



## MASTERCARD SPONSORS 4TH EDITION OF THE LAGOS TECH FEST

Africa's leading B2B2C event servicing company, Eventhive.ng has announced the return of its annual Lagos Tech Fest in 2024.

The 2024 edition of the event is set to happen on the 15th of February, 2024 at the Landmark Event Center, Lagos. The annual event now in its 4th edition is a high caliber Nigeria tech-focused conference, exhibitions and networking platform. The event annually provides a veritable platform for discussions and deal-making between leading tech stakeholders. The event addresses key developments in the African tech ecosystem while uncovering the countless opportunities within the Nigerian and African tech markets.

Lagos Tech Fest will bring together entrepreneurs, disruptors, innovators, investors, venture capitalists, and tech enthusiasts to explore opportunities and navigate challenges within the tech ecosystem focusing on areas such as Fintech, DeFi & Crypto, Forex, Investment, Edtech, Payment & Banking, Insurtech, Healthtech, E-commerce, Funding & Exits, Government Policies, Digital ID & Fraud and more.

### WHAT IS NEW AT LAGOS TECH FEST?

This year's edition is holding in collaboration with Mastercard as a Platinum Partner at the event, signalling the company's commitment to connect and power an inclusive, digital economy that benefits everyone through innovations, solutions, and especially, partnerships with platforms and conferences that not only facilitate knowledge sharing, but also fuel the growth of Nigeria's rapidly growing technology landscape.

Speaking about this year's edition of the event, **Founder/CEO of Eventhive, Jamiu Ijaodola**, said "Considering their leading position in the technology industry and their documented efforts to fostering its growth, we are delighted to have Mastercard supporting the 4th edition of the Lagos Tech Fest. The experience of attendees and partners will now be significantly advanced, as we are introducing new activities which will include workshops, an executive lounge, an after-party and an expansive exhibition platform offering these companies and founders the opportunity to showcase their capabilities and successes in front of key companies, to scale their brands' growth and access unrivaled market penetration."

Speaking about their participation, **Folasade Femi-Lawal, the Country Manager, West Africa at Mastercard**, said, "This year, Mastercard proudly takes center stage as the Platinum Sponsor of Lagos Tech Fest, solidifying our commitment to spearheading innovation and digital transformation in Africa's vibrant tech ecosystem. At the event, we aim to foster collaboration, showcase digital payment advancements, and contribute to financial and digital inclusion efforts—empowering one billion people, 50 million small businesses, with a focus on uplifting 25 million women entrepreneurs. Our commitment extends beyond the event, as we contribute to propelling the Nigeria's tech landscape to new heights.

Lagos Tech Fest annually hosts tech leaders from the African ecosystem and their international counterparts, all in one place. The event provides an opportunity to network with key industry leaders including tech corporates, startup founders, fintech, investors, regulators, and other stakeholders leading the charge on accelerating investments into the ecosystem.

To book your pass and learn more about the event here <https://tech.eventhive.ng/>

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### **About Mastercard**

[Mastercard](#) (NYSE: MA), [www.Mastercard.com](http://www.Mastercard.com), Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart, and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

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