

ORGANISATEUR



AVEC LE SOUTIEN



EN PARTENARIAT



3rd edition of
**AFRICAN
CIO AWARD**

April 7 & 8, 2026 - Marrakech

SPONSORSHIP OFFER

SUMMARY

- 2024 & 2025: 2 SUCCESSFUL EDITIONS
- 2026: A 3^{THIRD} EDITION IN PREPARATION
- SPONSORSHIP OFFERS
- THE ORGANIZER: CIO MAG



***Supporting the African CIO Awards,
This is not about buying visibility.
It's an investment in the future of
digital technology in Africa.***

THE ACA

2024 & 2025: 2 EDITIONS SUCCESSFUL

SPONSORSHIP FILE



AFRICAN CIO AWARDS (ACA)

Under the auspices of the Moroccan Ministry of Digital Transition and Administrative Reform, the African CIO Awards (ACA) organized by CIO Mag position themselves as a flagship initiative dedicated to the celebration and promotion of Digital excellence in Africa. More than just an awards ceremony, these Awards are part of a dynamic of sharing, inspiration, and collaboration, bringing together the main players in the digital sector on the continent.

A strategic platform for digital Africa:

THE **African CIO Awards (ACA)** distinguish the projects, leaders and organizations that are shaping the future of digital technology and artificial intelligence in Africa.

At the crossroads of **strategy, technological innovation and impact**, the ACAs value AI that is useful, responsible and aligned with the economic, social and environmental challenges of the continent.

Supporting ACAs means actively contributing to the building of a strong and responsible African digital ecosystem.



VISION AND AMBITION OF THE AFRICAN CIO AWARDS (ACA)

- Highlighting the **best AI and digital initiatives in Africa**
- Encourage **innovation aligned with business strategy**
- Promote **Ethical, sustainable and inclusive AI**
- Create a space for **meetings between decision-makers, experts, startups and technology partners**

CIO MAG and Gitex Africa are collaborating to contribute to strengthening the African technology ecosystem and promoting excellence in the field of information management.

Participant Profiles | Audience:

- Business leaders
- Public decision-makers
- Chief Information Officers (CIOs) and Chief Information Officers (CIOs)
- Technology startups and scale-ups
- AI, cybersecurity and data experts
- Investors and institutions
- Specialized media



2024



OFFICIAL LAUNCH AT GITEX AFRICA 2024 IN MARRAKECH

- **Organization:** CIO Mag, in partnership with GITEX Africa
- **Objective:** promoting African IOCs and digital excellence
- 12 finalists – 8 prize winners
- Gala ceremony at Palais Soleiman, Marrakech

- **40 applications received**
- **8 African countries**
- Diversified sectors: banking, insurance, telecommunications and public administration
- **8 winners**
- 250 people attended the gala dinner



www.awards.events-clomag.com



2025



CONFIRMATION OF THE ACA AS A PAN-AFRICAN TECH MEETING PLACE

- Pan-African laureates and honorary distinctions
- **42 applications** received from 13 countries (Africa, Europe, America)
- **12 finalists**
- **7 winners**
- 300 people attended the gala dinner

CANDIDATE PITCH-IMPACT STAGE GITEX

CEREMONY-FOUR SEASONS HOTEL - MARRAKECH



MEDIA COVERAGE



Marrakech. Et de deux pour les African CIO Awards !

En marge du GITEX Africa, l'événement entend faire la part belle à l'Open Innovation, érigée en moteur central de la transformation numérique du continent.



Cio Mag organise le premier African CIO Awards



Gitex Africa: CIO Mag Launches African CIO Awards to Celebrate Africa's Excellence

Événement



African CIO Awards, premier événement qui consacre les Directeurs des Systèmes d'Information africains, le 30 mai à Marrakech (reportage)



CIO Awards 2025 : celebrating the excellence of african innovation



African CIO Awards 2025 célèbre l'innovation numérique africaine



Aux «CIO Awards 2025» à Marrakech, l'Afrique numérique parie sur l'Open Innovation

Media and institutional interest confirms that the ACA is becoming an essential event for pan-African digital technology.



African CIO Awards au GITEX AFRICA



Economie
AFRICAN CIO AWARDS: UNE PREMIÈRE AU MAROC POUR PROMOUVOIR LES DSIs AFRICAINS





DIGITAL COVER

**Strong organic engagement around key moments
(announcement of finalists, teasing of the gala)**



47,653 views

- Peaks of 5000 impressions/day between February 24 and March 4, then again on April 11
- Reactions (likes, emojis...): 1,866

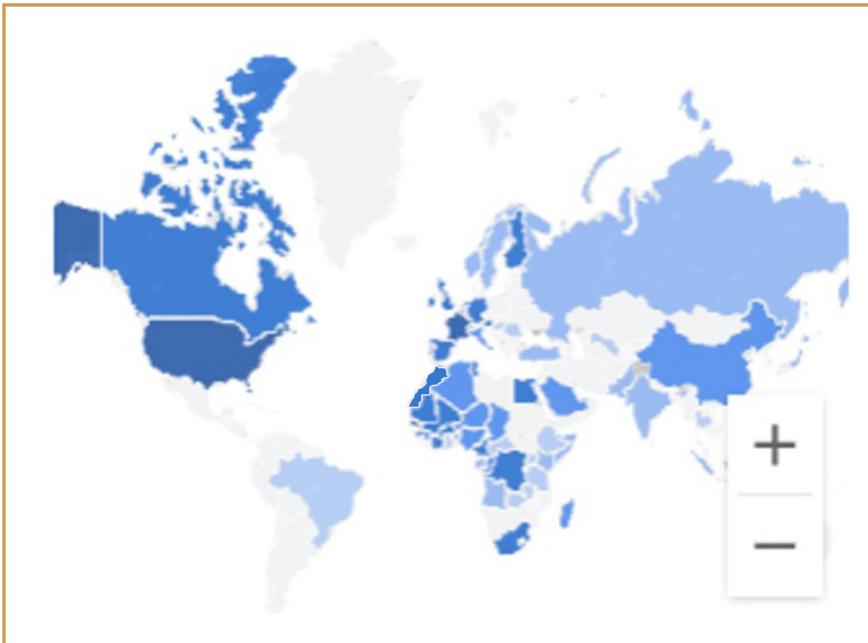


5,500 views



2,500 views

Website visibility b



1^{ère}
édition



2^{ème}
édition

Ils nous ont déjà fait confiance

ORGANISATEUR



AVEC LE SOUTIEN



PARTENAIRES



PARTENAIRES MÉTIERS



SPONSORS



PARTENAIRE MÉDIA



SOUTIENS





THE ACA

2026: A 3RD EDITION
IN PREPARATION



A 3RD EDITION FOCUSED ON STRATEGIC ALIGNMENT IN THE AGE OF ARTIFICIAL INTELLIGENCE

- To promote the creation of AI solutions that address the strategic challenges of businesses.
- Encourage ethics and responsibility in the development of AI technologies.
- Promoting sustainability and inclusion through innovation.



2026: COMPETITION OPEN

AWARD CATEGORIES

- **AI for organizational performance:** Solutions aimed at optimizing internal processes (supply chain, finance, HR) and Intelligent automation to improve productivity.
- **AI applied to strategic sectors:** Applications in healthcare, smart agriculture, education, and other key sectors. Specializing in Fintech due to their cross-cutting role.
- **Ethical and responsible AI:** Projects guaranteeing transparency, algorithm governance and the fight against bias.
- **Cybersecurity and AI:** Solutions for proactive threat detection and protection of sensitive data.
- **AI for sustainability and inclusion:** Innovations aimed at reducing carbon footprint and digital accessibility.
- **Innovative AI-based products and services:** New business models, enhanced customer experiences, and applications in e-commerce and finance.



2026: SPECIAL AWARDS AND HONORARY DISTINCTIONS

- ▶ **Special Diaspora Award:** Rewards a project led by a member of the diaspora contributing to AI innovation.
- ▶ **AI Woman of the Year:** Highlights a woman who has made her mark on the field of AI through her leadership and achievements.
- ▶ **AI Leadership Award:** Rewards a leader or organization that has demonstrated strategic vision and significant impact in the adoption of AI.



A PRIZE WITH CRITERIA



Strategic alignment
with the objectives of
the company or sector



Technical feasibility
and economical



Innovation
and differentiation



Impact on the
sustainability and inclusion



Respect for principles
ethics and
AI responsibility



A PRICE WITH EVALUATION CRITERIA

Projects will be evaluated based on the following criteria:

The unique character and disruptive to the idea.

ORIGINALITY AND INNOVATION

The development and large-scale deployment ladder.

SCALABILITY

The level of collaboration with partners external (startups, universities, etc).

COLLABORATION

IMPACT

RESULTS

The benefits brought to the company, to the society and to the ecosystem.

The concrete results achieved in terms of turnover, improvement of efficiency, etc.



IOC MAG COMMITTEE COORDINATION



**Mohamadou
DIALLO**



**Wassila
KARA**

3 KEY MEETINGS

CONFERENCE PRESS

March
CASABLANCA

Speaking to national and international media to present the ACAs in attendance partners.

Finalists' pitch & PANELS

April 7
GITEX AFRICA ROOM

A session exclusively dedicated to candidates for their to allow them to present their projects to the jury and the visitors to Gitex.

CEREMONY OF TROPHIES

April 8
ROOM IN MARRAKECH

A gala dinner will conclude the candidates' journey with the presentation of the trophies in the presence of the jury members and prominent figures.

TROPHY OF THE AFRICAN CIO AWARD

This trophy symbolizes the creativity, leadership and achievements of the winners of the AFRICAN CIO AWARD.



COMMUNICATION DES ACA



A communications campaign will be put in place to promote the African CIO Awards and encourage applications.

The following communication channels will be used:

- **Social networks:** LinkedIn, Twitter, Facebook
- **Emailing** regulars:
 - to the CIO MAG database
 - **In addition**: relayed by GITEX AFRICA to its database
- **Websites:** African CIO Awards website, GITEX Africa website
- **Specialized press:** Magazines, online newspapers
- **Partnerships:** Collaborations with associations, incubators, and accelerators



OFFERS SPONSORSHIP

Visibility and recognition



The presence of the African CIO of the Year at Gitex Africa would offer significant visibility. This event typically attracts industry professionals, business leaders, government decision-makers, and the media. Recognition at such an event can enhance the winner's reputation and increase their visibility within the African technology community.

Sharing experiences



By participating in Gitex Africa, the African CIO of the Year has the opportunity to share their experience, expertise, and best practices with other industry leaders. This can contribute to the development of the African technology ecosystem.

Business opportunities



Participation in the CIO AFRICAN AWARD can create business opportunities for the winner, whether through strategic partnerships, commercial collaborations or investment opportunities.

BENEFITS FOR THE SPONSOR

Networking



The AFRICAN CIO AWARD, held alongside Gitex Africa, offers an excellent opportunity to network with other industry professionals, technology companies, investors, and government representatives. The award winner can establish strategic contacts and explore potential collaborations.

Promoting excellence



Partnering with the AFRICAN CIO AWARD during Gitex Africa can serve as a showcase to promote excellence in information management and information technology in Africa. This can inspire other professionals and encourage innovation.

Access to technology



Since Gitex Africa is a platform where the latest technologies are presented, the African CIO of the Year can have access to cutting-edge technological innovations and solutions that could be beneficial to their organization.

BENEFITS FOR THE SPONSOR

What the sponsor actually gains:

- Access to CIO/IT decision-makers
- Qualified leads
- Expert positioning
- Partnership opportunities

*The ACAs are not an event. They are a **strategic point of contact**.*



**BENEFITS
FOR THE
SPONSOR**



SPONSORSHIP OFFERS

Offer your company a support action of your choice:

PLATINUM

320,000 dh excluding VAT

Associate your brand at the highest level of **leadership and visibility** digital African.

GOLD

250,000 dh excluding tax

To establish oneself as a **major player** of innovation and transformation digital technology in Africa.

SILVER

180,000 dh excluding tax

Benefit from **privileged visibility**, of mentions honorary to IT and business decision-makers Africans.

PARTNER

100,000 dh excluding tax

actively contribute to the ecosystem of all African digital by strengthening its positioning.

BRONZE

60,000 dh excluding tax

Doshine your brand, a unique opportunity to stand out.

Access to the gala dinner is almost exclusively for sponsors and partners.

Visibility **maximum and priority** :

- Official website
- Print & digital media
- Screens and signage
- Media communications

Specific visibility **at the Gitex session**:

- **Strategic public speaking** in Keynote at the Gitex session
- Participation in a panel at the Gitex session
- Your brand's presence on the **Impact Stage**

Specific visibility to **Gala Dinner**:

- Networking corner during the cocktail reception preceding the gala dinner
- Your brand's presence **on scene of gala dinner**
- Presentation of the trophy by a brand representative
- Possible association with **a major prize** or to the vision of the edition
- 30 VIP invitations to give to your partners and colleagues

And also:

- **Dedicated brand content with CIO mag** (interview, article or editorial visibility)

SPONSOR PLATINUM



320,000 dh excluding VAT

SPONSOR GOLD



Visibility premium on :

- Official website
- Print & digital media
- Screens and signage
- Media communications

Visibility specific to the **session at Gitex**:

- Participation in a panel at the Gitex session
- Your brand's presence on the **Impact Stage**

Specific visibility to **Gala Dinner**:

- Networking corner during the cocktail reception preceding the gala dinner
- Your brand's presence on **scene of gala dinner**
- Presentation of the trophy by a brand representative
- 20 VIP invitations to give to your partners and colleagues

And also:

- **Dedicated brand content with CIO mag** (interview, article or editorial visibility)

250,000 dh excluding tax

SPONSOR SILVER



Visibility premium on :

- Official website
- Print & digital media
- Screens and signage
- Media communications

Visibility specific to the **session at Gitex**:

- Your brand's presence on the **Impact Stage**

Specific visibility to **Gala Dinner**:

- Networking corner during the cocktail reception preceding the gala dinner
- Your brand's presence at the gala dinner
- Presentation of the trophy by a brand representative
- 10 VIP invitations to give to your partners and colleagues

And also:

- Increased visibility through CIO Mag's digital and media channels
(article or editorial visibility)

180,000 dh excluding tax

SPONSOR PARTNER



Visibility **forteon** :

- Official website
- Print & digital media
- Screens and signage
- Media communications

Specific visibility to **Gala Dinner**:

- Networking corner during the cocktail reception preceding the gala dinner
- Your brand's presence at the gala dinner
- Presentation of the trophy by a brand representative
- 10 VIP invitations to give to your partners and colleagues

And also:

- Increased visibility through CIO Mag's digital and media channels
(article or editorial visibility)

100,000 dh excluding tax

Visibility qualitative on :

- Official website
- Print & digital media
- Screens and signage
- Media communications

Specific visibility to **Gala Dinner**:

- Your brand's presence at the gala dinner
- 10 VIP invitations to give to your partners and colleagues

And also:

- Increased visibility through CIO Mag's digital and media channels
(article or editorial visibility)

SPONSOR BRONZE



60,000 dh excluding tax



À LA CARTE

Invitations To access the Awards Ceremony Dinner – 1 table for 10 people –

35,000 dh excluding tax

Networking Corner during the cocktail reception preceding the gala dinner (1 high table provided – 1 roll-up banner to be brought by you)

15,000 dh excluding tax

CIO AWARDS Brochure:

- 1 full-page advertisement
- ½ page advertisement
- Cover location

15,000 DH (excluding VAT)

9,000 DH (excluding VAT)

Sponsor



SPONSORSHIP OFFERS IN DETAIL

	PLATINUM	GOLD	SILVER	PARTNERSHIP	BRONZE
Promotion across all media before, during and after:					
• Insertion of your logo on a website banner with a link to your website	X	X	X	X	
• Inserting your logo on table totems	X	X			
• Insert your logo on the program panels	X	X	X		
• Best Of: a mention in the video	Logo	Logo	Logo	Logo	Mention
Being a member of Scientific Committee	X	X			
Press relations:					
• Speech during the press conference	X	X			
• Mention of your brand as a sponsor	X	X	X	X	
Direct marketing:					
• Sending an email to announce your support (information provided by you)	X	X			
• Insert your logo into an e-banner	X	X	X	X	X
Visibility / Participation in the Gitex session:					
• Display of your logo on screens	X	X	X	X	X
• Participation as a keynote speaker [10 min]	X				
• Participation in the panel	X	X			
Promotion on our social media:					
• Advertisement of your brand as a sponsor	X	X	X	X	X
• Broadcasting of your advertising video	X	X			
• Production and distribution of a video interview-style clip	X	X			
• CIO Mag podcast > interview	X	X			
Visibility / Participation in the gala dinner:					
• totem in the access corridor	X				
• Menus and easel on the tables	X	X			
• Networking Corner	X	X	X	X	X
• Presentation of the ACA trophy to one of the winners during the gala dinner	X	X			
• Invitations to access the Gala Dinner	20 VIP	20 VIP	10 VIP	10 VIP	10 VIP
• Speech during the awards ceremony	X	X	X	X	
• A quote expressing gratitude during the awards ceremony	X	X	X	X	
IOC AWARDS Brochure	Advertisement page.	Advertisement page.	½ PP	½ PP	logo
B2B meetings between startups and VCs, accelerators, support funds and partners of Gitex Africa	X	X	X	X	
The right to use the logo and official photos of the event in your communication campaigns for 2 months	X	X	X	X	X



ORGANIZER:
CIO MAG

➤ CIO MAG, an organizer committed to digitalization in Africa

Founded in 2008, Cio Mag is published by the African Society for Event Organization and Media (SAFREM SARL).

As its name suggests, Cio Mag is the magazine for African Chief Information Officers. It is a pan-African bimonthly magazine dedicated to Information and communication technologies. Printed in 10,000 copies, it is distributed throughout French-speaking Africa and Europe. With a With an editorial line focused on digital innovation as a driver of economic and social inclusion, Cio Mag gives a voice to the players who are advancing the digital ecosystem. Since its creation fifteen years ago, Cio Mag has initiated the creation of several CIO associations called CIO Clubs in Senegal, Gabon, DRC, Republic of Congo, Burkina Faso, Tunisia, in Algeria, Cameroon, Mali, Benin, Togo and Reunion Island.



10,000 copies



Distributed in all French-speaking countries of Africa
French-speaking and in Europe

At the international level, Cio Mag maintains close relationships with the German network Ciomove and the French network CIGREF (Club informatique des Grandes entreprises de France), as well as EuroCio, the European network of CIOs. For the past two years, Cio Mag has organized Learning Expeditions in partnership with the University of California, Berkeley, focusing on data analytics, AI, and the Metaverse.

➤ CIO MAG, an event creator for Africa

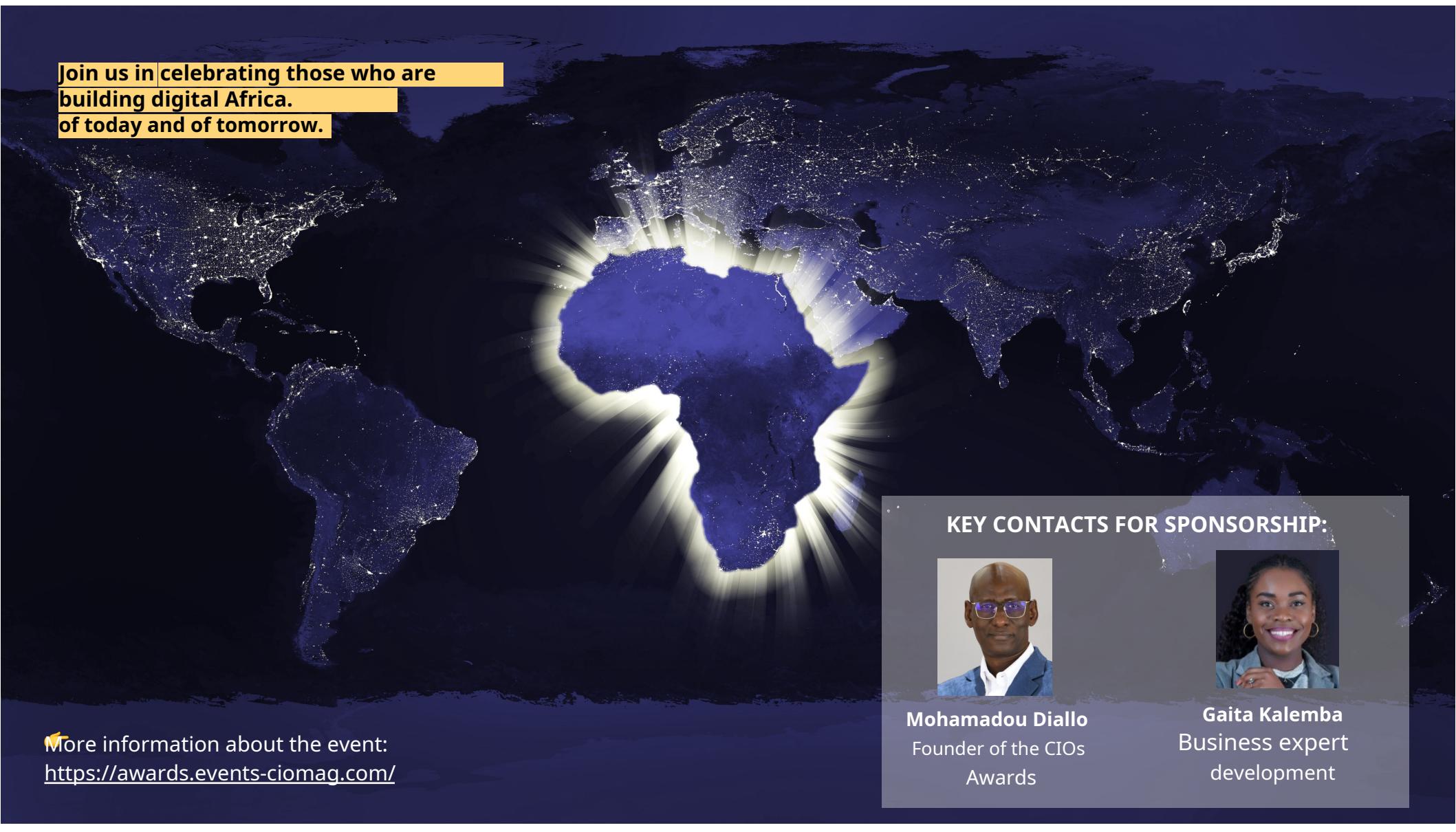
Cio Mag's legitimacy to carry out such an initiative lies in the fact that Cio Mag was one of the organizations that launched flagship events dedicated to digital technology in Africa. These include the Digital African Tour (digital roadshow) in a dozen African countries, as well as the organizer of thirteen editions of the Assises de la Transformation Digitale en Afrique (ATDA) in France (Paris, 9 editions), Morocco (Marrakech and Benguerir, November 2021), Madagascar (Antananarivo, May 2022), Switzerland (Geneva, December 2022), and Ivory Coast (November 2024).

Cio Mag has several initiatives to its credit, such as its participation in the Women Challenge AI Jury with the University of Berkeley, and the App Challenge organized by Radio France International. Cio Mag has received numerous awards, including Cyber Africa Media Award from the Cyber Africa Forum in 2023, and its Founder was honored by the Calebasse d'Or Foundation in Dakar in 2023.

Finally, Cio Mag was named the best digital magazine in Africa by the Ivorian Ministry of Communication, Media and Francophonie in 2020.



Digital AfricanTour



Join us in celebrating those who are
building digital Africa.
of today and of tomorrow.

KEY CONTACTS FOR SPONSORSHIP:



Mohamadou Diallo
Founder of the CIOs
Awards



Gaita Kalemba
Business expert
development

More information about the event:
<https://awards.events-ciomag.com/>