



Business & Investment Forum New York - New Jersey

14 & 15 Juin 2026

Special Edition – **WORLD CUP FIFA 2026**

Organized by: _____



ATCCOMPANY

Wutiko[®]



Welcome Address – SENEGAL REK 202

It is both an honor and a pleasure to extend to you the warmest welcome to the inaugural edition of SENEGAL REK, a historic initiative aimed at further strengthening the economic, cultural, and strategic bridges between Senegal and the United States, its diaspora, and international partners.

Organized in New Jersey on June 14–15, 2026, alongside the FIFA World Cup 2026 and the highly anticipated Senegal–France match, this event is envisioned as a premier platform for networking, dialogue, exchange, and opportunities dedicated to promoting investment, entrepreneurship, and economic innovation in Senegal.

Our ambition is to showcase the profound transformations taking place in Senegal, the reforms improving its business environment, and the numerous opportunities our country offers in strategic and high-potential sectors such as infrastructure, real estate, tourism, energy, agribusiness, creative industries, new technologies, and services.

Driven by an ambitious vision, a dynamic youth population, structural reforms, and a strong commitment to private sector development, Senegal is more than ever establishing itself as a land of hospitality — or Teranga in Wolof — stability, innovation, and shared prosperity.

I would also like to extend a special invitation to our dear Senegalese diaspora, whose contribution to economic development, international influence, and the attractiveness of Senegal remains essential. Your expertise, commitment, networks,

and entrepreneurial spirit represent major strategic assets in supporting our country's growth, structural transformation, and modernization efforts.

I would also like to express my sincere gratitude to the U.S. Embassy in Dakar, as well as to all institutional partners, investors, companies, sponsors, and economic stakeholders who have chosen to support this remarkable initiative.

Their renewed confidence reflects the growing interest in Senegal, now recognized as an attractive destination and a leading economic hub in West Africa.

May this gathering serve as a true catalyst for sustainable partnerships, concrete investments, and mutually beneficial opportunities, while further strengthening the economic and strategic ties between Senegal, the United States, and all of our international partners.

On behalf of the Embassy of Senegal in Washington, D.C., I would like once again to thank you for your presence and commitment, and wish you an excellent forum filled with fruitful discussions, tangible opportunities, and lasting partnerships.
SENEGAL REK !

Abdoul Wahab HAIDARA

Ambassador of Senegal to the United States of America



CHAMPIONS

CAN 2026

EXECUTIVE SUMMARY



CHAMPIONNAT D'AFRIQUE 2026

In a context of increasing global competition for investment and the promotion of emerging economies, **Senegal** is positioning itself as a stable, attractive, and strategic destination in West Africa.

The strategic relationship between Senegal and the United States is built on strong cooperation, security collaboration, and growing economic ties.

The new U.S. commercial diplomacy policy offers a timely opportunity to support the Senegalese government and private sector in advancing trade, investment, and business through mutually beneficial, win-win partnerships, aligned with Senegal's Vision 2050.

On the occasion of the **FIFA World Cup 2026**, which will generate a strong presence of the African diaspora and exceptional international media attention, it is timely to establish an economic, cultural, and institutional platform dedicated to promoting Senegal.

SENEGAL REK is a high-level international event organized on the sidelines of the FIFA World Cup 2026, just minutes away from the stadium hosting the **Senegal – France match (June 16, 2026)**.

Led by the **Embassy of Senegal in Washington**, with technical support from the consortium **ATC Company** and Wutiko, this event aims to position Senegal as a strategic gateway to investment opportunities in Africa.

It will bring together:

- Senegalese and African diaspora
- Public and private sector decision-makers
- Cultural, sports, and economic stakeholders
- International investors

EVENT OVERVIEW

SENEGAL REK – New Jersey 2026 is a high-level international event bringing together policymakers, investors, entrepreneurs, artists, athletes, and diaspora members over two complementary days:

- One day dedicated to culture, arts, and sports
- One day dedicated to business, investment, and economic opportunities in Senegal

The event positions itself as a connection platform between Senegal, its diaspora, and international investors, with a strong African dimension.

VENUE AND SETTING



The event will take place in the United States, in the state of New Jersey, in close proximity to the stadium hosting the Senegal–France match during the FIFA World Cup 2026, just minutes from the official venue.

Strategic advantages:

- Massive flow of international visitors
- Strong presence of the Senegalese and African diaspora
- Global media coverage
- Direct synergy with a major global sporting event
- Unique opportunity to connect with investors on-site

EVENT OBJECTIVES

- Promote Senegal as an economic and cultural hub in Africa
- Attract foreign direct investment into Senegal
- Strengthen ties between the Senegalese diaspora and national development
- Showcase Senegalese culture, sports, and heritage
- Create concrete partnership and funding opportunities
- Position Senegal as a gateway to opportunities in Africa



EVENT PROGRAM

June 14, 2026 – Culture, Art & Sport Day

This first day will highlight Senegal's cultural identity and soft power, focusing on:

- Senegalese culture and heritage
- Contemporary art and creative industries
- Sports as a tool for influence and diplomacy
- Panels featuring artists, athletes, and diaspora figures
- Artistic performances and cultural showcases
- Cultural networking and diaspora engagement

Objective: Strengthen Senegal's soft power and attractiveness through its talents.

June 15, 2026 – Doing Business in Senegal

This second day will focus on economic and investment opportunities in Senegal, with emphasis on:

- Real estate investment and urban development (residential, commercial, tourism)
- Infrastructure and major development projects
- Fintech, innovation, and digital transformation
- Panels with investors, institutions, and private sector leaders
- B2B sessions and business meetings

Objective: Convert interest into concrete investments and structured partnerships.



ORGANIZATION AND GOVERNANCE

The event is organized by the Embassy of Senegal in Washington, with technical and operational support from a consortium including:

- ATC Company
- Wutiko

The consortium is responsible for:

- Strategic and operational design
- Mobilization of partners and sponsors
- Structuring of content and programming
- Logistical and financial coordination
- Communication and international visibility

EXPECTED OUTCOMES

- Increased investment flows into Senegal
- Enhanced international visibility of the country
- Stronger diaspora engagement in strategic projects
- Signing of economic and institutional partnerships
- Positioning Senegal as an African hub for opportunities



HOW TO PARTICIPATE

Sponsors

	Bronze	Silver	Gold	Platinum	Diamond
Logo on the website	☑	☑	☑	☑	☑
VIP Pass (including lunch)	1	3	7	10	+10
Booth at the Exhibition Area	1x	1x	2x	3x	+3x
Visibility on all media (print/digital)	—	☑	☑	☑	☑
Panelist Speaking Slot	—	☑	☑	☑	☑
Sponsored Panel	—	—	☑	☑	☑
Keynote Speaking	—	—	—	☑	☑
Awards Ceremony Visibility	—	—	—	☑	☑
Industry Exclusivity / Naming	—	—	—	—	☑
Prices (USD excl. taxes)	\$ 10,000	\$ 20,000	\$ 40,000	\$ 60,000	On demand

Individual tickets to be purchased through the website: www.senegalrek.org

CONCLUSION

SENEGAL REK – New Jersey 2026 is designed as a unique strategic platform combining culture, sports, and business to enhance Senegal's global visibility and integration into international investment flows.

By leveraging the diaspora, international investors, and key economic stakeholders, the event aims to position **Senegal as a preferred gateway to opportunities in Africa.**



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