

# **SPONSORSHIP FILE**



MENAFRICA DIGITAL SUMMIT



Preficie



# SPONSORSHIP APPLICATION

MENAFRICA Digital Summit Universities, Industries and Tomorrow's Society.

#### Dear Sir/Madam,

We are honored to contact you to seek your support for the first edition of the Digitalization Summit, organized by the University of Tunis El Manar from March 13 to 15, 2025. This large-scale event aims to bring together experts, businesses, academic institutions, and decision-makers to discuss the challenges and opportunities of digital transformation in Tunisia and on an international scale.

As a key player in the digital and innovation ecosystem, your company plays an essential role in the digital landscape. Your support will contribute to the success of this event by enabling:

- The organization of conferences and workshops led by experts
- Networking sessions fostering exchanges between participants
- The promotion of digital transformation through demonstrations and exhibition booths.

In return for your commitment, we offer you exclusive visibility before, during, and after the event, including:

- · Displaying your logo on all communication materials (posters, brochures, website,
- social media)
- Speaking opportunities at selected conferences and panels
- An exhibition space to present your solutions and innovations
- VIP invitations and preferential access to exclusive summit sessions

We would be delighted to meet with you to discuss partnership opportunities and tailor our offer to your strategic needs.

We look forward to your positive response.

Best regards,

MENAFRICA Digital Summit Organizing Committee

Web-site: www.utm.rnu.tn

Email: utm@utm.tn / Tél.: +216 71.873.366 Fax: +216 71.872.055



The University of Tunis El Manar is a public administrative institution established in 1987 under the name "University of Sciences, Technology, and Medicine of Tunis" by Law No. 87-83 of December 31, 1987. It was renamed under Decree No. 2000-2826 on November 27, 2000, concerning the change of university names.



PR. MOEZ CHAFRA
PRESIDENT OF UNIVERSITY OF
TUNIS EL MANAR

The Tunisian university system is now, more than ever, called upon to face challenges and improve its level of excellence.

This mission aligns with the strategic vision of the University of Tunis El Manar, which, through its multidisciplinary nature and the quality of education and research in various fields (fundamental sciences, engineering sciences, economics and management, humanities and social sciences, legal sciences, and medical and health sectors), aims to enhance its positioning both nationally and internationally.

Recognizing the challenges our university faces, we are committed to modernizing governance,

improving education, fostering innovation, and enhancing the well-being of students and teachers.

In this context, the priority actions to be addressed today within UTM and its institutions are structured around five strategic axes:

- 1. Governance based on SDG indicators and results-based management.
- 2. Education and responsibility for employability.
- 3. Scientific research, innovation ecosystem, and entrepreneurship.
- 4. University life and the citizen of tomorrow.
- 5. Infrastructure & logistics.

To achieve our objectives, we will ensure that UTM is not only an academic and research institution but also a key driver of social, economic, and cultural development.



President of the University

Pr. Moez Chafra



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- Our Infrastructure
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- Planned Communication Supports
- Our Sponsorship Packages
- Sponsorship Agreement

# ORGANIZING COMMITTEE



**Pr. Moez Chafra**President of the University of Tunis El Manar



PR. HALIMA MAHJOUBI Vice President Delegate in charge of Innovation, Strategic Projects, and Entrepreneurship



**Pr. Nesrine Zoghlami**Vice President in Charge of Training
Programs and Professional Integration



PR. ASMA GATI Vice President in Charge of Scientific Research, Technological Development, and Environmental Partnerships



**DR. HANEN BOUSSI**Vice President Delegate in charge of Outreach, Sustainable Impact, and Rankings



PR. JAMEL NEJI
Vice-President in charge of
environmental sustainability and urban
development



PR. MONIA NAJJAR
Vice President Delegate in charge of
International Relations



LEILA BATTAIKH

ADMINISTRATIVE ADVISOR IN CHARGE
OF TEACHING, ADMINISTRATIVE,
TECHNICAL, AND LABOR STAFF
SERVICES



PR. SALAH SALHI DIRECTOR OF HIGH INSTITUTE OF COMPUTER



DR. MOHAMED OUWAIS KABAOU ASSOCIATE PROFESSOR UNIVERSITY OF TUNIS EL MANAR



**DR. HELA LIMAM ASSOCIATE PROFESSOR AT HIGH INSTITUTE OF COMPUTER** 



DORRA AMMAR GARGOURI
DIRECTOR OF COMMON SERVICES



HANENE TURKI
HEAD OF PUBLICATION,
DOCUMENTATION, AND ARCHIVES
DEPARTMENT



NARJES BENAMEUR
ASSOCIATE PROFESSOR
HIGHER INSTITUTE OF MEDICAL
TECHNOLOGIES OF TUNIS



RACHID ZGHAL CLUB JUNIOR



SANA BEN THABET
ASSOCIATE PREOFESSOR
NATIONAL SCHOOL OF ENGINEERS OF
TUNIS



**JIHED JRIDI** UNIVERSITÉ OF TUNIS EL MANAR



ABDER-RAZEK BOUCHADA SUSTAINABLE DEVELOPEMENT, HELATH AND QUALITY LIFE





# MENAFRICA Digital Summit Universities, Industries and Tomorrow's Society

The Digitalization Summit aims to assess the current state of digital transformation across various sectors, share best practices, and propose concrete actions for an inclusive digital transition.

This event provides a platform for collaboration between ministries, universities and private players to identify innovative solutions and strengthen economic and social competitiveness through digitalisation.



# EXPLORE, DISCUSS AND PROMOTE DIGITAL TRANSFORMATION IN VARIOUS SECTORS ACCELERATE

#### 01

ACCELERATING
DIGITAL
TRANSFORMATION

- Present technological trends and innovations.
- Promote the adoption of new technologies (Al, Big Data, cloud, IoT, Blockchain, etc.).

#### 02

SHARING BEST PRACTICES AND INSIGHTS AND FEEDBACK

- Provide a platform for experts, companies, institutions and governments to share their experiences.
- Showcase successful case studies and effective strategies.

#### 03

FOSTERING
PARTNERSHIPS &
COLLABORATIONS

- Connect key digital sector stakeholders with companies and public institutions.
- Encourage cooperation between start-ups, large companies and academic institutions.

#### 04

DRIVING
INNOVATION &
DIGITAL
ENTREPRENEURSHIP

- Support start-ups and digital companies.
- Encourage investment and funding for digital initiatives.

#### 05

DEVELOPING DIGITAL SKILLS

- Identify training and reskilling needs.
- Promote education and certification in digital fields.



## **OUR PROSPECTS**

The Digitalization Summit at the University of Tunis El Manar aims to become a key even in the digital landscape by fostering innovation, collaboration, and skills development. Through this first edition, it sets the foundation for an annual gathering, attracting experts, businesses, and academic institutions at both national and international levels.

Its impact could be reflected in the creation of synergies between academia and industry, encouraging the emergence of startups and innovative projects aligned with digital transformation.

Furthermore, the summit could influence public policies on digitalization by providing strategic recommendations to accelerate the integration of new technologies into key sectors of the economy and education.

At the same time, it could serve as a catalyst for training and skills development by launching certification programs, collaborative platforms, and mentorship initiatives.

Finally, establishing a network of committed stakeholders from academia and industry would sustain long-term collaboration and drive impactful initiatives for digital transformation in Tunisia and beyond.





## **OUR COMMITMENT**

As the organizer of the Digitalization Summit, the University of Tunis El Manar is committed to ensuring the smooth execution of the event by providing an environment conducive to knowledge exchange, innovation, and the development of strategic partnerships.

Our commitment is reflected in a rigorous and professional organization, including efficient logistics, a well-structured program, and a selection of high-profile speakers. We also strive to offer participants a valuable experience by providing access to conferences, interactive workshops, and networking opportunities that encourage collaboration between different digital players.

Furthermore, we are committed to ensuring extensive visibility for our partners and sponsorsthrough effective communication before, during, and after the event.

In the long term, we aim for this summit to be more than just a one-time event—it should serve as a catalyst for digital transformation by driving concrete projects and supporting education and innovation.

Finally, as organizers, we strive to foster a constructive dialogue between academic institutions, businesses, and policymakers, actively contributing to the advancement of the digital landscape in Tunisia and the region.



# **OUR KEY FIGURES**



### 29000

#### **STUDENTS**

#### 3498

#### **TFACHER-RESEARCHERS**

#### **1800 TEACHERS**

Working in hospitals

#### **1076 Staff**

Administrative, Technical, and Support Staff (IATOS)

#### **ACADEMIC PROGRAMS**

- 97 Master's degrees with 129 courses
- 25 Doctoral programs
- 01 Medical program
- 19 University habilitations
- 17 Engineering programs
- 53 Licences
- 09 Preparatory cycles for engineering studies

#### **VERSATILITY**

Higher education and research institutions within the university fulfill a mission of education, including initial training, continuing education, and work-study programs. They also carry out scientific research and technological development, as well as all legally assigned services, ensuring complementarity with all production sectors and openness to the economic, social, and cultural environment.

### HIGHER EDUCATION

- 15 Higher Education and Research Institutions
- 04 Jointly Supervised Programs (Cotutelle PhD)
- 56 Departments
- Nearly 500 national diplomas awarded

#### SCIENTIFIC RESEARCH

- 372 PhD theses defended in 2023-2024
- 870 Master's research dissertations defended annually on average
- 99 Research laboratories
- 05 Research units
- 104 Research structures

#### INTERNATIONAL COOPERATION

- 38 Different Nationalities of International Students
- 85 Framework Agreements
- 40 Specific Agreements





# OUR OBJECTIVES FOR THE FIRST EDITION OF THE MENAFRICA DIGITAL SUMMIT

- Assess the current state of digital transformation in the public and private sectors.
- Identify challenges and opportunities to accelerate digitalization.
- Strengthen partnerships among key stakeholders for an inclusive digital transition.
- Propose a structured action plan with short-, medium-, and long-term priorities.



# BECOME A SPONSOR

# **MENAFRICA DIGITAL SUMMIT**

**UNIVERSITIES, INDUSTRIES AND TOMORROW'S SOCIETY** 

**Labellisation & Avantages** 

#### **BECOMING A SPONSOR**

#### MENAFRICA DIGITAL SUMMIT



Sponsoring the Digitalization Summit at the University of Tunis El Manar means partnering with a high-profile event that brings together key players in digital technology, innovation, and higher education.

As a sponsor, you gain strategic visibility among a broad audience of academics, tech companies, startups, and decision-makers. Your commitment allows you to showcase your expertise, solutions, and brand while actively supporting digital transformation in Tunisia and beyond.

#### **SPONSORSHIP BENEFITS**

- Associating your brand with a high-profile, widely publicized event. We provide advertising opportunities on our website, Facebook page, and other communication channels.
- Supporting an initiative that enhances digital transformation efforts in Tunisia and internationally.
- Expanding your brand presence and aligning your business growth with the digital economy.
- Actively participating in our activities while positioning your company as a key player in digital transformation.

#### **Enhanced Visibility**

- Your logo featured on all communication materials (website, social media, posters, brochures, banners, promotional items, etc.).
- Special announcements and mentions in our promotional campaigns before, during, and after the event.
- Media exposure through our press partners and institutional networks.

#### **Direct Access to a Qualified Audience**

- Opportunity to connect and engage with policymakers, business leaders, academics, and digital experts.
- Exclusive access to networking sessions to foster strategic collaborations.
- Possibility to organize B2B meetings and personalized demonstrations.

#### **Exhibition Space**

- A dedicated stand in the exhibition area to engage directly with participants.
- Opportunity to showcase your products and services to a targeted audience.
- Live demonstrations of your innovations and technologies.

#### Commitment

- Active participation in a key event shaping the future of digital transformation in Tunisia.
- Contribution to talent development and the growth of a competitive technology ecosystem.
- Strengthening your position as a key player in digital and educational advancement.

### **Planned Communication Supports**

#### I. Print Media

Communication dossier

**Brochures** 

**Flyers** 

Visitor badges and invitations

Participant badges

Insertions in online publications

Banners

#### II. DIGITAL MEDIA

- DIGITAL MEDIA
- Video capsule
- Website
- E-mailing
- Social media



#### I. Print Media

#### 1) Communication Document

Objective: Provides an overview of the event and includes sponsor advertisements (logo, activities, and contact details).

Quantity: 100 copiesFormat: 297 × 210 mm

• Pages: 20

• Location: It will be distributed free of charge to sponsors and other organisations. Provided free to sponsors and other organizations.

#### 2) VISITOR BADGES AND INVITATIONS

Objective: Identify sponsors and visitors to facilitate access.

Quantity: 1000 piecesFormat: 17.5 cm × 9 cm

#### 3) PARTICIPANT BADGES

Objective: Identify participants and feature sponsor logos to facilitate access and enhance event representation.

Quantity: 300+ piecesFormat: 8.5 cm × 5.4 cm

#### 4) INSERTIONS IN ONLINE PUBLICATIONS

Objective: Raise awareness among a broader and more diverse professional audience.

• Frequency: Published for each major event or action.

• Format: Digital

#### 5) BANNERS

Objective: Using mass media to raise awareness among people not reached by

- Other media.
- Quantity: 5 banners
- Location: Distributed across the Tunis governorate.

#### **II. DIGITAL SUPPORTS:**

#### 1. Video Capsule

Objective: A short video designed to promote and convey a key message.

• Distribution Channels: Event website, university website, social media platforms.

#### 2. Website

Objective: Integrates sponsor logos and links on the event website, providing visibility for sponsors and updates on event news.

• Distribution Channel: Event website.

#### 3. Email Marketing

Objective: Promote the event and its website to a targeted audience.

• Campaigns: 4 email marketing operations, two mailings sent to 1000 visitors.

#### 4. Social Media

Objective: Ensure strong digital visibility and targeted audience engagement. Platforms: Facebook, Instagram, Twitter, YouTube.

• Content Frequency: 1 sponsored page, 2 posts per day on each platform.

## **Our Sponsorship Packages**

Our advertising partners enhance their visibility and brand recognition through their presence on the communication channels of the MENAFRICA Digital Summit.

Advertisements, including printed materials and banners, will be displayed and distributed throughout all summit activities. Various formats are available to maximize sponsor exposure.

Table 1: Sponsorship Packages (Subject to Availability)

PLATINE	OR	ARGENT	BRONZE
Logo on all communication materials	Logo on primary communication supports	Logo on the website and secondary supports	Logo on the website and secondary materials
Stand premium at the event	Standard stand	Mention in the event program	Mention in the newsletter
Placement on the giant banner at the main entrance	Mention on social media		
Presence in press releases	Participation in a thematic roundtable discussion		
Presentation of the event (7 min)			
participation in a round table			
10 000 DT	5 000 DT	3 000 DT	2 000 DT





# Sponsorship Contract

# **MENAFRICA DIGITAL SUMMIT**

**UNIVERSITIES, INDUSTRIES AND TOMORROW'S SOCIETY** 

#### **CONTACT POINTS:**

Hela Limam; <a href="mailto:hela.limam@isi.utm.tn">hela.limam@isi.utm.tn</a>;

Tel: 93930440

Narjes ben Ameur; narjes.benameur@istmt.utm.tn

Tel: 50892776

## SPONSORSHIP CONTRACT

#### ARTICLE 1: PURPOSE OF THE CONTRACT

- **1.1.** Concerned event: MENAFRICA Digital Summit, Universities, Industries, and Tomorrow's Society.
- **1.2.** The sponsored party commits through this contract to assessing the state of digital transformation in public and private sectors.

#### **ARTICLE 2: CONTRACT DURATION**

This contract will be applicable for a renewable period of one year from the date of signing.

#### **ARTICLE 3: SPONSOR'S PAYMENT**

		sor shall pay the s	-	ty the sum	of:
than 15 days after the	contract signature.				
In the quality of:					
PLATINE	OR	ARGEN	11	BRONZE	
Payment methods: Ba	ank transfer, bank c	heck, or covering one	of our material	and/or logis	tical

This sum must be exclusively allocated to financing the event mentioned in Article 1 of this contract.

#### **ARTICLE 4: OBLIGATIONS OF THE SPONSORED PARTY**

- **4.1.** The sponsored party is required to provide the sponsor, upon request, any document or proof demonstrating the proper use of the received funds in accordance with the objective stated in Article 1 of this contract. Additionally, the sponsored party agrees to keep the sponsor regularly informed about the progress of the event activities.
- **4.2.** This sponsorship contract is non-exclusive. Consequently, the sponsor cannot oppose the signing of other contracts that the sponsored party may conclude with other partners.



## SPONSORSHIP CONTRACT

#### **ARTICLE 5: OBLIGATIONS OF THE SPONSOR**

- 5.1. The sponsor commits to paying the sponsored party as specified in Article 3 of this contract.
- 5.2. The sponsor agrees to provide the sponsored party with the necessary elements for executing this contract.

#### **ARTICLE 6: CONTRACT TERMINATION**

- **6.1.** This contract may be terminated by the sponsor in case of non-compliance or violation by the sponsored party of any of its obligations or prohibitions, as defined particularly in Article 4. However, this right may only be exercised after a formal notice sent by registered letter with acknowledgment of receipt remains unaddressed beyond three days.
- **6.2.** This contract may also be terminated by the sponsored party in the event of the sponsor's failure to fulfill any of its obligations as defined in Article 5, under the same conditions of form and notice as provided in Article 6.1.

#### **ARTICLE 7: APPLICABLE LAW**

· ·	overned by Tunisian law. Consection of Tunisian courts.	quently, any dispute between the parties falls
•		in three copies. This contract is drawn up ir
three copies, du approved."	ly completed and signed by t	the parties, preceded by the mention "read and

Stamp & Signature of University of Tunis El Manar

Stamp & Signature of the Company



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#### **CONTACT POINTS:**

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