



SHARM EL SHEIKH, EGYPT 20-21 FEBRUARY 2016

AFRICA 2016

Business for Africa, Egypt and the World

Sharm El Sheikh, 20-21 February 2016

Concept Note

Preamble

Times have changed in Africa.

With interest in the continent growing exponentially, some of today's newest business players are originating from non-traditional regions such as South America, Eastern Europe, the Gulf, and Africa itself. While well-established and new partners from Europe, North America, and Asia continue to be valued, it is interesting to note that the private sector's scope of attention is increasingly widening to include, especially among newcomers, consumer-market industries including food, IT, tourism, finance, and retail.

Those who have been paying attention to Africa have seen these amazing figures: a GDP in excess of \$2 tn, a growing middle class of over 313 million consumers, consumer spending breaking through the one trillion dollar mark and projected to reach \$1.4 tn by 2020, a labour force estimated at 382 million people and expected to grow to over 500 million by 2020, and the youngest population in the world, which tomorrow will yield the lowest dependents to workers ratio in the world.

Regional integration and favourable trade agreements between African countries continue to be critical to this process. The landmark tripartite agreement between COMESA, SADC and the EAC which was launched in Sharm el Sheikh last June 2015 will create the largest trading block in Africa, with 26 countries, a combined GDP nearing \$1.2 tn, and a market of close to 620 million consumers.

Egypt, where Africa 2016 is taking place, is positioned at the crossroads of Europe, the Gulf, Asia, and Africa, where trade, investment and cultures have taking place and crossing paths for over 7,000 years. With 8 percent of global seaborne trade between the East and the West passing through the Suez Canal – a number which is expected to grow with the new Suez Canal Regional Development Project – it is easy to comprehend Egypt's ever-growing business potential. In fact, the recent Egypt Economic Development Conference saw dozens of billions of US dollars pledged by world



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governments and private sector, a testimony to Egypt's resilience and destination as a place to do business.

Egypt's strong links with the rest of the world and access to large pool of capital make it an attractive gateway for businesses wanting to access large African markets and private sector looking for growth partners. Indeed, one of the growth avenues which Egypt has been examining is Africa and COMESA, of which Egypt has been a Member of since 1999, and part of the Free Trade Area since 2000. Africa 2016 reaffirms Egypt's commitment to participate actively in Africa's renaissance and its commitment to strengthen partnerships and promote cross-border private sector engagement.

Background

While business is flourishing on the continent, newcomers have yet to grasp that investing in Africa is not like investing in the Gulf, Europe, or Asia; the way to do business – the business culture – is necessarily different. For time-honoured business partners, on the other hand, new realities are emerging.

Perceptions about doing business in Africa overall have yet to match its reality.

Africa 2016 will demystify the African bottom-line and answer pressing questions. What are the current opportunities? Will policies continue to be conducive to business, and if so, for which sectors? Who are the main players and how did they make it? What are the hurdles and where to get the support needed to do business? How will increased competition play out on the business landscape? With market-oriented opportunities multiplying, how are commodity prices likely to affect African economic growth in the future? How will politics affect policies in the short, medium, and long-run? How are finance and insurance mechanisms likely to evolve to accommodate both longer-term investments and shorter-term ventures?

Africa 2016: Business for Africa, Egypt and the World

Africa 2016 is held under the high patronage of H.E. Abdel Fatah el Sisi on 20-21 February 2016 in Sharm el Sheikh, Egypt, and is organized by the Ministry of Investment, Ministry of Foreign Affairs, Ministry of Industry and Foreign Trade, and Ministry of International Cooperation, in partnership with the Egyptian Agency of Partnership for Development and COMESA Regional Investment Agency, and under the umbrella of the African Union Commission. The primary objective of the Forum is to



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accelerate private sector engagement and investment within Africa, to help develop new ties and partnerships, and to highlight the African opportunity.

Africa 2016 is the African international business forum to attend for those concerned with doing serious business in Africa, the world's last investment frontier. Indeed, Africa 2016 will provide the platform needed for public and private sector to network, discuss, and further advance African business projects.

Africa 2016 is expected bring together over 1,500 high-level delegates interested in African business opportunities for the following sectors: energy, ICT, financial services, trade, agribusiness, and health care & pharmaceuticals.

Africa 2016 delegates will have the chance to attend, visit and participate in:

- Plenary sessions featuring world-renowned personalities shaping the future of business in Africa and the world;
- Captivating TV Debates;
- One-to-one and One-to-two Discussions where highly influential industry professionals will be sharing their African business know-how
- Keynote Speeches, in both plenary and parallel session formats, introducing business and government specialists and dignitaries
- Parallel sessions presenting public and private sector experts who will share case studies, new projects, and insights needed to move forward in specific sectors in Africa and the world;
- Sectoral round-tables (access restricted);
- The 'Invest in Africa Space' where African countries will showcase their current opportunities and answer specific questions regarding doing business in their home countries;
- The B2B 'Meeting Space' to secure important meetings with public and private sector decision-makers;
- A large array of executive-level impromptu networking occasions at the venue's salons, as well as during coffee breaks, and lunches;
- An exclusive gala dinner.

Why attend Africa 2016

- Meet face-to-face with high profile government and business decision-makers;
- Understand the role of Egypt as a gateway to Africa, including through the COMESA region;



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- Identify business opportunities and key projects in Africa in view of shaping short, medium, and long-term strategies;
- Build business relationships, network and forge partnerships with country-specific stakeholders;
- Network with serious investors looking for opportunities in the region and partners in government;
- Hold honest discussions on and debate the challenges faced regarding doing business in Africa;
- Gain an insight into current and future developments in Africa.

Delegate Profile

This meeting of the region's most enterprising minds will gather:

- Heads of State, ministers, policy makers, political leaders, and senior government officials from Africa and around the world
- International business leaders – CEOs, MDs, CIOs, COOs, Directors, Presidents, VPs – with current and potential investment in Africa
- Financiers from the banking and non-banking world
- International organisations and multilateral agencies
- Thought leaders: consultants/ analysts/ economists/ legal experts/ academics/ risk professionals/ advisors
- Leading international and local Media