



# LE CŒUR DE KINSHASA - A TRIPTYCH FOR A NEW CONGO



## LE CŒUR DE KINSHASA

**THE SAGA. THE MOVEMENT. THE FUTURE.**

Triple Vernissage & Elite Gala Dinner  
Culture | Environment | Social

**KINSHASA:** February 20, 2026 | Pullman Hotel

**LUBUMBASHI:** March 28, 2026 | Pullman Hotel



+243 981577770



[contact@coeurdekinshasa.com](mailto:contact@coeurdekinshasa.com)



[coeurdekinshasa.com](http://coeurdekinshasa.com)



# THE GENESIS - A VISION FORGED IN CONGO'S SOUL

## A NATION'S NARRATIVE, REIMAGINED

From the bustling, creative energy of Kinshasa, the political and cultural heart of the Democratic Republic of Congo, emerges a project of profound ambition. Le Coeur de Kinshasa was born from a simple yet powerful observation: the story of Congo is often told through a single lens, overlooking the intricate tapestry of its cultural wealth, environmental criticality, and social dynamism.

This project is a direct response to that narrative gap. It is the vision of **Mr. Obed TSHILOMBOJI MUYUMBE** and a collective of forward-thinking Congolese leaders to create a platform that reflects the nation's true complexity and potential. We asked: What if a cultural event could do more? What if it could simultaneously celebrate our artistic heritage, champion the preservation of our unparalleled ecosystems, and ignite tangible social change?

The answer is this triple vernissage—a launch event for a landmark literary tetralogy that serves as a catalyst for a national conversation. By extending this event to Lubumbashi, the economic engine of the nation, we are deliberately weaving together the political, cultural, and economic strands of the DRC, presenting a unified and ambitious vision to the world.

**"Investing in culture is investing in the soul of a nation and its future."**

— Mr. Obed TSHILOMBOJI MUYUMBE, President & Project Owner.





## OUR MISSION & VISION

## OUR GUIDING STARS



### OUR VISION

To position Kinshasa, and by extension the Democratic Republic of Congo, as the epicenter of a new African renaissance—one where cultural excellence, environmental stewardship, and social progress are inextricably linked and celebrated on the world stage.

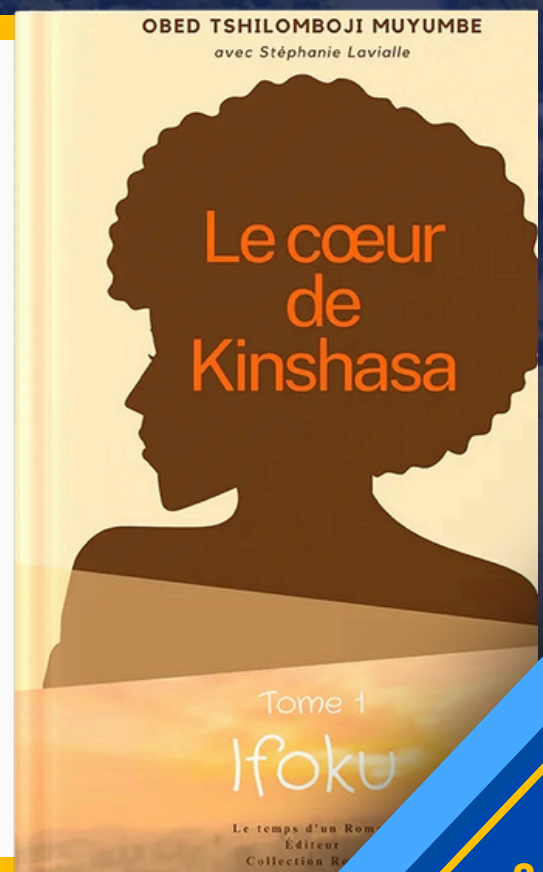


### OUR MISSION

To orchestrate an unparalleled series of elite events that launch the "Le Cœur de Kinshasa" literary saga, creating a powerful nexus for national and international influencers.

Through our unique triptych approach, we will:

- **Celebrate** Congolese cultural and literary brilliance.
- **Champion** innovative solutions for environmental sustainability.
- **Catalyze** meaningful social impact and community empowerment.





# THE SMART OBJECTIVES - A BLUEPRINT FOR IMPACT

## MEASURING OUR SUCCESS

Our commitment is not just to inspiration, but to tangible, measurable outcomes.

Specific	Measurable	Achievable	Relevant	Time-Bound
<b>Gather 500 meticulously selected VIPs from government, diplomacy, private sector, and culture for each event.</b>	500 confirmed attendees in Kinshasa (Feb 20) and 500 in Lubumbashi (Mar 28).	Based on rigorous protocol lists and personalized invitations.	Directly engages the decision-makers needed to amplify our message and drive change.	By the date of each event.
<b>Raise significant funds for the Fondation FOTM through a dedicated auction and donations.</b>	A minimum target of \$250,000 from the combined fundraising sessions.	The elite audience and high-value auction items (art, exclusive experiences) make this viable.	Directly supports the social pillar, aiding families of FARDC and Police, and youth programs.	Funds raised and counted by end of March 2026.
<b>Achieve dominant media coverage nationally and internationally.</b>	2.5+ million digital impressions; 20+ media partnerships; 15+ interviews with the author.	A dedicated professional communication team and a 6-month campaign.	Builds long-term legacy and attracts future partners and editions.	Campaign runs Oct 2025 - Mar 2026, with results reported in Q2 2026.
<b>Showcase Congolese innovation by integrating local groundbreaking products into the event experience.</b>	Feature 3+ innovations (OTM LIMBA, Café Dokudami, LED Tech) to all 1000+ guests across both cities.	Partnerships with innovators are already secured as contributions-in-kind.	Demonstrates the "Environment" and "Culture" pillars in a tangible, memorable way.	Integrated into the event on February 20 and March 28, 2026.



# THE INTEGRATED APPROACH - THE POWER OF THE TRIPTYCH

## CULTURE, ENVIRONMENT, SOCIAL: ONE CANNOT THRIVE WITHOUT THE OTHERS

Our approach is holistic. We reject siloed thinking. Each pillar of our triptych strengthens and gives meaning to the others.



### CULTURE: THE SOUL OF THE NATION

This is our foundation. The launch of the "Le Cœur de Kinshasa" tetralogy is a celebration of Congolese storytelling and intellectual prowess. It is a declaration that our stories, told by us, are vital. The event itself is a cultural production, featuring live music, scenic readings, and performances that embody the kinetic energy of Kinshasa and the rich heritage of the Katanga region.



### ENVIRONMENT: THE LIFELINE WE PROTECT

The DRC is the guardian of the world's second-lung, the Congo Basin. Our event is a platform to move beyond dialogue to action. We will:

- Showcase revolutionary innovations like **OTM LIMBA**, a fuel conditioner that reduces emissions.
- Promote energy efficiency through partnerships with tech firms like Diode International represented by **Eco & GreenChoyce International Inc.** and their intelligent LED lighting.
- Implement a "green event" protocol, minimizing waste and using eco-conscious materials for our prestigious guest kits.



### SOCIAL: THE FABRIC OF OUR COMMUNITY

Culture and environment are meaningless without social progress. The climax of our gala is a dedicated fundraising session for the Fondation FOTM. The funds raised provide direct support for the education and empowerment of children and spouses of the Armed Forces and National Police, fostering stability and opportunity within crucial community pillars. This is where our celebration translates into concrete human impact.



# THE EVENT EXPERIENCE – AN UNFORGETTABLE EVENING

## A CURATED JOURNEY FOR 500 VISIONARIES

This is an invitation to be part of an exclusive gathering of the minds and hearts shaping the DRC's future.

**VENUE: THE PRESTIGIOUS PULLMAN  
HOTELS IN KINSHASA AND LUBUMBASHI.**



### Agenda for the Evening:



#### 18:00 – 19:30 | ARRIVAL & IMMERSION

Protocol welcome. Welcome cocktail. Live musical performance. Visits to exclusive exhibition stands featuring our innovators and partners.



#### 19:30 – 20:15 | THE OPENING ACT

Official opening ceremony. Thematic speeches from esteemed guests, articulating the vision of the Cultural, Environmental, and social triptych.



#### 20:15 – 21:00 | THE VERNISSAGE

The official unveiling. A captivating scenic reading of powerful excerpts from the "Le Cœur de Kinshasa" saga, bringing the literature to life.



#### 21:00 – 23:00 | THE GALA DINNER

An exquisite, seated three-course dinner service. Themed cultural animations provide a sophisticated backdrop for networking and discussion.



#### 23:00 – 00:00 | THE LEGACY MOMENT

The dedicated fundraising session. A live auction of unique items (including Volumes 2 & 3 of the saga, art, experiences) and a direct call for donations for the Fondation FOTM. The evening concludes with a final musical performance.



# THE PRESTIGE GUEST KIT - A TOKEN OF CONGOLESE EXCELLENCE

Each of our 1,000 guests across both cities will receive an exclusive gift kit, a tangible representation of our triptych, with a curated value of \$100.



## CONTENTS:

- **The Culture:** The first volume of the "Le Cœur de Kinshasa" saga in a special prestige edition.
- **The Environment & Innovation:** A box of 20 **Dokudami** revolutionary coffee sachets and an intelligent LED bulb from **Diode International**.
- **The Social & Local Craft:** Housed in a beautifully designed, eco-responsible box that valorizes local craftsmanship.

*This kit is a microcosm of our mission: showcasing Congolese culture, promoting sustainable innovation, and supporting local value chains.*



# SPONSORSHIP DOSSIER – ALIGN YOUR BRAND WITH A LEGACY

## AN INVESTMENT IN THE CONGO OF TOMORROW

Your sponsorship is not a mere donation; it is a strategic investment in the cultural, environmental, and social capital of the DRC. It provides unparalleled access to a curated audience of the nation's most influential figures in both the political capital and the economic heartland.

Tier	Investment	Slots	Key Benefits
<b>COEUR D'OR (Gold Heart)</b>	\$60,900	1 Exclusive	<b>Ultimate Visibility:</b> Dominant logo placement. <b>Voice of Authority:</b> 5-min opening speech. <b>Elite Access:</b> 20 VIP Invitations. <b>Showcase:</b> Themed exhibition stand.
<b>PLATINE (Platinum)</b>	\$30,450	2	<b>High-Impact Presence:</b> Prominent logo on all comms. <b>Prestigious Recognition:</b> Special mention in speeches. <b>Premium Access:</b> 10 VIP Invitations. <b>Showcase:</b> Exhibition stand.
<b>OR (Gold)</b>	\$6,825	5	<b>Prestigious Association:</b> Logo on dedicated materials. <b>Network Access:</b> 5 VIP Invitations. <b>Media Recognition:</b> Included in the official press kit.
<b>ARGENT (Silver)</b>	\$682.5	10	<b>Community Leadership:</b> Logo on website and event materials. <b>Event Participation:</b> 2 Invitations. <b>Public Gratitude:</b> Formal thanks during ceremonies.

*All partnerships are customizable. We welcome discussions to create a package that aligns perfectly with your corporate objectives.*



# BEYOND SPONSORSHIP – BECOME A STRATEGIC PARTNER

## FOR INSTITUTIONS, NGOS, EMBASSIES, AND MEDIA

We seek more than sponsors; we seek **co-creators**. If your organization's mission is deeply aligned with one or more pillars of our triptych, we invite you to become a Strategic Partner.

### TYPES OF PARTNERSHIPS WE SEEK:

- **Media Partners:** Amplify our message to a global audience. Let's co-create content that tells the true story of a dynamic Congo.
- **Cultural & Institutional Partners:** Museums, galleries, universities. Lend your expertise and credibility to help us curate the narrative and ensure academic and cultural rigor.
- **Environmental & Social Partners:** NGOs and foundations. Your on-the-ground knowledge is invaluable in ensuring our environmental message is potent and our social impact is profound and lasting.

### A PARTNERSHIP WITH US MEANS:

- Strategic collaboration on event programming (e.g., co-hosted panels).
- Shared credibility and access to mutual networks.
- A joint commitment to building a sustainable legacy project.



# GOVERNANCE & STRUCTURE

## A PROFESSIONALLY MANAGED INITIATIVE



### THE COMITÉ D'HONNEUR

A council of esteemed personalities from the cultural, political, economic, and diplomatic spheres, providing high-level guidance and endorsement.



### THE COMITÉ D'ORGANISATION

This structured team ensures operational excellence, financial transparency, and the flawless execution of our ambitious vision.










## CALL TO ACTION

### JOIN US IN WRITING THIS CHAPTER

The "Le Cœur de Kinshasa" saga is more than a story in a book. It is the story of a nation in motion. We invite you to step onto this stage and play a leading role.

**Let us build, celebrate, and transform, together.**

-  +243 981577770
-  [contact@coeurdekinshasa.com](mailto:contact@coeurdekinshasa.com)
-  [obed.muy@gmail.com](mailto:obed.muy@gmail.com)
-  [www.coeurdekinshasa.com](http://www.coeurdekinshasa.com)
-  [www.obedtmuyumbe.com](http://www.obedtmuyumbe.com)





# #CŒURDEKINSHASA

## KINSHASA | LUBUMBASHI | 2026

## CULTURE • ENVIRONNEMENT • SOCIAL



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