

MASS

African Space Solutions Market

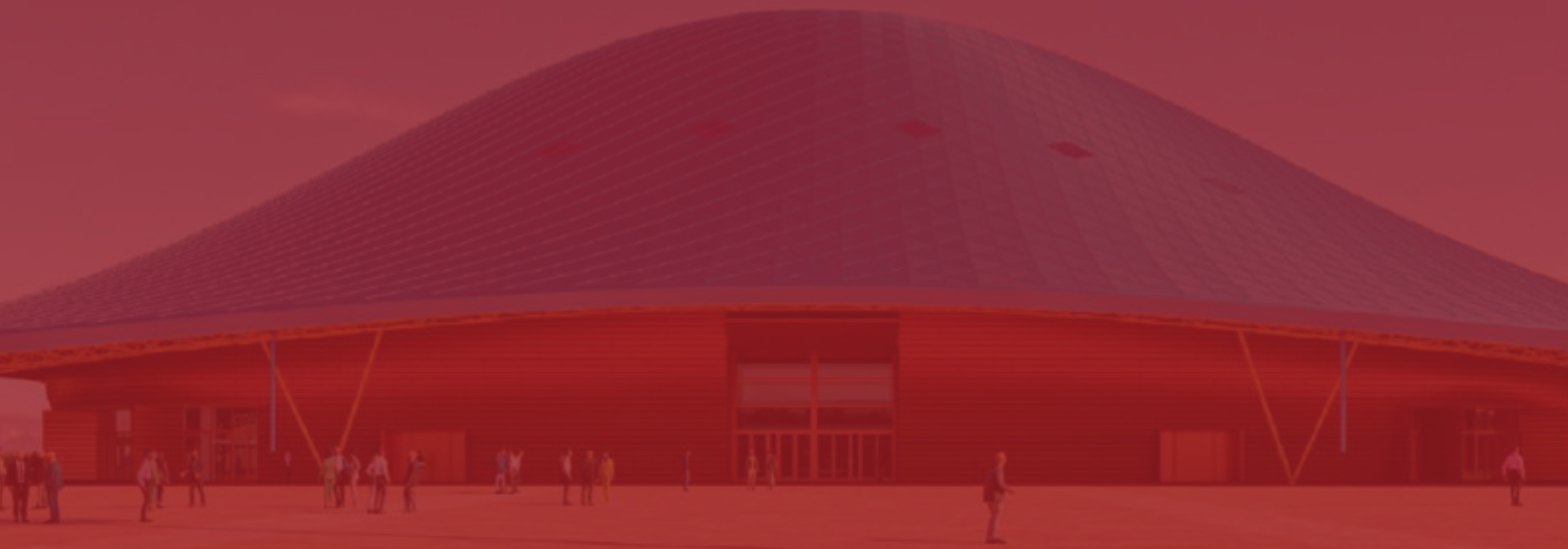


MASS

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Parc des
Expositions
d'Abidjan



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1. Executive Summary

The African Space Solutions Market (MASS 2026) is the second edition of a pan-African forum dedicated to promoting, disseminating and connecting stakeholders around space solutions applied to development.

Scheduled for July 7 to 9, 2026 in Abidjan, Cote d'Ivoire, MASS 2026 aims to consolidate the achievements of the first edition and take a new step forward in becoming an annual event with strong strategic reach.

The official theme of the 2026 edition - "Space in the service of development: accelerating Africa's socio-economic transformation" - reflects the ambition to position space not only as a field of scientific excellence, but above all as an operational lever serving public policy, economic competitiveness, innovation, youth and territorial resilience.

MASS 2026 is designed as a convergence platform bringing together public institutions, space agencies, decision-makers, technical and financial partners, companies, startups, universities, research centers, investors, media and the general public. It will combine exhibitions, demonstrations, strategic meetings, B2B meetings, youth and innovation sessions, protocol segments, networking activities and capitalization mechanisms.

This document establishes the reference framework for the 2026 edition. It specifies the vision, objectives, target audiences, format, thematic priorities, governance, improvements integrated from the 2025 review, as well as the expected results and partnership mobilization arrangements.



2. Background and Rationale

African states face growing challenges related to food security, natural resource management, climate change, urbanization, connectivity, technological sovereignty, security and territorial inclusion. In this context, space technologies provide decisive capabilities for observation, decision support, connectivity, positioning and anticipation.

For Africa, the issue is no longer simply access to space technologies, but their useful, structured and sustainable appropriation in support of the continent's socio-economic transformation. The objective is to bring forward practical solutions tailored to the realities of administrations, local authorities, productive sectors, research and communities.

MASS was initiated to meet this need for market access, networking and practical use of space solutions. By bringing together solution providers and stakeholders seeking concrete answers, the event creates a framework for dialogue, demonstration, cooperation, partnerships and continental visibility.

The 2026 edition follows a consolidation logic: building on the success of the first edition, strengthening the quality of the event experience, further formalizing institutional and economic benefits, and anchoring MASS within a reference pan-African calendar.



3. Strategic Positioning of MASS 2026

MASS stands out as a pan-African market for space solutions focused on uses, impact and partnerships. Its positioning is based on five structuring characteristics: :

- a continental platform for matching the supply of space solutions with public, private, academic and societal demand;
- a space for demonstrating and showcasing high value-added space applications for African territories;
- a framework for strategic dialogue among decision-makers, regulators, institutions, industrial players, researchers and investors;
- a lever for scientific, diplomatic and economic cooperation around Africa's development priorities;
- a capitalization mechanism designed to turn the event into measurable results, qualified relationships and project opportunities.

MASS 2026 should therefore be perceived both as a professional trade fair, a strategic forum, a showcase for innovation, a cooperation accelerator and an instrument of economic diplomacy.

4. Official Theme of the 2026 Edition

"Space in the service of development: accelerating Africa's socio-economic transformation"

This theme emphasizes the transition from technological demonstration to concrete impact. It invites all stakeholders to view space as strategic infrastructure serving growth, governance, sustainability, employability and innovation.

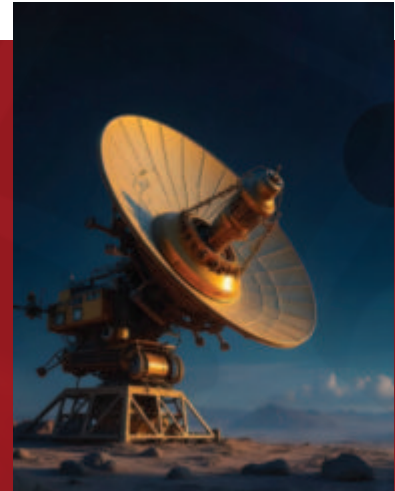
It will help structure debates and demonstrations around applications that are directly useful to states, local authorities, economic operators, universities, young innovators and citizens.





5. Objectives of MASS 2026

To make MASS 2026 the leading pan-African platform for the promotion, dissemination, networking and appropriation of space solutions in support of Africa's socio-economic transformation.



Specific objectives

- Promote space solutions as tools for decision support, steering and value creation in strategic sectors.
- Strengthen cooperation among African institutions, space agencies, technical partners and the private sector.
- Create commercial, technological, scientific and institutional opportunities between solution providers and end users.
- Highlight African talent, applied research, startups and open-innovation mechanisms.
- Raise awareness among decision-makers and the general public of the practical usefulness of space technologies.
- Increase the international visibility of the African space ecosystem and its stakeholders.
- Establish a more robust framework for impact measurement, capitalization and post-event follow-up.

6. Summary Review of the 2025 Edition

The first edition of MASS, held in Abidjan from May 6 to 8, 2025, confirmed the relevance of the event's positioning and its ability to mobilize a broad and qualified ecosystem. The review below summarizes the structuring elements to be retained for the 2026 framing.

Key indicator	2025 result	Strategic reading
Visitors	More than 12,000	Validation of a strong capacity to attract professionals and the general public.
Exhibitors	60	Presence of a qualified core of institutions, companies and innovators.
Official delegations	25	Pan-African dimension and international openness confirmed.
Experts	More than 100	Ability to bring together high-level scientific and technical expertise.
Objective achievement rate	> 90 %	Overall execution considered successful by the organizing committee.
Major meetings	6	Initial tangible relational and partnership outcomes.
International media	More than 20	Good visibility and increased outreach potential.
Overall satisfaction	92 %	High level of participant support.
Content quality	85 %	Panels and presentations regarded as relevant.
Logistical organization	88 %	Recognized performance, with room for optimization for 2026.

Key achievements 2025

- Pan-African platform focused on uses and impact.
- Strengthened scientific, diplomatic and economic cooperation.
- Mobilization of the private sector and public-private complementarity.
- Relational highlights: galas, meetings and hackathons.

Lessons incorporated into the 2026 design

- Further digitization of the user experience.
- Improved signage, visitor flow and visitor information.
- Structured B2B matchmaking and follow-up of qualified meetings.
- Media report, photo library and capitalization deliverables.



7. Strategic Directions and Improvements for 2026

In light of the lessons learned in 2025, the 2026 edition will be structured around two complementary priorities: economic and partnership value, and capitalization of content and impacts.

7.1 Economic and partnership value

- Deployment of an exhibitor journey focused on outcomes: visibility, demonstrations, leads, meetings and follow-up.
- Establishment of a qualified B2B agenda with pre-registrations, thematic targeting and post-meeting reporting.
- Activation of partnership packages indexed to measurable assets: audiences, content, speaking opportunities, visibility and hospitality.

7.2 Capitalization and impacts

- Production of panel syntheses, recommendations, proceedings and commitment follow-up elements.
- Development of a methodology for evaluating visitor, media, B2B, youth and partnership impacts.
- Strengthening follow-up on youth initiatives, hackathons and prize-winning projects.

8. Target Audiences and Stakeholders

MASS 2026 is aimed at an expanded ecosystem of African and international stakeholders. The composition of audiences should reflect the event's institutional, economic, scientific and civic vocation.

Category	Target audiences	Expected interest
Public institutions	Ministries, agencies, local authorities, regulatory authorities, public bodies.	Public decision-making, cooperation, integration of space solutions.
Space ecosystem	Space agencies, technical centers, industrial players, operators, service providers.	Partnerships, technology dissemination, demonstrations.
Innovation et recherche	Universities, research centers, incubators, startups, young innovators.	Promotion of talent, knowledge transfer, incubation.
Development partners	Regional institutions, international organizations, donors, foundations	Cooperation, funding, technical support.
Private-sector users	Agriculture, environment, energy, mining, logistics, insurance, telecoms, urban planning, transport.	Use cases, procurement, projects, operational transformation.
General public and media	Youth, students, press, influencers, specialized and mainstream media	Awareness, outreach, science communication.

9. Thematic Areas and Segments Covered

MASS 2026 will cover the entire value chain of space solutions as well as their priority applications for Africa.

Segment / area	Content	Flagship applications
Earth observation	Imaging, remote sensing, geomatics, monitoring, mapping, spatial analysis.	Agriculture, natural resources, environment, climate, urban planning, security.
Navigation and positioning	GNSS, geolocation, mobility, precision, location services	Transport, logistics, surveying, construction, geomarketing, security
Satellite communications	Connectivity, transmission, network resilience, remote services	Telecoms, e-government, digital inclusion, education, health, remote areas.
Astronomy and scientific experiments	Research, scientific culture, outreach, innovation, STEM	Training, scientific awareness, academic cooperation, youth inspiration.
Cross-cutting applications	Decision support, dashboards, platforms, AI applied to spatial data	Public and private transformation, territorial steering, monitoring and evaluation, risk management.

10. Overall Format and Components of the Event

MASS 2026 will be designed as an integrated event mechanism, structured around professional, institutional, media-oriented and public sequences.

- Press conference and institutional launch sequences ;
- Official opening ceremony ;
- Exhibition area and live demonstrations ;
- Strategic panels and thematic round tables ;
- B2B meetings, qualified appointments and business space ;
- Startup pitches and hackathon ;
- Youth sessions, innovation, educational workshops and hackathons ;
- Media setup / Web TV / digital content ;
- Networking, hospitality and economic diplomacy moments ;
- Gala dinner and networking
- Closing ceremony, synthesis and perspectives.

11. Indicative Program for the Three Days

The program below is indicative. It will serve as a basis for the detailed structuring of the final schedule, in coordination with institutional stakeholders and technical partners..

Journée	Major sequences	Objective of the day	Expected deliverables
Day 1 - Tuesday, July 07, 2026	Reception, protocol, official visit, institutional opening, inaugural panels, opening of stands	Establish the political and strategic framework of MASS 2026	Official speeches, media launch, activation of spaces
Day 2 - Wednesday, July 08, 2026	Thematic panels, demonstrations, B2B meetings, workshops, innovation, media sequences, startup pitches, hackathon, gala dinner	Maximize technical, economic and partnership value	Qualified meetings, demonstrations, expert content, networking
Day 3 - Thursday, July 09, 2026	Feedback sessions, youth and innovation, syntheses, announcements, closing	Capitalize, formalize perspectives and close within a mobilizing framework	Official synthesis, distinctions, roadmap, closing



12. Expected Results

MASS 2026 should generate tangible results at several levels:

- strengthened positioning of MASS as the pan-African reference event on space solutions;
- improved integration of space technologies into public policies, services and value chains;
- increase in the number and quality of B2B interactions and technical, institutional and commercial partnerships;
- greater promotion of talent, applied research and African innovations ;
- increased media, digital and institutional reach of the event ;
- establishment of a more robust basis for impact measurement and post-event capitalization.

13. Partnerships, Funding and Resource Mobilization

The implementation model for MASS 2026 will rely on a co-construction approach among institutions, technical and financial partners, companies, sponsors, exhibitors and support structures.

- **Institutional contributions:** : political, protocol, technical, logistical and visibility support.
- **Partner contributions** : sponsorship, expertise, content, session facilitation, on-site activations, special programs..
- **Exhibitor contributions** : space rental, demonstrations, commercial offers, business meetings.
- **In-kind contributions** : media visibility, equipment, connectivity, hospitality, communication materials, awards and distinctions.

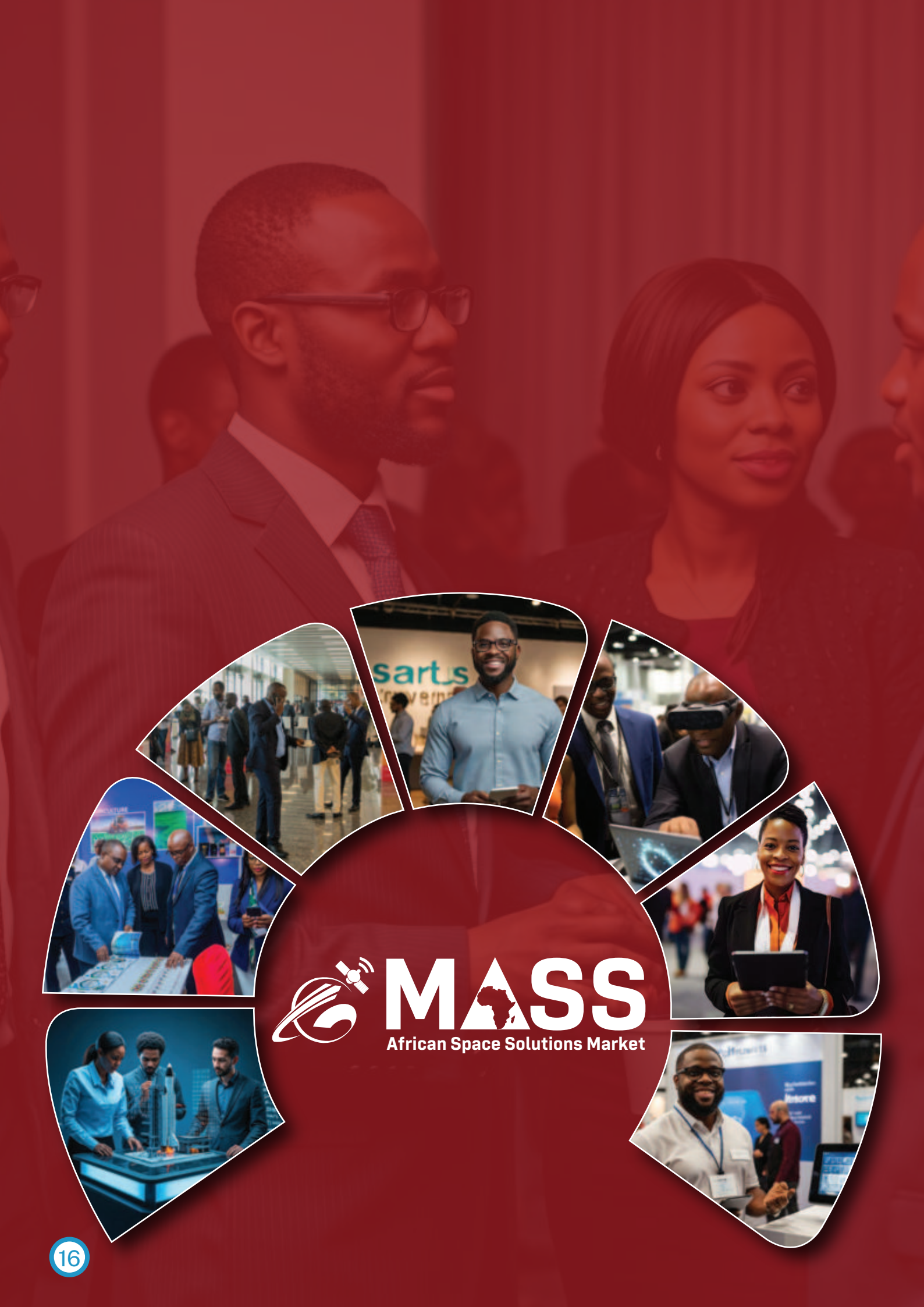


The resource mobilization strategy should be based on a clear value proposition for each category of partner, with measurable counterparts in terms of visibility, content, qualified access, image, influence and business relations.

14. Communication, Visibility and Capitalization

Communication for MASS 2026 should be conceived as an integrated mechanism before, during and after the event.

Period	Priorities	Products / media
Before the event	Announcement, mobilization, recruitment of partners, accreditations, teaser campaign	Press releases, visuals, website, social networks, press relations, partner kit
During the event	Real-time coverage, partner visibility, showcasing of key highlights	Web TV, photo/video capture, capsules, interviews, live social-media coverage, signage
After the event	Capitalization, review, follow-up and extension of outcomes	Official report, press review, video best-of, photo library, syntheses, impact report



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15. Participation and Collaboration Modalities

MASS 2026 will welcome several forms of participation: institutional, scientific, commercial, media-related, educational and partnership-based.

- **Institutional participation** : patronage, official representation, interventions, delegations, protocol support;
- **Exhibitor participation** : stand booking, demonstration, brand activation, session facilitation;
- **Partner participation** : sponsor, content partner, media partner, technical partner;
- **Academic and innovation participation** : panels, project demonstrations, hackathons, workshops, mentoring;
- **Visitor participation** : professional accreditation, public registration, thematic pathways.

Detailed participation, accreditation, exhibition and partnership arrangements may be set out in specific supplementary documents.

16. Conclusion

MASS 2026 must mark a stage of maturity in building an African space ecosystem that is more visible, more useful and more closely connected to the continent's development priorities. By capitalizing on the gains of 2025 and integrating concrete improvements in governance, impact measurement, partner journey and capitalization, this new edition will be able to durably strengthen the credibility and value of MASS.



Organizer contact numbers

www.mass.ci

Email address

contact@mass.ci

Contact des organisateurs :

+225 07 07 34 79 04

+225 07 07 15 39 01

+225 05 55 50 50 16

+336 78 55 85 45

+336 45 06 05 03

