



PRESENTATION FILE
OF THE INTERNATIONAL
EXHIBITION
OF INNOVATION

| THEME |

Cybersecurity 4.0: Protecting
the Future with AI



February 20-22, 2025



Palais des Congrès

I- INTRODUCTION AND BACKGROUND

In a changing world, innovation is the driving force behind progress and transformation. The International African Innovation Show «WE HAVE A DREAM» in short “WeHAD”, is positioned as a major event that brings together the main actors of innovation: from companies and startups to researchers, investors and the general public. Organized by H-KIM, the show is a unique platform for strategic partnerships and promoting an innovation culture.

This show is designed to inspire, educate and connect all those who are passionate about innovation. It will celebrate human ingenuity and creativity in all areas of innovation, and aspires to become a must see event for innovation pioneers, forward-thinking companiesThe World Bank, researchers and the general public are passionate about new technologies and revolutionary ideas. **WeHAD is much more than a simple living room; it is a platform for sharing, inspiration and collaboration, where dreams come to life and ideas shape the future.**

H-KIM, the organizing company, is expanding in the field of technology and innovation. Committed to the development of innovative, cutting-edge solutions, Its mission is to transform the world through innovation by creating sustainable and equitable solutions to meet current and future challenges. Its objective is clear: to make Benin the land of technology and Africa a continent of innovation.

It is our dream, which is the dream of a whole country, the dream of a whole continent... Hence, **WE HAVE A DREAM**. However, at each edition of WeHAD, it will be about dreaming big while discussing new opportunities for innovation, all guided by the theme of the edition. This meeting is intended to be a real crucible for acquiring knowledge and exploring new possibilities to encourage the emergence of innovations adapted to the challenges and perspectives

discussed. During the next edition, companies that have developed innovative solutions related to the theme of the previous edition will have the opportunity to present them, and the best achievements will be rewarded.

In short, each edition of the show will have two objectives: exchanges around a new thematic approach in order to generate new innovations for the next edition and the presentation of innovative solutions related to the theme of publishing. The event was held in order to celebrate the African genius.

Thus, **WeHAD** will be an event with a triple vocation: **Improving the past, Building the present and Looking to the future.**

II- THEME-OBJECTIVES- EXPECTED RESULTS

A- THEME

Cybersecurity 4.0: Protecting the Future with AI

The first edition of the International Innovation Show «**WE HAVE A DREAM**» will focus on next-generation cybersecurity, Focusing on using artificial intelligence (AI) to secure our digital future.

In the era of the fourth industrial revolution, technologies such as the Internet of Things (IoT), 5G networks and cyber-based systemsThe physical challenges of cybersecurity are becoming more complex. To meet these challenges, it is crucial that cybersecurity evolves and adapts. AI, in particular, is playing an increasingly important role in this transformation. The largest companies are implementing AI-based defense systems to protect their digital assets, ensure the optimal availability of their products and counter sophisticated threats.

To dive into this dimension of reflection and explore more advanced AI-based cybersecurity possibilities, this edition of the show will feature discussions, debates and panels on the theme: **Cybersecurity 4.0: Protecting the future with AI**. This theme aims to prepare participants for the challenges and opportunities of a digital world in constant evolution, highlighting innovative solutions and best practices for enhanced cybersecurity.

B- THE OBJECTIVES OF THE SHOW

The general objective of this edition is to **promote the integration of artificial intelligence in cybersecurity to anticipate, Detect and respond effectively to digital threats in a changing world.**

AI has the ability to analyze huge volumes of data in real time, identify complex patterns and react instantly to security incidents, this could provide enhanced protection against increasingly targeted and sophisticated attacks. That's why our main focus is to promote the integration of AI into cybersecurity strategies.

Specifically, we will be dealing with the following during this show:

- Analyze current cybersecurity challenges;
- To take knowledge of existing AI-based solutions;
- Facilitate exchanges between experts and professionals;
- Promote responsible innovation;
- To train and educate professionals in this new vision;
- Encourage networking and partnerships;
- And to present the innovations of H-KIM and its partners to the general public.

These objectives aim to establish a framework for the event that highlights the challenges and opportunities related to the integration of artificial intelligence into cybersecurity, while fostering innovation, collaboration and professional development.

C- EXPECTED RESULTS

The first edition of the International Innovation Show «WeHAD» aims to achieve several key results, which reflect the established objectives and contribute to the overall success of the event. Expected results include:

- The mobilization of more than 5000 people: Attract a wide audience of professionals, experts, researchers, companies, startups, Investors and the general public to create a major event.

- Strengthening of knowledge and professional training in Cybersecurity and AI: Enable participants to develop their skills and gain advanced knowledge on current challenges and innovative solutions in the field of cybersecurity and artificial intelligence.
- The emergence of innovative solutions based on AI implementation in cybersecurity: Drive the development and adoption of new AI technologies to improve cybersecurity and respond to digital threats more effectively.
- The presentation of innovative solutions of H-KIM in the field of Health, Culture, Finance and others as well as those of these partners: Highlight the technological advances and innovative solutions developed by H-KIM and its partners, highlighting their positive impact in various sectors.
- Strong promotion of responsible innovation: Raising awareness of the importance of ethics and responsibility in the development and use of innovative technologies, including cybersecurity and AI.
- Positive feedback from event participants, partners and sponsors: Receive constructive and encouraging feedback from the different stakeholders involved in the event, to improve future editions and ensure the satisfaction of participants.

These expected results provide a clear vision of the impacts that the event should have and benefits for participants, exhibitors, and organizers.

III- TARGETS AND ORGANIZATION OF THE FAIR

A- Targets

PARTICIPANTS	CATEGORIES	PROFILES	OBJECTIVES/ ROLES-
	Cybersecurity Professionals	IT Security Experts, Cybersecurity Analysts, Network and Systems Engineers, Security Consultants	Strengthen their skills, discover innovative technologies, and network with peers
	Researchers and Academics	Professors, PhD students, computer scientists, AI and cybersecurity specialists	Present their research, find opportunities for collaboration and learn from industrial innovations
	Startups and Entrepreneurs	Founders and members of technology startups, innovators, incubators and accelerators	Present their solutions, find investors and partners, and understand market trends
	Investors	Business angels, institutional investors, venture capital companies	Discover investment opportunities, assess emerging trends, and meet promising startups
	Business Leaders and Decision-makers	CEOs, CTOs, technology directors, digital transformation leaders	Explore the latest technologies, define cybersecurity strategies, and build strategic partnerships

	Developers and Engineers	Software developers, AI engineers, data specialists	Participate in hands-on workshops, improve their technical skills, and discover new approaches to AI and cybersecurity
	Governments and Public Institutions	Representatives of ministries, regulators, national security agencies	Understand cybersecurity challenges and solutions, formulate appropriate policies, and collaborate with the private sector
INTERVENANTS	AI and Cybersecurity Experts	Renowned researchers, speakers, cybersecurity consultants, and industry professionals	Present lectures, facilitate panels, and share case studies and feedback
	Innovators and Industry Leaders	Technology start-ups, R&D directors, innovation pioneers	Discuss trends and future innovations, share their visions and experiences, and facilitate Q&A sessions
	Trainers and Workshop Leaders	Technical specialists, senior developers, professional development coaches	Conduct hands-on workshops, train participants in new technologies, and provide live demonstrations

B- Programs

The show is scheduled to take place from Thursday 20th to Saturday 22nd February 2025 at the Palais des Congrès in Cotonou. Several activities are planned: an opening caravan, conferences, panels, practical workshops, pitch sessions, round tables, an innovation exhibition, etc.

Day 0 : Wednesday, February 19th, 2025

Morning:

- Opening caravan through the city of Cotonou.
- Street animation and distribution of flyers to raise public awareness.

Afternoon:

- Welcome of participants and registration.
- Welcome evening and informal networking.

Day 1 : Thursday, February 20th, 2025

Morning:

- Official opening ceremony with speeches by the organizers and partners.
- Inaugural conference on «Cybersecurity 4.0: Protecting the Future with AI».

Afternoon:

- Panels discuss current cybersecurity challenges.
- Question-and-answer sessions with experts.

Day 2 : Friday, February 21st, 2025

Morning:

- Practical workshops on AI-based cybersecurity technologies.
- Pitches sessions: Presentation of innovative startups

Afternoon:

- Roundtables on cybersecurity strategies and policies.
- B2B meetings to facilitate networking between companies and investors.

Day 3 : Saturday, February 22nd, 2025

Morning:

- Exhibition of technological innovations by partners and exhibitors.
- B2B meetings and mentoring sessions.

Afternoon:

- Closing of the exhibition with the presentation of the sustainable innovation and social impact awards.
- Closing speeches and thanks to participants and partners.

Evening:

- The dinner of innovation.

IV- WHY PARTICIPATE IN THE FAIR?

In general, at the end of the reasons to participate in our show, there are:

- 1- **Discover** the latest innovations;
- 2- **Learning** and **Training**;
- 3- **Networking** and **Building** Partnerships;
- 4- **Présent** and **Enhance** your Projects;
- 5- **Influence** and **Impact**;
- 6- **Enrich** your professional experience;
- 7- **Be Inspired** and **Inspire**.

Specifically, the following are:

For companies

- **Increased visibility** to industry leaders and investors.
- **Opportunities for strategic partnerships** and **collaboration**.
- **Access to a network** of innovators and decision-makers.

For startups

- **Launch platform** for new ideas and products.
- **Access to investors and mentors**.
- **Mentoring** and **support opportunities**.

For researchers and academics

- **Sharing of recent research** and **innovation**.
- **Interdisciplinary collaboration** and **networking**.
- **Access to resources** and **funding**.



For the general public

- **Education and awareness** of sustainability and equity issues
- **Discover the latest innovations** and **technologies.**
- **Community involvement** and **active participation**

V- THE DIFFERENT SPONSORING PACKAGES

WE HAVE A DREAMis an opportunity for the various sponsors and partners to increase the visibility of their products, The Commission has been working on a number of projects, activities or services and to expand their client portfolios through several promotional actions, communication and the various advertising spaces available.

In this context, we offer you the various sponsoring packages with the associated benefits.

| Official package |

Benefits :

- **Maximum visibility :** Logo featured on all communication media (posters, brochures, website, social networks, etc.).
- **Premium stand :** Privileged location in the exhibition space with a large stand.
- **Speech :** Opportunity to speak at the opening and closing ceremony.
- **VIP Access :** VIP invitations for 10 people to special events and networking parties.

- **Advertising :** Full page of advertising in the official program of the event.
- **Media :** Special mention in all press releases and media interviews.
- **Data :** Exclusive access to the list of participants for post-event follow-up opportunities.

| Diamond Package |

Benefits :

- **High visibility :** Logo on all communication media with privileged positioning.
- **Preferred Stand :** EPrime location in the exhibition space with a medium-sized stand.
- **Intervention :** Possibility to present a workshop or panel.
- **VIP Access :** VIP invitations for 5 people to special events and networking parties.
- **Advertising :** Half page of advertising in the official program of the event.
- **Media :** Mentioned in press releases.
- **Data :** Access to the list of participants after the event.



Platinum Package

Benefits :

- **Notable visibility :** Logo on the main communication media (posters, website, etc.).
- **Standard stand :** Standard location in the exhibition space.
- **Intervention :** Opportunity to participate in a panel.
- **VIP Access :** VIP invitations for 2 people to special events and networking nights.
- **Advertising :** Quarter of a page of advertising in the official program of the event.
- **Media :** Mentioned in some press releases.

Silver package

Benefits :

- **Visibility :** Logo on certain communication media (website, event program, etc.).
- **Basic Stand :** Basic location in the exhibition space.
- **Intervention :** Mention in the official program of the event
- **Advertising :** Mention dans le programme officiel de l'événement.
- **VIP Access :** VIP invitations for 1 person to special events and networking parties.

| Package Argant |

Benefits :

- **Visibility** : Mention of the logo on the website and the event program.
- **Stand** : Possibility to have a basic stand in the exhibition space (subject to availability).
- **Advertising** : Mention in the official program of the event.

| Add-ons and Custom Options |

Benefits :

- **Sponsorship of Specific Sessions** : Sponsors may choose to sponsor specific sessions, such as workshops, panels, or exhibitions.
- **Special Events Branding** : Possibility to sponsor specific events such as networking nights or award ceremonies.
- **Additional advertising opportunities** : Additional advertising on social networks, newsletters, and other channels of communication of the event.



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