



# INVESTING IN FRANCOPHONE AFRICA:

PLAYBOOK & OPPORTUNITIES

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Four Points by Sheraton  
**Lagos, Nigeria**

28-29 February, 2024

ORGANISER



PROGRAM



## **INVESTING IN FRANCOPHONE AFRICA: PLAYBOOK AND OPPORTUNITIES**

The Francophone Africa Business Summit 2024 edition will serve as a platform to discuss the brightest opportunities and most pressing issues, but also incentivization frameworks to foster regional cross-investments.

In addition to pathbreaking leadership insights and analyses, FABS promises to offer rich interactions and insights to form strategic relationships between entities and linguistic spheres that can transform the economic landscape.

This first-of-its-kind Lagos summit marks the genesis of an annual tradition where policymakers, executives, and investors from Anglophone and Francophone Africa will continue bridging vides to fulfill the continent's unbridled potential



Registration/Networking Breakfast

8:00-9:00  
WAT

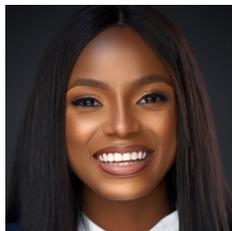
Opening Remarks

9:00  
-  
9:15  
WAT

Opportunities for regional collaboration in West / Central are infinite, yet barely tapped into. What stage are we at in our collaboration among francophone and anglophone countries? What are the biggest hurdles and how can we overcome them?

We will be setting the stage for the theme that will be discussed throughout the day.

HOST



**Temi Badru**  
Founder, Voice and Faces Communications

WELCOME ADDRESS



**Johanna Monthe**  
Managing Partner, Epena Law

OPENING SPEECH



**Rolake Akinkugbe-Filani**  
Financial Services Specialist



**Institution Panel**

9:15  
-  
9:55  
WAT

**Crossing Borders & Uniting Markets: Nigeria-Francophone Africa Relations.**

Where we are and where we want to go

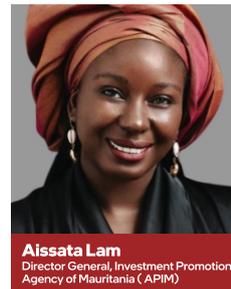
A panel of senior public officials ranging from regional central banks to state commissioners will discuss the peculiarities of their own market and present opportunities for collaboration for mutual growth.

We will get unique insights from senior leaders on policies and systems to foster investments in place in some of the most attractive markets of Africa.

**MODERATOR**



**SPEAKERS**



**SPEAKERS**



**Investment Panel**

10:00  
10:45  
WAT

**Roadmap and Toolkits for Investing in Francophone Sub-Saharan Africa**

Inside Stories from Africa’s Investment Frontlines

A panel of seasoned investors will share their experience investing in francophone and anglophone Africa, lessons learned and their views on the most exciting markets and opportunities of the moment.

**MODERATOR**



**SPEAKERS**



**SPEAKERS**





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**different equipments  
and operators** for all  
types of work.



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Coffee/Tea Break

10:45-11:05  
WAT

Energy & Natural Resources

11:05  
-  
11:50  
WAT

**Powering Progress Together:**  
Collaborations, Market Evolution, and Investment Incentives  
in Africa's Energy Sector

The evolution of regulation over the past few years has led to the emergence of new local champions in our soil-rich countries. As we see more local players entering the energy market, what are the market trends and dynamics that can be seen across west/central Africa?

How is the emergence of local players creating new opportunities for regional collaboration? Is there a path for greener and sustainable energy production?

<b>MODERATOR</b>	<b>SPEAKERS</b>		
 <b>Mohamed Traore</b> Managing Director, Atlantic Engineering Solutions	 <b>Serge Nzoudja</b> Country Manager, Schlumberger Cameroon, EG, & Sao Tome	 <b>Taiwo Okwor</b> Vice President, Natural Resources, AFC	 <b>Seun Olatunji</b> CEO, Goldsbog
<b>SPEAKERS</b>			
 <b>Platini Kipelo</b> CEO, EKMM, DRC	 <b>Sidonie Gwet</b> Regional Investment Lead Africa, GGGI		

SPONSORS: 

PARTNERS: 

**Financial Services**

11:05  
-  
11:50  
WAT

**Shaping Success Together:**

Navigating Market Entry, Dynamics, and Growth Opportunities in Africa’s Financial Landscape

The financial services industry has undergone major consolidation over the last few years in francophone Africa, with a number of international players leaving the markets and local players taking over from them. We have also seen a number of Nigerian players setting shop in neighboring French speaking countries in the banking and insurance space.

Our amazing panel will give us their reading of the current market movements, help us decipher the state of the regulation and understand the market opportunities in this ever-evolving market.

**MODERATOR**



**SPEAKERS**



**SPEAKERS**



**Agriculture**

11:05  
–  
11:50  
WAT

**Seeds of Synergy:**

Opportunities for Collaborations to Achieve Regional Food Self-Sufficiency

Africa’s agricultural potential remains largely unexploited. In spite of the fact that we have champions like Ghana or CIV in the cocoa industry, our agricultural landscape remains volatile, dependent of western markets, and generally lacks scale.

The creation of stronger regional markets would be beneficial to all as it would create more reliable food circuits, it would increase food sustainability and would also decrease carbon footprint of the agriculture industry, among many other benefits. What are the opportunities for the creation of more local and regional markets? What are the obstacles? We will also discuss the lessons learnt from agriculture specialists having operated in different markets of the region.

**MODERATOR**



**SPEAKERS**



**SPEAKERS**



Transition

11:50-11:55  
WAT

Real Estate & Construction

11:55  
-  
12:40  
WAT

**Foundation of Unity:**

How to navigate the liquidity crisis and currency fluctuation to create sustainable markets?

In this session we will hear some of the strongest construction and real estate developers of the region as they present the peculiarities of their own markets and compare the challenges, they face in their respective markets such increase in material prices, post covid changes in client’s expectations, increasing regulations and standards to comply with as well as their responses thereto.

They will also present the most exciting opportunities of the moment on their markets.

**MODERATOR**



**Grace Ofure**  
CEO, Lifecard group

**SPEAKERS**



**Cheick Sanankoua**  
CEO, HC Properties



**Taslim Ngom**  
Group CEO, Seritem Group



**Eng. Igban Okaisabor**  
Group Kaiser Construction

**SPEAKERS**



**Sanusi Dantata**  
Founder, Dantata Properties



**FMCG & Distribution**

11:55  
-  
12:40  
WAT

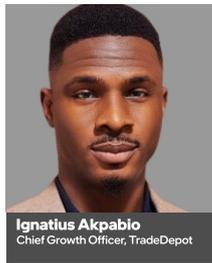
**Unlocking Expansion Opportunities:**

Strategies and Insights to Deepen FMCG Brand Presence in Francophone and Anglophone Africa

With a regional market in Central and West Africa of about 400 million people, the case for strong regional brands is obvious, yet very few players have succeeded in creating a name beyond their borders.

On this panel, we will hear the FMCG players as they compare their markets, strategies to attract customers, but also challenges in these times of currency volatility.

**MODERATOR**



**SPEAKERS**



**SPEAKERS**



Networking Lauch

12:45-13:45  
WAT

Infrastructure

13:50  
-  
14:35  
WAT

**Bridging Borders:**

Building Integrated Infrastructure for a Unified Africa

There will be no integration without infrastructure. The lack of regional infrastructure has long been mentioned as a key deterrent to more regional integration.

What is being done for more regional integration? What are the hurdles on the way, how easy is it to organise regional connectivity?

MODERATOR



**Kome Ajegbo**  
Vice President, AFC Nigeria

SPEAKERS



**Javier Salvador**  
CEO, Afr-IX Telecom



**Deen Solebo**  
CEO, Elektron



**Abiodun Aina**  
Senior Investment Officer, IFC

SPEAKERS



**Azeez Amida**  
CEO, Pan African Towers

**FinTech**

13:50  
-  
14:35  
WAT

**Futuristic Africa:**  
Innovating Technology Solutions for a More Connected Africa

Fintech has been at the forefront of the tech boom in Africa for the past few years. While success stories in Nigeria are many, the francophone market stories remain rarely known.

What is the state of the regulation of fintech in Francophone markets? How does that compare with west African anglophone markets?

Where are the new areas for opportunities across the board?

**MODERATOR**



**SPEAKERS**



**SPEAKERS**



Transition

14:35-14:40

WAT

Expansion Panel

14:40

15:30

WAT

**Expanding in Francophone Africa: An Operational Perspective.**  
Adapting your Business for Success

After a day of industry specific enriching discussions, this final panel brings it all together by gathering actors in various industries who will share their experience on how they successfully operationally expanded regionally.

We will discuss on this panel the legal framework that applies across 17 francophone countries, and compare it with the Nigerian framework, we will discuss strategies to market, HR strategy and many other practical topics.

MODERATOR



**Ronke Onadeko**  
Principal consultant at DRNL Consult

SPEAKERS



**Johanna Monthe**  
Managing Partner, Epena Law



**Bendjin Kpeglo**  
Directeur General African Guarantee Fund West Africa

SPEAKERS



**Thierry Wandji**  
CEO, Cybastion



**Yao Kouako**  
HOD - Directorate of Credit Institutions & Finance, Ministry of Finance & Budget (Cote d'Ivoire)



**Debola Adebajo**  
Partner, UAC Nigeria



**Closing Remark**

**15:30-15:55**

WAT

**Wrap-Up and Thank You**

**15:55-16:05**

WAT



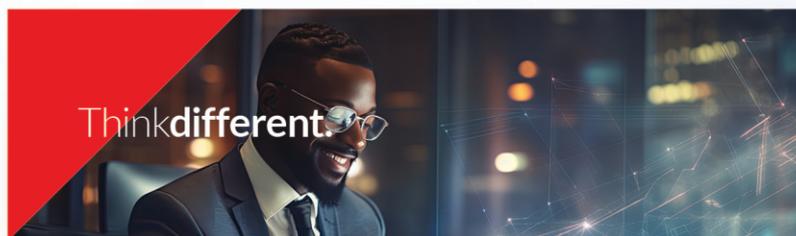
## ABOUT US

A subsidiary of the AFD Group dedicated to the private sector, Proparco has been working for 45 years to promote sustainable economic, social and environmental development.



## SHAPING TOMORROW'S SUSTAINABLE SUCCESS, TODAY.

Proparco is involved in financing and supporting companies and financial institutions in Africa, Asia, Latin America and the Middle East.



## DRIVING GLOBAL IMPACT

Join Proparco in the pursuit of sustainable success. Visit [proparco.fr](https://www.proparco.fr) or contact us at **+ 33 1 53 44 31 08** or [proparco@proparco.fr](mailto:proparco@proparco.fr) to explore how we can collaborate on your journey towards a brighter future.



# UNLEASH POTENTIAL WITH EURIZ

## Empowering SMEs Worldwide

Embark on a journey of financial empowerment with EURIZ, a groundbreaking tool designed to de-risk and mobilize innovative investments in the private sector. Powered by Proparco with support from the European Union, EURIZ is reshaping the landscape for Micro, Small, and Medium-sized Enterprises (MSMEs).

## EMPOWERING SMEs FOR GLOBAL IMPACT

Discover the EURIZ facility, a game-changer for MSMEs. These enterprises are not just contributors to the global economy; they are the heartbeat of sustainable development. EURIZ addresses the challenge of limited access to bank loans for SMEs in Africa and the Deep South, offering maturities of 1 to 12 years, a tailored alternative to traditional financing.

## EURIZ PROGRAM HIGHLIGHTS

Launched in 2019, EURIZ is a risk-sharing scheme sponsored by the European Union. With a total deployment of €181 million in guarantees, it aims to facilitate at least €258 million in new financing for SMEs operating in impact sectors, including sustainable agriculture and renewable energies. Special attention is given to SMEs led by women and young entrepreneurs.



### SUCCESS STORIES

As EURIZ concludes, AFD Group shapes successor join us in the success wave!



### TECHNICAL ASSISTANCE FOR GROWTH

EURIZ: €6.8M EU-funded program enhances ESG skills, offers tailored financial solutions, supports project structuring.



### EU'S COMMITMENT TO AFRICA'S TRANSFORMATION

EU commits €14.3B, aims €300B by 2027 for Africa's sustainable infrastructure revolution.

**Side Events**

12:00

14:00

WAT

28th  
February  
2024

**Business Women in Africa (BWA) Lunch - Art Hotel, Lagos:**  
Driving Regional Partnership

*INVITATION ONLY*

We could not envision deeper collaboration and connectivity between Africa's French and English spheres without the innately unifying leadership of the continent's most dynamic women.

Join us the afternoon before the Francophone Africa Business Summit concludes for an exclusive networking lunch convening over 50 of the foremost women steering public and private sector priorities at the dynamic intersection of finance, technology, energy, policy, and commerce across Africa's key economies to develop partnerships paving the way for pan-African growth and mutual prosperity.

18:00

21:00

WAT

28th  
February  
2024

**FABS Exclusive Pre-Summit Dinner - Salma's Restaurant**

*INVITATION ONLY*

The exchange starts early amongst an exclusive circle of distinguished leaders. Join an exclusive guest list from across Africa's public and private sectors at an intimate pre-summit cocktail and dinner gathering on the eve of the pioneering Francophone Africa Business Summit.

17:00

22:00

WAT

29th  
February  
2024

**FABS Cocktail Reception - The Breeze Beach Club**

Meet us where the conversation continues! All Francophone Africa Business Summit attendees are warmly invited to join this casual cocktail mixer to unwind, debrief on the day's insights and enrich professional connections made.

