ELEVENTH AFRICAN PRIVATE SECTOR FORUM
6-8 November 2019
International Conference Center of Ivato
Antananarivo, Madagascar

DRAFT CONCEPT NOTE

Introduction and context

1. In a context of the growing prospects of African economies, the need for their transformation is inescapable for promoting inclusive and sustainable development. As promoted by the 7 Aspirations of Agenda 2063, there is a strong desire for ‘shared prosperity and well-being, for unity and integration, for a continent of free citizens and expanded horizons, where the full potential of women and youth are realized, and with freedom from fear, disease and want’.1

2. The launch of the Single African Air Transport Market (SAATM) at the January 2018 Summit, and the launching of African Continental Free Trade Area (AfCFTA) as well as the free movement of persons, the right of residence and the right of establishment show the commitment of African Union Heads of State and Government in accelerating the transformation process in view of boosting trade, enhancing competitiveness of African goods and services, and overall strengthening of Africa’s common voice and policy space in global trade negotiations.

3. Coherent and concerted actions for the promotion of economic and social development focused on exploiting the potential of the private sector are needed to meet the new needs of this growing population, take advantage of the benefits of the AfCFTA, create jobs, reduce poverty, and fill the gaps in infrastructure considering that it is essential that businesses innovate and invest more. These, along with the increases in productivity and competitiveness are essential for the resurgence of the envisaged prosperous Africa.

4. Considering the above, the transformation of African economies becomes an inescapable condition for continental integration, therefore, to contribute to the realization of this potential, the Forum will reconsider the issue of Africa’s industrialization under the leadership of private actors. The Forum seeks to harness successful experiences from other parts of the world with a focus on accelerating the process of economic transformation. An analysis of the strategic theme would strengthen the participation of the private sector in more productive sectors (agribusiness, manufacturing, mining, financial services, tourism, digital technologies, etc.) as well as in the development of cities in collaboration with decentralized entities.

5. The Forum aims to provide a platform to inform the private sector and public opinion in Africa of the extent of African business opportunities in key sectors, and to suggest measures so that investors can translate these opportunities into profitable and sustainable business.

6. The Forum, bringing together stakeholders in Africa’s economic development, will be conducive to the conclusion of trade and cooperation agreements between

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1 African Union. The Africa We Want. https://au.int/en/agenda2063/aspirations
enterprises, to increase production through joint ventures / co-investment with external partners and to accelerate the transformation of African economies.

7. The African Union Commission, in collaboration with United Nations Office for South-South Cooperation (UNOSSC) and Organisation Internationale de la Francophonie (OIF), will organize the eleventh edition of the African Private Sector Forum in Antananarivo, Madagascar from 6-8 November 2019 under the theme: "Transforming African Economies through the Mobilization of the private sector and the capitalization of good practices from other regions of the world".

II. Objectives of the eleventh edition of the Forum

8. The Forum serves as a platform to foster the establishment of business partnerships and collaboration between private and / or public actors in the identified areas while empowering the private sector through advocacy, sharing of information and commercial skills regarding its leading role in the development and transformation of African economies.

9. The main objective of the African Union's 11th Private Sector Forum is to strengthen the role of the private sector in Africa as an engine of growth, while capitalizing on the experiences and lessons learned from other parts of the world for the transformation of African economies and achievement of the aspirations of Agenda 2063 and Agenda 2030.

10. The specific objectives of the Forum are as follows:-

i. Promotion of private sector participation in Africa's growth and economic transformation. In this perspective, the Forum will strengthen the role of the private sector in the accelerated implementation of national, regional and continental programs of economic transformation through better mobilization of their resources and potential for development.

ii. Network the African private sector to support the African Continental Free Trade Area and bring about a better integration of the African economy into the global economy. In this perspective, the Forum aims to create the conditions for networking private actors in favor of industrial development for growth that generates economic opportunities.

iii. Promotion of exchanges between the African private sector and the actors of the French-speaking regions and of the Global South. In this perspective, the Forum aims to further integrate African economies into regional and global economies by promoting exchange of knowledge, best practices and lessons learned, as well as the formation of far-reaching business networks.
III. Main topics to consider

11. The following themes will form the backbone of the discussions:

- **Public-Private Partnership (PPP) and South-South decentralized cooperation in transformation of African economies and cities**

  Given the challenges faced by African cities due to the accelerated urbanization, this session aims to provide a platform through which cities can share experiences and best practices with each other as a form of South-South and Triangular Cooperation, as well as to discuss mechanisms to adapt behaviors and structures to this form of cooperation.

- **Private sector role in the transformation of African economies**

  The private sector is expected to be a major engine of growth and transformation in African economies therefore, this session aims to explore this potential by providing a platform to which stakeholders can exchange experiences, best practices and overall knowledge, especially in terms of multinational companies, and with dynamics of how businessmen and businesswomen of the South interact and invest in Africa.

- **Investing in human capital to support the structural transformation of African economies**

  In light of the substantial growth of the African working age population, this session aims to discuss and explore ways in which African businesses can take advantage of this ‘demographic dividend’ and catch up to global productivity, and meet the challenges of human development.

- **Co-financing investments in key sectors of African transformation and alternative financing for the private sector**

  This session aims to foster constructive dialogue on co-financing opportunities and other innovative financing methods to bridge the financing gap experienced by African businessmen and businesswomen. Moreover, this session aims to draw from the experiences, best practices and lessons learned from other countries of the Global South in financing for their development.

- **‘Unlocking finance & impact for SMEs and PPPs in Least Developed Countries (LDCs) in Africa, organized by the Centre of Excellence and Innovative Fund for Local Government Finance and Local Economic Development Finance of the United Nations Capital Development Fund (UNCDF)**
This session aims to shed more light on solutions and dialogue towards LDCs. It also aims to explore, through the exchange of experiences, best practices and lessons learned in the initiatives of Tanzania and Uganda in developing pipelines of investible projects in catalytic sectors that drive local value chains that add to local economies.

- **Modernization of production through digital technologies to accelerate the transformation process of African economies**

In light of the technological revolution currently being experienced globally, together with the aim of bringing African economies to the forefront of this revolution, this session aims to explore, through the sharing of best practices, experiences and lessons learned - strategies to encourage African industries into breakthroughs in core technologies.

- **Co-production in the mining industry to boost the transformation of African economies**

As Africa is home to the reserves of a highly sought-after minerals, the potential of these to drive the transformation of its economies remains high. This session aims to explore ways to which African economies can wholly benefit from their wealth by gathering regional and national players for national and transnational projects; sharing of experiences, practices and lessons learned on the contributions of transnational corporations; and on how to use these mining assets as inputs into medium and long-term industrial development programs.

- **Co-production in the agribusiness sector for the transformation of African economies**

Given that agriculture still comprises a large segment of African economies' economic structures, therefore, this session aims to explore ways in which agriculture and agribusinesses could be drivers of economic transformation. The session will address agricultural development with a focus on rural entrepreneurship and the transformation of agricultural raw materials through industrialization.

- **Innovative Strategies for promoting tourism in the transformation of African Economies**

Tourism is a strategic business sector that could, if properly exploited, accelerate Africa’s economic growth and transformation in the coming decades. This session aims to explore the roles of government in dealing with the market failures that hinder development in the sector, and promote investment; and experiences on promoting sustainable tourism.
• **Strengthen entrepreneurship among young people and women to help transform economies in Africa**

Young people and women make up a large segment of dynamic entrepreneurs in the continent. In light of this, this session aims to contribute to initiatives aimed at enhancing the potential of African youth and women as entrepreneurs (especially rural entrepreneurs). The session will also address the issues of the creation of quality jobs, taking advantage of the entrepreneurial dynamism, and financial services adapted to the needs of start-ups, all with the aim of raising productivity.

• **Presentation of the World Bank’s ‘Profiting from Parity: Unlocking the potential of Women’s Businesses in Africa’ flagship report**

The report aims to highlight the importance on tapping onto the potential of female entrepreneurs and their paramount contribution to the pursuit of sustainable and inclusive development, especially in the areas of innovation and job creation, among various others. In addition, the report draws on a comprehensive data survey, and highlights the main factors that influence the success of female entrepreneurs as they operate and grow their businesses. This session will further discuss the various challenges faced by female entrepreneurs and it will address the reasons behind the profit gap aggregated by gender; the societal, financial and capacity related challenges faced by women, among many other points.

• **Business to Business (B2B), Business to Government (B2G), Business to Others (B2O) and Others to Others (O2O)**

These sessions aim to facilitate the creation and participation of networks by allowing participants to better interact and stimulate business opportunities among each other. This will include sessions with activities, a networking breakfast and dinner, one-on-one meetings among others.

**IV. Structure of the Forum**

12. The eleventh edition of the African Union Private Sector Forum is a two-and-a-half-day event. In addition to the opening and closing ceremonies, the Forum will hold around nine plenary sessions. A space will be opened throughout the Forum to promote networking (B2B, B2G, B2O and O2O).

13. The plenary sessions will focus on the nine areas aforementioned and will feature storytelling by prominent figures from the African private sector, as well as presentations by young entrepreneurs specific to each area. Francophone actors of development from the Global South, including young entrepreneurs and
seasoned entrepreneurs will also be invited to make presentations of their experience on various topics covered by the Forum during these plenary sessions.

14. B2B, B2G, B2O and O2O interaction stands will be available throughout the event. Companies will be able to present their activities and explore partnerships with other companies, governments and others stakeholders.

V. Side events on the margins of the Forum

15. The eleventh workshop devoted to women and young entrepreneurs, and the launch of the two key flagship economic reports of the African Union Commission; (iii) two sessions on Sustainable Development Goals (SDGs) promotion through South-South and Triangular cooperation and (iv) a session on business and investment opportunities in Madagascar.

16. The “Capacity building and mentoring workshop for youth and women entrepreneurs” will be held from 3 to 5 November 2019 at the Next’A Incubator Andranomena premises in Antananarivo. The training workshop devoted to women and young entrepreneurs will be organized by the African Union Commission, in collaboration with the Republic of Turkey and the World Savings and Retail Banking Institute (WSBI).

17. Launch of the “2019 African Development Dynamics: Achieving Productive Transformation” and “Domestic Resource Mobilization: fighting against Corruption and Illicit Financial Flows” reports will be held on 5 November 2019 from 9.00-12.00pm at the Plenary Hall of the Ministry of Foreign Affairs of Madagascar.

18. The session “Women in STEM Africa: 2nd Meeting of the Secretariat and Stakeholders to review the findings of the mapping and program conceptualization reports and pave the way forward” is a 2 day event held from 4 to 5 November 2019 organized by UNOSSC at the Carlton Hotel Anosy in Antananarivo, Madagascar.

19. The session “Investing in the Sustainable Development Goals through South-South and Triangular Cooperation: Promoting conducive policy and legal environment in the Africa Region” is a half a day session to be held on 5 November 2019, organized in collaboration with UNOSSC, AUC and UNDP at the Carlton Hotel Anosy in Antananarivo, Madagascar.

20. The session on Investment opportunities in Madagascar will be organized and promoted by the Economic Development of Madagascar (EDBM).

21. An exhibition will also be held from 6 to 8 November, with the participation of members of the private sectors of Madagascar, all 5 Regions of Africa and other
regions of the world as well as some pan-African and international organizations, at the plenary room of the International Conference Center of Ivato, Antananarivo.

22. Lastly, **Business and tourist visits** will be organized in collaboration with the local tour operators at the request of participants in order to discover the specificities of the host country.

**VI. Expected outcomes**

21. This eleventh edition of the Forum will:

i. Go beyond recommendations by adopting a storytelling approach of key stakeholders in the transformation of African economies, at continental and global levels in key sectors (industry, agriculture, mining, tourism, ICTs, etc.)

ii. Support the efforts of Member States to mobilize internal and external resources, through greater involvement of the African private sector and its networking with economic actors in other regions, while considering the development of networks between the different stakeholders;

iii. Realize trade agreements between private sector actors in Africa on the one hand, and with foreign partners on the other.

**VII. Participation**

22. The forum is expected to attract more than 400 high-level participants including:

- African Union Commission;
- UN Agencies;
- African Union Organs;
- African business men and women including the most influential ones in Africa and from other parts of the world;
- Women and young entrepreneurs;
- Small and Medium Enterprises (SMEs);
- Regional, pan-African and international organizations in charge of private sector development;
- Chambers of Commerce in Africa;
- Foreign Economic Relations Boards of Africa’s Investment Partner Countries;
- Business Councils from various entities working in Africa including those of the Regional Economic Communities (RECs);
- Business groups and associations from African and other countries;
- Investment promotion, trade and export organizations;
- Pan-African and international financial institutions including the Bank for Trade and Development (TDB), the Arab Bank for Economic Development in Africa (BADEA), the Standard Bank of South Africa, the Development Bank of Southern Africa.
(DBSA), the African Securities Exchanges Association (ASEA), the Japan Bank for International Cooperation (JBIC), the Finance Center for South-South Cooperation, etc.;

- SME support organizations;
- Municipalities and decentralized entities;
- Foreign Economic Relations Boards of Africa’s Investment Partner Countries;
- Regional and international organizations

VIII. Documentation

23. This concept note and the thematic papers prepared by the Forum secretariat will guide discussions at the various sessions and activities planned.

IX. Promotion and communication

The Forum will have an official page hosted by the African Union website (www.au.int). Other available means will also be used to promote and widely disseminate the Forum, including brochures, posters, magazine inserts, social and television media, print media, etc.

X. Working languages of Forum sessions

The working languages of the forum are English and French.

Contacts

For more information about the Private sector Forum, kindly contact the event organizers and coordinators:

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