TERMS OF REFERENCE (ToR)

COME AND MEET YOUR BUSINESS PARTNER (CMBP) 2026

6th Edition of the Business and Networking Conference

Theme: *Rethinking Business Growth in the Age of AI*

Dates: 3–4 December 2026
Venue: Donatus Conference Center, Bujumbura, Burundi
Organizer: U-Invest
Expected participants: 250–300
Website: https://www.comeandmeet.com

1. Background and Overview

Come and Meet Your Business Partner (CMBP) is a business and networking conference initiated by U-Invest in 2021. It brings together entrepreneurs, investors, financial institutions, companies, experts, and other economic stakeholders to facilitate knowledge exchange, build strategic partnerships, and unlock business growth opportunities.

CMBP serves as a platform where businesses seeking growth connect with investors, potential clients, suppliers, service providers, and strategic partners. It also offers investors and other stakeholders opportunities to discover businesses, explore investment prospects, identify potential partners, and engage with emerging market opportunities.

The conference combines expert presentations, panel discussions, practical workshops, business pitches, exhibition spaces, and structured networking activities. Through these activities, CMBP seeks to facilitate meaningful connections, encourage collaboration, and create opportunities that benefit both businesses and investors.

The sixth edition will take place on **3–4 December 2026 in Bujumbura, Burundi**, under the theme **"Rethinking Business Growth in the Age of AI."**

2. Context and Rationale

Businesses operate in an environment characterized by rapid technological change, increasing competition, evolving market requirements, and persistent challenges in accessing finance, skills, markets, and strategic networks.

In Burundi, many entrepreneurs have promising ideas, products, and services but face difficulties accessing the resources, markets, partners, and tools needed to develop their businesses and achieve sustainable growth. Investors, in turn, need opportunities to identify promising businesses, assess investment prospects, and connect with entrepreneurs and other partners who can contribute to business development and growth.

At the same time, artificial intelligence and digital solutions offer new opportunities to improve productivity, marketing, sales, management, and operational efficiency. Their adoption also raises questions regarding skills development, investment priorities, talent management, and the adaptation of business models.

Against this background, CMBP 2026 will provide a platform for learning, discussion, and business networking, enabling entrepreneurs, investors, and other stakeholders to explore emerging opportunities, exchange knowledge, establish strategic connections, and identify practical ways to support business growth.

The conference builds on previous editions, which have addressed various aspects of enterprise development, including business law, financial markets, e-commerce, partnerships, leadership, internationalization, marketing, and branding.

3. History of CMBP

Since its launch in 2021, CMBP has evolved into an annual platform bringing together entrepreneurs, business leaders, investors, institutions, and technical partners to exchange expertise, explore business opportunities, and develop strategic relationships.

Each edition has addressed a specific theme reflecting entrepreneurs' needs and developments in the business environment.

The main themes of previous editions were:

- **1st edition (2021):** Business Law and Corporate Insurance.
- **2nd edition (2022):** Financial Markets, E-commerce, and Win-Win Partnerships.
- **3rd edition (2023):** B2B Networking, Tourism, and Renewable Energy.
- **4th edition (2024):** Strategy, Leadership, and Business Internationalization.
- **5th edition (2025):** High-Level Marketing and Branding: Connecting Capital, Ideas, and Ambitions to Transform the Local Economy.
- **6th edition (2026):** Rethinking Business Growth in the Age of AI.

Beyond the thematic discussions, previous editions have provided opportunities for participants to share professional experiences, establish new connections, explore potential partnerships, and identify business opportunities. Participant feedback has highlighted the value of these interactions, including the potential for connections established during CMBP to translate into concrete business relationships.

Building on this experience, CMBP 2026 will further strengthen the link between knowledge sharing, practical business applications, and strategic connections, with particular attention to how artificial intelligence can support business growth and competitiveness.

4. Objectives of the Conference

4.1. Overall Objective

To contribute to business development and growth in Burundi by facilitating access to knowledge, technology, financing opportunities, markets, and strategic partnerships.

4.2. Specific Objectives

The conference aims to:

1. Increase entrepreneurs' understanding of how artificial intelligence and digital solutions can improve business performance.
2. Share practical knowledge and tools in marketing, sales, automation, and business management.
3. Facilitate engagement among entrepreneurs, investors, financial institutions, companies, and development partners.
4. Promote professional connections and identify commercial, financial, and strategic collaboration opportunities.
5. Strengthen entrepreneurs' capacity in growth planning, financing, and business management.
6. Encourage collaboration among stakeholders within the entrepreneurial ecosystem.
7. Highlight business needs and opportunities for investors, institutions, and service providers to develop relevant solutions.

5. Theme and Key Discussion Areas for 2026

Main Theme: *Rethinking Business Growth in the Age of AI*

This theme explores how businesses can adapt, innovate, and grow in an environment increasingly shaped by artificial intelligence (AI) and digital technologies.

Discussions will examine practical applications of AI and digital solutions in everyday business operations, as well as their implications for growth strategies, financing, partnerships, and talent management.

Thematic Area 1: Artificial Intelligence, Marketing, and Sales

- Improving business visibility.
- Digital marketing, content creation, and communication.
- Customer acquisition and retention.
- Automation of sales processes.
- Digital solutions adapted to small businesses.

Thematic Area 2: Growth Strategies and Financing

- Developing realistic and sustainable growth strategies.
- Understanding investor expectations.
- Preparing businesses to seek financing.
- Using data and digital tools to improve decision-making.
- Identifying financing and partnership opportunities.

Thematic Area 3: Partnerships and Market Development

- Building strategic business partnerships.
- Accessing new markets and customers.
- Strengthening relationships among entrepreneurs, suppliers, distributors, and investors.
- Leveraging professional networks to accelerate business growth.

Thematic Area 4: Talent, Leadership, and Organizational Transformation

- Attracting, developing, and retaining talent.
- Adapting skills to technological developments.
- Managing organizational change.
- Balancing technological innovation with human contribution.
- Building organizational cultures that support growth.

Sessions will prioritize practical applications, concrete examples, and solutions relevant to the realities of businesses in Burundi.

6. Target Participants

The conference expects to bring together approximately **250–300 participants** from diverse economic sectors.

Target participants include:

- Entrepreneurs and aspiring business owners.
- Micro, small, and medium-sized enterprises (MSMEs).
- Large companies and private-sector groups.
- Investors and investment funds.
- Banks, microfinance institutions, and other financial institutions.
- Non-governmental organizations and development partners.
- Public institutions and business support organizations.
- Consultants, trainers, experts, and technology solution providers.
- Universities, incubation structures, and entrepreneurial ecosystem stakeholders.
- Media representatives and other stakeholders interested in economic development.

Particular attention will be given to opportunities for women entrepreneurs, young business owners, and enterprises with strong growth potential.

7. Expected Results

The conference is expected to achieve the following results:

1. Participants gain a better understanding of practical applications of AI and other emerging technologies in business development.
2. Entrepreneurs access knowledge, tools, and examples that can support their business growth.
3. New connections are established among businesses, investors, financial institutions, and potential partners.
4. Business partnerships and collaborations are initiated or strengthened, with potential to generate commercial opportunities, facilitate access to finance, and expand market access.
5. Participating businesses improve their visibility among potential customers, suppliers, investors, and other economic stakeholders.
6. Participants identify practical actions relevant to their needs and business objectives.
7. Follow-up contacts and opportunities generated through the conference are documented to support further engagement and the development of business relationships.

These results represent the expected outcomes of the 2026 edition. Their achievement will be assessed using data collected during and after the event, including participant feedback, documented connections, partnerships initiated, and opportunities pursued.

8. Methodology and Conference Format

CMBP 2026 will adopt a hybrid format, combining in-person participation with remote access for participants who are unable to attend physically. All speakers will be present in person to facilitate direct interaction, discussions, and networking with participants.

The conference will use an interactive, results-oriented approach based on knowledge sharing, practical learning, and networking. Activities will include expert presentations, panel discussions, practical workshops, business pitches, exhibitions, and structured networking sessions.

8.1. Main Activities

Plenary Sessions

Presentations by national and international experts on business trends, challenges, and growth opportunities.

Panel Discussions

Discussions among entrepreneurs, investors, financial institutions, specialists, and other economic stakeholders on practical business challenges and solutions.

Practical Workshops

Small-group sessions designed to explore specific topics, introduce tools, and facilitate experience sharing.

Pitch Sessions

Short presentations of businesses, projects, solutions, or investment opportunities to potential partners and other participants, subject to selection and scheduling arrangements.

Networking and B2B Meetings

Formal and informal interactions designed to facilitate professional exchanges and identify potential collaborations.

Exhibition Space

Exhibition areas where businesses can showcase their products and services, increase visibility, and engage with participants.

8.2. Learning and Language Approach

The conference will encourage active participation through question-and-answer sessions, interactive discussions, and collective reflection exercises.

Sessions will be conducted in French and English. Language arrangements will be designed to facilitate communication and participation among speakers and attendees throughout the conference.

Audiovisual resources and digital tools will support presentations, document sharing, and remote access for participants joining online.

9. Indicative Programme

CMBP 2026 will feature two days of expert presentations, panel discussions, practical workshops, business pitches, exhibitions, and structured networking opportunities, organized around the theme ***Rethinking Business Growth in the Age of AI.***

Day 1 — Thursday, 3 December 2026

- Registration, participant welcome, and networking.
- Opening ceremony and presentation of conference objectives.
- Keynote presentation on business growth in the age of artificial intelligence.
- Panel discussions on AI applications in marketing, sales, and business automation.
- Lunch and networking.
- Practical workshops and experience sharing.
- Business presentations and B2B networking meetings.
- Summary of key insights and lessons from the day.

Day 2 — Friday, 4 December 2026

- Participant welcome and networking.
- Expert presentations on business growth strategies, financing, and investor expectations.
- Panel discussion on strategic partnerships and market development.
- Sessions on talent management, leadership, and organizational transformation.
- Business pitches and networking meetings among entrepreneurs, investors, and potential partners.
- Exhibition visits and structured networking activities.
- Summary of key lessons, participant evaluation, and closing ceremony.

The programme is designed to combine knowledge sharing with practical business applications and opportunities for collaboration, enabling participants to identify relevant insights, establish strategic connections, and explore potential partnerships.

10.Speakers for the 2026 Edition

Speakers are selected based on their expertise, professional experience, and ability to share practical knowledge.

Jon Mills — Entrepreneur, United Kingdom

Jon Mills is an entrepreneur specializing in digital marketing, sales, and automation. He helps small businesses establish systems that support development and sustainable growth.

His contribution will focus particularly on applications of artificial intelligence and digital tools in marketing, sales, and business automation.

Jerry Marshall — Entrepreneur and Impact Investor, United Kingdom

Jerry Marshall is the founder and chair of Transformational Enterprise Network (TEN), a community of entrepreneurs committed to tackling poverty. A speaker and author, he is also associated with the *Mind Your Own Business* training workbooks used in Burundi.

Returning for his second speaking engagement at CMBP, following his participation in the 2023 edition, Jerry will bring his experience in entrepreneurship and impact investing to discussions on growth strategies, investor expectations, financing, and strategic partnerships.

Irvine Floréale Murame — Managing Director, Infinity Group, Burundi

Irvine Floréale Murame is a human resources specialist with more than ten years of experience in talent attraction, development, and retention. She also serves as an independent board member at Banque de l'Habitat du Burundi and BLL Microfinance.

Her contribution will focus on skills, talent management, leadership, and organizational adaptation to changes in the world of work.

Panelists from diverse professional backgrounds and sectors will contribute practical insights on key business growth topics, including artificial intelligence, financing, market access, strategic partnerships, marketing, and talent management, with a focus on the realities, opportunities, and challenges facing businesses in Burundi.

11.Organization and Coordination

The conference is organized by **U-Invest**, under the leadership of Mr. Ezéchiel Hatungimana, founder and Chief Executive Officer.

U-Invest is a business support structure that empowers entrepreneurs and enterprises through incubation, acceleration, capacity building, business brokerage, and matchmaking. It also facilitates access to finance, markets, investors, and strategic partnerships by connecting businesses with relevant companies, institutions, and other stakeholders.

11.1. Responsibilities of U-Invest

The U-Invest team is responsible for:

- Strategic and overall conference coordination.
- Programme design and speaker coordination.
- Participant and partner mobilization.
- Registration management and communication.
- Coordination of networking and business-matching activities.
- Logistical supervision and service-provider coordination.
- Facilitating follow-up and the development of partnerships emerging from the conference.
- Monitoring, evaluation, and preparation of the event capitalization report.

11.2. External Service Providers

U-Invest will coordinate the provision of services required for the conference, making use of services included in the venue package and engaging additional qualified service providers where necessary. These may include interpretation, audiovisual services, security, printing, and other logistical support. These providers will operate under the direct supervision of the U-Invest team.

11.3. Partners

Companies, institutions, organizations, and development partners are invited to support the conference through participation, expertise, logistical or financial contributions, and engagement in networking and collaboration activities.

Partnership arrangements will be defined according to each partner's objectives and available resources.

12.Venue, Dates, and Participation

The sixth edition of CMBP will take place on **3–4 December 2026 at Donatus Conference Center, Bujumbura, Burundi**.

Several participation options are available for individuals, entrepreneurs, micro-enterprises, SMEs, larger companies, NGOs, and institutions.

12.1. Participation Options

Individual Ticket — BIF 300,000

- Access to conference sessions and panels.
- Access to the exhibition space.
- Participation in networking activities.

Individual Plus Ticket — BIF 500,000

Includes all Individual Ticket benefits, plus a two-minute pitch to present a business, project, investment opportunity, solution, or partnership proposal, subject to approval and availability.

Corporate Package — Micro-enterprise — BIF 1,200,000

- Participation for two company representatives.
- One exhibition table.
- Space for one company roll-up banner.
- Networking opportunities with potential clients, investors, suppliers, and partners.

Corporate Package — SME — BIF 2,000,000

- Participation for three company representatives.
- One exhibition table.
- Space for one company roll-up banner.
- Opportunity to deliver a two-minute company pitch, subject to approval and scheduling.
- Networking opportunities with potential clients, investors, suppliers, and partners.

Customized Participation — Companies, NGOs, and Institutions

Tailored packages are available for large companies, NGOs, development partners, public and financial institutions, and investment funds. Packages may include brand visibility, exhibition space, sponsorship, speaking or panel participation, targeted B2B meetings, and strategic partnership opportunities.

All participation options include lunch, coffee breaks, and mineral water on both days of the conference.

12.2. Registration

Advance registration is mandatory and must be completed online through:

https://www.comeandmeet.com/2026/register

Registration deadline: 15 November 2026.

13.Monitoring and Evaluation

U-Invest will implement a monitoring and evaluation framework before, during, and after the conference to assess event quality, results, and opportunities for improvement.

13.1. Before the Conference

Preparatory monitoring and evaluation will focus on:

- Establishing performance indicators to assess the conference's results.
- Reviewing available information from previous editions to provide a basis for comparison.
- Monitoring registrations and participant profiles.
- Gathering information on participants' expectations and needs.
- Preparing tools and methods for collecting feedback and documenting results during and after the conference.

13.2. During the Conference

- Record participant attendance and relevant participation data.
- Monitor the delivery of sessions and scheduled activities.
- Collect participant feedback on the content, organization, and relevance of the conference.
- Document business pitches, B2B meetings, potential partnerships, and identified commercial or financing opportunities.
- Gather feedback and observations from speakers, partners, and other key participants.

13.3. After the Conference

- Analyze participant satisfaction surveys and feedback.
- Conduct targeted follow-up interviews with selected participants, speakers, and partners.
- Follow up on business, partnership, market-access, and financing opportunities identified during the conference.
- Facilitate further engagement among interested parties to help develop and structure partnerships emerging from CMBP.
- Update the participant contact database in accordance with applicable data-protection requirements.
- Prepare a capitalization report documenting results, partnerships initiated, opportunities identified, lessons learned, and recommendations for future editions.

13.4. Proposed Monitoring Indicators

Area	Indicators
Participation	Total number of registered and attending participants
Diversity	Number and profiles of entrepreneurs, companies, investors, and institutions represented
Programme delivery	Number of sessions, panels, and workshops delivered
Visibility	Number of exhibiting businesses and business presentations
Business pitches	Number of business pitches delivered
Networking	Number of B2B meetings and documented business introductions
Satisfaction	Overall participant satisfaction and session ratings
Opportunities	Number of identified collaboration, financing, or partnership opportunities
Outcomes	Number of confirmed collaborations or agreements following CMBP
Follow-up	Proportion of identified opportunities receiving post-conference follow-up

14. Previous Editions: Results, Impact, and Participant Testimonials

Reviewing previous editions is an important part of CMBP's learning process and continuous improvement. Participant testimonials provide insights into the conference's value, highlighting networking, professional exchanges, business visibility, and opportunities for business development and collaboration.

The following testimonials illustrate experiences reported by participants in previous editions.

Eng. Ngendandumwe Claudette — Civil Engineer, Entrepreneur, and Former President of Burundi's Public Procurement Regulatory Authority

"The event was well organized, and the quality of participants and content made it unique. As someone who understands the value and benefits of networking, I would highly recommend this event to anyone identifying as an entrepreneur or investor."

Kevin — Owner of Trust Logistics

"Through my participation in Come and Meet Your Business Partner (CMBP), I met a client who would go on to become one of Trust Logistics' most valuable clients, generating significant business through vehicle rental services for an international NGO. This experience showed me the real business opportunities that can emerge from the connections made at CMBP."

Jocelyne Ntakare — Coach, Trainer, Certified Maxwell Speaker, and Founder and CEO of BETA

"Since participating in CMBP, the doors of my business have opened more widely thanks to the connections I made at the event. Several opportunities were created and strengthened. I was very satisfied with the event's organization and coordination."

Dr. Yves Ndayikunda — Former Rector of Université Lumière

"Strategic gatherings like CMBP are always exceptional opportunities to shape your ideas and inspire others just as you are inspired by others' professional journeys. Today more than ever, business is about relationships."

Rémy Havyarimana — Entrepreneur and Promoter of AVEC

"CMBP made me realize that we grow slowly because we hide even from those who could help us advance. The tendency is to search far for what is near, yet overlooked due to lack of communication."

Nicola Cheevers — Representative of One Collective UK

"As someone not directly in the business sector, this event helped me understand how my NGO can thrive by engaging more with entrepreneurial initiatives."

George Eapen — Former Marketing Leader at Pepsi, Vodafone and Procter & Gamble (P&G)

"CMBP provides a valuable platform for bringing together entrepreneurs, business leaders and professionals to exchange ideas, share experiences and explore new opportunities for growth. I was pleased to contribute to the 2025 edition, which highlighted the role of marketing, branding and strategic connections in unlocking business potential and contributing to local economic transformation."

15.Sustainability and Future Perspectives

CMBP is designed as a collaboration platform that extends beyond the two days of the annual conference. Its value lies not only in the discussions and connections established during the event, but also in the follow-up, continued engagement, and partnerships that develop over time.

The **CMBP website is designed to serve as a year-round platform** connecting entrepreneurs, investors, businesses, and partners beyond the annual event. U-Invest also organizes other networking activities throughout the year, including the **Corporate & Family Golf Festival**, which creates additional opportunities for business networking, relationship-building, and the development of strategic partnerships.

U-Invest will strengthen the continuity and impact of CMBP through the following actions:

- Maintaining an active network of entrepreneurs, investors, businesses, institutions, and strategic partners.
- Organizing complementary networking activities throughout the year.
- Using the CMBP website to sustain engagement, share information, and promote business opportunities.
- Following up on partnership, investment, financing, and market-access opportunities identified during the conference.
- Facilitating targeted introductions and connecting interested parties beyond the event.
- Supporting interested parties in **developing and structuring partnerships emerging from CMBP**, including clarifying mutual interests, identifying areas of collaboration, and facilitating discussions on possible next steps.
- Documenting results, sharing lessons learned, and tracking progress on identified opportunities.
- Continuously improving future editions based on participant feedback and lessons learned.
- Mobilizing partners committed to strengthening the entrepreneurial ecosystem.

Through these actions, U-Invest will help transform connections established at CMBP into structured collaborations and concrete business opportunities, while strengthening its ongoing support to entrepreneurs and businesses in their development, growth, and access to markets, financing, and strategic partnerships.

16.Conclusion

Come and Meet Your Business Partner (CMBP) is a platform that brings together entrepreneurs, businesses, investors, institutions, and technical partners to strengthen relationships and facilitate access to knowledge, markets, financing, and strategic partnerships.

Through its sixth edition, U-Invest will advance this mission by exploring how artificial intelligence and digital solutions can support business growth, innovation, and competitiveness.

Beyond presentations and discussions, CMBP 2026 will create opportunities for meaningful connections, identify potential business collaborations, and facilitate follow-up on partnerships and opportunities emerging from the conference. Through its broader business support services and networking activities, U-Invest will continue to support entrepreneurs and businesses in developing these connections into structured partnerships and concrete opportunities for growth, contributing to the development of Burundi's entrepreneurial ecosystem.

Contact and Further Information

U-Invest — Organizer of CMBP

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Registration for the 2026 Edition: Register here

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Conference Dates: 3–4 December 2026

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