



# Invest in New Africa(n)

Competences - Markets \_ Finance

3<sup>rd</sup> Edition, 6-8 March 2019 - Abidjan  
AgriBusiness - Industry - Services



5 CONFERENCES - 16 WORKSHOPS - B2B MEETINGS - DINNER GALA « 20 Years Africagora »  
400 participants - 300 CEO, buyers, suppliers, distributors - from 30 countries (Africa, Europe, Asia)

## PROGRAM

### MERCREDI 6 WEDNESDAY 6TH MARCH RADISSON BLU HÔTEL ABIDJAN AIRPORT

**08.30 : WELCOME - REGISTRATION OF THE PARTICIPANTS**

#### **09.30 : OPENING CEREMONY**

New generations of Leaders, Entrepreneurs and Decision makers for a New Africa : Economic integration, Governance, Inclusive growth, Intra-African Trade, Industrial outsourcing, Agricultural productivity, Digital, Support to SMEs in accessing to markets and to finances.

- ▶ Message from Heads of States and former Heads of States
- ▶ Message from Head of delegations form business councils and public development agencies
- ▶ Testimonials from groups and SMEs top business leaders implanted in the African markets

**10.15 : COFFEE BREAK**

#### **10.45 : PLENARY CONFERENCE**

Africa is said to be the last frontier of the global economic growth. How can it ensure the lead by it's new generations ?

**11.45 : PLENARY CONFERENCE**

Good governance, rule of law and the flow of trades are some guarantees for a growth-promoting private sector. Let's listen to some highlighting flagship countries.

**13.00 : LUNCH COCKTAIL**

**14.30 : WORKSHOPS 1 & 2**

- ▶ Energy / Environment
- ▶ Agri-Business

**15.30 : WORKSHOPS 3 & 4**

- ▶ Equipment / Materials
- ▶ Construction / Real Estate

**16.30 : COFFEE BREAK**

**17.00 : WORKSHOPS 5 & 6**

- ▶ Infrastructures
- ▶ Telecoms / Networks

**18.00 : WORKSHOPS 7 & 8**

- ▶ Trade / Distribution
- ▶ Logistics / Transportation

**20.30 : GALA DINNER 20 YEARS AFRICAGORA - SOFITEL HÔTEL IVOIRE**

Dinner composed of 400 seats to celebrate the 20th anniversary of Club AFRICAGORA, the 1st network for African diaspora entrepreneurs in France, Belgium and Switzerland, founded on the 6th of march 1999 in Paris by Mr Dogad Dogoui. The 3rd Africa SMB Forum organized on African land is the opportunity to set up a gateway between the 3200 former members, volunteers, coaches and sponsors of Africagora and the Africa SMB's connection platform.

**africagora**

**THURSDAY 7TH MARCH**

RADISSON BLU HÔTEL ABIDJAN AIRPORT

**09.00 : WELCOME****09.30 : OPENING SPEECH**

The African growth will only be inclusive and sustainable if it's strong, continuous and portable to the populations most remote from the metropolis and also to the SMEs, the biggest talent pool of jobs for this continent. Supporting the African private sector, the SMEs and local mid-cap companies, by their access to the public procurement and to the subcontracting from large local and international groups.

**10.00 : PLENARY CONFERENCE**

For the strengthening of the Intra-African Trade between SMEs and continentals mid-cap companies. Continental free trade zone. Connexions and skills transfers between the Central/Western/Northern Africa areas, and the Southern/Eastern/the Indian Ocean areas.

**10.45 : COFFEE BREAK****11.00 : PLENARY CONFERENCE**

Joint-ventures and skills transferts between local SMEs and international groups, keys for inclusive growth and qualified employment.

**12.30 : LUNCH COCKTAIL - NETWORKING****14.00 : INTRODUCTION TO B2B MEETINGS**

Presentation of the delegations (institutions, private sectors and SMEs) and networking before 6 B2B Meetings programmed in the evening.

**14.30 : WORKSHOPS 9 AND 10**

- ▶ Insurances
- ▶ HR/Management/Formation

**15.30 : WORKSHOPS 11 AND 12**

- ▶ IT
- ▶ Health

**16.30 : COFFEE BREAK****17.00 : SESSION B2B (3 X 20 MIN)**

3 meetings for each companies programmed upstream for future partnerships.

**18.00 : SESSION B2B (3 X 20 MIN)**

20 min for a first exchange between partners : suppliers, distributors, subcontractors

**19.30 : COCKTAIL RECEPTION - NETWORKING****FRIDAY 8TH MARCH**

RADISSON BLU HÔTEL ABIDJAN AIRPORT

**08.30 : WELCOME****09.00 : PLENARY CONFERENCE - INTERNATIONAL WOMEN DAY**

Only 20% of African SMEs have access to bank credit because of weak guarantees provided by entrepreneurs and lack of capital. Let's make an overview of SMEs development solutions : loans, private equity, joint-ventures, microfinance, crowdfunding, etc. What about the mobilization of local savings for the financing of African SMEs ?

**10.30 : COFFEE BREAK****10.45 : WORKSHOPS 13 & 14**

- ▶ ☐ Banking
- ▶ ☐ Credit-Assurance

**11.30 : WORKSHOPS 15 & 16**

- ▶ ☐ Finance
- ▶ ☐ Microfinance

**12.30 : CLOSING CEREMONY**

Official closing ceremony, resolutions and photo of all the participants

**13.00 : COCKTAIL****15.00 : OPTION :VISIT TOUR OF ABIDJAN - SHOPPING****OPTION BALNEAIRE (2 DAYS + 2 NIGHTS)**

**17.00** : Gathering to the Radisson Blu Hôtel Abidjan Airport of all participants from other hotels (Onomo, Azalai, Ibis, Sofitel Hôtel Ivoire)

**17.30** : Collective departure in bus convoy for 2 nights more (from Friday 8th March to Sunday 10th March) to a seaside city :

- ▶ Dancing parties
- ▶ Beaches between lagoon and Atlanta Ocean
- ▶ Cruises on the lagoon
- ▶ Balneo

Return to Abidjan on Sunday after lunch (according to flight schedule)

**RESERVATION - INSCRIPTION**

Access 3 days (excluding gala) : 400€ or 260K Fcfa - Gala Dinner : 500€ - Forum Package + 3 nights + gala : 1300 or 1500€  
africasmb@gmail.com - www.africasmb.world

## VISION / NETWORK / PARTNERS / BUSINESS SERVICES

**AFRICA SMB FORUM** is a platform for connecting and financing African SMEs. It was created in 2012, first as business club by Mr Dogad Dogoui, which also held a series of B2B Meet-ings. Already for its 1<sup>st</sup> edition in **March 2014 in Casablanca**, 300 CEOs and bankers attended from 16 countries. Since September 2016, Africa SMB Forum had also become a business platform and a pool of advisors for consulting missions (new markets, suppliers and distributors) and research tool for financing by both debt and equity for African SMEs. In **June 2017 in Paris**, the 2nd Africa SMB Forum has talked about French and European Investments into African SMEs to set up a sustainable and inclusive growth. The 3rd edition in **March 2019 in Abidjan**, will talk about Investing in New Africa(n).

**Our base** consists of **25 000 African SMEs** and their clients and partners in **52 countries** in Africa (31), Europe, South America, Middle East & Asia: Algeria, Angola, Belgium, Benin, Brazil, Burkina Faso, Burundi, Cameroon, Canada, Central African Republic, Chile, China, Colombia, Congo, Côte d'Ivoire, DR Congo, Egypt, France, Ethiopia, Gabon, Germany, Ghana, Guinea, India, Israel, Italy, Kenya, Lebanon, Madagascar, Malawi, Mali, Mauretania, Mauritius, Monaco, Morocco, Niger, Nigeria, Poland, Russia, Rwanda, San Marino, Senegal, Sierra Leone, Singapore, Spain, Switzerland, South Africa, Tanzania, Togo, Tunisia, Turkey.

**Our Consulting and Services bring together 22 clients** and partners in 14 countries, in various sectors: Air Conditioning, Audit, Aviation, Banking, Blockchain, Butane Gas, Construction, Credit Insurance, Digital, Distribution, e-Health, Electronics, Industrial Equipment, Gold, Microfinance, Telecom, Textile, Trade Finance, Transportation, Real Estate, Renewable Energy, Shipping.  
**Warm thanks to** : Agir Finance, AD LAB, Aviation, Artur Trendak, Best Hair Products, Bénin Royal Hôtel, ColnecHealth, Cpor Devises, D2X International, Eco Wave Power, Elam Stulz, Focep, iN2Car, Kazar, Kori Transport, Manusec, ModulTrade, MPM & Partners, RETICE, Simat.

### Agenda of our missions in Q1 2019

- ▶ Meeting with The CEMA (Monaco, 8th January)
- ▶ UN Global Pact for the Environment (ICC, 9 January)
- ▶ 9th Vibrant Gujarat (India, 18-20th January)
- ▶ FITA (Tunisia, 5-6th February)
- ▶ Forum Afrique 2019 (France, 8th February)
- ▶ Promote 19 (Cameroon, 16-24th February).

### Our institutional partners

**WUSME** (World Union of SMEs) is an international non-profit organization that protects, supports and represents SMEs and Crafts around the world. Founded in 2010 under the auspices of the government and institutions of the Republic of San Marino, since 2013, WUSME has had special NGO consultative status with ECOSOC, and since 2018, has been an observer to the UNFCCC.

**ATIK** is the World Council for Cooperation and Business of Turkey founded in 2005. Its vision is to be the best international network platform to develop investment activities in different countries, providing help and advice to investors of ATIK members, through the appropriate channel to obtain secure services from partner countries.

**Connect2India** is the most reliable platform in the world for import-export from India. It is a unique source for foreign companies that can easily connect and trade with Indian SMEs.



**Dogad Dogoui, 55 - Chairman of Africa SMB Forum;** Born in 1964 in Côte d'Ivoire (West Africa). Established in France since 1981. Founded his first PR company in 1996 in Paris. Since 2002 acting as

Business Consultant focusing on communication and public affairs ser-viceing various private firms and public states & organizations. In 2008 received the nomination to **Chevalier de l'Ordre National du Merite** from the French Republic. In 2010 Selected by US department of State for joining the **International Visitors Leadership Program (IVLP)**. Established in 2012, Africa SMB (Small and Medium-Sized Business Club). In 2018, nominated as **WUSME** Ambassador for Tunisia by the past Regent of San Marino, and President of African Organizations and Business development of **ATIK**, Turkish Trade and Cooperation Council.

Dogad **DOGUI**, Senior Business & Public Affairs Consultant : (+33) 669 55 20 20 - [africasmb@gmail.com](mailto:africasmb@gmail.com)