



22 & 23 JANUARY 2020

Asia Financial Institutions Forum

www.afiforum.com

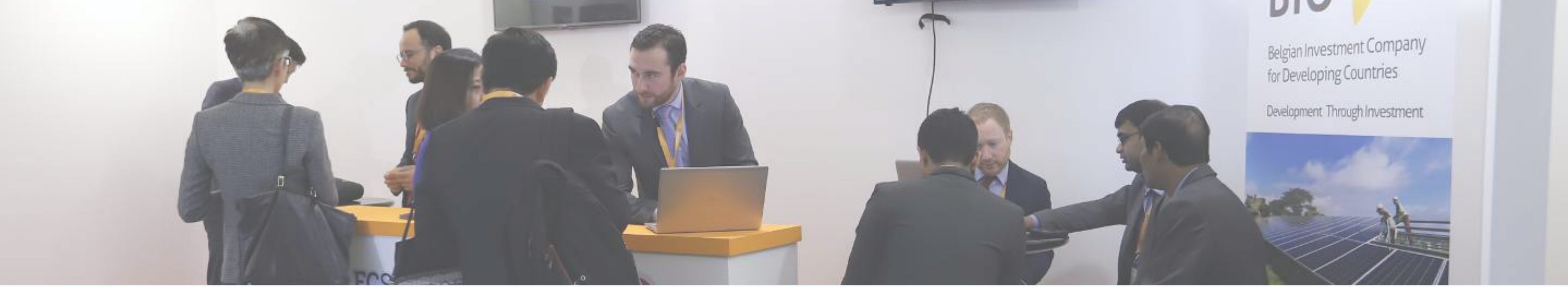
Footlight International

GOAL AFIFORUM

Advancing Asia's ESG development by mobilizing responsible finance and impact capital.

AFIFORUM facilitates business connections through an annual forum with the region's actors, from MFI to social enterprise, from commercial bank to impact investor, to discuss business, challenges and opportunities.





Sponsors & Partners



22 & 23 January 2020
Bangkok, Thailand



Cardano development PROPARCO FMO TCX
GROUP AGENCE FRANÇAISE DE DÉVELOPPEMENT Entrepreneurial Development Bank

KFW DEG Triodos Investment Management symbiotics GuarantCo

Triple Jump TSW Capital Services Private Ltd. HAYMAN MICROFINANCE MAJ INVEST
Trust - Speed - Wisdom

2020 edition

22-23 January



ATTENDEE TARGET

AFIFORUM convenes 650 attendees: Bigger attendance from commercial FIs and more MFIs, NBFIs and FSPs from under-represented countries. Additionally we seek to attract a bigger audience from impact enterprises, start-ups and private sector developers.

SCHEDULE

2019: 2 full days of content

2020: 1.5 day content + 0.5 day matchmaking

NETWORKING

Allow for more networking and private meetings over the 2 days of AFIFORUM

TOPICS

- REACHING SUSTAINABLE DEVELOPMENT GOALS
- INVESTING IN FINANCIAL INCLUSION
- GREENING THE FINANCIAL SYSTEM
- SUPPORTING PRIVATE SECTOR AND SME GROWTH
- EXPANDING IMPACT FOCUSED PORTFOLIOS
- SCALING MFI AND NBFi ORGANIZATIONS
- DEVELOPING LOCAL CAPITAL MARKETS
- RAISING CAPITAL ACROSS ASSET CLASSES
- BONDS ISSUANCE, FROM GREEN TO SOCIAL IMPACT
- AFFORDABLE AND SUSTAINABLE HOUSING
- INNOVATION CHALLENGE

"Congratulations with the perfect way you organised the AFIF!"

Cordaid - Senior Investment Manager

ATTENDEE BENEFITS



CONNECT

- Meet the most active (impact) investors in Asia
- Liaise with industry peers
- Find new clients or suppliers

KNOWLEDGE

Hear from market leading investors, financiers and investees from the region and gain the latest insights of the industry.

BUSINESS

With the entire value chain present in AFIFORUM it is the best place to find new business opportunities or chance to grow.

WHAT WE'LL FOCUS ON

BROADENING SCOPE

We'll actively reach out to a broader audience, targeting financial players as well as regulators and impact enterprises.

CONTENT

Streamline conference program and value, by offering a more condensed and high-level speaker line-up.

ATTENDEE'S EXPERIENCE

We continue to invest in the hugely appreciated event app, more networking seats, keynotes and entertainment.

SOCIAL MEDIA

Improve exposure of the forum, its partners and work done by the industry, via online channels and media presence at forum.



1st Edition, Bangkok 22-23 Januari 2019

KEY TAKE AWAYS

Fulfilling a need to convene | 576 registrants

Geographical Scope | 46 countries represented

Knowledge sharing | 118 speakers

Network and branding | 34 sponsors & partners

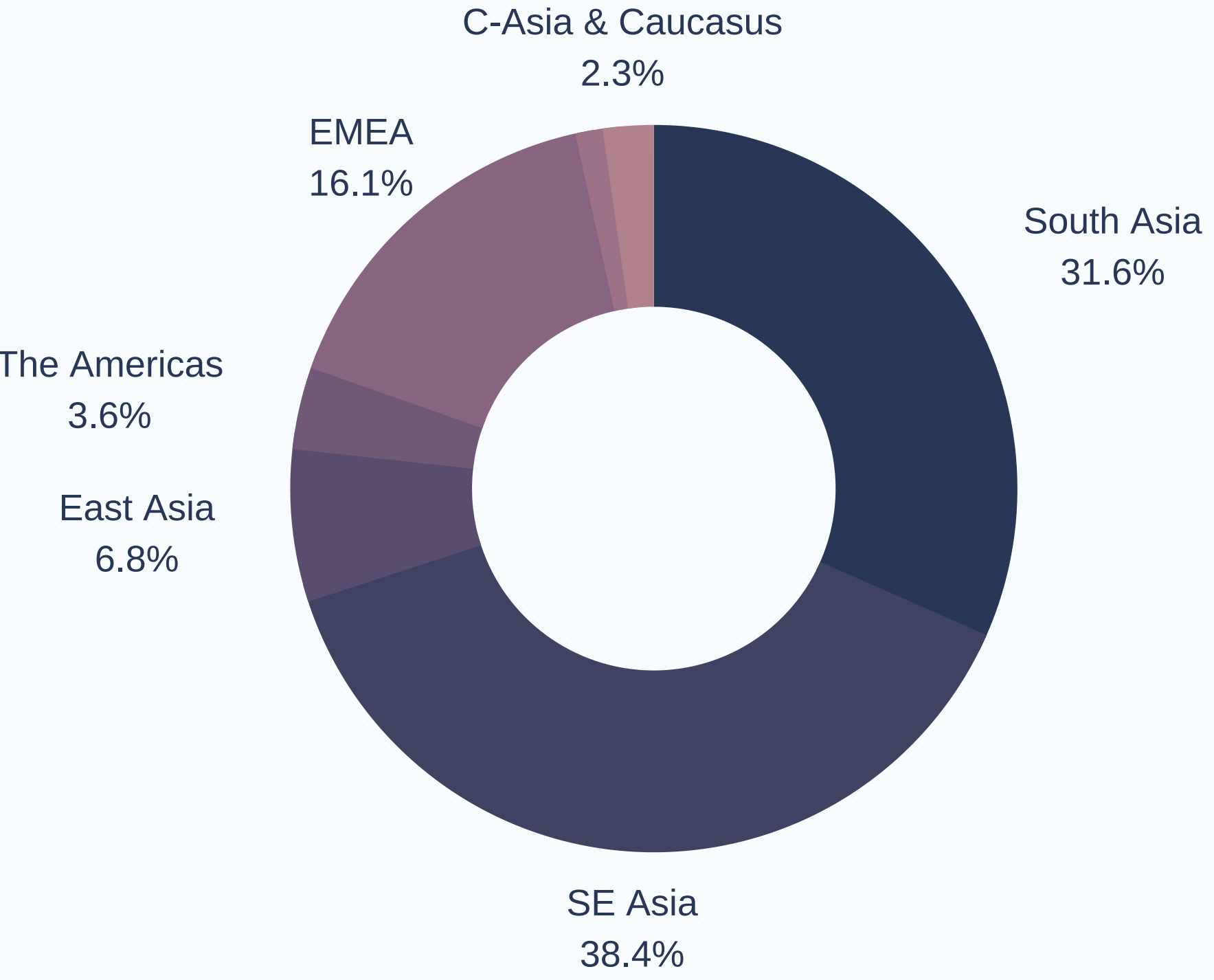
Supporting financial inclusion | innovation challenge prize

"Haven't seen such an attendee friendly conference."

Capitron Bank - Head of International Banking Unit

Audience Breakdown

BY ORIGIN



South Asia (182): Afghanistan, Pakistan, India, Nepal, Sri Lanka and Bangladesh
SE Asia (221): Myanmar, Thailand, Laos, Cambodia, Vietnam, Singapore, Indonesia and Philippines
East Asia (39): Mongolia, China, South Korea, Hong Kong, and Japan
The Americas (21): Canada, Colombia and USA
EMEA (93): Austria, Belgium, Czech Rep, Finland, France, Germany, Ireland, Italy, Latvia, Luxembourg, Morocco, Norway, Switzerland, The Netherlands, UAE and UK
Oceania (7): Australia, Fiji and Papua New Guinea
C-Asia and Caucasus (13): Armenia, Georgia, Kyrgyz Republic and Uzbekistan

"In any conference, networking is presumably even more important than the sessions – and on that count – AFIF was 10/10."

Leapfrog Investments – Associate Director

Attendees' profile

317 INVESTEES
194 INVESTORS
INCLUDING:

"It was a great opportunity to meet global investors, it is the only forum of its kind"

BEES Bangladesh - Founder



MARKETING IN A NUTSHELL



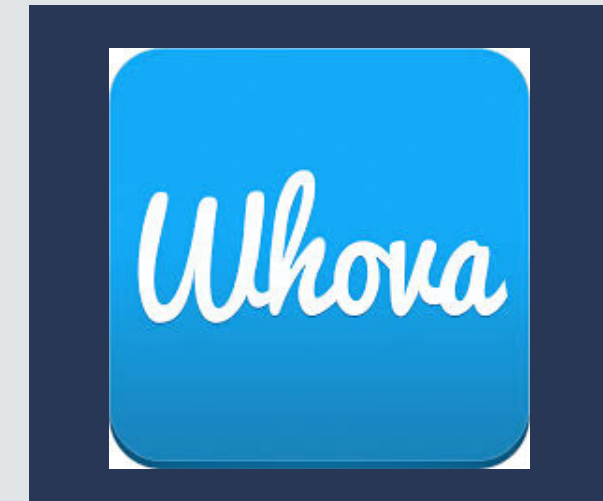
LINKEDIN

2600+ impressions per month
on average



WEBSITE

Above 6,700 unique visitors
Over 14k sessions



EVENT APP

3,402 messages sent/received
96 leads generated
13,638 profile views
100% of users found app useful

"There is a shortage of well managed events that effectively bring Asian FIs together and I believe that the AFI Forum has great potential to fill this gap."

INTL FCStone - Senior Vice President

Contact Info

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