



CONCEPT NOTE

Made in Somalia Expo 2026

15–16 July 2026 | Mogadishu, Somalia

1. Executive Summary

The Made in Somalia Expo 2026 is a high-impact national trade and investment platform designed to showcase Somali-made products, promote local industries, and facilitate strategic partnerships between Somali businesses and global markets.

The Expo aims to position Somalia as an emerging hub for trade, innovation, and entrepreneurship, while creating tangible opportunities for investment, job creation, and sustainable economic growth. The event will convene business leaders, financial institutions, investors, development partners, and policymakers under one platform to unlock the potential of Somali industries.

2. Background and Rationale

Somalia's private sector has demonstrated resilience and growth, particularly in sectors such as agriculture, livestock, fisheries, manufacturing, and small-scale industries. However, limited market access, financing gaps, and low global visibility continue to constrain the full potential of Somali products.

The Made in Somalia Expo was established on 10 January 2026 as a strategic initiative to address these gaps by:

- Promoting locally produced goods
- Enhancing market access and trade linkages
- Strengthening business-to-business (B2B) connections
- Supporting enterprise development and innovation
- For financial institutions, this Expo presents a unique pipeline of viable SMEs and investment opportunities, aligned with national economic growth priorities.

3. Vision, Mission, and Core Values



Vision

- To elevate Somali-made products to global recognition and position Somalia as a competitive hub for trade, innovation, and quality production.

Mission

- To connect Somali businesses with local and international markets, foster investment opportunities, and empower entrepreneurs through networking, knowledge-sharing, and capacity-building.

Core Values

- Innovation
- Integrity
- Sustainability
- Collaboration
- Empowerment
- Pride in Somali craftsmanship

4. Objectives

The Expo aims to:

- Promote Somali-made products and strengthen local industries
- Provide a structured platform for market access and business visibility
- Facilitate trade and investment partnerships between Somali enterprises and global stakeholders
- Enhance financial inclusion by connecting businesses with banks and investors
- Encourage innovation, entrepreneurship, and sustainable business practices

5. Target Participants

The Expo will bring together a diverse and strategic audience, including:

- **Local Businesses:** SMEs, manufacturers, producers, and startups
- **Financial Institutions:** Banks, microfinance institutions, and investors
- **International Buyers & Investors:** Importers, distributors, and trade partners



- **Government & Regulators:** Policy support and trade facilitation
- **Development Partners & NGOs:** Capacity building and economic development actors
- **Media & General Public:** Awareness and promotion of Somali products

6. Key Activities

- Exhibition

A large-scale showcase of Somali products across sectors including agriculture, food processing, manufacturing, and services.

- B2B & B2G Networking

Structured matchmaking sessions connecting businesses with:

- Buyers
- Investors
- Financial institutions
- Workshops & Capacity Building

Sessions on:

- Export readiness
- Access to finance
- Branding and marketing
- Business management and innovation
- Panel Discussions
- High-level discussions on:
 - Trade development
 - Investment opportunities
 - Private sector growth in Somalia
 - Cultural Showcase
- Promotion of Somali heritage through cultural performances, enhancing the overall experience and national identity.
- Gala & Awards Night





- Recognition of outstanding Somali businesses and entrepreneurs, attended by VIPs, sponsors, and key stakeholders.

7. Expected Outcomes

- Increased visibility and competitiveness of Somali products
- Strengthened linkages between businesses and financial institutions
- New trade deals, partnerships, and investment opportunities
- Improved access to finance for SMEs
- Enhanced capacity of local entrepreneurs
- Contribution to job creation and economic diversification

8. Value Proposition for Banks and Financial Institutions

Participation in the Expo provides banks with:

- Direct access to high-potential SMEs and business clients
- Opportunities to expand SME financing portfolios
- Brand positioning as a key supporter of national economic development
- Visibility among local and international investors
- Engagement in financial inclusion and private sector growth initiatives

9. Event Timeline

Day / Date	Session / Activity	Details
Day 1 – 15 July 2026	Opening Ceremony	Official start of the event
	Official Exhibition Launch	Exhibition opens to participants
	Networking Sessions	Attendee networking opportunities
	Panel Discussions	Expert-led discussions on key topics
Day 2 – 16 July 2026	Workshops & Training Sessions	Skill-building and interactive sessions
	Continued Exhibition & Networking	Ongoing exhibition and connections
	Cultural Performances	Showcasing cultural entertainment
Gala Night – 16 July 2026 (Evening)	Awards Ceremony	Recognition of achievements

	VIP Dinner & Networking	Exclusive dinner for VIP guests
	Entertainment	Live performances and activities

10. Sponsorship Opportunities

Sponsorship Tier	Contribution	Benefits
Gold Sponsor	\$7,000	Prominent branding across all platforms; Keynote speaking opportunity; VIP recognition; Premium exhibition booth
Silver Sponsor	\$5,000	Branding on event materials; Recognition during sessions; Premium booth space
Bronze Sponsor	\$2,000	Logo placement on media and signage; Standard booth
Support Sponsor	\$500	Recognition in event materials; Booth space

11. Sustainability and Continuity

To ensure long-term impact, the Expo will:

- Be institutionalized as an annual national trade event
- Establish a digital platform for ongoing business networking
- Support continuous SME capacity building and market linkage programs

12. Monitoring and Evaluation

Success will be measured through:

- Number of exhibitors and attendees
- Volume and value of business deals initiated
- Participation of financial institutions and investors
- Media reach and engagement
- Stakeholder feedback and impact assessments

13. Conclusion



The Made in Somalia Expo 2026 is more than an event—it is a strategic platform for unlocking Somalia’s economic potential. By connecting businesses with markets, finance, and knowledge, the Expo will contribute to sustainable growth, job creation, and global recognition of Somali industries.

We invite banks and financial institutions to partner with us in driving inclusive economic development and supporting the next generation of Somali enterprises.

