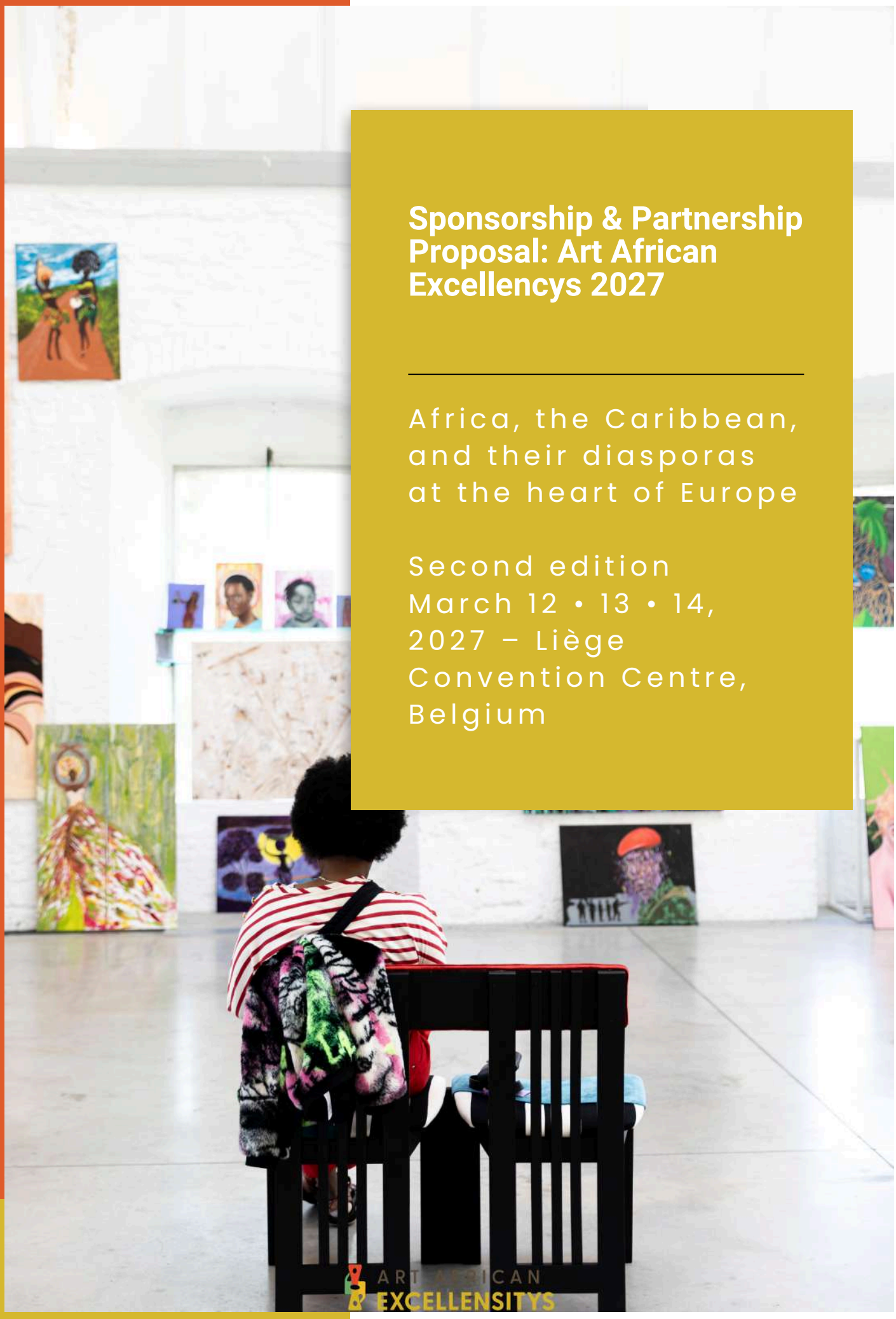


Sponsorship & Partnership Proposal: Art African Excellencys 2027

Africa, the Caribbean, and their diasporas at the heart of Europe

Second edition
March 12 • 13 • 14, 2027 – Liège Convention Centre, Belgium

Welcome !

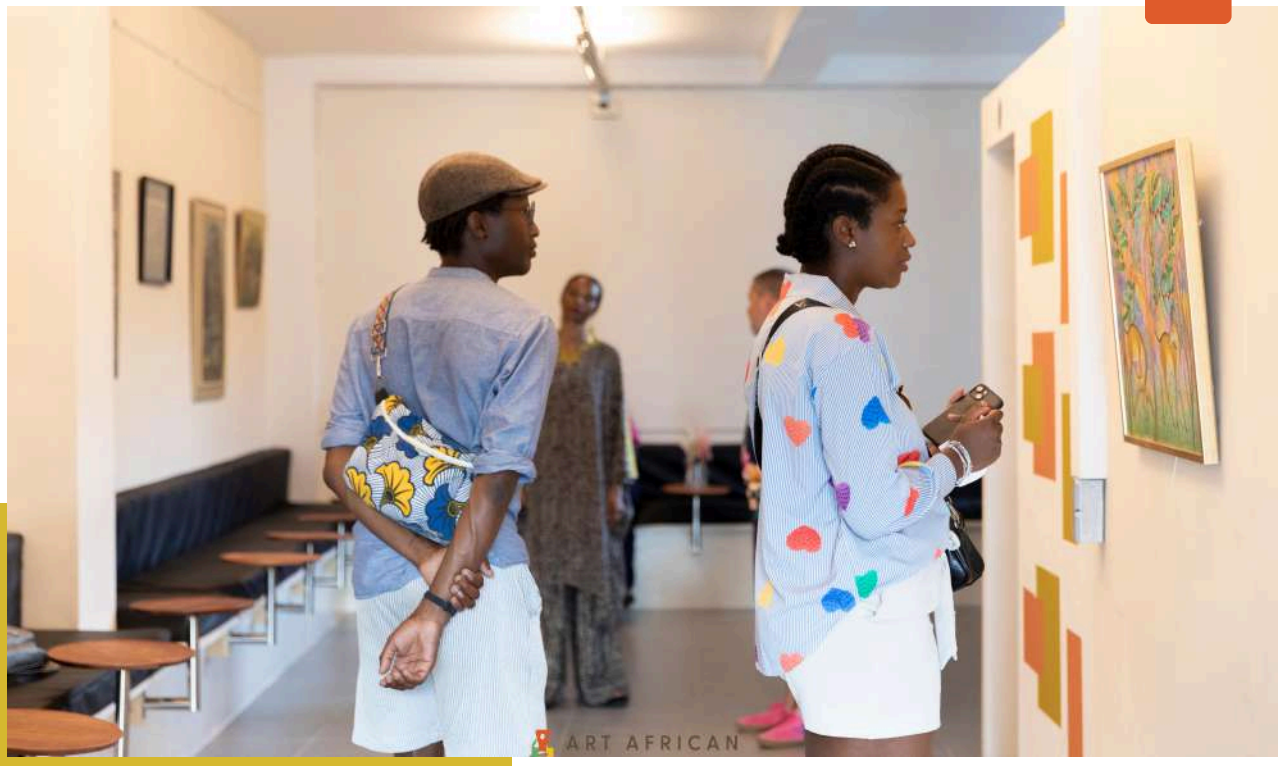
Every challenge is a chance to shine.



Let us build together an international platform for connection, knowledge sharing, cultural innovation, and opportunities.

Summary

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A WORD FROM THE FOUNDER

Building Bridges Between Cultures

Art possesses a unique power: the ability to bring people together, foster dialogue, and create lasting opportunities.

It was with this conviction that Art African Excellensitys was born. Our ambition goes far beyond merely organizing an exhibition.

We are building an international platform where art, culture, heritage, craftsmanship, cultural entrepreneurship, and gastronomy converge—alongside the stakeholders dedicated to developing relations between Africa, the Caribbean, their diasporas, and the rest of the world.

For three days, Liège will become a hub of dialogue where artists, galleries, collectors, institutions, researchers, entrepreneurs, media outlets, schools, and visitors share a common vision: culture as a driving force for cooperation, innovation, and development.

This second edition marks a new milestone in realizing that ambition.

Our goal is to establish a premier European event, bringing together stakeholders from diverse backgrounds around a program that is open and resolutely forward-looking.



A WORD FROM THE FOUNDER

We aim to offer artists international visibility, create opportunities for professional networking, foster cultural exchange, and encourage the emergence of new collaborations across continents.

This project can only reach its full potential with the commitment of partners and sponsors who share this vision.

By joining Art African Excellensitys 2027, you are doing more than just supporting an event; you are helping to build an international space for dialogue, creativity, knowledge sharing, and cooperation.

Together, let us make Liège a key meeting point connecting Africa, the Caribbean, their diasporas, Europe, and Asia.

Thank you for your interest in this venture; I look forward to welcoming you as a partner for this second edition.

Olga Matumona Kembi, Founder and CEO, Art African Excellensitys



A WORD FROM THE OFFICIAL PATRON



A Vision for African Artistic Excellence

Art is one of the most beautiful expressions of human freedom. It transcends borders, conveying lived experiences, human emotions, and stories that books do not always capture, while building bridges where others see differences.

In becoming the official patron of Art African Excellensitys 2027, I sought to support far more than just an art fair.

I have chosen to support a vision: that of showcasing the talents of the African continent, its diasporas, and the Caribbean, while fostering connections between cultures, generations, and institutions.

Africa is a continent of creativity, innovation, entrepreneurship, and excellence. Its artists offer unique perspectives on the world, question our times, pass on memories, raise awareness, and open up new horizons.

This event serves as a magnificent showcase for this richness. It offers artists a space for expression, invites visitors to explore, and gives everyone the opportunity to build bridges between peoples through culture.



A WORD FROM THE OFFICIAL PATRON



Deeply attached to the province of Liège, I also wish to help make Liège a welcoming hub for major international cultural, artistic, and entrepreneurial gatherings.

Liège possesses a history, heritage, and diversity that make it a remarkable crossroads for exchange.

Hosting events of this magnitude boosts the city's profile and creates opportunities for our artists, businesses, and community organizations, while affirming its status as a European metropolis open to the world.

As a Senator of Belgium, I am convinced that culture is a powerful driver of dialogue, social cohesion, economic development, and closer ties between Africa and Europe. Supporting those who create, innovate, and pass on their craft is also a way of preparing for the future.

I extend my heartfelt thanks to Ms. Olga Matumona Kembi and her entire team for their trust and commitment. It is my hope that this initiative will continue to grow and, over the years, establish itself as an international benchmark for African artistic excellence.

Marie-Claire MVUMBI
Senator of Belgium
Official Patron of Art African Excellensitys 2027



ART AFRICAN EXCELLENCITYS : AN INTERNATIONAL VISION

Art African Excellensitys is an international platform dedicated to promoting the arts, cultures, and heritage of the African continent, the Caribbean, and their diasporas.

Conceived as a space for connection, knowledge sharing, and opportunity, the event brings together artists, galleries, collectors, curators, cultural institutions, businesses, media outlets, researchers, educational establishments, and the general public.

The second edition will take place on March 12, 13, and 14, 2027, at the Palais des Congrès in Liège, in the heart of Europe.

Over the course of three days, visitors will discover a rich program structured around four complementary areas:

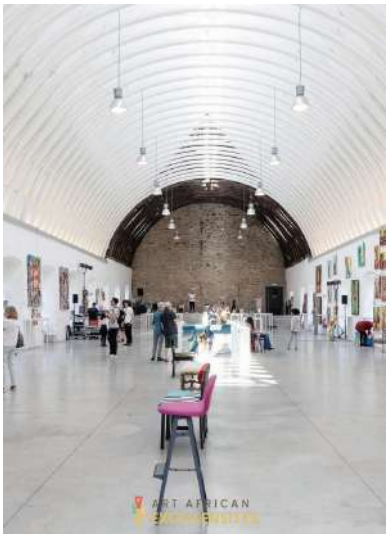
- **an Art Hall** dedicated to the exhibition and sale of contemporary works;
- **a Culture** Area showcasing heritage, languages, literature, media, and traditional craftsmanship;
- **a Gastronomy & Flavors** Area dedicated to African, Caribbean, and diasporic culinary traditions;
- **an auction** organized in partnership with Stanley's Auction.

Beyond its artistic dimension, Art African Excellensitys fosters professional networking, international exchange, and the development of collaborations among cultural, economic, and institutional stakeholders.

Our ambition is to establish Liège as a true hub for dialogue between continents—a place where contemporary creativity meets the transmission of heritage and cultural innovation.

SUMMARY OF THE 1ST EDITION (2024)

2024



The 1st edition (2024, Liège) made it possible to:

- Organize an exhibition-sale and an auction at the Val Saint-Lambert Abbey in Seraing, in partnership with Young Artists of the Future (YAF)
- Showcasing talented artists from the African continent and the Caribbean (painters, sculptors, photographers)
- Offer performances by musicians playing traditional instruments, as well as catering stalls serving culinary specialties from the African continent and the Caribbean.

Key strengths of the 1st edition:

- Quality of the artistic and thematic offering;
- Promoting the African and Caribbean diaspora in the Liège region;

Strengthening Liège's image as a cultural and intercultural hub

2025-2027



2027



Areas for development for the 2nd edition:

- Expand the international dimension (more countries, more artists, more professionals).
- Strengthen auctions and the offering for collectors.
- Further structure the relationship with sponsors and institutional partners.
- Strong attendance and audience responsiveness;

Our History

A FEW DATES...

2024

EVENT 01

In May 2024, Art African Excellensitys organized an exhibition-sale and an auction at the Val Saint-Lambert Abbey in Seraing, in partnership with Young Artists of the Future (YAF)

2025

EVENT 01

Represents 13 artists from the continent. Provides artists with the opportunity to exhibit their work in suitable venues in order to reach a wider audience. September 2026: permanent space dedicated to exhibiting the artists' work, located at Rue de Fragnée 67, 4000 Liège.

2026

EVENT 01

To ensure continuity following the exhibition and auction, the project includes an educational component titled "African Artistic Awakening," scheduled for September 2025 and involving four schools in Liège and its province.

2027

EVENT 01

International Fair of Arts and Cultures of the African Continent, its Diaspora, and the Caribbean – 2nd Edition: Art African Excellensitys. Exhibition and auction. March 12–14, 2027, at the Liège Convention Centre.

WHY SUPPORT ART AFRICAN EXCELLENCITYS 2027?

Invest in a project with significant cultural, economic, and human impact. Supporting Art African Excellensitys 2027 means choosing to back a project that goes beyond the scope of a mere cultural event.

It means participating in an initiative that fosters international exchange, showcases talent, stimulates collaboration, and helps create new opportunities linking Africa, the Caribbean, and their diasporas with Europe and Asia.

Over the course of three days, the Liège Convention Centre will become a meeting point for artists, galleries, collectors, institutions, businesses, researchers, the media, educational establishments, and the general public, all united by a shared ambition: to build lasting bridges between cultures and continents.

An international platform for connection

Art African Excellensitys was conceived as a true hub for exchange. The event will bring together stakeholders from diverse sectors to foster professional networking, artistic collaboration, institutional partnerships, and entrepreneurial initiatives.

This diversity is one of the project's key strengths.



WHY SUPPORT ART AFRICAN EXCELLENCITYS 2027?

An event with a unique positioning

Few events bring together, in a single location:

- contemporary visual arts;
- art sales exhibitions;
- an international auction;
- cultural heritage;
- gastronomy;
- media and audiovisual creation;
- educational institutions;
- professional networking opportunities;
- cultural institutions;
- businesses and economic partners.

This cross-disciplinary approach makes Art African Excellensitys a comprehensive platform where creativity engages in dialogue with education, knowledge transfer, innovation, and economic development.

A commitment to knowledge transfer

The second edition will place significant emphasis on youth and education. Friday will be dedicated to welcoming invited schools, universities, and educational institutions from Belgium and several other European countries.

This day will allow young people to discover the arts, heritage, creative professions, and African, Caribbean, and diasporic cultures, while fostering interaction with the professionals in attendance.

This educational dimension reinforces the project's societal impact.

WHY SUPPORT ART AFRICAN EXCELLENCITYS 2027?

A window to the world

Art African Excellensitys aims to bring together talent and initiatives from:

- the 54 countries of the African continent;
- Caribbean states and territories;
- African and Caribbean diasporas worldwide.

With its European roots and the involvement of international figures and partners, the event also fosters exchange with Europe, Asia, and the Americas.

Our ambition is to create a space for intercultural dialogue where ideas, expertise, and experiences converge across borders.

A driver of economic development

Beyond its cultural dimension, Art African Excellensitys fosters the development of tangible opportunities.

The event notably enables:

- promoting artists and creators;
- encouraging the sale of artworks and products;
- facilitating connections between collectors and professionals;
- developing new partnerships;
- strengthening international networks;
- supporting cultural entrepreneurship;
- showcasing expertise and craftsmanship.

WHY SUPPORT ART AFRICAN EXCELLENCITYS 2027?

By bringing together stakeholders from various sectors, the event helps create an environment conducive to exchange and collaboration.

A meaningful project

Today more than ever, companies and institutions are seeking projects that combine visibility, responsibility, and impact.

By supporting Art African Excellensitys, you choose to back an initiative that:

- fosters intercultural dialogue;
- encourages the transmission of heritage;
- celebrates artistic diversity;
- supports cultural and creative industries;
- promotes the global profile of Liège and Belgium.

Your involvement will help bring to life an event that unites people, embraces the world, and looks toward the future.

Be part of this vision

Sponsoring or partnering with Art African Excellensitys means more than just supporting a cultural event; it means joining a network of stakeholders committed to building an international platform where creativity, heritage, innovation, education, and cooperation converge.

Together, let us bring to life an ambitious event one that generates opportunities and fosters lasting connections between peoples, cultures, and continents.



KEY FIGURES

ART AFRICAN EXCELLENSITYS 2027 AT A GLANCE

The figures below illustrate the ambition behind this second edition. They provide a quick overview of the project's scale and its international standing. Attendance targets represent the organizers' ambitions rather than guarantees.

KEY FIGURES

3-day event: March 12, 13, and 14, 2027

Three days dedicated to the arts, cultures, heritage, gastronomy, professional networking, and international exchange.

4 thematic areas

Art Hall
Sales exhibitions, galleries, artists, photographers, sculptors, digital art, and contemporary creation.

Culture Area
Heritage, literature, media, traditions, languages, craftsmanship, education, and knowledge transmission.



KEY FIGURES

ART AFRICAN EXCELLENSITYS 2027 AT A GLANCE

Gastronomy & Flavors Zone
Discover African, Caribbean, and diaspora cuisines through chefs, caterers, and producers.

Auction
A selection of artworks will be offered at an auction organized in partnership with Stanley's Auction, providing an additional opportunity to showcase the works.

Spotlight on 54 African Countries
The fair aims to highlight the artistic, cultural, and heritage richness of the African continent's 54 countries through their artists, institutions, expertise, and initiatives.

Spotlight on the Caribbean
Caribbean nations, territories, and diasporas will also play a key role in this second edition, further enriching the fair's cultural diversity.

Diasporas at the Heart of the Project
Art African Excellensitys champions creators and initiatives from African and Caribbean diasporas based in Europe, North America, Latin America, the Middle East, Asia, and elsewhere around the world.



KEY FIGURES

ART AFRICAN EXCELLENSITYS 2027 AT A GLANCE

A European Ambition
Schools, cultural institutions, businesses, media outlets, and visitors from various European countries will be invited to take part in this international gathering.

Up to 1,000 Visitors Per Day (Attendance Target)
Our goal is to welcome up to 1,000 visitors daily, bringing together an audience of professionals, art enthusiasts, students, collectors, corporate representatives, and international visitors.

VIP Reception
A VIP evening will bring together representatives from the worlds of art, culture, business, institutions, and the media, as well as partners, in an exclusive setting designed to foster dialogue and networking.

A Day Dedicated to Education
Friday will be dedicated to young people, with invited schools, universities, and educational institutions in attendance. The day will focus on exploring careers in culture and heritage, as well as history and contemporary creativity.



KEY FIGURES

ART AFRICAN EXCELLENSITYS 2027 AT A GLANCE

Invited institutional delegations
Relevant embassies, diplomatic missions, cultural institutions, and international organizations will be invited to participate in this second edition.

A platform for professional networking

The fair will foster exchanges between:

- artists;
- galleries;
- curators;
- collectors;
- auction houses;
- businesses;
- researchers;
- educational institutions;
- media;
- institutional partners.



KEY FIGURES

ART AFRICAN EXCELLENSITYS 2027 AT A GLANCE

International visibility

Through a multi-channel communication strategy, Art African Excellensitys aims to boost its global reach before, during, and after the event by leveraging:

- a digital campaign;
- promotional videos;
- social media;
- media relations;
- an official catalogue;
- media partnerships.

A shared ambition

Art African Excellensitys 2027 is more than just an exhibition. It is an international platform for networking, knowledge sharing, creativity, and opportunity, designed to foster exchange among cultural, economic, educational, and institutional stakeholders.

By bringing together the arts, heritage, gastronomy, cultural industries, and professionals from diverse backgrounds, the project helps strengthen ties between continents and create new avenues for cooperation.



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

Art African Excellensitys 2027 is designed as a progressive event, with each day serving a specific purpose: setup, knowledge sharing, opening to the general public, and an artistic finale.

1. THURSDAY, MARCH 11, 2027 – SETUP & INSTALLATION

Constructing the cultural village

This day is dedicated entirely to setting up the various areas.

Key activities: * installing exhibitor booths * setting up artworks * spatial design and layout * testing technical systems (sound, lighting, screens) * preparing for the auction * finalizing the culinary and cultural areas

Attendees: * exhibitors * technical teams * organizers * logistics partners

Objective: To transform the Palais des Congrès into an immersive space ready to welcome the public.



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

2. FRIDAY, MARCH 12, 2027 – EDUCATION, DIPLOMACY & PROFESSIONALS DAY

A day dedicated to knowledge sharing and institutional networking

This day is dedicated to schools, institutions, and professional stakeholders.

Target audience: * schools from Belgium, France, Luxembourg, the Netherlands, and Germany * universities and training centers * cultural institutions * invited diplomatic delegations * cultural professionals

Activities: * guided tours of the venues * meetings with artists and exhibitors * lectures and educational discussions * exploring careers in the cultural sector * professional networking

Highlight: * official VIP reception (target: 500 to 1,000 guests)

Objective: To create a day of knowledge sharing across generations and among institutional stakeholders.



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

3. SATURDAY, MARCH 13, 2027 – GENERAL PUBLIC DAY & IMMERSIVE EXPERIENCE

Official opening to the general public

Saturday is a day for discovery and cultural experiences.

Target audience: * local and international visitors * families * art and culture enthusiasts * the curious and the passionate

Activities: * free access to the 4 themed areas * sales exhibitions * culinary demonstrations * meet-the-artist and exhibitor sessions * cultural entertainment

Evening: * special late-night opening until midnight

Objective: To offer an immersive experience accessible to all.



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

4. SUNDAY, MARCH 14, 2027 – CLOSING & AUCTION

A highlight of the art market

This day marks the culmination of the fair.

Activities: * final selection of standout artworks * official auction with Stanley's Auction * presentation of selected works * final meetings with artists * event closing

Highlight: * presentation of works selected for the official auction with Stanley's Auction

Objective: To showcase the artworks and facilitate artistic and commercial exchanges.



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

5. THE 4-DAY COMMON THREAD

A seamless and cohesive experience

Throughout the event: * smooth flow between areas * continuous artist presence * activities and spontaneous encounters * video and media coverage * interactions between diverse audiences

6. LAYOUT OF SPACES

A clear and immersive structure

The Palais des Congrès is organized into 4 main zones:

1. Art Hall * sales exhibitions * galleries * contemporary artists

2. Culture Zone * heritage * knowledge transmission * media and learning

3. Gastronomy & Flavors Zone * African and Caribbean cuisines * cooking demonstrations * tastings

4. Auction Zone * selection of artworks * official presentation *



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

7. FLOW AND VISITOR EXPERIENCE

Circulation designed as a journey

The visitor experiences a progression: * discovery * immersion * engagement * acquisition * participation

8. COORDINATION AND LOGISTICS

Centralized organization

During the event: * on-site coordination team * exhibitor management * visitor reception * technical supervision * live communication

9. SECURITY AND WELCOME

Ensuring a professional experience

Arrangements in place: * access control * visitor and VIP reception * crowd flow management * exhibitor support * supervision of artworks and sales



EVENT OPERATIONAL PLAN

(SCHEDULED OVER 4 DAYS)

An organization structured for a seamless and immersive experience

10. EVENT DOCUMENTATION

Creating a record of the project

The entire event is documented: * video recording * interviews * professional photos * social media content * official aftermovie

A THREE-PHASE EXPERIENCE

* Day 1: preparation and setup
* Day 2: knowledge sharing and institutions
* Day 3: general public
* Day 4: closing and art market



WHY IS THIS PROGRAM ATTRACTIVE TO SPONSORS?

By becoming a sponsor of Art African Excellensitys 2027, your company gains exposure throughout an event featuring several key highlights—each offering opportunities for visibility, networking, and showcasing your commitment.

Visibility before, during, and after the event

Your brand will be showcased from the launch of the communications campaign, throughout the event itself, and in content released after it concludes.

This visibility will be achieved through:

- print materials;
- social media;
- the website;
- the official catalogue;
- promotional videos;
- media relations;
- on-site signage.

You thus benefit from sustained communication that extends well beyond the three days of the exhibition.



WHY IS THIS PROGRAM ATTRACTIVE TO SPONSORS?

A diverse and high-caliber audience

Art African Excellensitys brings together a wide range of profiles united by a shared ambition: to foster cultural, professional, and institutional exchanges.

Your company will gain visibility among:

- artists and creators;
- galleries and collectors;
- cultural professionals;
- public and private institutions;
- schools and universities;
- media outlets and content creators;
- entrepreneurs;
- invited diplomatic representatives;
- the general public.

This diversity offers a unique opportunity to boost your brand awareness across various audiences.



WHY IS THIS PROGRAM ATTRACTIVE TO SPONSORS?

Exclusive networking opportunities

The VIP reception and various networking sessions will provide an ideal setting for engaging with decision-makers, potential partners, and influential figures from the cultural, economic, and institutional sectors.

These unique opportunities will foster new collaborations and help expand your professional network.

Align your brand with a meaningful project

Supporting Art African Excellensitys demonstrates your commitment to:

- cultural diversity;
- the transmission of heritage;
- contemporary creativity;
- education;
- intercultural dialogue;
- international cooperation;
- the development of cultural and creative industries.

Your support reflects your desire to contribute to an initiative that fosters exchange between peoples, cultures, and generations.



WHY IS THIS PROGRAM ATTRACTIVE TO SPONSORS?

A partnership that creates value: Beyond mere visibility, Art African Excellensitys 2027 offers its sponsors a genuine partnership experience.

By joining this second edition, you contribute to building an event destined to become an international benchmark, while strengthening your company's image among a multicultural, engaged, and forward-looking audience.



PROJECT OBJECTIVES AND EXPECTED IMPACT

An international cultural, educational, and economic platform

Art African Excellensitys 2027 is not merely an art event. It is a structured platform designed to forge lasting connections among cultural, economic, educational, and institutional stakeholders.

Its objectives are manifold and interconnected.

1. CULTURAL OBJECTIVES

Showcasing the arts and heritage of Africa, the Caribbean, and the diaspora

The project aims to:

* highlight the 54 countries of the African continent
* showcase the 13 Caribbean nations and their cultural expressions
* give visibility to diaspora communities worldwide
* promote both emerging and established artists
* encourage the circulation of artworks and ideas

Expected impact:

* enhanced international recognition for artists
* diversification of the art scene in Europe
* creation of new opportunities for exhibition and dissemination



PROJECT OBJECTIVES AND EXPECTED IMPACT

An international cultural, educational, and economic platform

2. EDUCATIONAL OBJECTIVES

Passing on knowledge, raising awareness, and broadening horizons

The fair incorporates a strong educational dimension.

It aims to:

* welcome schools from several European countries
* raise young people's awareness of the arts and cultural heritage
* foster learning through personal encounters and hands-on experience
* encourage the discovery of careers in the cultural sector

Expected impact:

* broadening the cultural horizons of young audiences
* creating bridges between education and culture
* passing on knowledge and heritage

3. ECONOMIC OBJECTIVES

Structuring an art market and professional exchanges

Art African Excellensitys 2027 fosters:

* exhibition-sales
* auctions
* meetings between artists, galleries, and collectors
* collaborations among cultural entrepreneurs
* the development of creative and economic projects

Expected impact:

* increased sales opportunities for artists
* development of international professional networks
* stimulation of cultural and creative industries

4. INTERNATIONAL OBJECTIVES

Creating a platform for dialogue between continents

The project is driven by a global ambition:

* connecting Africa, the Caribbean, the diasporas, and Europe
* opening pathways to Asia and other regions of the world
* fostering international cultural cooperation
* strengthening exchanges between cultural institutions and stakeholders

Expected impact:

* development of international collaborations
* increased visibility of African and Caribbean cultures
* creation of a multi-continental exchange space

5. INSTITUTIONAL AND DIPLOMATIC OBJECTIVES

Positioning culture as a tool for dialogue

The event aims to:

* invite official delegations and cultural institutions
* encourage exchanges between public and private entities
* strengthen the role of culture in international relations

Expected impact:

* strengthened intercultural dialogue
* cooperation between institutions
* promotion of cultural diplomacy

6. MEDIA OBJECTIVES

Giving the project international visibility

Art African Excellensitys 2027 aims to:

* produce professional video content
* attract national and international media
* develop a strong digital presence
* document the event to a high standard

Expected impact:

* extensive media coverage
* strong digital reach for the project
* sustained visibility beyond the event itself

PROJECT OBJECTIVES AND EXPECTED IMPACT

7. OBJECTIVES FOR EXHIBITORS

Creating concrete opportunities

Exhibitors benefit from:

* visibility among an international audience
* access to buyers and collectors
* meetings with institutions and partners
* professional network development

Expected impact:

* increased business opportunities
* advancement of artistic careers
* internationalization of practices

8. OBJECTIVES FOR SPONSORS AND PARTNERS

Aligning brands with a meaningful project

The project enables sponsors to:

* strengthen their corporate or commercial image
* gain multicultural visibility
* associate with a key international event
* participate in a CSR and cultural initiative

Expected impact:

* enhanced brand awareness
* strategic brand positioning
* creation of lasting partnerships



PROJECT OBJECTIVES AND EXPECTED IMPACT

An international cultural, educational, and economic platform

GLOBAL IMPACT OF THE PROJECT

Art African Excellensitys 2027 aims to generate a global impact centered on:

* culture
* education
* the creative economy
* cultural diplomacy
* international cooperation

A LONG-TERM VISION

Beyond the 2027 edition, the project aims to:

* become a recurring international event
* build a network of international cultural stakeholders
* create a lasting intercontinental platform
* strengthen Liège's position as a European cultural hub

TARGET AUDIENCES

An event designed for diverse and complementary audiences

Art African Excellensitys 2027 is conceived as an open platform bringing together a wide range of professionals from the artistic, cultural, educational, institutional, and business sectors.

The goal is to foster cross-sector connections between stakeholders who do not typically interact.

1. ARTISTS

Creators and visionaries

The fair is aimed at: * contemporary artists * painters, sculptors, and photographers * digital and multimedia artists * artists from the diaspora * emerging and established artists

Expectations: * international visibility * exhibition of their work * sales and acquisitions * professional networking * institutional recognition

2. GALLERIES AND CURATORS

Key players in selection and promotion

Target audience: * art galleries * exhibition curators * independent curators * art platforms

Expectations: * expanding international networks * discovering new artists * participating in a structured art market * collaborating with institutions and collectors

TARGET AUDIENCES

3. COLLECTORS AND BUYERS

A strategic audience for the art market

The fair targets: * private collectors * international buyers * art enthusiasts * cultural investors

Expectations: * access to unique artworks * direct encounters with artists * acquisition opportunities * participation in the auction

4. CULTURAL AND PUBLIC INSTITUTIONS

Key players in cultural development

Includes: * cultural centers * museums and foundations * ministries and cultural agencies * local and international authorities

Expectations: * cultural cooperation * showcasing heritage * exchange of programs and exhibitions * support for artistic initiatives

5. SCHOOLS AND YOUNG AUDIENCES

A strong educational dimension

Friday is dedicated to young people, including: * primary and secondary schools * high schools and universities * art and technical schools * international educational groups

Expectations: * discovering arts and cultures * raising awareness of cultural diversity * guidance toward creative careers * immersive experience at an international fair

TARGET AUDIENCES

6. CULTURAL PROFESSIONALS

A network of expertise

The event welcomes: * curators and exhibition organizers * researchers and anthropologists * cultural journalists * producers and cultural mediators * creative entrepreneurs

Expectations: * professional exchanges * project development * international collaborations * analysis of cultural trends

7. BUSINESSES AND ECONOMIC PARTNERS

A link between culture and the economy

Includes: * local and international companies * brands committed to culture * innovation and communication players * sponsors and investors

Expectations: * brand visibility * strategic networking * partnership opportunities * association with an international cultural project

8. MEDIA AND CONTENT CREATORS

Amplifying the project's reach

The event attracts: * journalists * culture-focused media * photographers and videographers * cultural influencers

Expectations: * coverage of an international event * exclusive content * interviews and reports * behind-the-scenes access

TARGET AUDIENCES

9. DIPLOMATIC AND INTERNATIONAL INSTITUTIONS

A dimension of intercultural dialogue

Invited participants: * embassies and diplomatic missions * international organizations * foreign cultural delegations

Expectations: * participation in international cultural dialogue * showcasing national heritage * cultural and educational cooperation

10. THE GENERAL PUBLIC

An accessible and immersive event

The event is also open to: * local and regional visitors * art and culture enthusiasts * families * the curious and those eager to discover new things

Expectations: * discovering African and Caribbean cultures * immersive experiences * access to artworks and cuisine * participation in an international event

A MEETING OF COMPLEMENTARY AUDIENCES

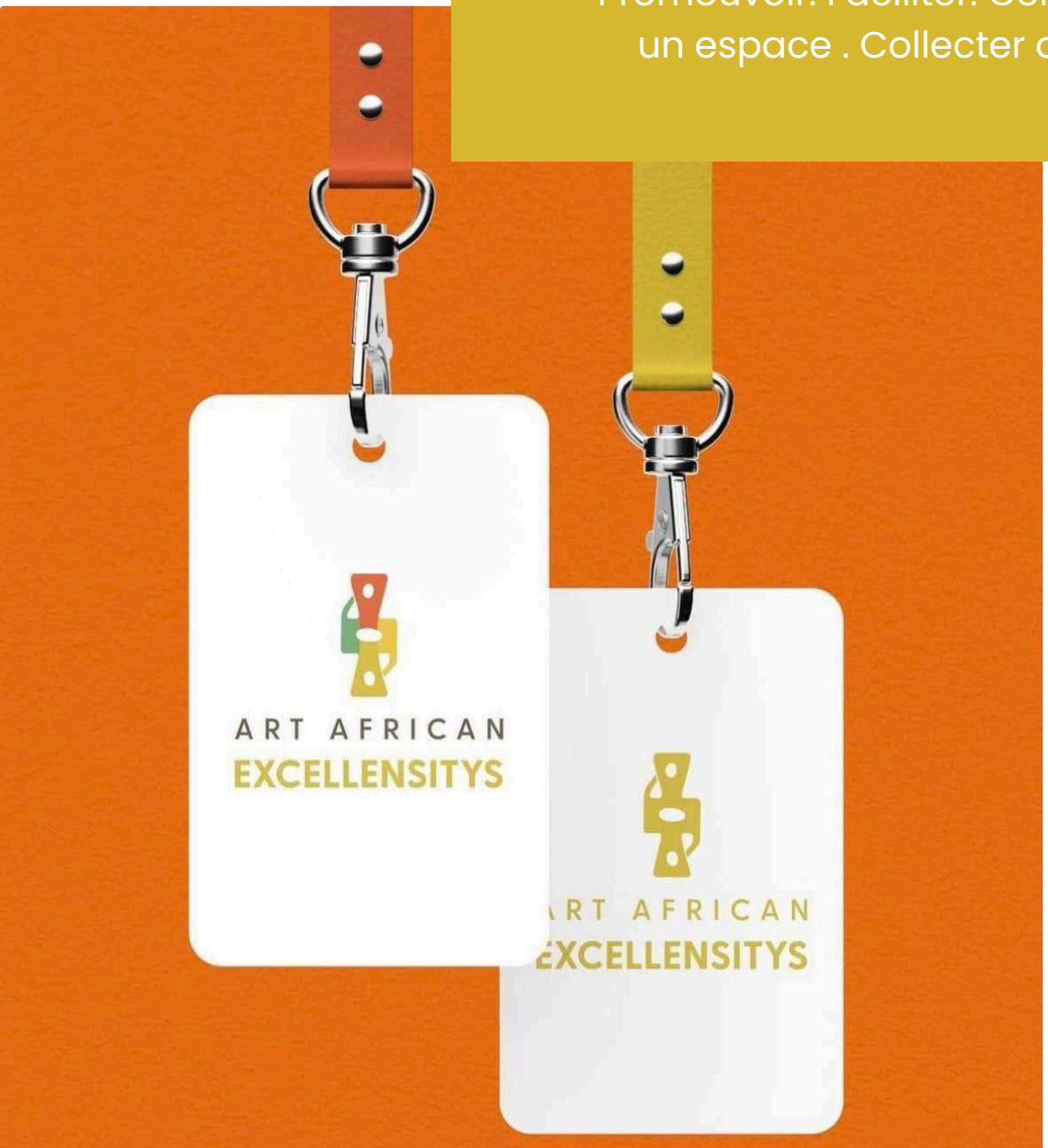
Art African Excellensitys 2027 stands out for its ability to bring together: * artistic creation * education * the economy * cultural diplomacy * media * the general public

A UNIQUE DYNAMIC

This diversity fosters: * cross-sector exchanges * unexpected professional opportunities * a space for international dialogue * a global cultural platform

This ambitious project combines art, culture, and education to promote African authenticity while meeting current and future needs.

Objectif
principaux de l'exposition vente et vente aux enchères
Promouvoir. Faciliter. Célébrer. Créer un espace . Collecter des fonds



FINANCING METHODS

TAILOR-MADE SOLUTIONS



NUMBER OF SPONSORS REQUIRED

2 Platinum Sponsors (US$5,700 each) = US$11,400



NUMBER OF SPONSORS REQUIRED

4 Gold Sponsors (US$2,850 each) = US$11,400



NUMBER OF SPONSORS REQUIRED

10 Silver Sponsors (US$1,140 each) = US$11,400

OUR PACKAGES

EACH PACKAGE IS DESIGNED TO OFFER CLEAR RECOGNITION, CONSISTENT VISIBILITY, AND TAILORED BENEFITS.

FORMULA
SUPPORT

$114,37

- 1 invitation to the launch party
- Mention on social media

FORMULA
PARTNER

$343,11

- 2 invitations to the launch party
- Social media mention
- Logo on digital materials

FORMULA
BRONZE

$571,59

- 3 invitations to the launch party
- Social media mention
- Logo on digital platforms
- Logo on partner walls

Levels of engagement tailored to each partner

Art African Excellensitys 2027 offers several sponsorship packages, enabling each company, institution, or organization to get involved based on its objectives, resources, and desired level of visibility.

Our Packages

EACH PACKAGE IS DESIGNED TO OFFER CLEAR RECOGNITION, CONSISTENT VISIBILITY, AND TAILORED BENEFITS.

FORMULA
SILVER

$1143,18

- 2 VIP invitations with complimentary drinks
- Mention in the official catalogue
- Logo on the press walls

FORMULA
GOLD

$2857,52

- 5 VIP invitations with complimentary drinks
- Mention in the official catalogue
- Logo on screens and press walls
- Company presentation
- 1 roll-up banner

FORMULA
PLATINUM

$5716,70

- Industry exclusivity
- 10 VIP invitations with complimentary drinks
- Listing in the official catalogue
- Logo on promotional videos, screens, and press walls
- Company presentation
- 2 roll-up banners

Levels of engagement tailored to each partner

Art African Excellensitys 2027 offers several sponsorship packages, enabling each company, institution, or organization to get involved based on its objectives, resources, and desired level of visibility.

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

A balanced, hybrid financial structure

Art African Excellensitys 2027 relies on a business model that combines investments, self-generated revenue, and partner support.

The goal is to ensure the project's feasibility while maintaining high artistic and organizational standards.

1. ESTIMATED OVERALL BUDGET

Total project cost: approximately $ 114 109,00

This budget covers the entire four-day event, including setup, production, and communications.

1.1 VENUE RENTAL AND INFRASTRUCTURE — $ 28 512,50

This item includes: * rental of three halls at the Liège Convention Centre (Palais des Congrès) * use of the spaces for 4 days * 1 additional day for setup

Objective: to secure a venue suitable for a structured international event.

1.2 LOGISTICS AND SCENOGRAPHY — $ 22 818,81

This item includes: * exhibition stands and structures * electricity and water * security and guarding services * space layout and fit-out * general logistics

Objective: to transform the venue into an immersive cultural village.

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

1.3 COMMUNICATION AND PROMOTION — $ 17 100,98

This budget covers: * posters and printed materials * printing and signage * digital communication * social media * media relations

Objective: To ensure international visibility for the project.

1.4 ARTISTIC AND CULTURAL PROGRAMMING — $ 11 410

Includes: * stages and installations * workshops and activities * concerts and performances * artistic interventions

Objective: To offer a lively and immersive experience.

1.5 STRUCTURAL INVESTMENT (PROFESSIONAL KIOSK) — $ 20 532,80

Purchase of reusable equipment: * professional mobile kiosk * bar/counter * shelving and furniture * refrigeration * lighting (catering)

Objective: To create a durable asset that can be rented out for other events.





Stand pliable de chez Dinettes



OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

1.4 INTERNATIONAL TRAVEL — $ 17 100

This item covers: * airfare * accommodation * meals * travel for international artists and guests

Objective: to ensure a credible international lineup.

1.5 NGO PARTNERSHIPS — $ 4 567,26

Two beneficiary organizations: * Ndako ya Bana (DRC) * Green Community (Côte d'Ivoire)

Objective: to incorporate a social and solidarity-based dimension.

1.6 BEVERAGE MANAGEMENT & ON-SITE OPERATIONS — $ 9 122,12

* on-site beverage management * soft drinks, juices, beer (18+), non-alcoholic beverages * exclusive sales rights during the event

Objective: to generate additional direct revenue linked to attendance.

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

2. CATERING: SELF-MANAGED MODEL

No direct cost to the organization

The organization does not directly manage catering operations.

Catering area: * 4 stands available * rental fee: $ 1 253,99 per stand

Benefits: * autonomy for chefs and restaurateurs * international culinary diversity * additional event revenue * showcasing African and Caribbean cuisines

3. PROJECTED REVENUE

3.1 STAND SALES (PRIMARY REVENUE SOURCE)

Space allocation: * Culture Hall: 66 stands * Art Hall: 34 stands * Catering Area: 4 stands

Total: 104 stands

Price range: * $ 570,69 to $ 3 077,94 per stand

Estimated breakdown: * 40 to 50 stands: $ 570,69 – $ 1 114,38 * 30 to 40 stands: $ 1 141,38 – $ 1 940,90 * 20 to 25 stands: $ 2 279,96 – $ 3 077,94

Estimated revenue: approximately $ 68 427,60

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

3.2 TICKETING

Access: * Friday: free (schools & institutions) * Saturday & Sunday: paid admission ($ 5,70)

Realistic scenario: * 1,000 visitors/day (average) * 2 paid days

2,000 admissions × $ 5,70 = $ 11 400

Adjustments: * free admissions * VIP * reduced rates

Estimated net revenue: approx. $ 9 122,12

3.3 BEVERAGES + KIOSK

* on-site sales margin * kiosk operation * leveraging a reusable asset

Direct financial impact + long-term value

3.4 ESTIMATED TOTAL REVENUE

* Stands: $ 68 427,60
* Ticketing: $ 9 122,12
* Beverages & operations: variable

Total revenue: approx. $ 86 713,34

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

4. EXTERNAL FUNDING REQUIREMENT

4.1 BUDGET GAP

* Total budget: $ 114 109,00
* Own revenue: $ 86 713,30

Additional funding required: $ 27 359,50

4.2 FUNDING SOURCES

This amount is covered by: * sponsors * institutional partners * private supporters * in-kind partnerships

5. BENEFITS FOR PARTNERS

Partners benefit from: Visibility: * official posters * social media * website * printed materials * official catalogue * on-site signage

Physical presence: * partner areas * logo walls * dedicated stands * on-site branding

Privileged access: * VIP invitations * professional meetings * institutional networking

OVERALL BUDGET, FUNDING, AND ECONOMIC IMPACT

6. SOCIAL DIMENSION AND IMPACT

6.1 SUPPORT FOR PARTNER NGOs

Ndako ya Bana – DRC * $ 2 279,96 in support * assistance for 40 children * education, meals, support services

Green Community – Côte d'Ivoire * $ 2 279,96 in support * organic farming * recycled art * women's empowerment

6.2 OVERALL IMPACT

This support makes it possible to: * link culture and development * integrate an educational component * strengthen international credibility * give meaning to the project

7. OVERALL ECONOMIC MODEL

Art African Excellensitys 2027 relies on: * exhibitor revenue * ticket sales * on-site operations * sponsorship * reusable investment

hybrid and scalable model

8. FINANCIAL SUMMARY

* Total budget: $ 114 109,00
* Internal revenue: $ 86 713,30
* External funding required: $ 27 359,50
* Social impact: $ 4 567,26 (NGOs)
* Durable asset: professional kiosk

COMMITMENTS TO SOLIDARITY

NDAKO YA BANA ET GREEN COMMUNITY

This edition is part of a socially responsible and committed approach:

Proceeds from the fundraising were donated to two African NGOs dedicated to education and environmental protection.

Ndako ya Bana – Kinshasa, DRC:

A $2 857,52 donation to support the education of 40 disadvantaged children (including those in orphanages, centers for teenage mothers, and children with disabilities).

Provision of schooling, hot meals, homework assistance, and cultural and sports activities.

Green Community – Abidjan, Côte d'Ivoire:

A $2 857,52 donation to support a project at the intersection of art, education, and the environment.

Women's empowerment programs through organic farming and artisanal crafts, as well as the promotion of art created from recycled materials.

These partnerships reinforce the event's social and educational impact, demonstrating that Art African Excellensitys extends beyond the purely cultural realm to support sustainable development projects in Africa.





TEAM AND KEY PLAYERS

- Independent curator: Daffa Konaté.
- Specialist in Congolese painting : Wiligama Art Collector
- Independent curator : Anne Wetsi Mpoma
- Auction House: Stanley's Auction.
- Co-organizers: Hayat Nasri and Carlos Djisso.
- Interior Designer: Élodie Delfosse.
- Anthropologists and investigative journalists: Ismo
- Anthropologist: Alexandre Michotte.
- Co-organizer (artistic component) : Chris Lumu
- Videographer: Tchuikoua Magellan Siryl
- Educational Partner: Ballast Creative Workshops non-profit association – Pierre Huson.
- School Program Partner Association: The Workshops Through Games non-profit association – Matumona Olga.

- Patron of the 2nd Edition: Moussa Sène Absa (Senegalese artist).
- Patron of the 2nd Edition: Martha Woldu (Eritrean artist based in Beijing).
- Featured Artist: Dotun Popoola (Nigerian artist).

THE TEAM AND KEY PARTNERS

A COMPLEMENTARY AND STRUCTURED TEAM

This second edition relies on a clear organizational structure in which each stakeholder contributes specific expertise:

* artistic programming
* exhibition curation
* general organization
* exhibition design
* communications and public relations
* partnership development
* cultural research and analysis
* outreach and creative workshops
* content production

A COLLECTIVE STRENGTH

The team's strength lies in the complementary nature of its members:

* artistic backgrounds
* academic backgrounds
* operational backgrounds
* media backgrounds
* institutional backgrounds

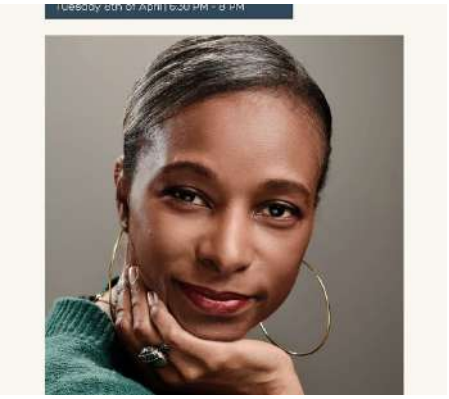
A GUARANTEE OF INTERNATIONAL CREDIBILITY

This structure ensures:

* high-caliber programming
* professional organization
* an international outlook
* a balanced cultural and economic approach

TEAM

A SYNERGY OF EXPERTISE DEDICATED TO AFRICAN ART AND CULTURAL EVENTS



DAFFA KONATÉ

INDEPENDENT CURATOR

A recognized specialist, she ensures the authenticity and promotion of African artworks while enriching events through her in-depth knowledge of the market and artistic trends. Founder of Art Kelen et Culture.

WILIGAMA ART COLLECTOR

SPECIALIST IN CONGOLESE PAINTING

A recognized specialist, he ensures the authenticity and promotion of African artworks while enriching events through his in-depth knowledge of the market and artistic trends. Curator at Stanley's Auction.





ANNE WETSI MPOMA

INDEPENDENT CURATOR

A recognized specialist, she ensures the authenticity and promotion of African artworks while enriching events through her in-depth knowledge of the market and artistic trends. Founder of Wetsi Art Gallery.

TEAM

A SYNERGY OF EXPERTISE DEDICATED TO AFRICAN ART AND CULTURAL EVENTS



CARLOS DJISSO

EVENT PLANNER IN LIÈGE

This experienced professional ensures creative and efficient project management by leveraging the region's cultural and architectural richness.

HAYAT NASRI

EVENT PLANNER IN LIÈGE

This experienced professional ensures creative and efficient project management, highlighting the region's cultural and architectural assets.





MATUMONA KEMBI OLGA

FOUNDER
ART AFRICAN EXCELLENSITYS

TEAM

A SYNERGY OF EXPERTISE DEDICATED TO AFRICAN ART AND CULTURAL EVENTS



ELODIE DELFOSSE
INTERIOR DESIGNER

Elodie elevates event spaces with innovative design, creating inspiring environments that reflect the essence of African art. Founder of Genes'In.

CHRIS LUMU
CO-ORGANIZER (ARTISTIC COMPONENT)

Talent Agent – Chris Lumu handles the slam programming and the selection of slam poets, as well as the coordination of their logistics for the March 2027 performances. He also helps facilitate connections with journalists, media outlets, and cultural stakeholders in Luxembourg.





KARIMA EL JABBARI
PHOTOGRAPHER

Founder of Focaleye Photography, Karima El Jabbari is the official photographer for Art African Excellensitys 2027, responsible for photographic coverage, highlighting key moments, and creating visual content that showcases the fair's artistic and cultural richness before, during, and after the event.

TEAM

A SYNERGY OF EXPERTISE DEDICATED TO AFRICAN ART AND CULTURAL EVENTS



ISMO

ANTHROPOLOGIST, INVESTIGATIVE JOURNALIST

Art and culture expert. He promotes African artists through videos and is also an investigative cultural journalist. Ismo will produce promotional videos for the event.

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ACCOUNTANT / FINANCIAL ANALYST

A professional combining accounting and financial analysis ensures accounting rigor and strategic financial optimization for the 2nd edition of the International Festival of Arts and Cultures of Africa, its Diasporas, and the Caribbean.



TCHUIKOUA MAGELLAN SIRYL



VIDEOGRAPHER

Videographer and founder of Studio Bazor, Magellan Siryl Tchuikoua will serve as the official videographer for Art African Excellensitys 2027. He will handle audiovisual coverage before, during, and after the event to capture its highlights and key encounters.

KEY PLAYERS

A SYNERGY OF EXPERTISE DEDICATED TO AFRICAN ART AND CULTURAL EVENTS

PIERRE HUSON
DIRECTOR / BALLAST CREATIVE WORKSHOPS NON-PROFIT

This non-profit organization offers visual arts classes and workshops for children, teenagers, and adults (drawing, painting, illustration). Leading up to our main event, it will host workshops led by two African artists in collaboration with their communities.

MATUMONA OLGA
PRESIDENT / THE WORKSHOPS THROUGH GAMES NON-PROFIT ASSOCIATION

The Workshops Through Games non-profit association will offer an artistic and cultural program for primary, secondary, and higher education.

STANLEY' AUCTION & DROUOT
AUCTION ROOM

Stanley's Auction House
Offers an international platform for exceptional African art.

KEY PLAYERS

RELIES ON INTERNATIONALLY RENOWNED ARTISTIC FIGURES TO ADVANCE ITS VISION OF PROMOTING AFRICAN ART AND INTERCULTURAL EXCHANGE.



MOUSSA SENE ABSA

GODFATHER SECOND EDITION

Moussa Sène Absa (Senegal), a multidisciplinary artist (filmmaker, painter, playwright, and musician), has accepted the role of patron. His creative approach, centered on social and women-related themes, enhances the visibility of contemporary African art.

MARTHA WOLDU

GODMOTHER, SECOND EDITION

Martha Woldu (Eritrea), a Beijing-based artist and winner of the "Pride of Africa Asia Pacific 2025" award, serves as the festival's patron. She embodies the festival's outreach to the Asian continent and the cultural bridges between Africa and Asia.





DOTUN POPOOLA

GUEST OF HONOR

Dotun Popoola (Nigeria), a renowned Nigerian sculptor, is the guest of honor. A live artistic performance is planned, showcasing the vitality and technical mastery of African sculptural practices.

PARTNER

CONTRIBUTE TO SECURING SPONSORS, KEY PARTNERS, AND EXHIBITORS IN THE FIELDS OF ART, CULTURE, AND GASTRONOMY, IN ORDER TO ENSURE THE SUCCESS OF THIS MAJOR EVENT.

LisangAFRIKA

SECOND EDITION PARTNER

LisangAfríka is one of the partners for the second edition of Art African Excellensitys.

LisangAfríka aims to unite Afro-focused associations, student groups, and business clubs by organizing high-impact, themed events.

In this capacity, committed partners like LisangAfríka help secure sponsors, key partners, and exhibitors across the fields of art, culture, and gastronomy to ensure the success of this major event.

Joining LisangAfríka means becoming part of a structured, dynamic network designed to build strategic connections and facilitate access to high-quality sponsors and partners.

In short: join us and gain access to concrete partnership opportunities.

PARTNER

NAYAAN COLLECTION X ART AFRICAN EXCELLENCYS 2027
A PARTNERSHIP DEDICATED TO CREATIVITY, TEXTILES, AND CULTURAL TRANSMISSION.

Creativity, Textiles, and Cultural Transmission

Art African Excellensitys announces its official partnership with Nayaan Collection for its second edition.

Nayaan Collection joins as:

- *Official Fashion Designer for the Art African Excellensitys 2027 Expo*
- *Official Textile Partner*
- *Cultural Partner*
- *Partner of the African Artistic Awakening Program*

This partnership aims to showcase authentic African creativity, textiles, weavers, and craftsmanship, highlighting their history and the transmission of these skills.



A collaboration perfectly aligned with the 2027 theme:

"Artistic and Cultural Awakening: Heritage, Transmission, Innovation"

Liège Convention Centre | March 12, 13 & 14, 2027

PARTNER

EJO BELGIUM – OFFICIAL PARTNER OF THE CHILDREN'S AREA

EJO Belgique is a non-profit youth association with a Pan-African mission, active in Brussels since April 2021. It develops socio-educational activities for children and young people of African descent within a supportive, inclusive, educational, and safe environment.

The association supports young people in their individual and collective empowerment by fostering autonomy, self-confidence, critical thinking, cooperation, agency, and participation in social life. EJO also places great importance on sharing African history, identities, and heritage, aiming to help young people flourish—becoming individuals who are aware of their roots, proud of their heritage, open to the world, and active in society.

*For the second edition of the *Salon International Art African Excellensitys*, EJO Belgique is the official partner for the Children's Area. The association will help manage this space, offering young people a safe, suitable environment conducive to discovery, creativity, and the sharing of knowledge regarding African arts, cultures, and their diasporas.*

EJO Belgique (non-profit association)
Representative: Egide IZERE

PARTNER

INSTITUTIONAL SUPPORT DEPARTMENT OF COMMERCIAL AND TOURISM ATTRACTIVENESS – CITY OF LIÈGE

Liège
Échevinat de l'Attractivité commerciale et touristique

Institutional support that strengthens the integration of Art African Excellensitys 2027 into the fabric of the City of Liège.

Networking
Facilitating connections with the local ecosystem and Liège-based stakeholders.

Heritage & Appeal
Introducing artists and delegations to iconic locations in Liège.

Local Visibility
Outreach and communication targeting the local public.

Practical Information
Useful information and guidance for organizing the event and welcoming visitors, artists, and delegations.

Liège
Échevinat de l'Attractivité commerciale et touristique

This support is a major asset for Art African Excellensitys 2027, reinforcing its local roots and its integration into the cultural, commercial, and tourism dynamics of the City of Liège.



"COMMIT TO SHARED SUCCESS."

The future starts here: together, let's build an exceptional future.

JOIN US!

THANKS !

Let's transform the ordinary into the extraordinary.

"Throughout this reading, we have explored the foundations of Art African Excellensitys together from clearly defined objectives to strategic methodology and in-depth market analysis.

Your presence and commitment are essential to the success of this project. Your questions and comments are invaluable, and we remain open to further discussion.

In conclusion, we are excited about the next steps of this project. Thank you again for your attention. We look forward to the exciting next phase of our project.

YOUR CONTACT I MATUMONA OLGA
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