



SME FINANCE
FORUM

ACCELERATING
FINANCE FOR
BUSINESSES

2023

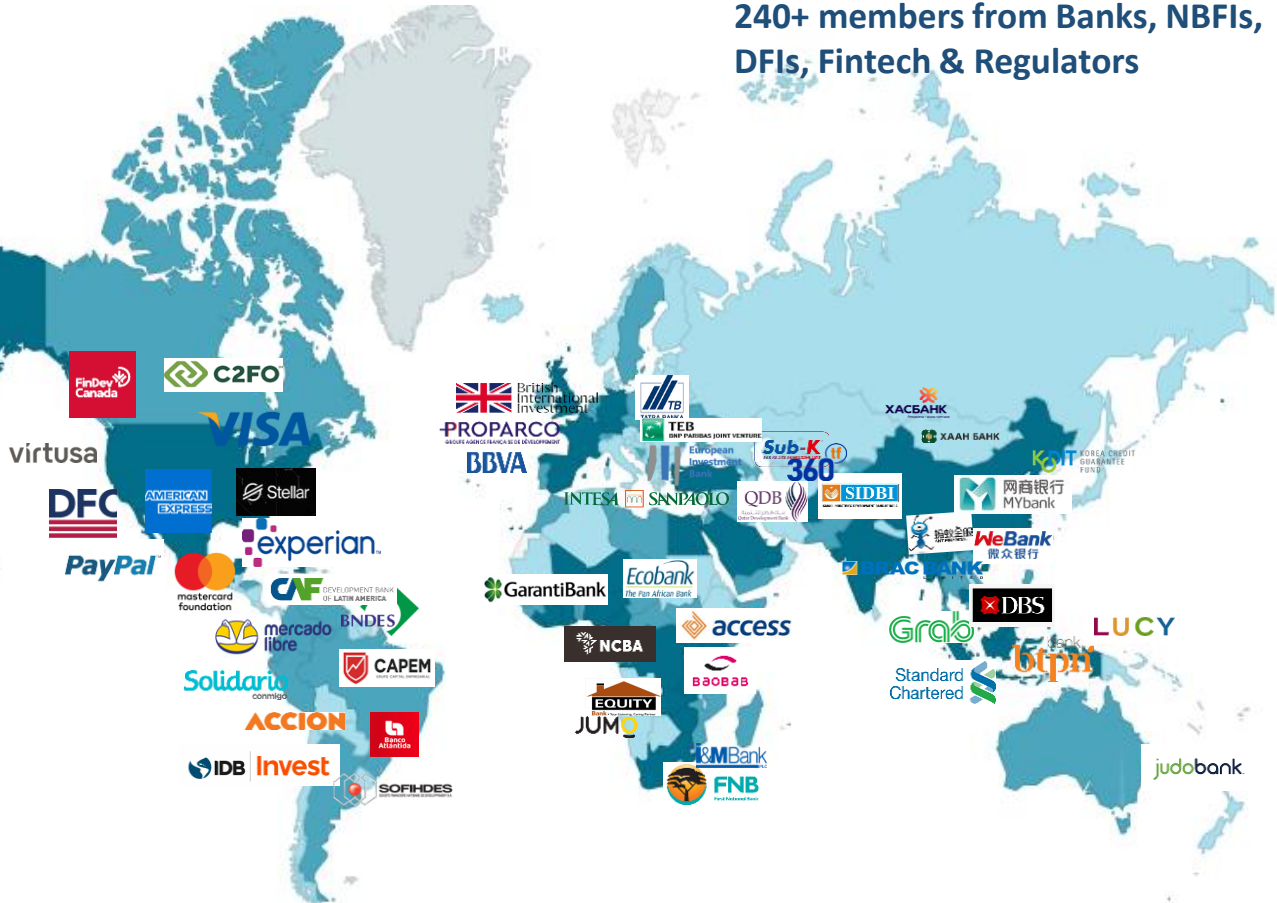
Sponsorship
Opportunities





The Largest Network of SME Finance Innovators

240+ members from Banks, NBFIs, DFI, Fintech & Regulators





Our Key Activities



Global SME Finance Forum

> **530** participants
> **200** institutions
> **150** countries

Since 2015



Global SME Finance Awards

5 categories
> **600** submissions

Since 2018



Webinars/Marketplace Sessions

> **20** events/year
> **5800** participants



Communities of Practice

- Risk Management
- Women's Entrepreneurship Finance
- AgriFinance
- Green Finance
- DFI



Study Visits/Immersion Programs

> **43** study visits organized
> **1,100** Participants

Our Physical Event 2023 Global SME Finance Forum

“Digital Ecosystems and the Future of SME Finance”

12-14 September 2023, Mumbai, India

The annual flagship event of the SME Finance Forum will bring together innovators and leaders from banks, NBFIs, DFIs, fintech companies as well as regulators from around the world. It is the highest level, most technically in-depth, most geographically diverse meeting focused exclusively on SME financing.



The Global SME Finance Awards will be announced and presented during the event. Established in 2018, the Awards recognize the commitments and distinguished achievements of financial institutions and fintech companies in delivering outstanding products and services to SMEs.

Highlights from the 2022 Global SME Finance Forum in Cambodia

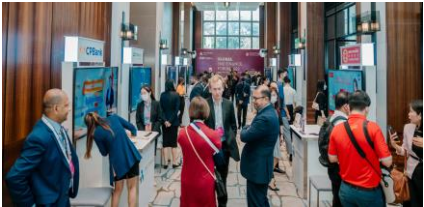
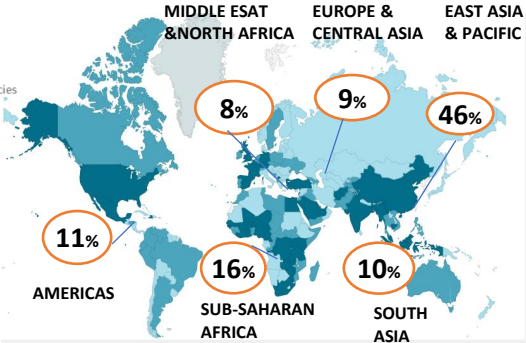
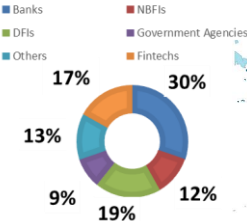
615
Participants

226
Institutions

52
Countries

31% of attendees
at VP level or above

PARTICIPATING INSTITUTIONS





SME FINANCE
FORUM

What our sponsors & members say



MANAGED BY
IFC

International
Finance Corporation
WORLD BANK GROUP



**Dr. In Channy, President & Group Managing Director,
ACLEDA Bank - Cambodia**

"The Forum has concluded successfully with diversity of business delegates from many industries and countries attended. Furthermore, it disseminates encouraged information and learning experience for financial industry in Cambodia, and it even encouraged them to



Philip Siegwart, Equity Bank

"You come to the SME Finance Forum and it's like you're brainstorming with 200 people in the room and you get out and you have lots of ideas. "



Lincoln Yin, CEO, Banco, RABC, Singapore

"The SME Finance forum is a great platform for members from global markets to share, engage and interact with each other. We have been supporting the forum as sponsor for few years, it is very fruitful with the program. Appreciate all the efforts by the Forum."

- **69% acquired new knowledge**
- **30% made new business partnerships**
- **38% engaged in a productive dialogue with policy makers**
- **10% made or received new investments**
- **35% adopted new practices***

** Statistics from SMEFF annual member survey 2022*

Sponsorship Packages - 2023 Global/Regional Event*

Sponsor benefits	Platinum US\$100,000	Gold US\$50,000	Silver US\$25,000	Bronze US\$15,000	Booth Exhibitor \$3,000
Pre-Event Digital Recognition	<p>Logo on: 1) Conference homepage with link 2) Main SMEFF website 3) Network App login page</p> <p>Promotional piece circulation: 1) Link to promotional materials/e-brochure 2) Email Marketing/Social media: Up to four months prior</p>	<p>Logo on: 1) Conference homepage 2) Main SMEFF website</p> <p>Promotional piece circulation: 1) Link to promotional materials/e-brochure 2) Email Marketing/Social media: up to three months prior</p>	<p>Logo on : 1) Conference homepage 2) Main SMEFF website</p> <p>Email Marketing/Social media: up to two months prior</p>	<p>Logo on : 1) Conference homepage 2) Main SMEFF website</p> <p>Email Marketing/Social media: up to one month prior</p>	-
Onsite Logo Placement	Registration backdrop Main conference room virtual backdrop Networking lounge	Registration backdrop Main conference room virtual backdrop	Registration backdrop Main conference room virtual backdrop	Registration backdrop Main conference room virtual backdrop	-
Speaking Role	Welcome remarks Sponsored session ***	Sponsored session	Guaranteed speaker/moderator slot	-	-
Certificate of Appreciation	Presented on stage in the main conference room	Yes	Yes	Yes	-
Verbal Recognition	4 times/day	3 times/day	2 times/day	1 time/day	-
Exhibition Booth	Priority location	Standard size	Standard size	Standard size	Standard size
Free Tickets for clients (Full price:\$1,500)	10	5	2	1	-

* Subject to signing of sponsorship agreement

** Applicable only to hybrid event

***sponsored session should be in line with the theme of the event

Sponsorship Opportunities throughout 2023 with Our Virtual Events Series

- 7 webinars planned throughout 2023 around 6 cross-cutting themes
- Topics chosen based on member surveys
- Attendees are senior executives from around the world
- 100 attendees from 50 institutions/webinar



Open Monthly Webinar

African Innovations in SME Finance Part II: Payment Technology



Open Webinar

The Future of Finance for Women SMEs

Speakers



Carl Wegner
Chief Executive Officer
Contour



Marcia Diaz
Manager of SME
Commercial Strategy
Banco Pichincha



Sarah Nansikombi
Manager of Women's
Banking
Stanbic Bank

Moderator



Colin Daley
Global Advisory Specialist
IFC

Host



Matthew Ganser
CEO
SME Finance Forum

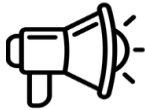
Sponsorship Opportunities - 2023 Virtual Events

Initiatives	Price and Description of Benefits
Webinars	<p>\$5,000 sole sponsor of a single webinar (sponsor recognized as "in partnership with")</p> <ul style="list-style-type: none">✓ Digital promotion (Social Media and Email Marketing): up to 4 weeks prior✓ Recognition by the host during the webinar✓ Logo placement (first and last slide)✓ Design the session in line with SMEFF themes, propose speakers *✓ Participate as a panelist or moderator✓ Digital promotion post event (Social Media and Email Marketing) : video recording and blog✓ List of attendees (with contact details)
Video Interview - Leader Dialogue	<p>\$10,000 sole sponsor of a single event (sponsor recognized as "in partnership with")</p> <ul style="list-style-type: none">✓ Lead recognition during the digital promotion (Social Media and Email Marketing - up to 4 weeks prior)✓ Lead recognition by the host✓ Regular promotion of video on NL, monthly digest, social media (biweekly for 3 months)



Why Join as a Sponsor?

FOUR REASONS YOU SHOULD BECOME A SPONSOR



Enhance your brand awareness at the premier gathering of leaders and senior executives from banks, development banks, fintech and regulators who promote access to financial services for SMEs around the world.



Be associated with the G20-endorsed Global SME Finance Awards whose winners will be announced during the event.



Develop your business and insights during study visits, fintech pitches, one-on one networking sessions and other interactions with speakers and attendees.



Join trusted past sponsors and be ahead of competitors: Mastercard, Credit Ease, Experian, BBVA, Strands, Mastercard Foundation, Vcita.....



Our Growing Outreach








Knowledge management expert within the World Bank Group



KNOWBEL
AWARDS

FY22 KNOWbel Awards Recipients

2022 World Bank Group recognition as a team leveraging knowledge for better business results and incentivizes a productive knowledge culture.

Channels	Audience 2022
 LinkedIn Discussion Group #SMEFinance SME Finance Forum, Managed by the IFC	16,979 Group members: <i>SME finance professionals</i>
 LinkedIn Corporate Page #SMEFinance	7,078 Followers: <i>SME finance professionals</i>
 Twitter #SMEFF	7,325 Followers
 Facebook @SMEFinanceForum	1,192 Followers
 Database	19,128 Subscribers
 Partner Network	Industry partners/Media Partners/IFC SME Banking Club, CapPlus, FCI, The Banker, BCR, Fintech Nexus, G20, ABAC, OECD ...
 Website Smefinanceforum.org	>295,700 Pageviews

Nov 21 vs Nov 22 Subscribers: *SME finance practitioners, C-suite level, senior executives from banks, development finance institutions, fintech companies and regulators.*



Previous Sponsors



Subsidiary of krungthai bank
Member of KHSPL, a global financial group



For more information about sponsorship

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hthy@ifc.org