

THE AFRICA **CEO** FORUM

GENEVA, 17-19 MARCH 2014

2ND EDITION

The forum for African business leaders



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

Groupe Jeune Afrique



GRUPE DE LA BANQUE AFRICAINE
DE DEVELOPPEMENT
AFRICAN DEVELOPMENT BANK GROUP

rainbow
unlimited

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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



ATTENDEES INCLUDE

Institutions

African Development Bank
World Bank, BOAD, OMC, CGEM,
African Guarantee Fund, BADEA, China-
Africa Development Fund, Overseas
Private Investment Corporation,
Singapore Business Federation,
Business Leadership South Africa,
GICAM-Cameroon, GIPC-Ghana, CCIBF,
Angola Industrial Association,
Rwanda Private Sector Federation,
CNP-Senegal, ILO-Ethiopia, CCI-TG,
Maroc-Export, DEIK-Turkey,
CEPICI Côte d'Ivoire...

Companies

OCP Group, Rogers, Cevital,
Gecamines, Coca Cola, McKinsey,
Olam, Ethiopian Airlines, Sifca,
Honeywell Group, PWC, Safaricom, CDG
Développement, E&Y, CFAO, Deloitte,
Somagec-GE, AngloGold Ashanti,
Glencore, Air France, BSA, Afrijet, Solsi,
Groupe BSA, SDA, Mercure International
Monaco, Dangote Group, Addoha,
Yildirim, Tomota Group, NCA Rouiba,
Amor Benamor, Soguicom, CAC
International, Condor, Groupe Sim,
Sudatel, Chaka, MSC, Simat...

Finance

BGFIBank, Abraaj Capital, Ecobank,
CGF Bourse, Casablanca Finance City,
Attijariwafa Bank, Société Générale,
Duet Group, Libyan Stock Market,
African Guarantee Fund, Africa Re,
Saham Group, Nigerian Stock Exchange,
Allianz, PAI Partners, Emerging Capital
Partners, BRVM, Banque gabonaise de
développement, Gras Savoye, BTCL,
Standard Chartered Bank, Zenith Bank,
Afreximbank, Barclays, UBA Capital,
Lazard & Co, Capital Group,
First Bank Group, DPI...

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.

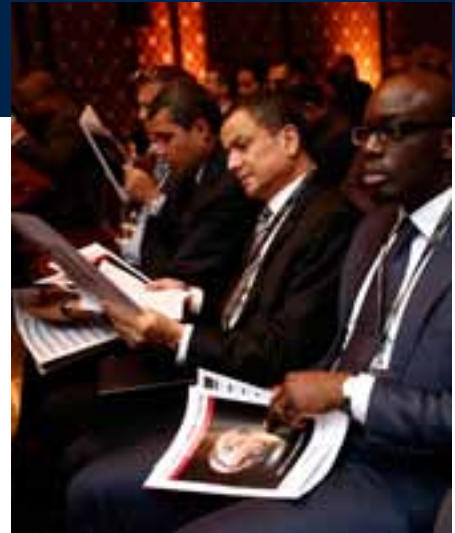
• GALA DINNER

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 of the Year
- International Corporation of the Year
- Private Equity Investor of the Year
- CEO of the Year



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



GENEVA 17-19 MARCH 2014



LIKELY ATTENDEES AT THE AFRICA CEO FORUM



CHI JIANXIN
*China-Africa
Development Fund*



BOB COLLYMORE
Safaricom



DIANA LAYFIELD
*Standard Chartered
Bank*



MAKHTAR DIOP
Banque mondiale



**MOULAY HAFID
ELALAMY**
Saham



**PHILIPPE
ESPITALIER-
NOËL**
Rogers



HO MENG KIT
*Singapore Business
Federation*



**JEAN KACOU
DIAGOU**
NSIA



**MERIEM
BENSALAH-
CHAQROUN,**
CGEM



**HENRI-CLAUDE
OYIMA**
BGFIBank



**MATTHIEU
PIGASSE**
Lazard & Co



**THIERRY
TANOH**
Ecobank

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.



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CONTACT

To register:

register@theafricaceoforum.com

To find out about sponsorship
packages:

sponsors@theafricaceoforum.com

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.

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).