

# THE AFRICA **CEO** FORUM

GENEVA, 17-19 MARCH 2014

2<sup>ND</sup> EDITION



## The forum for African business leaders



A UNIQUE NETWORKING PLATFORM.  
A STRATEGIC TOOL TO DEVELOP YOUR BUSINESS IN AFRICA  
AND INTERNATIONALLY.



AFRICAN DEVELOPMENT BANK GROUP  
GROUPE DE LA BANQUE AFRICAINE  
DE DEVELOPPEMENT

**Groupe Jeune Afrique**

**rainbow**  
unlimited

# THE AFRICA **CEO** FORUM

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## THE INTERNATIONAL FORUM FOR AFRICAN BUSINESS

The chief executives of Africa's largest companies have pledged to meet again at the second **AFRICA CEO FORUM**, to be held from 17 to 19 March 2014. Since its inception in 2012, the **AFRICA CEO FORUM** has established itself as the premier international event devoted to corporate growth strategies. More than 400 CEOs from across the African continent, 100 bankers and financiers, and 200 prominent African and international figures are expected to attend the **AFRICA CEO FORUM 2014**, organized by the Groupe Jeune Afrique in partnership with the African Development Bank and Rainbow Unlimited.

Part and promoter of the flourishing spirit of enterprise in Africa, the **AFRICA CEO FORUM 2014** features an innovative programme of conferences and workshops in a privileged setting conducive to professional networking and meaningful discussion. Your presence at the **AFRICA CEO FORUM 2014** will give you a unique opportunity to shape your strategy in line with Africa's growth dynamic, to enhance your company's competitiveness and to develop your business in an unparalleled African and international context.

**CAPITALIZE ON THE SUCCESS OF 2012**

**575** participants from **52** countries including **330** from **33** African countries



CO-HOST	DIAMOND	PLATINUM	GOLD	PARTNERS
 AFRICAN DEVELOPMENT BANK GROUP GROUPE DE LA BANQUE AFRICAINE DE DEVELOPPEMENT  Groupe Jeune Afrique	 SOMAGEC Ecobank The Pan-African Bank AURORA AVIATION	 BGFIBank Votre partenaire pour l'avenir OFFICIAL CARRIER AIRFRANCE / KLM AWARDS ORACLE	 Allianz 3SA AFRIJET Deloitte GALA DINNER SAHAM	 Heenan Blaikie Louis Dreyfus Commodities pwc CROSS BORDER AFRICAN FINANCE ICD BRA OLAM AMETHIS FINANCE ORRICK
 Groupe Jeune Afrique rainbow unlimited		 MEDIA PARTNERS JEUNE AFRIQUE THE AFRICA REPORT		 KNOWLEDGE PARTNER hopscootchsysteme africa

## IN THE PRESENCE OF AFRICA'S FOREMOST FINANCIERS

Since its first edition, the **AFRICA CEO FORUM** has established itself as the venue of choice for the chief executives of Africa's leading companies to engage with the most influential players in African and international finance.

THE LARGEST  
INTERNATIONAL  
GATHERING  
OF AFRICAN  
BUSINESS  
LEADERS

Specialists in banking, capital investment and financial markets and representatives of international financial institutions will be at the **AFRICA CEO FORUM 2014** to keep abreast of the trends and developments in the African business model.

What should be your preferred financial strategy? What must you do to access innovative forms of financing? How do you gain the confidence of international investors?

For the CEOs attending, the **AFRICA CEO FORUM 2014** is the ideal opportunity to tackle the strategic issues shaping the future of their businesses in the company of top experts from the world of finance.



### THE ULTIMATE NETWORKING SPACE

The **AFRICA CEO FORUM** offers company chief executives the means to expand their professional networks, to identify potential partners and to forge new business relationships, notably through:

- **B TO B MEETINGS**

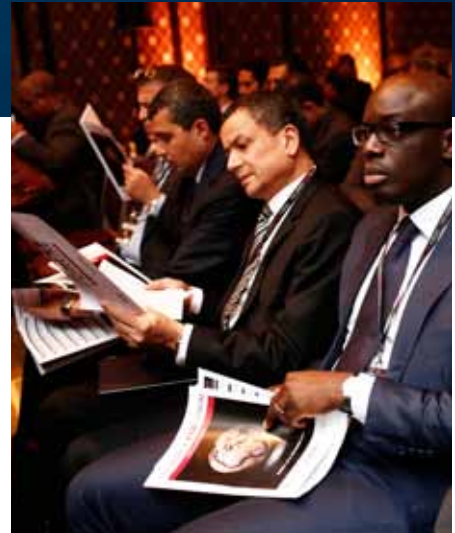
Private meetings in specially equipped rooms for participants to talk business in complete confidentiality. These are set up ahead of the event by the **AFRICA CEO FORUM** team to ensure as many such encounters as possible can take place.

- **BREAKS AND NETWORKING LUNCHES**

Moments of relaxation for participants to get to know each other and chat in a friendly and laid-back atmosphere.

- **GALA DINNER**

A festive end to the proceedings, during which guests can continue the day's discussions over a gourmet meal in luxurious surroundings.



## FRESH IDEAS TO DEVELOP YOUR BUSINESS AND ITS MARKETS

Tap into the experience and success of Africa's corporate trail-blazers, have your say as a wealth and job creator in the presence of political decision-makers directly concerned with the dynamism of Africa's private sector, discover secrets and ground-breaking innovations, discuss the strategic aspects and practices of the development of the modern company with leading experts... Boasting top-class speakers, industry professionals and experts renowned in Africa and across the globe, the **AFRICA CEO FORUM 2014** serves up a unique programme of conferences and themed workshops.

Be it through the plenaries, workshops, private meetings or networking on the sidelines, the **AFRICA CEO FORUM 2014** offers an exceptional opportunity to share your experience and forge effective business relationships. A space reserved for Africa's largest companies to share ideas and build contacts, the **AFRICA CEO FORUM 2014** provides the tools and means to sharpen your company's competitive edge, to facilitate its expansion into new markets and to cast its net ever wider.

## THE AFRICA CEO FORUM AWARDS 2014

The **AFRICA CEO FORUM AWARDS** recognize those companies and investors whose strategies are contributing to Africa's economic ascendance.

The winners are chosen by an independent jury for their commitment and results in four key areas:

- Promotion of the African private sector
- Development of intra-African trade
- Strengthening regional integration
- Social and environmental responsibility

The awards include:

- African Company
- International Corporation
- Private Equity Investor
- CEO of the year
- Most Innovative African Company
- Most Promising African SME
- Africa Corporate Social Responsibility



### TO APPLY FOR AN AWARD

Contact us by e-mail to request an entry pack for your company in the **AFRICA CEO FORUM AWARDS**.

[awards@theafricaceoforum.com](mailto:awards@theafricaceoforum.com)



# GENEVA 17-19 MARCH 2014



## LIKELY ATTENDEES AT THE AFRICA CEO FORUM



**MARIA LUISA ABRANTES**  
CEO, Angola Investment  
Agency (ANIP)



**MOULAY HAFID  
ELALAMY**  
Minister of Industry  
and Commerce (Morocco)



**ASHISH THAKKAR**  
CEO, Mara Group  
(Uganda)



**JEAN-PHILIPPE  
PROSPER**  
Vice-President,  
IFC



**ISSAD REBRAB**  
Chairman,  
Cevital (Algeria)



**CARLOS LOPES**  
Executive Secretary,  
UNECA



**KOLA KARIM**  
CEO, Shoreline Group  
(Nigeria)



**VALENTINE RUGWABIZA**  
CEO, Rwanda  
Development Board



**TEWOLDE GEBREMARIAM**  
CEO,  
Ethiopian Airlines



**CAROLE KARIUKI**  
CEO, Kenya Private Sector  
Alliance (KEPSA)



**LIONEL ZINSOU**  
President,  
PAI Partners (France)



**DAPHNE MASHILE-NKOSI**  
Executive Chair, Kalahari  
Resources (South Africa)

## 5 REASONS TO BE THERE

### • INCREASE HIGH-LEVEL BUSINESS CONTACTS

At the **AFRICA CEO FORUM** you will meet your counterparts from every corner of the African continent. You will also be able to establish a powerful interpersonal network and forge lasting business relationships.

### • FIND NEW FINANCIAL PARTNERS

An exceptional opportunity to enhance your company's growth potential, the **AFRICA CEO FORUM** is the place to make privileged contacts with the banks and investors most active in Africa.

### • PLAY A PART IN ADDRESSING AFRICAN AND GLOBAL ECONOMIC CHALLENGES

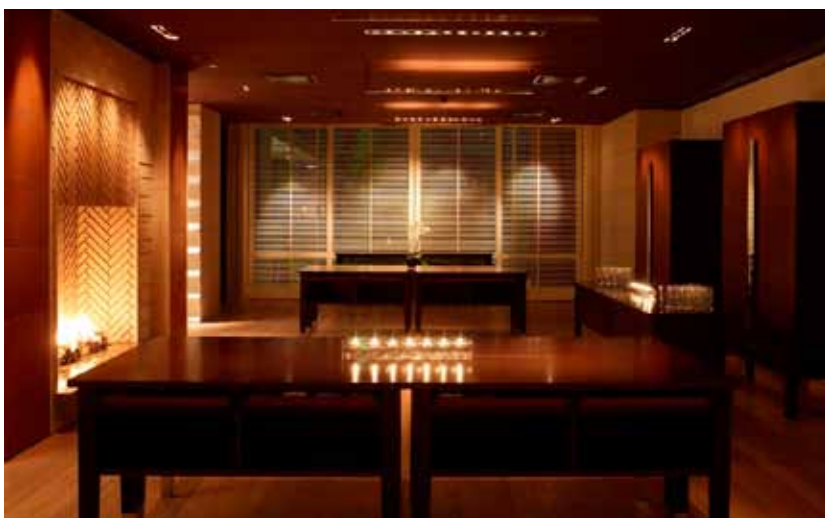
At the **AFRICA CEO FORUM**, you can enrich your strategic thinking by engaging in discussions with well-known personalities and experts from the African and international corporate world.

### • BENEFIT FROM THE GOOD PRACTICES OF COMPANIES EXPERIENCING STRONG GROWTH

Contributions to the **AFRICA CEO FORUM** workshops by leading management consultants and top business service companies will give you the chance to share the good practices of companies in your sector and to identify new drivers of growth.

### • PROMOTE YOUR COMPANY IN AFRICA AND INTERNATIONALLY

Through your association with all communications relating to the **AFRICA CEO FORUM**, you will benefit from unequalled visibility and from access to key business and financial media from around the world.



## AN OUTSTANDING VENUE FOR AN UNPARALLELED EVENT

The AFRICA CEO FORUM takes place from 17 to 19 March 2014 in Geneva, a city chosen for its international, multilingual and financial status.

Located at the heart of Europe, Geneva hosts the headquarters of the United Nations and the World Trade Organization and is renowned as an international financial hub, home to some 150 banks and trading capital for raw materials, handling 40% of global volumes traded.

Two international institutions with close ties to the corporate sector are also based in Geneva: the International Organisation of Employers and the International Labour Organization.

### A PRESTIGIOUS CONVENTION CENTRE

The Intercontinental Hotel has been selected to host the AFRICA CEO FORUM owing to its international reputation and ultramodern facilities, which will ensure that all participants will enjoy first-class conditions and service during their stay in Geneva.

The venue is also conveniently located halfway between the city centre and Geneva airport, which serves nearly 70 international destinations non-stop. In addition, a high-speed rail service links Geneva to Paris and Brussels.



# GENEVA 17-19 MARCH 2014

## CONTACT

To register:

[register@theafricaceoforum.com](mailto:register@theafricaceoforum.com)

To find out about sponsorship  
packages:

[sponsors@theafricaceoforum.com](mailto:sponsors@theafricaceoforum.com)

## THE ORGANIZERS

### **Groupe Jeune Afrique**

Africa's premier communications group, leading magazine publisher and publishers of Africa's best-selling international publications, Jeune Afrique and The Africa Report.

### **rainbow** unlimited

A Swiss company specializing in the organization of business promotion events, notably between Africa and Europe, Rainbow Unlimited is also manager of the Swiss-African Business Circle (SABC).