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**GITEX**  
*Nigeria*

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EVERYTHING  
— NIGERIA —

**FORGING THE RISE  
OF DIGITAL NIGERIA**

# REPORT

**Government Leadership & AI Summit**

1st September 2025

Abuja

**Tech Expo & Future Economy Conference**

3rd – 4th September 2025

Eko Convention Centre, Lagos

**Startup Festival**

3rd – 4th September 2025

Landmark Centre, Lagos

<https://gitexnigeria.ng/>



# EXECUTIVE SUMMARY





The inaugural GITEX Nigeria, hosted under the patronage of the **President of the Federal Republic of Nigeria, Bola Ahmed Tinubu, GCFR**, using the framework of the Memorandum of Understanding (MoU) between the Federal Government of Nigeria (through NITDA) and Dubai World Trade Centre, was successfully concluded in Abuja. The event attracted a diverse community of policymakers, investors, entrepreneurs, technology solution providers, and innovators.

GITEX Nigeria provided a global platform to showcase Nigeria's digital economy potential, facilitate investment in startups, strengthen international partnerships, and reinforce Nigeria's position as Africa's

## OBJECTIVES OF GITEX NIGERIA

1. To domesticate the benefits of GITEX Global by creating a local platform for global tech exchange.
2. To attract foreign direct investment (FDI) into Nigeria's technology and innovation ecosystem.
3. To provide startups with access to funding, mentorship, and international exposure.
4. To connect government, academia, private sector, and development partners in driving the digital transformation agenda.



## MAJOR HIGHLIGHTS

1. Participation of global technology giants, investors, and development partners alongside leading Nigerian tech firms and startups.
2. Exhibitions from over 150 Nigerian and international innovators across fintech, AI, agritech, healthtech, cybersecurity, and digital infrastructure.
3. Dedicated Investor Roundtables and Startup Pitch Sessions that facilitated deal-making and investment commitments.
4. Policy dialogues with key stakeholders on emerging technologies, AI governance, digital inclusion, and innovation policy frameworks.
5. Strategic B2B and B2G networking sessions, enabling Nigerian innovators to establish cross-border partnerships.

## ACCRUED BENEFITS TO NIGERIA

1. Investment Attraction
2. Secured commitments from local and foreign investors for Nigerian startups
3. Opened channels for venture capital inflows and cross-border collaboration
4. Strengthened Nigeria's attractiveness as a destination for tech-based FDI
5. Capacity Building and Knowledge Transfer
6. Exposure of Nigerian startups to global best practices and business models
7. Policy and regulatory learning from international partners on AI, data protection, and digital trade
8. Branding Nigeria as Africa's Tech Powerhouse
9. Positioned Nigeria as the first West African country to host a GITEX edition
10. Boosted confidence of global stakeholders in the strength of Nigeria's innovation ecosystem
11. Strengthening Ecosystem Linkages
12. Fostered stronger collaboration between government, academia, industry, and startups
13. Created a pipeline for partnerships in smart cities, broadband, cybersecurity, and digital talent development



# INVESTMENT

1. Over 481 Nigerian startups pitched to international investors and secured opportunities for incubation, acceleration, and funding.
2. Multiple investment pledges were made by global venture capital firms, angel investors, and corporate partners.
3. Startups in fintech, AI, and agritech attracted the highest investor interest, with a few already entering discussions for cross-border expansion.
4. A dedicated Nigeria Startup Pavilion gave visibility to early-stage innovators, many of whom received international media coverage.

# OUTCOMES OF THE EXHIBITION

1. **Technology Deals & Partnerships:** Several MoUs were signed between Nigerian companies and global partners for joint ventures and technology exchange.
2. **Policy Outcomes:** Strengthened collaboration with international organizations on AI ethics, digital inclusion, and capacity building.
3. **Market Access:** Nigerian startups secured new markets within Africa and beyond.
4. **Visibility:** Nigeria's innovation ecosystem received global media coverage, reinforcing the government's digital economy priorities.





# RECOMMENDATIONS FOR SUSTAINING MOMENTUM

1. Establish a post-GITEX Nigeria taskforce to monitor and drive investment commitments.
2. Create an annual innovation report tracking investment inflows, startup performance, and policy outcomes.
3. Provide follow-up support to startups through funding access, incubation, and regulatory guidance.
4. Strengthen partnerships with venture capital networks, global accelerators, and development partners.
5. Institutionalize GITEX Nigeria as a permanent fixture in Nigeria's digital economy calendar.



# KEY METRICS

Overall Attendance

12,433



International Attendees

12%



Total Number of Countries Represented

78



Top Countries for International Attendees

- United Arab Emirates
- United Kingdom
- United States
- India
- South Africa
- Kenya
- Ghana
- China
- Egypt

Attendees: C -Level Attendee

38%





# STARTUPS

Total Number of Startups

566



International Startups:

15% (from 25 countries)



Scheduled Investor x Startup Meetings

301



Nigerian Start ups Selected for Meetings by Investors

99



Attendees: C-Level Attendee

38%





# INVESTORS

Total Number of Investors

**207 (from 22 countries)**



International Investors

**44%**



Assets Under Management (USD):

**\$55billion**



- The GITEX NIGERIA Startup Festival was the largest tech startups show in West Africa, featuring 566 startups (15% from outside Nigeria).
- The event successfully facilitated connections between startups and investors through 301 curated meetings. These efforts led to 99 Nigerian startups being selected for further engagement by investors.
- Investors showed a keen interest in early-stage startups, reflecting the dynamic Lagos tech ecosystem. They were particularly interested in opportunities that combined strong commercial viability with social impact and indicated a positive outlook for future investments and due diligence.
- 21% of investors present were of Partner/Managing Director level or equivalent.
- International Funds participating include CDG Invest - Morocco, Baobab Network – Kenya, Capria Vetures – Kenya, Conjunction Capital – UAE, CRE Venture Capital – USA, Endeavor – UAE, Enza – Egypt, GB Corp – Egypt, Kuramo Capital – USA, Orbit – Singapore, Oryx – Spain, Oui Capital – USA, Proparco – France, Trill – Hong Kong



- **Tommie Edwards, Tech1M:** Connected with 13+ investors at GITEX Nigeria, kicking off funding talks to grow Africa's tech talent pipeline.
- **Michael Collins, Periculum:** Connected with 10+ investors and are in discussions with 2 potential partnership deals to expand its AI credit solutions in emerging markets.
- **David Bobai, Founder, Menderplus Technologies:** Engaged 9+ potential investors, setting up follow-up funding conversations and opportunities to scale regionally.
- **Gbadebo Ogunbanjo, Senda:** Connected with 15+ potential partners and customers, opening several exciting new leads and setting the stage for growth before next year's event.
- **Benin:** Discussions with 5 new international partners, opening doors for cross-border innovation and investment projects.
- **Automation Technologies** signed a deal with Eresource ERP for their upcoming project and are in discussions with VC4A in relation to funding.
- **OyáDrop:** Engaged with 20+ investors and industry leaders, sparking 3 partnership opportunities and boosting its presence in Africa's digital commerce space.
- **Curacell:** Winning the GITEX SuperNova Challenge boosted visibility, accelerated entry into new markets, and strengthened impact on fraud prevention and insurance solutions across Africa and globally.
- **Meetbox Africa:** Connecting with startups, investors, and global players, generating key partnerships and growth opportunities
- **Deputy CEO of the Ghana Digital Centres Limited (GDCL), Christine Ansong,** "GITEX Nigeria gives startups what every young business needs: visibility, investors, and the chance to grow beyond our borders. And so, if you are a Ghanaian tech startup and you missed this year's GITEX, I encourage you to join us at the next one. We want to commend GITEX for building such a powerful stage for collaboration across Africa and beyond."
- **The InnovateNaija Challenge** was launched by the National Agency for Science and Engineering Infrastructure (NASENI) in partnership with AfriLabs, with a total prize pool of ₦250 million
- **Flat6Labs,** Egypt advised Nigeria & West Africa will now become their primary focus market. CEO came to Nigeria for the first time for GITEX NIGERIA.
- **Ali El Gayer, Senior VC, Ingressive Capital, Egypt:** The quality of startups was very good. It was my first time in Nigeria and I found engaging with the Nigerian Founders constructive. From 20 good conversations, 7 I will take forward.
- **Satoshi Shinada, Partner, VKAV, Egypt:** For us, we have a team in Nigeria so not really super keen on additional dealflow. We would like to see more West Africa represented at GITEX Nigeria next year.



- **Eva Abel, Partner & CIO, Oryx Impact:** We were looking for startups with impact – climate, gender and job creation. Interestingly, we also met a lot of GP Investors and that was very valuable. We want to see the ecosystem developing and that's what we saw here. We don't just look at commercial viability.
- **Sovereign Wealth Fund, Nigeria:** We are invested in 17 African PE and VC funds. So seeing other VCs and GPs from across the continent, and some of them from outside the continent who have a strategy for Africa was quite delightful and the conversations were robust.
- **Meissa Gueye, Investment Officer at IFC** said "GITEX Nigeria is very important for Africa, it positions the continent in the global technology narrative, from AI advancement to showcasing the potential of our companies."





# ENTERPRISE EXHIBITORS

Total Exhibiting Companies:

101

International Investors

64% (from 17 countries)

Top Exhibiting Countries

United Arab Emirates  
China  
United Kingdom  
South Africa

## HIGHLIGHTS

- **T2 (9mobile) and India's Knot Solutions** announced a multi-million dollar strategic partnership to advance the carrier's digital transformation journey
- **NITDA and Kaspersky** signed an MoU to strengthen Nigeria's cybersecurity ecosystem
- **IBM** used GITEX NIGERIA to launch their latest infrastructure solution, IBM power 11. First time the solution is showcased in Africa.
- **Zinox Technologies and KongaCares** launched the 'Computerise Nigeria' initiative to provide higher education students with hardware, connectivity and power solutions
- **Nigeria and Benin Republic** signed a landmark Memorandum of Understanding (MoU) on the sidelines of GITEX NIGERIA, to enhance cross-border cooperation.

## FEEDBACKS

- Abdelaziz Saidu, Country Leader at Cisco Nigeria & Ghana, said: "GITEX NIGERIA has been amazing - the crowd has been overwhelming, not just in size but in the quality of people coming to our stand ... From day one we've generated 4 strong leads, some already converting into opportunities, and engaged with organisations like the African Union on digital literacy. The brand reputation of GITEX has pulled in the right crowd locally, regionally and internationally, making this inaugural edition truly impactful."
- Kunle Awosika, Enterprise Partner at Microsoft said "GITEX Nigeria has been phenomenal. It's exciting to see it arrive in this part of Africa for the first time, with the ambition to contribute significantly to growth. Beyond physical infrastructure, we need talent infrastructure, skills in AI, cloud, and cybersecurity, and that's where GITEX Nigeria makes a real impact."
- Chancard Kanga At HCL, India said "GITEX Nigeria has proven to be an excellent platform for connections and growth. We've seen real ROI from our early participation, with many companies reaching out to meet us and explore our solutions across software, data, cybersecurity, and customer experience."



# SPEAKERS

Total Number of Speakers

279



International Speakers

29% (from 25 countries)



Total Number of Workshop  
Attendees Trained

511



## Highlights

- Workshops run by NVIDIA, AWS, IBM, Lagos Business School & Kaspersky showed great demand and were over subscribed. The AWS workshops on AI were particularly popular. Stages enjoyed high attendance through to the end of each day.
- Stage discussions brought together local and international speakers, bringing never heard before perspectives



# MEDIA

## Highlights

- More than 10 key influencers covering the tech space posted about GITEX NIGERIA with a total combined following in excess of 3 million international followers.
- 334 local and international media attended with 20 international media outlets represented – including Forbes, BBC, CNBC, Channels TV, KTN Kenya.

## Example International Media Coverage:

- Yahoo Finance: All Talentz Showcases Outsourcing Excellence at GITEX Nigeria 2025
- MSN: GITEX Nigeria: Minister pitches African unity on AI infrastructure
- MSN: Lagos Leaders Champion Digital Future at MTN Booth During GITEX Nigeria Tech Expo
- Ground News: Nigeria Outpaces Global Peers In Fintech Growth, Says Dubai Trade Executive
- Biometric Update: GITEX Nigeria
- The European: Global tech leaders back Nigeria's \$1 trillion digital ambition at GITEX Nigeria 2025

## PAN-AFRICAN

- Tech Africa News: Nigeria Aims to Redefine its Place in the Global Digital Economy at GITEX NIGERIA
- Tech Africa News: Nigeria Puts AI at the Centre of Digital Future at GITEX NIGERIA
- Tech Build Africa: Top Tech Giants Champion Nigeria's \$1T 2030 Digital Vision at GITEX NIGERIA
- Business Ghana: Leading tech brands drive future digital economy to support Nigeria's us\$1 trillion 2030 vision
- Africa24 TV: The Hon. Bosun Tijani's GITEX NIGERIA Address to World Leaders & Global Tech Organisations, a Rallying Call for Africa to Shape the Future of Artificial Intelligence
- BL TV News: The Hon. Bosun Tijani's GITEX NIGERIA Address to World Leaders & Global Tech Organisations
- Innovation Africa: The Hon Bosun Tijani GITEX Nigeria Address to World Leaders and Global Tech Organisations: A Rallying Call for Africa to Shape the Future of Artificial Intelligence
- KTN News Kenya: Experts call for clear working frames to manage developing global trends via AI in many industries
- Tech in Africa: BREAKING: GITEX NIGERIA Announces Free Registration for Premier Tech Expo & Future Economy Conference
- Fintech News: GITEX Nigeria 2025
- CIO Africa: GITEX NIGERIA Officially Kicks Off In Abuja, Lagos
- Business Insider: GITEX Nigeria to hold in Abuja and Lagos in September 2025

## MIDDLE EAST & NORTH AFRICA

- Morocco World News: GITEX NIGERIA 2025: A Launchpad for Nigerian Digital Talent
- Morocco World News: Nigeria Leverages GITEX to Accelerate Tech-Driven Growth, Policy Reform
- Tech x Media: GITEX NIGERIA 2025 Showcases Nigeria's Digital Growth
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- Alam Rakamy: LEADING TECH BRANDS DRIVE FUTURE DIGITAL ECONOMY TO SUPPORT NIGERIA'S US\$1 TRILLION 2030 VISION AT WEST AFRICA'S LARGEST TECH, AI & STARTUP SHOW



# MEDIA

- Morocco World News: Founders, Innovators Put Africa's Tech Future on Full Display at GITEX Nigeria 2025
- Zawya: Nigerian entrepreneurs are the architects of the digital future says Lagos State Deputy Governor as GITEX NIGERIA champions national & regional startup ecosystems
- MENA FN: The Hon. Bosun Tijani's GITEX NIGERIA Address To World Leaders & Global Tech Organisations, A Rallying Call For Africa To Shape The Future Of Artificial Intelligence

## ASIA

- Startup News: LEADING TECH BRANDS DRIVE FUTURE DIGITAL ECONOMY TO SUPPORT NIGERIA'S US\$1 TRILLION 2030 VISION AT WEST AFRICA'S LARGEST TECH, AI & STARTUP SHOW

# CONCLUSION

GITEX Nigeria was more than just an exhibition it was a strategic leap in Nigeria's journey toward becoming Africa's leading digital economy. The event successfully amplified Nigeria's innovation potential, attracted tangible investments, and forged meaningful global partnerships.

With sustained commitment, GITEX Nigeria will continue to catalyze innovation, entrepreneurship, and economic growth for years to come.

















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