



FRANCOPHONE AFRICA BUSINESS SUMMIT

INVESTING IN FRANCOPHONE AFRICA: PLAYBOOK AND OPPORTUNITIES

28-29th February 2024
Lagos, Nigeria



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FRANCOPHONE AFRICA BUSINESS SUMMIT (FABS)

Africa is home to over 300 million French speakers - the largest French-speaking population globally. Francophone countries make up 21 of the continent's 55 nations, creating immense potential for trade and cross-border investment.

While interest from companies in English speaking Africa continues growing across sectors like finance, mining, and technology, prospective investors still face significant barriers, ranging from unfamiliarity with the regulatory systems, cross-border legal differences, and not least limited knowledge of the business environments and communities across markets.

However, momentum keeps building. The stability of the CFA currency zone, among other factors, appeals to foreign parties.

To foster more seamless, mutually beneficial deals between these two "worlds", Epena Law launches the pioneering Francophone Africa Business Summit from February 28-29th, 2024 in Lagos, Nigeria convening senior policymakers, investors, legal experts, and business leaders from economic powerhouses like Nigeria, Ivory Coast, Cameroon, Senegal, and beyond.


FRANCOPHONE AFRICA BUSINESS SUMMIT 2024

The First Edition of this summit organised by Epena Law, a law firm headquartered in Cameroon with offices in Nigeria, Abidjan and London, with the support of major operators of the private and public sectors will serve as a catalyst in providing English-speaking businesses with a roadmap for expansion while unlocking opportunities for mutual prosperity with major French-speaking African economies such as Senegal, Ivory Coast, Cameroon to name a few.

FABS 2024 promises to be the first of a series of business summits that will boost intra-African trade between Francophone and English-speaking Africa. The summit will gather investors, decision makers and entrepreneurs around the table to discuss the various opportunities for growth available in neighbouring francophone markets. FABS 2024 is positioned as an essential founding event to initiate lasting interconnection. An event not to be missed.


THE FRANCOPHONE AFRICA BUSINESS SUMMIT CONVENES LEADERS TO:

Highlight Untapped Potential For Business, Trade and Investment




This summit will uncover the immense yet untapped opportunities for cross-border trade, investment, and economic collaboration between major Anglophone economies like Nigeria and Ghana and Francophone powerhouses such as Ivory Coast, Cameroon, Senegal and more.

Facilitate Strategic Connections



The event program facilitates direct B2B exchanges, strategic networking, and partnerships between attendees. The summit has been structured as to catalyze tangible relationships and connections between leaders and businesses looking to expand across Africa.

Shape A Unified Vision For Pan-african Business Integration



By convening influential voices from across Sub-Saharan Africa, we aim to shape a unifying vision for seamless business integration and cooperation between the Anglophone and Francophone markets in order to fully realize the continent's immense combined potential.



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 with a view to fostering 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 divides to fulfill the continent's unbridled potential.





WHY LAGOS?

20M+
Consumers

65%
Nigeria's International Trade

Lagos is the undisputed nerve centre between Africa's interconnected Francophone and Anglophone economies. Home to more than 20 million consumers, Lagos is the highest contributor to Nigeria's USD 470 Billion GDP economy.

Generating 65% of Nigeria's international trade, its unmatched combination of financial strength, multinational connectivity and regional influence cement its reputation as Africa's axis for business growth and investment.

Recently, Nigerian companies have taken increasing interest in unlocking opportunities within Francophone African economies. From financial services giants laying roots in Cameroon, to industrial manufacturers and energy providers accelerating operations in countries like DRC and Chad. Nigerian corporates are forging connections across key sectors.

This surge attests to the attractiveness of these vast consumer markets and to the yet untapped potential lying within Francophone Africa. These countries present rapidly growing populations, rising purchasing power and friendly business policies primed for mutually beneficial exchanges as well as reinforcing Nigeria's role in boosting and steering investments around the continent.

There is no better place than Lagos to come together and move the needle on Africa's business momentum. FABS 2024 will catalyze unforgettable exchanges and contacts between decision makers and economic operators seeking to deepen business engagement across African markets.

SPONSORSHIP

WHY SPONSOR?

PIONEER NEW FRONTIERS AS A FABS SPONSOR

As an unprecedented summit convening influential leaders to shape the next era of pan-African collaboration, sponsoring the Francophone Africa Business Summit positions your brand and your company at the forefront of a pioneering movement.

This summit will spark crucial dialogue between policymakers, investors and executives navigating the new frontier of Francophone African markets - a rare opportunity to get early mover advantages.

FABS Sponsorship provides:

- Prime visibility among diverse decision-makers and companies fostering engagement with high-potential Francophone economies
- Access to visionary insights from agenda-setting keynotes and panel discussions charting strategic expansion opportunities
- High-level networking with leading authorities and business innovators forging ties between linguistic spheres in the current context of rising Intra-African Investment and confidence
- Top-tier branding across event promotions with access to prominent media partners
- Reinforcement of your organization's position and visibility as an agenda-shaping institution in this new era of sustainable development between Africa's interconnected markets.

Pioneer the future by sponsoring the first ever Francophone Africa Business Summit today.





SPONSORSHIP PACKAGES

PLATINUM - USD 50,000

- 1 Speaking Slot
- 5 Entry Tickets
- Branding On Printed Conference Material
- Social Media Marketing
- Sponsor Booth
- Full Page Advertisement In Program
- An Interview (written Or Video) Conducted During The Conference, For Publication During/following The Event
- On Social Media
- Possibility Of A Digital Distribution Of A Co-branded Report
- Attendance To The Exclusive Private Investment Dinner Of 28 February

GOLD - USD 30,000

- 1 Speaking Slot
- 3 Entry Tickets
- Branding On Printed Conference Material
- Social Media Marketing
- Sponsor Booth
- Full Page Advertisement In Program
- Possibility Of A Digital Distribution Of A Cobranded Report

BRONZE - USD 10,000

- 1 Speaking Slot
- 1 Entry Ticket
- Branding On Printed Conference Material
- Social Media Marketing

SOME OF OUR CONFIRMED ATTENDEES



AGENDA

29 February 2024: Summit Day

Time	Topic
8:00 - 9:00 WAT	REGISTRATION / NETWORKING BREAKFAST
9:00 - 9:10 WAT	Opening Remarks Welcome Address: Johanna Monthe, Managing Partner at Epena Law Keynote speech: Rolake Akinkugbe-Filani, Financial services specialist 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.
9:10 - 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: <ul style="list-style-type: none">- Babacar Seck, Managing Partner, Askya Speakers: <ul style="list-style-type: none">- HON. Biodun Ogunleye, Commissioner Lagos State Ministry of Energy and Mineral Resources- Aissata Lam, Director General, Investment Promotion Agency of Mauritania (APIM)- Emmanuel Asafor, Deputy National Director, Central Bank for Central African States, Cameroon- Rock Bashala, Coordinator of the Business Climate Unit, DRC Presidency- Alain Fangman Ouattara, Controller General, Inter-African Conference of the Insurance Markets (CIMA)
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: <ul style="list-style-type: none">- Hafeez Giwa, Managing Partner, H Capital Speakers: <ul style="list-style-type: none">- Alhadji Sada Ladan Baki, Group Executive Director Export, DANGOTE Industries- Olusola Carrena, Managing Director, Helios Investment Partners

If you need further details about session topics or have questions as you make plans to join us on February 29th in Lagos, please email: info@fabs.africa

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29 February 2024: Summit Day

	<ul style="list-style-type: none"> - Solange Amichia, Managing Director, Investment Promotion Centre of Côte d'Ivoire (CEPICI) - Mohamed Ibrahim Malloum, Deputy Regional Head for West Africa, PROPARCO - Serge Thiemele, Chairman of the Board, Phoenix Capital Management 		
10:45 - 11:05 WAT	COFFEE / TEA BREAK		
	Breakout Room 1: Energy & Natural Resources	Breakout Room 2: Financial Services	Breakout Room 3: Agriculture
11:05 - 11:50	<p>Powering Progress Together: Collaborations, Market Evolution, and Investment Incentives in Africa's Energy Sector</p> <p>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?</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Mohamed Traore, Schlumberger <p>Speakers:</p>	<p>Shaping Success Together: Navigating Market Entry, Dynamics, and Growth Opportunities in Africa's Financial Landscape</p> <p>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.</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Mayowa Kuyoro, Partner, Head of West Africa Financial Services, McKinsey <p>Speakers:</p>	<p>Seeds of Synergy: Opportunities for Collaborations to Achieve Regional Food Self-Sufficiency</p> <p>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.</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Ada Osakwe, Founder of Nulli Foods <p>Speakers:</p>

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	<ul style="list-style-type: none"> - Serge Nzoudja, Country Manager, Schlumberger Cameroon, EG & Sao Tome - Taiwo Okwor, Vice President, Natural Resources, Africa Finance Corporation (AFC) - Seun Olatunji, CEO GOLDSBOG - Platini Kipelo, CEO of EKMM Sarl - Sidonie Gwet, Regional Investment Lead Africa at Global Green Growth Institute (GGGI) 	<ul style="list-style-type: none"> - Jean Guyonnet Duperat, Regional Director, Proparco - Jean Philippe Lowe, Director, Activa Assurances - Joelle KABAYO - Head of Women's Entrepreneur department, Rawbank - Tunde Alao, Divisional Director of Leadway Insurance - Yao Kouako, Head of Department - Directorate of Credit Institutions and External Finance, Ministry of Finance and Budget (Côte d'Ivoire) 	<ul style="list-style-type: none"> - Wilfrid Korsaga, Managing Director of ARM Agribusiness - Nouss Bih - Principal, Sahel Investment - Lucine Hapi - USAID Invest DRC - Yelena Fotso, CEO of Anfel Consulting
11:50 to 11:55	TRANSITION		
	<p>Breakout Room 1: Real Estate & Construction</p>	<p>Breakout Room 2: FMCG & Distribution:</p>	
11:55 to 12:40	<p>Foundations of Unity: How to navigate the liquidity crisis and currency fluctuations to create sustainable markets?</p> <p>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.</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Grace Ofure, CEO of Lifecard group <p>Speakers:</p> <ul style="list-style-type: none"> - Cheick Sanankoua, Managing Partner, HC Capital Properties - Taslim Ngom, Group CEO of Sertem Group 	<p>Unlocking Expansion Opportunities: Strategies and Insights to Deepen FMCG Brand Presence in Francophone and Anglophone Africa</p> <p>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.</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Ignatius, Chief Growth Officer at TradeDepot <p>Speakers:</p> <ul style="list-style-type: none"> - Ernest EZENNA, Director of business development, Orange Drugs - Mike Ojeme, CEO of Mikado Group 	

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29 February 2024: Summit Day

	<ul style="list-style-type: none"> - Sanusi Dantata, Founder of DANTATA properties - Chimene Mercedes Zema, CEO of La Congolaise de Développement Immobilier (CDI) - Igbuan Okaisabor, CEO of Group Kaiser Construction 	<ul style="list-style-type: none"> - Princess Funlayo Bakare Okeowo, Managing Director/CEO at FAE LTD - Adebola Adebajo, Partner at United Africa Company (UAC) Nigeria
12:45 to 13:45 NETWORKING LUNCH		
	<p>Breakout Room 1: Infrastructure</p> <p>Breakout Room 2: FinTech</p>	
13:50 to 14:35	<p>Bridging Borders: Building Integrated Infrastructure for a Unified Africa</p> <p>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?</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Kome Ajegbo, Vice President of Africa Finance Corporation infrastructure <p>Speakers:</p> <ul style="list-style-type: none"> - Javier Salvador, CFO of Afr-IX Telecom - Deen Solebo, Co-CEO of Elektron Energy - Azeez Amida, CEO of Pan African Towers - Abiodun Aina, Senior Investment Officer at International Finance Corporation (IFC) 	<p>Futuristic Africa: Innovating Technology Solutions for a More Connected Africa</p> <p>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?</p> <p>Moderator:</p> <ul style="list-style-type: none"> - Emeka Ajene, Founder and Publish of AfriDigest <p>Speakers:</p> <ul style="list-style-type: none"> - Bode Aregbesola, SVP – Country Manager of Flutterwave Senegal - Adia Sowho, Chief Marketing Officer of MTN Nigeria - Dr. Ing. Nkwenti Azong-Wara, CEO of Maviance Cameroon - Idris Bello, Founding Partner of Loftyinc Capital
14:35 to 14:40 TRANSITION		
14:40 to 15:30	<p>Expanding in Francophone Africa: An operational perspective Adapting Your Business for Success</p> <p>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</p>	

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	<p>across 17 francophone countries, and compare it with the Nigerian framework, we will discuss strategies to market, HR strategy and many other practical topics.</p> <p>Moderator:</p> <ul style="list-style-type: none">- Aderonke Onadeko <p>Speakers:</p> <ul style="list-style-type: none">- Johanna Monthe, Managing partner at Epena Law- Bendjin Kpeglo, Directeur General African Guarantee Fund West Africa- Thierry Wandji, CEO of Cybastion and special advisor on Africa to the President of the US- Ade Adefeko, Chairman of the industrial group London Chamber of Commerce and Industry (LCCI)- Paul Odunaiya, CEO of Wemy Dr Brown
15:30 to 15:55	Closing Remarks
15:55 to 16:05	Wrap-up and Thank You

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SIDE EVENTS PROGRAM

Beyond the core Francophone Africa Business Summit program, we will host additional exclusive side events for attendees each designed to provide more informal opportunities for attendees to create connections. The side events agenda will only be communicated to confirmed guests.

Please contact info@fabs.africa if you have any questions about the emerging side events program as you make your plans!



EPENA LAW YOUR GATEWAY TO FRANCOPHONE AFRICA

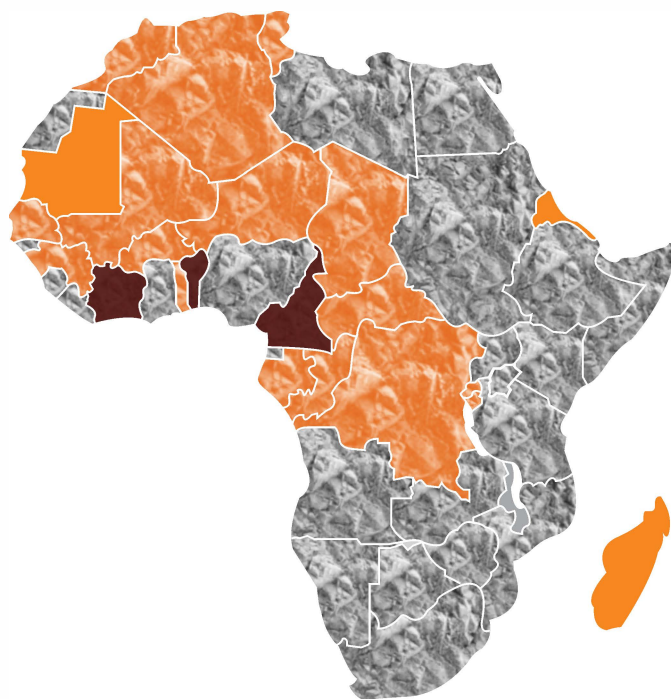
**LIKE THE CITY OF EPENA, WE ARE AT THE CENTER OF
THE LEGAL SCENE IN AFRICA.**

With a bilingual team of attorneys dually qualified in both Civil and Common Law, holding 6 bar admissions across Cameroon, Côte d'Ivoire, Benin and beyond, Epena Law combines deep first-hand experience and a nuanced cultural affinity in facilitating major transactions throughout Francophone and Anglophone Africa.

This unique expertise at the intersection of Africa's legal systems and business environments allows us to adeptly guide clients towards new frontiers of sustainable growth and seamlessly address the complexity inherent to cross-border expansion.

Through representations and a presence embedded in key African markets like Cameroon, Côte d'Ivoire, Benin and Nigeria plus affiliations with premier law firms across Senegal, DRC and more, we serve as the gateway connecting international investors to the yet untapped opportunities across the Francophonesphere.

OUR PRESENCE IN FRANCOPHONE AFRICA



39YRS

combined experience
in London, Paris, New York,
Luxembourg and Africa

4 Representations

Around The World

\$1.5B

completed transactions
in Africa in 2023

3 BAR

Qualifications In
Francophone African
Countries



Epena office and representations
in Francophone African Countries



Significant transaction or advisory
experience in Francophone Africa



Francophone Africa

Do you have any questions about the inaugural Francophone Africa Business Summit from February 28-29th, 2024 in Lagos, Nigeria?

Our team is here to help

General Inquiries:

Email: info@fabs.africa

Phone: +237 676 66 14 54

Registration

Email: registration@fabs.africa

Sponsorship Opportunities & Partnerships

Email: sponsors@fabs.africa

We eagerly await meeting you in Lagos for this momentous pan-African business summit! Do not hesitate to reach out to us at the access points above for any Summit-related needs or requests in the meantime.



FRANCOPHONE AFRICA BUSINESS SUMMIT

