



WORLD ASSOCIATION OF PPP UNITS AND PPP PROFESSIONALS



in partnership with  
UNCTAD | THE UNITED NATIONS CONFERENCE ON TRADE & DEVELOPMENT



# ABU DHABI PPP FORUM 17-19 OCTOBER 2023

EVENT PARTNER PROPOSAL

#fromlocalpptoglobal

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# **INTRODUCING THE WAPPP ANNUAL FORUM UNITING PPP LEADERS IN ABU DHABI**

Get ready for a gathering of top industry professionals at the World Association of PPP Units & Professionals' Annual Forum, the pinnacle event in the world of public-private partnerships. This year, we are bringing the forum to life in person at the World Investment Forum, the marquee event arranged by our institutional partner the United Nations Conference on Trade and Development (UNCTAD).

The WAPPP Annual Forum serves as the definitive platform for PPP leaders, policymakers, practitioners, and innovators to connect, collaborate, and shape the future of this transformative industry. Through a captivating array of interactive sessions, insightful panels, and engaging workshops, attendees will gain invaluable knowledge, forge strategic alliances, and unlock new possibilities for sustainable development on a global scale.

So mark your calendars and join us at the WAPPP Annual Forum in the vibrant city of Abu Dhabi, where we will redefine the boundaries of the public-private partnerships industry and empower you to be at the forefront of change.

Together, let's shape the future, unlock new horizons, and make an indelible mark on the world of PPP.

**EXPERIENCE THE SYNERGY. ABU DHABI AWAITS.**

# OBJECTIVES

The Annual Forum will host international experts from within the WAPPP global network of PPP practitioners, United Nations organizations, national governments, and international development financial institutions. It will also host investors, lenders, infrastructure companies, businesses, manufacturers and other “for impact” organizations.

1.

## UNDERSTAND

how governments are future-proofing PPP policies and frameworks and how to accelerate the process.

2.

## ELEVATE

the discussion on how we can adapt “post-COP26” PPP contracts to deliver efficacy, efficiency and competitiveness

3.

## CONTRIBUTE

private sector perspectives on prioritizing impact in PPPs to ensure social inclusion, Just Transition, transparency and commercial profitability

# THE GLOBAL HOME OF PPP PROFESSIONALS



## MEET THE GLOBAL PPP COMMUNITY OF PRACTICE

WAPPP is a Geneva-based, global, independent, non-governmental organization, with over 50 PPP Units among its members.



Largest global network of PPP units and PPP practitioners (corporate and individual, public and private) involved in the design and implementation of #nextlevelPPPs.



Global collaboration



Mentorship

Help societies achieve the UN SDGs



Promotion of best practices



Networking



Advocacy for PPPs and the profession



Build climate resilient infrastructure PPPs

JOIN WAPPP NOW  
[PROFILES.WAPPP.ORG/SIGN-UP/](https://profiles.wappp.org/sign-up/)

# ABU DHABI PPP FORUM PROGRAM

Attending the WAPPP ABU DHABI PPP FORUM is an investment in your future. By participating in this event, you will have the opportunity to connect with industry experts and peers from the GCC region and from around the world, expanding your network and gaining valuable insights into the latest trends and technologies in the PPP INDUSTRY.

## Opening ceremony

Welcome and presentation of sponsors

[BECOME A SESSION SPONSOR](#)

## Session Healthcare PPPs

Equipment&Technology-based PPPs in the Social Sector.: Creating value through technology and digitisation

[BECOME A SESSION SPONSOR](#)

## High Level PPP Dialogue

High level Dialogue on Public-Private Partnerships

[BECOME A SESSION SPONSOR](#)

## PPPs for Energy Transition

Energy transition with focus on the transport sector

[BECOME A SESSION SPONSOR](#)

## Session Rail Projects

The climate is right for Rail PPPs

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## Session FISl

FAST Infra's FISl label and new asset class:  
Fast tracking private capital mobilization in sustainable infrastructure

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## Session Social Sector PPPs Block II

Integrated and Service-based PPPs in the Social Sector  
PPPs and Social housing

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## Session Technical Facility

Presenting the WAPPP Technical Assistance Facility

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## Session Social Sector PPPs Block I

Infrastructure PPPs in the Social Sector

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## Session Water PPPs

How PPPs are ensuring access to water and sanitation

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## Session PPPs in Africa Region

PPP capacity building in Africa

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## Session PPPs in South Asia Region

State of PPP Projects in South Asia

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## Session PPPs in Eastern Europe & Central Asia Region

Understanding the PPP opportunities in the region

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## Session Economic Development

Public Private Partnerships as a catalyst of Economic Development

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## Session PPPs in MENA Region

Understanding the PPP opportunities in the region

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## Session #AirMobility

Infrastructure to support the development of future (#nextlevel) air mobility and vertiport Services

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## **Session Innovative PPP Finance Schemes**

Innovating Finance Schemes  
in PPPs

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## **Session Sovereign Wealth Funds**

Sovereign Wealth Funds and  
PPPs

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## **Session Tech4PPPs**

Technology in and for PPPs  
(Blockchain, Artificial  
Intelligence...)

**BECOME A SESSION SPONSOR**

## **Closing of WAPPP Abu Dhabi PPP Forum**

Join us for a Speaking Session Panel featuring a lineup of top-tier speakers, ready to share their experience and innovative ideas. This is an incredible opportunity to gain knowledge and connect with industry leaders who are shaping the #PPP future. The session panel is evaluated at 7000€.

**BECOME A SESSION SPONSOR  
STARTING AT €7000**

WAPPP is all about partnerships and creating mutual value for the PPP professionals' industry. In Abu Dhabi we will offer the following engagement & sponsoring options:

## SESSION

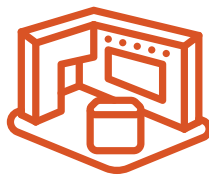


### **SPONSOR A PPP FORUM SESSION**

- SELECT THE FRAMING
- NOMINATE SPEAKERS
- SHOW YOUR EXECUTIVE PRESENCE

STARTING AT  
€7,000

## EXHIBITION



### **WIF INVESTMENT VILLAGE**

- CAPTURE BUSINESS OPPORTUNITIES
- GLOBAL EXCHANGES WITH INVESTORS

WIF PRICING

## RECEPTION



### **ON-SITE & OFF-SITE**

- LUNCHEON AT VENUE
- OR
- EVENING RECEPTION AT NEARBY HOTEL

PRICING VARIES  
DEPENDING ON THE  
SELECTED VENUE

**The WAPPP Annual Forum is dedicated to supporting the global growth and development of the Public Private Partnerships (PPP) industry.**

## PARTICIPATION

The World Investment Forum, where the WAPPP Annual Forum will be hosted, is an open event. The only requirement to register on the UN Indico Platform using this link: <https://indico.un.org/event/1004992/>.

To make the most out of the event, WAPPP offers some engagement opportunities.



### WAPPP BOOTH

Meet us at the WAPPP booth, hosted under the auspices of the United Nations Conference on Trade and Development (UNCTAD) at the Investment Village of the World Investment Forum 2023.

### INVESTMENT VILLAGE

The Investment Village at the World Investment Forum is a premier gathering for Investment, offering a unique opportunity to explore investment prospects, gain industry insights, and foster collaborations that shape the future of global investment and PPPs.

## Fabricated 6 sqm Customized Stand

Including:

- Lockable Counter with High Chair
- 1 LED Screen 42 inch
- 1 Roundtable
- 2 Chairs
- 1 Dust Bin
- 2 Spotlights
- 1 Electricity Socket
- 2 Posters (80cm W by 120cm H)
- Logo Print on Fascia & Counter



## EXHIBITION SPACE

The WIF price for the exhibition space is set at \$1,250/square meter, totaling \$7,875 (incl. 5% Value Added Tax) per expo booth. WAPPP can facilitate the coordination but has no direct influence on the pricing.

PPP Units can qualify for a free country complementary booth (may have to be shared with other institutions from the same country).

## CUSTOMIZATION

We understand that every exhibitor has unique branding requirements and a distinct vision for their stand. That's why a wide range of customization options are available to ensure your stand stands out from the crowd.

## STEPS TO FOLLOW

- 1** Express your interest by reaching out to the World Association of PPP Units & Professionals (WAPPP) and we will send you the form.
- 2** Complete the **Exhibition Interest Form**.
- 3** **Register on the UN INDICO Platform:** To ensure a seamless and efficient exhibition experience, it is required to register on the UN INDICO platform ASAP. Please note that registration is necessary for UN security in the blue zone and the confirmation also serves for visa application for the UAE.

## CO-HOST A LUNCHEON OR A RECEPTION

### CUSTOMIZATION

WAPPP offers two **luncheon** opportunities on site at ADNEC - one on Tuesday, 17 October and one on Wednesday, 18 October at the venue.



It is advisable to arrange for such a **reception** in one of the many hotels around ADNEC, on the evening of Monday, 16 October before the Abu Dhabi PPP Forum begins. The advantage is that you can invite your stakeholders to your reception and get more intimacy and best value for money. Also the ADNEC premises will host gala events almost every evening and may be crowded.



### STEPS TO FOLLOW

- 1 Express your interest by **reaching out to the World Association of PPP Units & Professionals (WAPPP)** (see last page) .
- 2 Send us your concept to further discuss and make a plan.
- 3 Customization and make the plan reality in Abu Dhabi.

# TARGET AUDIENCE

Connect and mingle with WAPPP's unique global network of PPP Units & Professionals at the World Investment Forum.

## ACCESS TO PPP UNITS

Interact with PPP Units, working on public-private infrastructure projects for Governments, Regions and Municipalities.

## GLOBAL PPP AUDIENCE

Address a select audience & start building new business relationships globally.

## ACCESS TO STRATEGIC AND FINANCIAL INVESTORS

Be visible to strategic investors who seek stable long-term revenues in public-private infrastructure assets.

## MEET PPP CONSULTANTS AND FRESH TALENT

Tap into the rich and diverse talent pool of PPP practitioners from all walks of life to up-skill and advance your projects.

8K+

Attendees

160+

Countries

75%

Senior Level Executives

### By Region



**Top markets:** Asia Pacific, South Asia, MENA, Eastern Europe & Central Asia, Europe, Africa, North and Latin America

### By Industry Sector



**Top Sectors:** Finance, Healthcare, Engineering and Construction, Airport and Port Infrastructure, Technology...

### By Occupation



**Top Roles:** PPP Units and Consultants, Strategic and Financial investors, PPP professionals from all over the world.

### By Objectives



**Top reasons to attend:** Stay on top of the latest news and trends; Find new solution providers; See and be seen; Gain competitive advantage in the industry.

# THE OPPORTUNITY

Interact with global PPP decision-makers and thought leaders. Take advantage of our unique branding, publicity and networking opportunities.



## GET INDUSTRY RECOGNITION

Establish your organization as an industry leader. Increase your visibility to reach your target audience. Upgrade your sponsorship bundle and join the WAPPP Podcast for an interview before or after the Forum. You can also be featured in WAPPP's Quarterly Magazine.



## REACH A GLOBAL AUDIENCE

The World Investment Forum gathers more than 6,000 investment stakeholders from 160 countries. Address WAPPP's unique network of PPP Units and Professionals & start building new business relationships globally.



## LEAVE YOUR MARK

The World Investment Forum offers a unique opportunity to shape investment-related policymaking,

As WAPPP's partner, you will have the opportunity to influence the global investment environment through our dedicated forum and panel discussions.



## PUT YOUR BRAND IN THE SPOTLIGHT

Take advantage of the unparalleled exposure opportunities the Investment Village has to offer.

Through prominent event branding and booth customization, you will bask in heightened visibility in our dedicated #PPPCorner,



## UNLOCK CONNECTIONS

Together, we will forge lasting connections that open doors to new opportunities and partnerships. Don't miss the chance to unlock the potential of powerful connections.



## ACCESS WORLD CLASS PPP CONTENT

Unravel the complexities of PPPs and tap into the insights of industry thought leaders and pioneers. This event promises to equip you with the tools and strategies to navigate the PPP landscape effectively.

WAPPP has the following packages on offer for your organization

BENEFIT	SESSION SPONSOR (PAGE 6-7)	EXPOBOOTH IN THE INVESTMENT VILLAGE (PAGE 9-10)	BREAKFAST / LUNCHEON / RECEPTION (PAGE 11)	FEATURED SPONSOR	LEAD SPONSOR
<b>Cost</b>	<b>€7.000</b>	<b>WIF booth fee</b>	<b>Let's chat</b>	<b>€ 12.500</b>	<b>€ 18.000</b>
<b>Availability</b>	<b>1 / session</b>	<b>Until full</b>	<b>2 each</b>	<b>2</b>	<b>1</b>
PRE-EVENT MARKETING				Priority placement	Premium placement
Logo placement, company description & link to your site	x		joint invitation	x	x
Speaker agenda profile	x				
Dedicated interview on the WAPPP #nextlevelppp podcast					x
Social Media Promotion					
Announcement of Partners across all WAPPP channels	1 post	1 post		2 posts	3 posts
Email Communications					
Logo on all communication with attendees	x			x	x
Newsletter recognition	x			x	x
EVENT ACCESS					
Free WIF access (UN blue zone)	unlimited	unlimited	unlimited	unlimited	unlimited
LIVE EVENT MARKETING					
WAPPP Hall Logo and Link	x	x	x	x	x
Investment Village		Customized			
Guest Speaker Opportunity					
Session on Main Stage				30 min	45 min
Interview with a WAPPP representative			x	x	x
POST-EVENT MARKETING					
Social Media Promotion	1 post		1 post	1 post	2 posts
Highlights from your event participation	x		x	x	x
Email Communications					
Written acknowledgement in post-event email to attendees	x		x	x	x
WAPPP press release promotion	x		x	x	x



# FEATURED SPONSOR

## BENEFITS

€ 12.500

### PRE-EVENT MARKETING

- Priority Placement
- Logo Placement, Company Description & Link to your website

### Social Media Promotion

- Announcement of Partners across all WAPPP channels (2 posts)

### Email Communications

- Logo on all communications with attendees
- Newsletter recognition

### Event Access

- Unlimited WIF access (UN blue zone)

### LIVE EVENT MARKETING

- WAPPP Hall Logo and Link
- Opportunities to provide Landyards or Notebooks & Pens or Water Bottles or WAPPP Delegate Bags

### Guest Speaker

- Session on Main Stage (30 mins)
- Interview with a WAPPP Representative

### POST-EVENT MARKETING

#### Social Media Promotion (1 post)

- Highlights from your event participation

#### Email Communications

- Written acknowledgement in post-event email to attendees

#### Long-format Content Promotion

- Feature in WAPPP Quarterly Magazine
- Mention in WAPPP Press Release

# LEAD SPONSOR

## BENEFITS

€ 18.000

### PRE-EVENT MARKETING

- Premium Placement
- Logo Placement, Company Description & Link to your website
- Dedicated interview on the WAPPP #nextlevelppp Podcast

### Social Media Promotion

- Announcement of Partners across all WAPPP channels (3 posts)

### Email Communications

- Logo on all communications with attendees
- Newsletter recognition

### Event Access

- Unlimited WIF access (UN blue zone)

### LIVE EVENT MARKETING

- WAPPP Hall Logo and Link
- Opportunities to provide Landyards or Notebooks & Pens or Water Bottles or WAPPP Delegate Bags

### Guest Speaker

- Session on Main Stage (45 mins)
- Interview with a WAPPP Representative

### POST-EVENT MARKETING

#### Social Media Promotion (2 posts)

- Highlights from your event participation

#### Email Communications

- Written acknowledgement in post-event email to attendees

#### Long-format Content Promotion

- Feature in WAPPP Quarterly Magazine
- Mention in WAPPP Press Release

## YOUR FLIGHT & STAY

As a WAPPP partner, you will benefit from reduced rates on certain airlines and hotels.



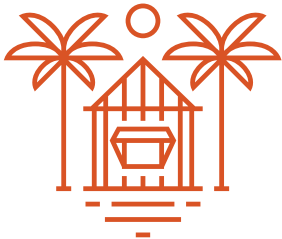
### FLIGHTS

We are very happy to inform you that WIF promo codes will entitle you to enjoy discounted fares when booking flights to Dubai.

Etihad Airlines Promo Code - EYWIF2023.

Ethiopian Airlines Promo Code - WIF2023.

The aim of this initiative is to encourage greater connectivity and promote inclusivity within our valued network of partners.



### STAYS

In keeping with our commitment to ensuring accessibility for everyone, we have worked together to extend our hospitality in hotels located near the ADNEC.

Several hotels have been reserved at special WIF rates. The list is available [here](#).

GET DISCOUNTED  
RATES

- **Disclaimer:** While the United Nations Conference on Trade and Development and the World Investment Forum are the conveners at the ADNEC, please note that there is no financial nor sponsoring relationship. WAPPP is solely responsible for its sponsoring.
- **Accommodation Coverage:** WAPPP is not in a position to provide coverage or financial assistance for accommodation expenses incurred by event attendees. Participants are responsible for making their own arrangements and bearing the associated costs for their accommodation during the event.
- **Flight Ticket Coverage:** Similarly, WAPPP does not cover or provide financial assistance for flight tickets or travel expenses to attend its events. Individuals interested in participating are expected to arrange and finance their own travel arrangements to and from the event location.

### Rationale and Benefits

- **Fairness:** By not providing accommodation or flight ticket coverage, WAPPP ensures equal opportunities for all interested participants, regardless of their financial circumstances. This approach promotes fairness and allows individuals from diverse backgrounds to engage in WAPPP events on an equal footing.
- **Resource Allocation:** Allocating resources to cover accommodation and flight tickets for a large number of attendees would strain the financial resources of the NGO. WAPPP has chosen to allocate its resources towards organizing high-quality events, facilitating meaningful discussions, and supporting research initiatives that benefit a broader range of participants in the global PPP industry.
- **Flexibility and Individual Choice:** Allowing participants to independently arrange their accommodation and travel arrangements gives them the flexibility to choose options that suit their preferences, budgets, and specific needs. It also encourages attendees to explore various options and potentially discover unique opportunities during their travel.

### Recommendations

- **Transparency:** WAPPP communicates its policy regarding accommodation and flight ticket coverage to all potential event participants through its website, event invitations, and other communication channels. This will help manage expectations and provide individuals with the necessary information to plan and budget accordingly.
- **Supportive Information:** WAPPP can provide attendees with a list of recommended accommodations in the event location and offer guidance on nearby transportation options to assist participants in making informed decisions.
- **Financial Assistance:** While WAPPP does not cover accommodation or flight tickets, it can explore alternative avenues to support participants from Government institutions who might face financial constraints; this however depends on the United Nations and the host country arrangements and are outside of WAPPPs control.



# CONTACT US

Get in touch to get involved



## CONTACT

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<https://wappp.org/>

SEE YOU IN PERSON  
IN ABU DHABI



[LINKEDIN.COM/COMPANY/WAPPP/](https://www.linkedin.com/company/wappp/)



[@WAPPPGENEVA](https://twitter.com/WAPPPGENEVA)