

# Africa Village Brochure



Commonwealth Games Glasgow 2026

Theme:

## Celebrating African Culture, Business & Investment

*Celebrating Sports Culture Business Investment*

24 July – 1 August 2026

Glasgow Green / Commonwealth Cultural Park

Host City: Glasgow

Organised by:



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# WELCOME

In July 2026, as the Commonwealth Games return to Glasgow, the world's eyes will not only be on the track, the field, and the podium — they will be on a powerful cultural and economic movement rising at Glasgow Green: Africa Village 2026.

Africa Village is more than an event. It is a landmark 9-day cultural, business, tourism, and investment showcase bringing together 21 African Commonwealth nations under one dynamic platform. Designed to run from 24 July to 1 August 2026, the Village will serve as a vibrant hub where sport meets storytelling, enterprise meets opportunity, and heritage meets innovation.

At the heart of the Games, Africa Village will amplify the Commonwealth spirit - unity, diversity, collaboration - while projecting Africa's economic strength, youthful energy, and creative excellence to a truly global audience.

# Why Be Part of Africa Village 2026?

## Unmatched Global Visibility

The Commonwealth Games attract international media, investors, policymakers, and millions of visitors. Africa Village offers countries, corporations, SMEs, creatives, and institutions a high-impact presence at one of the world's most watched sporting events. From branded national pavilions to main stage performances and business forums, participants gain exposure that transcends borders.

## A Powerful Business & Investment Platform

Each participating country benefits from a structured Investment & Trade Forum featuring B2B meetings, investor roundtables, SME pitch sessions, and sector dialogues. This is not a symbolic showcase — it is a deal-making environment. Whether in fintech, green energy, tourism, agriculture, manufacturing, or creative industries, Africa Village is engineered to catalyse partnerships and unlock cross-border collaborations.

## Culture as Economic Diplomacy

Africa Village recognises that culture is capital. Through curated fashion showcases, culinary activations, artisan markets, film screenings, music, and dance, nations can project soft power while driving tourism and export interest. Visitors do not just observe — they experience. This immersive model strengthens diplomatic ties and builds lasting people-to-people connections.

## Strategic Access to the UK & Commonwealth Market

Hosted in Scotland, Africa Village creates direct engagement with UK institutions, local councils, business networks, diaspora communities, and international delegates. It strengthens bilateral and multilateral relationships within the Commonwealth while opening gateways into European and global markets.

## Corporate Branding & Sponsorship Leverage

For corporate sponsors - banks, airlines, telecoms, energy firms, FMCGs - Africa Village provides naming rights, stage branding, VIP hospitality, and digital campaigns aligned with a globally recognised event. Sponsors do not simply advertise; they align with innovation, youth empowerment, sustainability, and international trade.

## Youth, Innovation & SDG Alignment

From innovation pitch competitions to sustainable development dialogues, the Village aligns with global development goals while spotlighting youth enterprise and emerging industries. It positions participants as forward-thinking, responsible, and globally engaged actors.

## A Lasting Legacy Beyond 2026

Africa Village is designed not as a one-off festival but as a legacy platform. Proceeds and partnerships will support future cultural exchange programmes, trade missions, and innovation forums - ensuring that relationships built in Glasgow continue to generate value long after the Games conclude.

Africa Village at the Commonwealth Games Glasgow 2026 is a rare convergence of sport, culture, commerce, and diplomacy. It is an opportunity to stand on a global stage and tell a powerful story - of heritage, of innovation, of partnership, and of future growth.

Africa Village 2026 is a world-class cultural and economic destination at the heart of the Commonwealth Games. Designed as a landmark hub during the Games, it will unite 21 African Commonwealth nations in a powerful 9-day celebration of trade, tourism, innovation, youth enterprise, arts, cuisine, and global partnerships.

This is not simply a cultural festival.  
It is a strategic economic platform.  
It is diplomacy through experience.  
It is Africa on the global stage.



## ABOUT AFRICA VILLAGE 2026

From 24 July to 1 August 2026, Africa Village will transform Glasgow Green into a vibrant continental pavilion featuring:

- ▶ National country showcases
- ▶ Daily Investment & Trade Forums
- ▶ Cultural exhibitions & artisan markets
- ▶ Culinary pavilions
- ▶ Fashion & creative industry showcases
- ▶ Evening headline concerts
- ▶ Continental Business & Culture Summit
- ▶ Grand Finale & Youth Innovation Celebration

## WHY PARTICIPATE?

Participating countries and partners benefit from:

- ▶ Direct access to UK and Commonwealth investors
- ▶ High global media visibility
- ▶ Structured B2B matchmaking
- ▶ Cultural diplomacy platform
- ▶ Tourism promotion exposure
- ▶ Corporate branding leverage
- ▶ Youth and innovation spotlight
- ▶ Long-term legacy partnerships



### THE VENUE

#### **Glasgow Green / Commonwealth Cultural Park**

Located in the historic heart of Glasgow, Glasgow Green is:

- \* One of Scotland's most iconic public event spaces
- \* Accessible by public transport
- \* Equipped for large-scale international events
- \* Adjacent to Games visitor flows
- \* Suitable for pavilions, stages, hospitality, and exhibitions

### **The Africa Village layout includes:**

- \* Business Pavilion
- \* National Pavilion Zone
- \* Artisan Street
- \* Food & Gastronomy Court
- \* VIP & Media Lounge
- \* Main Stage Arena
- \* Investment Meeting Pods

### **PARTICIPATING COUNTRIES**

#### **21 African Commonwealth Nations:**

Ghana, Sierra Leone, The Gambia, Nigeria, Cameroon, Togo, South Africa, Lesotho, Eswatini, Kenya, Rwanda, Uganda, Mauritius, Seychelles, Mozambique, Gabon, Namibia, Zambia, Malawi, Tanzania, Botswana, Each country receives a dedicated showcase day.

# 9-DAY PROGRAMME OVERVIEW

## Day 1 – 24 July

Ghana | Sierra Leone | Gambia

Theme: **Trade, Tourism & Creative Identity**

## Day 2 – 25 July

Nigeria | Cameroon | Togo

Theme: **Creative Economy & Digital Innovation**

## Day 3 – 26 July

South Africa | Lesotho | Eswatini

Theme: **Conservation & Cultural Heritage**

## Day 4 – 27 July

Kenya | Rwanda | Uganda

Theme: **Innovation, Fintech & Youth Enterprise**

## Day 5 – 28 July

Mauritius | Seychelles | Mozambique

Theme: **Blue Economy & Island Tourism**

## Day 6 – 29 July

Gabon | Namibia | Zambia

Theme: **Minerals, Green Energy & Sustainability**

## Day 7 – 30 July

Malawi | Tanzania | Botswana

Theme: **Agriculture & Ecotourism Investment**

## Day 8 – 31 July

All Countries – **Pan-African Business & Culture Summit**

## Day 9 – 1 August

Grand Finale – **Unity, Youth & Legacy**

## DAILY EXPERIENCE STRUCTURE

09:00 – 12:30

Investment & Trade Forum (B2B, investor roundtables, SME pitches)

12:30 – 14:00

Culinary Showcase & Chef Demonstrations

14:00 – 17:00

Arts, Fashion & Tourism Exhibitions

17:00 – 18:00

VIP Networking & Delegation Meetings

18:30 – 21:30

Main Stage Performances

21:30 – 22:00

Night Finale (LED mapping, cultural choreography)

# BUSINESS & INVESTMENT PLATFORMS

## CORE INVESTMENT AREAS:



Infrastructure & Manufacturing



Fintech & Digital Innovation



Agriculture & Food Security



Renewable Energy & Green Transition



Blue Economy



Creative Industries & Film



Minerals & Natural Resources



Tourism & Hospitality

## Special Forums

- \* Africa-Scotland Business Forum
- \* Commonwealth Trade & Investment Summit
- \* Innovation Africa Pitch Competition
- \* Sustainable Development Dialogue

## PRE-GAMES & POST-GAMES INVESTMENT MEETINGS

### Pre-Games (May–June 2026)

- \* Virtual investor briefings
- \* Country-specific opportunity webinars
- \* Embassy & High Commission engagements
- \* Sector-focused roundtables

### During Games

- \* Curated investor matchmaking
- \* Closed-door bilateral meetings
- \* Ministerial dialogues

### Post-Games (Sept–Nov 2026)

- \* Follow-up trade missions
- \* Scotland–Africa investment roadshows
- \* Digital deal-tracking platform
- \* Partnership implementation workshops

## CUISINE & CULTURAL EXPERIENCE

### Africa Village Gastronomy Zone will feature:

- \* Jollof tastings
- \* Cocoa & chocolate showcases
- \* Coffee & tea experiences
- \* Island seafood cuisine
- \* Spice markets
- \* Chef masterclasses
- \* Traditional & fusion dining

### Visitors experience:

- \* Kente weaving demonstrations
- \* Maasai beadwork
- \* Nollywood film screenings
- \* Afro-jazz concerts
- \* Fashion runway shows
- \* Contemporary art installations

## ARTISTIC PRODUCTION

### Each country receives:

- \* 25–35 minute curated performance slot
- \* LED backdrop & projection mapping
- \* Stage lighting & atmospheric effects
- \* Media broadcast coverage
- \* Professional production support

### Special effects include:

- \* Projection mapping of landscapes
- \* Cultural symbol animations
- \* Controlled indoor cold sparks
- \* Drone choreography (subject to approval)

## PARTICIPATION PACKAGES

### Platinum Country Package – £60,000

- \* 100sqm pavilion
- \* 90-minute investment pitch
- \* 35-minute headline performance
- \* VIP hospitality (8 delegates)
- \* Priority branding

### Gold Country Package – £40,000

- \* 60sqm pavilion
- \* 60-minute pitch
- \* 25-minute performance
- \* 5 VIP passes

### Silver Country Package – £18,000

- \* 30sqm booth
- \* Shared investment session
- \* 15-minute cultural slot

### Bronze Package – £6,500

- \* Cluster booth
- \* Cultural rotation slot
- \* 2 delegate passes

**All packages include pavilion construction, branding, PR support, electrical supply, security and media exposure.**



## SPONSORSHIP OPPORTUNITIES

Platinum Sponsor – £250,000

Gold Sponsor – £125,000

Silver Sponsor – £60,000

Bronze Sponsor – £25,000

Benefits include naming rights, stage branding, corporate pavilions, VIP hospitality, and digital campaigns.

## OPERATIONAL STANDARDS

Africa Village will comply with:

- \* Glasgow City licensing
- \* Food safety & fire regulations
- \* Crowd management planning
- \* Insurance & performance cover
- \* Accessibility standards
- \* Media broadcast compliance

### EXPECTED OUTCOMES

- \* Increased trade & investment deals
- \* Strengthened Commonwealth partnerships
- \* Enhanced tourism visibility
- \* Cultural diplomacy impact
- \* Youth enterprise promotion
- \* Long-term Africa-UK collaboration

### LEGACY

Africa Village 2026 is designed to:

- \* Fund future cultural exchanges
- \* Support youth innovation forums
- \* Strengthen continental trade networks
- \* Establish a permanent Africa-Commonwealth platform



# Africa Village 2026

*Where Culture Powers Commerce.  
Where Heritage Meets Opportunity.  
Where Partnerships Begin.*

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