme attached.

\$840 (USD)

Plenary Session Only

\$50 (USD)

The Opening Plenary Session takes place until 11:00 –Additional guests may attend, subject to availability. Please email Chellah.Silavwe@ictaz.org.zm to enquire.

Awards Gala Event Only

\$120 (USD)

Additional guests may attend, subject to availability. Please email Chellah.Silavwe@ictaz.org.zm to enquire.

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AFRICAN MARKETING
CONFEDERATION

Bookings are Open

*Secure your
Conference & Accommodation
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*Ready to Join Africa's Leading Marketing
Network in 4 Simple Steps?*

Step 1:

Create your profile on the ACCS Portal.
A one-stop platform for all your payments,
accommodation, and activities.

Step 2:

Confirm email

Step 3:

Choose package

Step 4:

Submit payment



Tickets are available at the
Africa Commerce Convergence Summit





AMC Conference 2026

Global Marketing Alliances:
World Marketing Council
CIM | AMF | EMC

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