

AFRICA FORWARD

SPORT FOR SUSTAINABLE INVESTMENT



POWERED BY



EDITORIAL

At Africa Forward 2026, France, Kenya and their partners come together in Nairobi to open a new chapter of the partnership between Africa and France — one driven by innovation, investment and shared growth.

For AFD Group, sport is one of the clearest expressions of this ambition. It connects people across borders, creates opportunities for youth, supports health, education and inclusion, and is emerging as a growing sports economy, a field for many business opportunities and sustainable investment.

Through this programme, AFD Group invites public institutions, private partners, athletes, civil society and young people to turn inspiration into action — and to make Sport a force for cooperation, development and lasting impact.

Welcome to Nairobi, Kenya.

Welcome to the Africa Forward Summit!

HIGH-LEVEL PLENARY SESSION

Africa Forward: Sport for Sustainable Investment

A high-level session to showcase sport as a strategic pillar of the renewed partnership between Africa and France. Come and discover how sport can generate investment, create jobs, strengthen social cohesion, empower youth and bring together public institutions, private actors, athletes and civil society around shared ambitions for investment, growth and opportunity.

WHAT WE BELIEVE IN

**Sport is
a field of
cooperation.**

From grassroots initiatives to major international events, sport creates spaces where institutions, businesses, communities and young people can work together.

**Sport is a
field of
investment.**

Infrastructure, training, events, media, equipment, education and innovation make sport a growing economic sector with strong potential for inclusive and sustainable development.

**Sport is
a field of
opportunity
for youth.**

Across the continent, sport can open pathways to education, employment, leadership, health, inclusion and civic engagement.

PROGRAMME

Opening

Anne-Marie DIAS-BORGES, Senior journalist, Global moderator

Athlete's Voices

A dynamic spotlight on athletes' stories, perspectives and impact across Africa and beyond.

Eliud KIPCHOGE, Two-time Olympic marathon champion, and former world record holder

Peres JEPCHIRCHIR, Olympic marathon champion and, world record holder

Session 1: "Africa: A field of Opportunities for Youth Through Sports"

A conversation on how sport can accelerate education, employment, inclusion and opportunity for young people across the continent.

Humphrey KAYANGE, IOC Member, Chair of the Coordination Commission for the 4th Youth Olympic Games Dakar 2026, and former captain of Kenya's national rugby sevens team

Géraldine YEMA ROBERT, Franco-Gabonese basketball player, and special adviser to the Gabonese President of the Republic, Head of the Department of Sport, Youth and Culture

Régis CHARPENTIER, President, Winwin Afrique

Session 2: "Africa: A field for Investment, Innovation and Growth Through Sports"

A discussion with investors, businesses, firms and athletes on the economic potential of sport in Africa, the emergence of new business opportunities, and the role of public and private capital in structuring the sector.

Faris AYOUB, Head, Helios Sport and Entertainment Group

Clare AKAMANZI, Chief Executive Officer, NBA Africa

Olivier GINON, President, GL Events

Keynote speeches

High-level perspectives from the worlds of business and football on the growing influence of African sport, its international positioning, and the structuring of its ecosystem across the continent.

Chrystel HEYDEMANN, Chief Executive Officer, Orange

Louis SAHA, former French International Footballer, Founder of the AxisStars platform

Highlights on sport as a catalyst for youth employment, opportunity and economic growth across Africa, with perspectives from the World Bank Group and the Confederation of African Football on investment and the future of the sector.

Makhtar DIOP, Chief Executive Officer of the International Finance Corporation, Vice-President of World Bank Group

Dr Patrice MOTSEPE, President, Confederation of African Football

Closing ceremony with the four Heads of State (Senegal, Botswana, France, Kenya)

President **Bassirou Diomaye Diakhary FAYE**, President **Duma BOKO**,

President **Emmanuel MACRON**, President **William RUTO**,

to reaffirm sport as a forward-looking investment sector for Africa's economy and youth.

SPORTS DEMONSTRATIONS

Sport in Action: Cooperation, Inclusion and Youth Empowerment

An afternoon of sports demonstrations and discussions held on the sports fields of the University of Nairobi, bringing the ambition of the high-level session to life with young participants at the heart of the experience. Come and discover how sport can be used as a practical tool for social cohesion, education, inclusion and youth empowerment, while showcasing flagship Franco-Kenyan and Franco-African cooperation projects.

WHAT TO EXPECT

From words to action.

The demonstrations turn the Summit's commitments into visible, participatory and inspiring experiences.

From cooperation to impact.

Each activity highlights partnerships across borders, connecting institutions, associations, athletes, coaches, companies and young beneficiaries.

From performance to inclusion.

Athletics, basketball and football are presented not only as sports, but as tools for learning, confidence, health, opportunity and belonging.

PROGRAMME

- 1:15 pm > 1:45 pm** — **Partnerships and Inspiration**
Opening remarks by French and Kenyan sports and institutional representatives, partner highlights, and inspiring testimonials from athletes and young Kenyans.
- 1:45 pm > 3:30 pm** — **Sports in Action**
- **Section #1: Athletics Coaching Excellence and opportunity**
Organised with Decathlon and Kiprun, the athletics demonstration will highlight the House 42 training centre, the Iten House of Coaches project and the Tegla Loroupe Peace Foundation, including a race involving youth and elite athletes.
 - **Section #2: Basketball Inclusion on the court**
Led by coaches from the Basketball Experience programme and professional players from the Nairobi City Thunders, young participants, including some with disabilities, will engage in basketball and life-skills workshops.
 - **Section #3: Football Community, education and fair play**
A six-a-side football tournament will bring together youth supported by Alive & Kicking, Fútbol Más and Angaza Sport and Development Centre, in cooperation with the Kenyan Football Federation and a team of Kenyan and French professional footballers.
- 3:30 pm > 4:30 pm** — **Celebration**
In the presence of President Emmanuel Macron, President William Ruto, President Bassirou Diomaye Diakhar Faye and President Duma Boko, this closing sequence will include a tour of the three sports areas, exchanges with young people, athletes and coaches, symbolic participation in the activities, awards, group photos and a short media moment.

PARTNERS




BEYOND THE SUMMIT

Cooperation in Action


Across Africa, AFD Group and its partners support initiatives that use sport to unlock education, inclusion, health, employability, peace and sustainable investment. These projects show how sport can move beyond the field – becoming a concrete lever for social impact, local opportunity and renewed cooperation.

FIND OUT MORE ABOUT...

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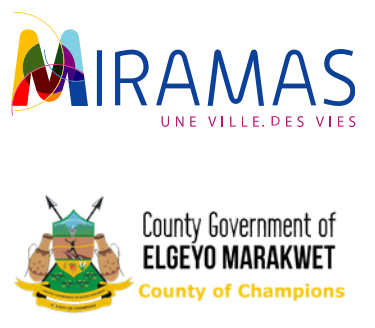
Basketball Experience Kenya

An NBA Africa and AFD programme using basketball to build life skills and inclusion in primary and secondary schools in Kenya, Morocco, Nigeria and Senegal.

[Click to learn more](#)
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WinWin Afrique

A sport and culture development platform focused on building and managing inclusive sports agoras and sustainable local infrastructures across Africa.

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Miramas / Elgeyo-Marakwet | Iten House of Coaches

A partnership between the Kenyan county of Elgeyo-Marakwet and the French city of Miramas, supporting coaching excellence, professional pathways and knowledge exchange between French and Kenyan athletics coaches.

[Click to learn more](#)
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House 42

Founded by Decathlon through its Kiprun brand, House 42 is a training centre in Iten providing athletes with comprehensive support for sustainable performance.

[Click to learn more](#)
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Angaza Sport and Development Centre

A Kenyan organisation creating safe and inclusive environments where sport helps young people learn, grow and reconnect with their communities

[Click to learn more](#)
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Alive & Kicking

A social enterprise producing durable sports balls in Kenya while creating local jobs and expanding access to play and health education through sport.

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Fútbol Más

An international organisation using football to support the wellbeing and happiness of children and communities facing social vulnerability through football.

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Tegla Loroupe Peace Foundation

A Kenyan foundation harnessing the power of sport to promote peace, resilience and trust in conflict-affected communities.

[Click to learn more](#)