



SOMALI NATIONAL QUALITY AWARDS 2026

Event & Partnership Prospectus

Call for Partners and Sponsors



Event Overview, Mission & Vision

A national platform for quality, standards and organisational excellence.

20 SEPTEMBER 2026 · AMARA HOTEL

MOGADISHU · SOMALIA

The Somali National Quality Awards 2026 is a national recognition platform designed to identify and celebrate Somali companies, products, services, public institutions and exporters that demonstrate strong performance in quality, innovation, customer service, standards compliance and organisational excellence.

The event brings together public- and private-sector leaders, quality and standards institutions, business associations, finalists, manufacturers, exporters, development partners, universities, media and selected content creators. It is designed to make quality visible as a driver of trust, stronger organisational performance and market competitiveness.

At regional level, the EAC Regional Quality Awards promote a culture of quality by encouraging enterprises to adopt standards and quality management practices. The regional framework links national quality award initiatives with EAC-level recognition, competitiveness, trade and regional integration.

Event Snapshot

Event	Somali National Quality Awards 2026
Date	20 September 2026
Venue	Amara Hotel, Mogadishu
Format	Formal national awards gala and stakeholder gathering
Planned Audience	Approximately 100-150 invited leaders and guests
Regional Link	Under the EAC framework, national-level winners automatically qualify to compete in the EAC Regional Quality Awards

V

Vision
A competitive Somali economy where quality, standards and continuous improvement strengthen trust, market access and regional integration.

M

Mission
To promote a national culture of quality by recognising strong organisational performance, encouraging the adoption of standards and quality management practices, supporting continuous improvement and preparing Somali enterprises for stronger national and regional competitiveness.

Why the Awards Matter

- Quality improves trust and credibility with customers and stakeholders.
- Recognition creates a visible benchmark for organisational performance.
- Standards and quality management support competitiveness and market access.
- National recognition provides a direct pathway to EAC regional competition.

Objectives and Regional Alignment

The national purpose aligned with the EAC quality agenda.

The Awards are designed to recognise performance while building a stronger culture of quality. The objectives below translate the EAC Regional Quality Awards purpose into a clear national agenda for Somalia.

Strategic Objectives

1

QM

Promote Quality Management

Encourage Somali enterprises to adopt recognised quality management practices and build a culture of excellence.

2

ST

Recognise Standards Performance

Recognise organisations demonstrating strong performance in applying relevant national and international standards.

3

CI

Encourage Continuous Improvement

Promote innovation, process improvement and stronger organisational performance among SMEs and large enterprises.

4

AW

Build Awareness of Quality

Increase understanding of the value and benefits of standards, certification and quality-related activities.

5

MA

Strengthen Competitiveness & Market Access

Show how quality supports trust, stronger business performance, market readiness and access to new opportunities.

6

EA

Connect Somalia to the Regional Framework

Align the national Awards with the EAC framework and support the progression of national winners to regional competition.

EAC

Regional Alignment

The EAC Regional Quality Awards aim to foster a strong culture of quality across the East African Community by encouraging enterprises to adopt standards and quality management practices. The stated regional goals include stronger competitiveness, trade, collaboration, experience-sharing and support for national quality award initiatives across Partner States.

National recognition connects directly to regional recognition. The official EAC framework states that national-level winners automatically qualify to compete in the EAC Regional Quality Awards.

Regional content aligned to the official EAC Regional Quality Awards 2026 page published by EAC MARKUP II.

Recognition Categories & Quality Principles

How the regional competition recognises performance and assesses quality.

EAC Regional Recognition Categories

The 2026 EAC Regional Quality Awards recognise Large Enterprises and SMEs across company, product, exporter and service categories.

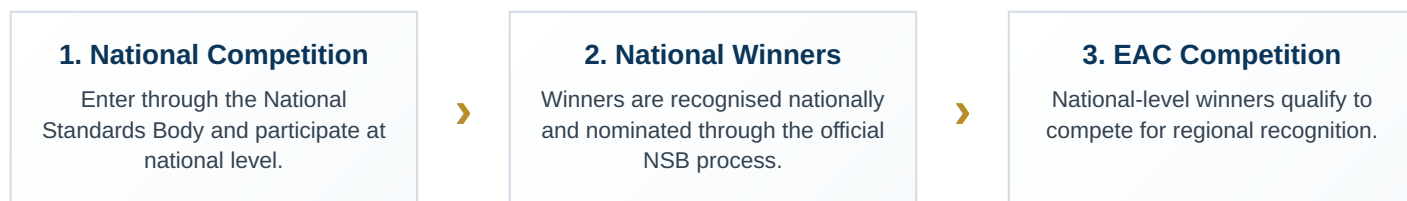
LARGE ENTERPRISE EAC Company of the Year	SME EAC Company of the Year	LARGE ENTERPRISE EAC Product of the Year
SME EAC Product of the Year	AGRO-PROCESSING - LE EAC Exporter of the Year	AGRO-PROCESSING - SME EAC Exporter of the Year
PUBLIC SECTOR EAC Service of the Year	PRIVATE SECTOR - LE EAC Service of the Year	PRIVATE SECTOR - SME EAC Service of the Year

Seven Quality Management Principles

The regional awards criteria are based on seven Quality Management Principles that support consistent quality and sustained organisational success.

1 Customer Focus	2 Leadership	3 Engagement of People	4 Process Approach
5 Improvement	6 Evidence-Based Decision Making	7 Relationship Management	ISO Aligned with ISO 9001 Quality Management Principles

National to Regional Pathway



Categories, principles and pathway are based on the official EAC Regional Quality Awards 2026 information.

Why Partner With the Awards?

A strategic association with quality, standards, trust and competitiveness.

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Sponsorship is positioned as a strategic association with a national quality platform, not as a simple logo-placement purchase. The value is the combination of national positioning, access to a curated stakeholder audience, event visibility, approved media exposure and association with recognised quality and standards principles.

Sponsor Value Proposition

1

National Brand Positioning

Associate your organisation with quality, trust, standards, excellence and responsible growth.

2

Stakeholder Access

Engage with senior public- and private-sector leaders, quality institutions, businesses, finalists and partners.

3

Event Visibility

Receive approved visibility across stage/LED, arrival areas, selected programme materials and display opportunities according to package.

4

Digital & Media Recognition

Benefit from approved sponsor acknowledgement across event social content, media materials and post-event recognition.

5

Thought Leadership

Higher levels may receive approved speaking or award-presentation opportunities, subject to protocol and programme timing.

6

Hospitality & Relationship Building

Use VIP seating and event access to host representatives and strengthen relationships with invited stakeholders.

7

Regional Association

Support a national platform connected to the EAC quality awards framework and regional recognition.

What Sponsorship Supports

Partner contributions support the delivery and visibility of the national awards platform. This can include event production, venue and hospitality, trophies and award presentation, printing and branding, communications, media placement, technology, transport, photography/video and other approved requirements.

Who Sponsors Are Reaching

- Government and public-sector decision-makers
- Somali businesses, manufacturers, exporters and service providers
- Business associations and quality professionals
- Standards and quality institutions
- Development partners and professional organisations
- Universities and knowledge institutions
- Media and selected digital content creators
- Finalists, winners and future regional award candidates

What Quality Recognition Can Deliver



National & Regional
Recognition



Customer Trust &
Credibility



Positive Media
Exposure



Staff Pride &
Organisational
Morale



Access to New
Business & Markets

Title, Platinum and Gold Partners

The headline and major tiers for partners seeking the strongest national association.

TITLE PARTNER · HEADLINE POSITION

Title Partner

\$7,500

POSITIONING

Headline partner for the strongest approved national association.

- Top-tier logo treatment across approved major event applications
- Recognition across stage/LED, arrival/photo wall, invitation and selected digital assets
- Opening and closing MC recognition
- Up to 5-minute approved address
- Up to 2 approved award-presentation opportunities
- Up to 10 VIP seats
- Premium display point
- Up to 60-second approved promotional video placement
- 3 dedicated social media acknowledgements
- Lead recognition in media kit and post-event report
- First option for agreed sector exclusivity, subject to approval

PLATINUM PARTNER · PREMIUM NATIONAL PARTNER

Platinum Partner

\$5,500

POSITIONING

Premium national partner with strong stage, media and hospitality visibility.

- Premium logo placement across major approved event and digital applications
- Opening and closing MC recognition
- Up to 3-minute approved address
- 1 approved award-presentation opportunity
- Up to 6 VIP seats
- Standard display point
- Up to 30-second approved promotional video placement
- 2 dedicated social media acknowledgements
- Prominent media-kit and post-event report recognition

GOLD PARTNER · MAJOR SUPPORTING PARTNER

Gold Partner

\$3,750

POSITIONING

Major supporting partner with category and event visibility.

- Major logo placement on approved event materials
- Recognition during the programme
- 1 approved category-presentation opportunity
- Up to 4 VIP seats
- Standard display point
- 1 dedicated social acknowledgement
- Inclusion in approved media and post-event reporting

HOW TO READ THESE TIERS

These levels are designed for organisations seeking the strongest association with the Awards and the highest visibility across the event platform.

Silver, Supporting and In-Kind Partners

Supporting partnership levels with event, digital and participation benefits.

SILVER PARTNER · SUPPORTING PARTNER \$2,750 Silver Partner POSITIONING Supporting partner with event, digital and guest visibility. - Standard partner logo placement - Up to 2 guest seats - Approved event and digital visibility - Group or closing recognition - Inclusion in sponsor appreciation and post-event reporting	SUPPORTING PARTNER · ACCESSIBLE PARTNER \$1,750 Supporting Partner POSITIONING Accessible partner level for recognition and participation. - Group partner recognition on selected event and digital materials 1 guest seat - Inclusion in partner appreciation content - Acknowledgement in the post-event report	IN-KIND PARTNER · CONTRIBUTION IN KIND Agreed Value In-Kind Partner POSITIONING Approved goods or services that directly replace budgeted event costs. - Contribution valued against an accepted quotation or agreed market value - Benefits matched to the closest appropriate sponsorship level - May include venue, catering, trophies, printing, media placement, transport, technology, photography/video or other approved services - No in-kind commitment reduces the cash budget until accepted in writing
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Visibility Across the Campaign

BEFORE THE EVENT Partner announcements, invitation assets, selected campaign posts, approved interviews and sponsor recognition according to package.	EVENT NIGHT Entrance and photo wall, stage/LED, registration, programme materials, MC recognition, VIP access, display areas, award presentation and media activity according to package.	AFTER THE EVENT Winner gallery, highlight content, sponsor appreciation, press coverage, winner profiles and post-event report recognition according to package.
PARTNERSHIP INTEGRITY Sponsor support provides visibility and association with the Awards. It does not provide influence over assessment, finalists, winners or award decisions.		

Confirmation, Approvals and Next Steps

Clear terms protect the Awards, partners and the integrity of the recognition process.

Terms

PAYMENT

70% / 30%

70% on signing and 30% no later than seven days before the event.

CONFIRMATION

Signed agreement

Sponsorship is confirmed after a signed agreement and receipt of payment or accepted in-kind commitment.

APPROVALS

Organizer controlled

Brand use, speeches, videos, displays, media statements and award-presentation roles remain subject to organizer approval.

Partnership Principles

- Sponsor logos, company profile, spokesperson information, video and artwork must be supplied by the agreed production deadline.
- Sector exclusivity, naming recognition and speaking roles apply only where explicitly agreed in writing.
- Benefits remain subject to venue capacity, programme timing, protocol, awards confidentiality and production requirements.
- Sponsors may not imply influence over assessment, finalists, winners or award decisions.
- In-kind contributions must replace approved budgeted costs and are valued before benefits are confirmed.
- All sponsor content remains subject to event and brand approval.

CALL FOR PARTNERS AND SPONSORS

The Somali National Quality Awards invites respected companies, financial institutions, telecommunications providers, manufacturers, airlines, hospitality businesses, professional firms and development partners to support a national platform for quality, standards, organisational improvement and competitiveness.

HOW TO CONFIRM

Submit your preferred sponsorship package, organisation name, contact person, telephone, email and any requested sector exclusivity. The organising team will issue the agreement, confirmed benefits, production deadlines and payment instructions.

Partner with national excellence. Support the standards that strengthen Somalia's competitiveness.

Regional facts in this prospectus are based on the official EAC Regional Quality Awards 2026 information published by EAC MARKUP II.