



DIFCOM EVENTS

BUSINESS ACTIVATOR



WHO ARE WE?

DIFCOM EVENTS is the events agency of Jeune Afrique Media Group, a leading and influential communication group on the African continent. The events we organise have benefited from the influence of our proprietary events such as the AFRICA CEO FORUM, THE AFRICA FINANCIAL INDUSTRY Summit and major investment conferences for several African countries over the past 10 years.





ACTIVATOR OF EVENT **EXPERIENCES**

With a team of around thirty people based in France, Morocco, Tunisia, Côte d'Ivoire and Ghana, and complementary expertise, DIFCOM Events partners numerous public and private companies and institutions to orchestrate their event communication and develop their visibility on the African continent. In addition to its permanent team, DIFCOM Events relies on an international and African network of a hundred or so event professionals to meet the challenges of all types of events.

WHY WORK WITH **DIFCOM EVENTS ?**

We are convinced that an event plan is essential and key to our clients' messages. Arousing interest, providing an unforgettable occasion, engaging the audience, is all about delivering memorable experiences. Operating on the African continent and internationally, DIFCOM EVENTS connects the Brand or Company with its audiences and networks in an impactful way.

To create experiences that really resonate, we rely on three powerful amplifiers: in-person, digital and our networks. By anticipating trends, connecting talents and offering them new playing fields, our expertise and skills ensure that we orchestrate unique event experiences.

A CULTURE OF EXCELLENCE

We demand the highest standards of quality at every stage of preparing your event. We set the bar high for ourselves and always work with passion, creativity, analytical skills and the ability to communicate effectively with everyone involved in your event.

AN UNPARALLELED NETWORK

Guaranteeing the attendance, a high level of speakers and the widest scope of your event, is our unique database of over 10,000 African and international private sector leaders, decision makers from African public companies and influential members of pan-African and international institutional organizations.



**DIFCOM
EVENTS**
Leader in
Africa for the
organisation
of high-level
influence
events.

OUR EXPERTISE **IN EVENTS**



CORPORATE EVENTS

Annual General Meetings,
Conventions, Seminars...



EVENTS OF INFLUENCE

World Summits, International Conferences,
Symposiums, Colloquia, Forums, Road-shows...



PR EVENTS

Product launches, Gala evenings,
Awards ceremonies...

OUR **SKILLS**

PHYSICAL, VIRTUAL AND HYBRID EVENTS



Project
management



Content
management



Finding
speakers



Logistics



Technical



Accommodation
and transport
management



Scenography



Visual
design



Marketing &
Communication

THEY TRUST US

DIFCOM EVENTS is the event activator for leading companies and institutions in Africa and worldwide.

+More than 1,000 clients and partners trust us every year.



DIFCOM EVENTS is regularly commissioned by governments to organise international events to promote investment in their countries. We have produced Invest in Côte d'Ivoire, Invest in Congo Brazzaville, Tunisia 2020...

ABOUT JEUNE AFRIQUE MEDIA GROUP

Since 1960, Jeune Afrique Media Group has been contributing to the political, economic and social development of the continent through independent, reliable and clear information. Jeune Afrique Media Group employs 140 people and is active in communication, content creation, media and networking experience.

If you're planning an event,
contact us!

DIFCOM EVENTS
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