



CX AFRICA SUMMIT 2025

Connecting Africa through Customer
Experience (CX) & Innovation

LOCATION | DATES | TIME

LAGOS, NIGERIA | JULY

7-11, 2025 | 9AM -1PM

PREPARED BY
NICHE CX FIRM

CX Africa Summit 2025 –Brochure

**Reimagining Customer Experience in Africa: Insights,
Innovation & Impact**

**Lagos, Nigeria | July 7–11, 2025 | 9AM -1PM | Main Conference: July 10 (Hybrid)
Free Registration | Only 100 Tickets Available**

https://nichecx.com/cx_africa_summit_2025

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Overview

The CX Africa Summit is a global gathering of CX professionals, business leaders, and innovators in Africa. Now in its 6th edition, the summit brings together visionaries across sectors to explore Africa’s evolving customer landscape through data-driven insights, human-centered innovation, and real-world impact.

Hosted by Niche Customer Experience Group, this year’s event anchors on the theme:

“Reimagining Customer Experience in Africa: Insights, Innovation & Impact.”

The summit will also feature the launch of the “State of CX in Africa 2024/25” report, the region’s most comprehensive CX study.

Event Timeline

Date	Activity
July 7–11	NICXI Learning & Development Week (Online eCourses & Networking)
July 8	Launch of “State of CX in Africa” Report & Customer’s Choice Award (Online)
July 10	Main Conference (Hybrid: In-Person & Online)

Who Should Attend

- **C-Suite Executives:** CEOs, CMOs, CIOs, COOs
- **CX Leaders:** Heads of Service, Contact Centers, Relationship & Success Managers
- **Digital & Brand Teams:** Marketing, Product, Innovation Managers
- **L&D & HR Professionals:** CX Trainers, Consultants, Strategists
- **Public Sector Leaders & Policy Influencers**
- **Startups & Tech Innovators**

Conference Highlights

- **Keynote Sessions**
 1. **State of CX in Africa 2024/25** – Deep dive into customer expectations, pain points & industry benchmarks.
 2. **Digital CX in Africa** – Solutions for designing seamless, mobile-first, human-centered experiences.
 3. **From Inside Out** – How employee experience and company culture shape CX.
 4. **CX as a Growth Engine** – Proving ROI and building a business case for CX investment.

- **Panel Discussions**

- **Trends Driving African CX** – Data-backed insights and market shifts.
- **African CX Case Studies** – Brands sharing their CX transformation stories.

NICXI Learning & Development Week

July 7–11 | Online | Free Access

- Interactive eCourses
- Live sessions & CX forums
- Access to global thought leaders
- Networking with peers & practitioners

 www.nicxi.org

Special Feature: Customer's Choice Award – Africa 2025

Celebrating Africa's most loved brand, as voted by customers continent-wide.

Winner announced during the July 10th conference.

Sponsorship Opportunities

Tier	Value (₦)	Speaking	Booth Size	Branding & Media Access	Exhibit Access
Platinum	₦5 million+	3 slots	Premium	Full media kit, logo, videos, exclusive	Priority
Gold	₦3 million	2 slots	Large	Enhanced visibility & collateral	Prime
Silver	₦1.5 million	1 slot	Medium	Moderate branding	Standard
Bronze	₦750,000	Panelist	Small	Basic logo placement	Shared

All Sponsors Receive:

- Logo on digital & print materials
- Post-event media & CX research feature
- Website/social media presence
- Access to attendee list & press coverage

Exhibitor Opportunities

Exhibitor-Only Packages starting at **₦500,000**

Benefits Include:

- Branded booth space (size by tier)
- Product demos & walkthroughs

- Lead capture and direct contact with decision-makers
- Promotion on agenda & website

Why You Should Join.

- **For CX Professionals & Business Leaders:**
 - Benchmark strategies with Africa's best brands
 - Gain access to CX tools, reports, and training
 - Network with over 200 high-impact professionals
 - Access free workshops and panels
- **For Sponsors and Exhibitors:**
 - Position your brand as a **CX leader**
 - Direct access to **decision-makers & CX influencers**
 - Share your solutions and success stories with engaged audiences
 - Build long-term partnerships within the African CX ecosystem

Contact & Registration

For speaking slots, sponsorship, or exhibition:

 hello@nichecx.com

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