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**ELEVENTH AFRICAN PRIVATE SECTOR FORUM**  
**6-8 November 2019**  
**Antananarivo, Madagascar**

**Document reference**  
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## **DRAFT CONCEPT NOTE**

**THEME : «TRANSFORMING AFRICAN ECONOMIES THROUGH  
MOBILIZATION OF THE PRIVATE SECTOR AND THE  
CAPITALIZATION OF GOOD PRACTICES FROM OTHER REGIONS OF  
THE WORLD»**

## **I. Introduction and context**

1. Between 1990 and 2014, Africa recorded a remarkable economic performance. Indeed, gross domestic product (GDP) in Africa has almost tripled, from around 2% in the 1990s to an annual average of 5% in 2014. However, since 2014, the combined decline of demand and commodity prices in international markets led to a drop in tax revenues for African states, resulting in a slowdown in growth to 3.8%, leading to a weak capacity of states to finance their national Socio-Economic transformation programs.
2. However, the macroeconomic outlook for 2018 and 2019 is encouraging. Growth should strengthen to 4% over the two years (AfDB, 2019) and lead to a second decade of growth in Africa if efforts are made to support it.
3. In the social sphere, growth has not been accompanied by significant progress given the increase in inequality on the continent (AU / OECD, 2018). Indeed, despite the progress made during this period, achievements in the transformative areas of education, health and the widening of Socio-Economic opportunities for all remains limited.
4. At the same time, incomes are rising over a large part of the continent and its middle class will reach 1.1 billion people by 2060, generating new business opportunities in the consumer market. Overall, annual spending by African consumers and businesses is projected to reach US \$ 6.6 trillion by 2030, up from US \$ 4 trillion in 2015. These trends are driving growing markets in various sectors where Africans have unmet needs, including food, beverages, pharmaceuticals, financial services, health care and education.
5. The launch of the Single African Air Transport Market (SAATM) at the January 2018 African Union Summit as well as the opening for signature and ratification of the Protocols of Agreement the free movement of persons, the right of residence and the right of establishment by African Union Heads of State and Government in March 2018 and the recent launch of the African Continental Free Trade Area (AfCFTA) at the AU Summit held in Niamey, Niger in July 2019, reiterate the willingness of African leaders to accelerate the process of continental integration by contributing to the integration and inclusion of the African Economic Area with a view of eventually establishing the African Economic Community, as outlined and in accordance with the 1991 Abuja Treaty.
6. The entry into force of the AfCFTA, which was officially launched during the Extraordinary Summit of July 2019 by the African Heads of State and Government, will enable the narrative to be changed and boost intra-African trade for the development of African populations. Tariff liberalization will open up new opportunities for value addition and development of intermediate and finished product production for the local market which will constitute a large market with an

aggregate GDP of 2.1 to 3.4 trillion US dollars, a tycoon for small and large-scale investments.

7. To meet the new needs of this growing population, take advantage of the benefits of the AfCFTA, create jobs and reduce poverty, fill the gaps in its infrastructure, it is essential that businesses innovate and invest more.
8. However, despite the pre-eminence of the private sector in the economy and the reforms undertaken in recent decades by African countries, it remains difficult to link the discourse with good intentions, with coherent and concerted actions for the promotion of economic and social development focused on exploiting the potential of the private sector. Across the continent, the private sector continues to face many challenges including challenges related to the general economic environment, corporate finance, private sector employment, productivity and competitiveness. These factors that influence the behavior and dynamics of African businesses need to be understood.
9. In light of the above, the transformation of African economies becomes an undeniable and required condition for continental integration. African countries need to adopt and implement coherent strategies and development plans to unleash the under-exploited economic potential of the continent to accelerate its progress towards sustained and inclusive economic growth, sustainable and broad-based development as defined by the African Unions' Agenda 2063 development plan.
10. Economic transformation should focus on business development, particularly for SMEs, as an engine of economic growth in Africa. It is also essential to empower the private sector and empower all human resources through education and capacity building, including women and youth in high-potential sectors.
11. African industries have the potential to double production to almost US \$ 1 trillion in a decade (Brookings Institution (2019)). Moreover, the transformation of African economies and their integration into the global economy will have to take place thanks to inclusive industrial development for the Continent to maximize the benefits of its vast natural resources and exploit its demographic dividend.
12. To contribute to the realization of this potential, the Forum will consider the issue of Africa's industrialization, under the leadership of private actors, in the light of successful experiences from other parts of the world, with a view to accelerating 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.

13. 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 businesses.
14. The Forum, bringing together stakeholders in Africa's economic development, will be conducive to the conclusion of trade and cooperation agreements between enterprises, to increase production through joint ventures / co-investment with external partners to accelerate the transformation of African economies.
15. Considering:
- i. the crucial role that the private sector is expected to play in the transformation of African economies and the implementation of AU's Agenda 2063 and the United Nations 2030 Agenda through its contribution to the reduction of poverty through investment and job creation;
  - ii. the potential for exchange, sharing experiences and good practices in the field of transformation and economic development offered by the French-speaking world composed of G7 and G20 member countries, developed, emerging and developing countries; thus enabling private sector actors in Africa to get closer to private actors from other countries as well as organizations that can help them meet their challenges;
  - iii. the need for Southern Hemisphere countries, including African countries, to (i) show solidarity with a view to achieving the internationally agreed Sustainable Development Goals (SDGs), (ii) build on opportunities offered by innovative financing mechanisms, exchanges and sharing of good practices, experiences and lessons learned from other regions of the world through South-South and triangular cooperation;
16. 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 Mobilization of the private sector and the capitalization of good practices from other regions of the world"**.
17. The Forum is a key instrument for interface and exchange between African Continent, the Francophone regions and the Global South in order to help the private sector to effectively meet its challenges regarding development and to exploit the opportunities to face issues.

18. 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.

## **II. Objectives of the eleventh edition of the Forum**

19. 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.**

20. The specific objectives of the Forum are:

- i. **Promotion of private sector participation in Africa's growth and economic transformation.** There is a consensus that economic transformation is essential to consolidate Africa's growth in the coming decades and lift Africa's populations out of poverty in a sustainable manner. 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. **Enable Networking opportunities between African private sector actors to support the African Continental Free Trade Area (AfCFTA) 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 the Global South.** In view of the need to integrate African economies into regional and global economies and taking into account the opportunities offered by the sharing of information and business skills as well as the development of the business network between private actors in these areas, it becomes crucial to network them and give them a platform that allows them to exchange, discuss ways and means to implement for their cooperation and thus create a strong synergy of development.

## **III. Main topics to consider**

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

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

22. African cities, in the midst of demographic and urban change, are currently facing a number of challenges, including meeting the basic needs of the population. Co-operation between cities has always existed under the name of town twinning. However, cities in the South have very little cooperation with each other.
23. This decentralized South-South cooperation can be enriched by the contribution of developed country cities to triangular (tripartite) decentralized cooperation that would benefit all stakeholders. The defined triangular decentralized cooperation can allow a pragmatic partnership, based on the capitalization of experiences, the sharing of knowledge and good practices as well as the support for capacity development and technology transfer, or even the mobilization of resources, between several countries of the Southern Hemisphere and those of the Northern Hemisphere.
24. In a context where more than 80% of Africa's population growth over the coming decades will take place in cities and 89 African cities will have more than one million inhabitants by 2030 which will make Africa the most urbanized region in the world, this session will provide an opportunity for municipal representatives (i) to exchange information and learn from each other, (ii) to discuss mechanisms to be implemented to adapt behaviors and structures to this form of triangular cooperation in the framework of joint projects. This cooperation will thus enable to rely on all actors of South-South and triangular decentralized cooperation through their participation, their accountability as well as the financial support to the process of cooperation for the respective development of their cities and the satisfaction of needs of their populations.

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

25. Africa has more than 60% of the world's fertile and unused land, sufficient to feed an estimated population of 9 billion by 2025. However, about 355 million people in Africa suffer from moderate or severe food insecurity in 2015 in part due to inadequate coverage of irrigation and natural disasters as well as lower investment in the sector. Yet, the agricultural sector still accounts for one-third of the continent's GDP and employs a large share of the population in many African countries.
26. Moreover, from 2010 to 2015, manufactured goods accounted for only 18% of Africa's exports, and Africa's share of world exports of manufactured goods remains below 3%, while manufactured goods accounted for 62% of total imports. Even countries with a large agricultural sector tend to export agricultural commodities as unprocessed primary commodities, poorly integrated into global value chains, while importing processed food products. With the projected growth of middle and high income African groups at around 160 million people and consumption growth in Africa which is expected to exceed 6% by 2030 in most

sectors including agribusiness, food dependence in Africa, with respect to food imports, is likely to intensify, raising fears of food insecurity and external imbalance.

27. Recognizing the potential of agriculture and agribusiness as a driver of Africa's economic transformation, this sector remains largely underdeveloped in Africa. This session of the Forum will allow the private sector to participate in the productivity of African agriculture and the sustainable agro-food industry, while addressing agricultural development from the point of view of the development of rural entrepreneurship and the transformation of agricultural raw materials through industrialization. It will also address the critical issue of climate change with a view to developing a resilient and prosperous agricultural sector in Africa.

#### **C. Private sector role from the Global South in the transformation of African economies**

28. The economic growth observed in African countries during the previous decade and the development of infrastructure have been largely driven by the countries from the Global South. However, it is observed that this role of engine has been played either by the States or their dismemberments in the form of investment structures or the Para public companies (the case of China). Furthermore, Brazil and to a lesser extent India and Vietnam, have used their private sector or have made certain financial incentives available to their private sector. It should be noted that for the past four years, the private sector in the South has become more autonomous with respect to state supervision (China, Vietnam and India).
29. The African Private Sector Forum should provide a platform for exchange and sharing of experiences among the new generation of multinational companies and businessmen or businesswomen in the South to interact and invest in Africa.

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

30. The question of financing Africa's economic transformation remains a source of concern because of the high funding requirements.
31. While the masses of capital available in the northern countries are seeking profitable investments, they cannot be captured by African countries, with a view to financing essential sectors whose risks are manageable, such as infrastructure, energy, agribusiness and mass distribution, health, financial services, the so-called "light industry", the building and the mining industry, which are the key sectors of the African future.
32. On one hand, the changes brought about by the development of financial technologies (Fintech) offer solutions for co-financing operations in key sectors and

competitive economic value chains carried by public and private enterprises in the South and North. On the other hand, Access to micro and macro finance is a major obstacle in all African regions. The median ratio of private sector lending to Africa's GDP rose from 15% to 20% in 2008 and 2015 remains below the performance of world averages. To accelerate this growth, public and private financing systems deserve to be rethought and adjusted to the challenges of structural transformation, notably through reforms and the creation of new national, regional, interregional, North-South and South-South mechanisms. These solutions should be considered to manage and mitigate investors risk and generate alternative sources of financing for intra-African co-investments.

33. Achieving Africa's economic transformation requires bridging the financing gap through the mobilization of internal and external resources as well as the promotion of innovative financing, including those using mixed capital structures that combine public, private and public sources or philanthropic under the concept of co-financing. This mode is favored by the public sector and intensified by the private sector in which the government, private investors, philanthropic donors and development banks have their role to play.
34. This session will provide an opportunity for constructive dialogue among stakeholders on possible mechanisms, on the one hand, to provide opportunities for co-financing investments in key sectors of the economy; and, on the other hand, to discuss alternative financing partnerships open to businesses to support their development and thereby accelerate economic transformation on the continent. In addition, given the experiences of the countries of the Global South region as well as those of the Francophone area in terms of financing their development and fund management projects made available to them for this purpose, this session will promote the sharing of experiences, good practices and lessons learned around the thematic issue.

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

35. Despite oil and gas reserves, Africa is home to the world's largest reserves of vanadium, diamond, manganese, phosphate, platinum group metals, cobalt, aluminum, chromium, gold, etc. Eleven of the countries on the continent, including those in West and Southern Africa, rank among the top ten sources for at least one of the major minerals. Most of these minerals are key components of electric vehicle batteries and in the new technology industry in general. Another mining trend is linked to the green revolution in Africa: the progress of agricultural production in Africa is leading to a growing demand for fertilizers, for which phosphates, a mineral product, are an essential ingredient that also abounds in the soil of the continent.



36. Although there are many opportunities in the mining sector in Africa to take advantage of this wave of growth and create virtuous effects on African economies, most of the mining projects are carried by non-African companies. With the exception of the Nigeria-Morocco gas project (linking a dozen countries and regions along their coastline: Côte d'Ivoire, Liberia, Sierra Leone, Guinea, Guinea-Bissau, Gambia, Senegal, Mauritania, Western Sahara, before to arrive in southern Spain), there are almost no transnational and / or transregional projects of continental scope, capable of creating, in the beneficiary countries and regions, resilient ecosystems and the effects of levers and economies of long-term scale.
37. Facing the decades of structural adjustment and liberalization of a primary mode of governance, most African countries have offered incentives for foreign Direct Investments (FDI) leading to harmful tax competition between countries. In addition to these countries, the lack of co-production and / or co-investment leads to the emergence of generations of industrialists or regional industrial networks at the height of the ambitions and needs of Africa for today and tomorrow. The entry into force of the AfCFTA would require a new approach to industrialization and mining of the "new breeds" of African industrialists able to participate in transnational manufacturing and mining. projects.
38. Given that the resources are available and potentially valuable, this session will address 3 key points: a) what are the contributions of States and Regional Integration Organizations to the training of Champions of African Industries around potential transnational projects in Infrastructure and in the Mining and Oil sectors?; b) How to register the effective participation of African transnational corporations / consortia in industrial and mining development programs carried out by or involving foreign firms; c) how to use the mining assets of two or more countries as inputs into medium and long-term industrial development programs.

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

39. It is estimated that African Manufacturers - both local and foreign - could more than double their sales in intra-African markets by 2025, increasing their annual sales by US \$ 326 billion. Import substitution is an important part of this opportunity: Africa imports a high percentage of goods in many categories that can be produced more easily and cost less locally. For example, Africa imports one-third of the food, beverages and other processed products it consumes - and two-thirds of its advanced manufactures, such as cars and machinery.
40. The technological revolution currently taking place in our societies and throughout the world will fundamentally change our relations with others as well as our way of living and working. The speed at which current innovations are

emerging is unprecedented and offers Africa great opportunities for the diversification and development of its productive sectors. Digital technologies are the root of the development of many sectors, including those concerned with the industrialization of the continent. However, the evolution and technological levels, which are the drivers of productivity, remain low in Africa. The starting point for thinking about Africa's development must therefore focus on finding opportunities that can reduce the distance to the technological frontier, to develop models to put the potential of digital technologies in favor of the acceleration of industrialization and bring the level of production to a new level with measures to eliminate obsolete capabilities and techniques, but also to strengthen the transition of economic drivers.

41. This session will support the integration of technologies in enterprises and address the issue of investments that will need to be generated accordingly. It will also discuss developing strategies to encourage African industries to breakthroughs in core technologies and take advantage of the Internet to reshape development. In addition, it will be appropriate, through this session, to consider that Africa must rely on the path that has been followed by other emerging regions in the face of the vertiginous changes brought about by the digital revolution over the last 20 years.

#### **G. Innovative Strategies for promoting tourism in the transformation of African Economies**

42. Tourism is a strategic business sector that, if properly exploited, could accelerate Africa's economic growth for structural transformation in the coming decades. According to the World Tourism Organization (WTO), the number of international visitors counted worldwide in 2017 was 1.326 billion people with a revenue of 1340 billion dollars. In this performance, Africa recorded only a marginal income, although growing compared to 2016. The continent has indeed received only 37 billion US dollars, generated by the 63 million international tourists it has attracted compared to other regions of the world like Asia which attracted 323 million visitors for 390 billion US dollars generated in 2017.
43. However, in order to make the best use of the enormous potential of tourism in terms of job creation and income generation for the most disadvantaged, it is wise to rethink the African strategy in this area.
44. This session aims to provide an ideal public-private platform for exploring winning strategies for enhancing tourism as a transformative catalyst for African economies. To this end, particular attention will be paid to the role of government authorities in formulating optimal sectorial tourism strategies on the one hand, and the policy options to be implemented to tackle the market failures that hinder the development of the sector. Tourism, with the aim of creating an environment conducive to private investment, on the other hand.

Emphasis will also be placed on ideas to promote African countries in terms of marketing and investment. The development of a resilient African tourism sector requires private sector investment in accommodation, attractions and tourism services. It is also essential to set up a framework of collaboration of all the community actors essential to the development of African tourism as part of a more sustainable tourism approach.

#### **H. Investing in human capital to support the structural transformation of African economies**

45. Between 2015 and 2050, the African working-age population (defined as the 15-64 age group) will increase by 902 million, or about 69 per cent of the total increase worldwide, to more than 1.5 billion. By 2034, Africa will have more working-age citizens, whether in China or India. The African demographic dividend could account for 10 to 15% of the volume growth of gross GDP by 2030. However, the formal economy must create millions of additional jobs: on average, between now and 2030, 29 million additional young people reach the age of 16. Access to quality education must also be improved, especially for girls. Many young Africans do not have the technical and managerial skills to succeed in the labor market. Only 10.5% of secondary students are enrolled in vocational training programs, often underfunded. Yet graduates of this generation show that many of them are overflowing with the desire to learn and the ambition to build stable careers, and to improve their lives and those of their families.
46. If they want to leverage more stable sources of growth to spur human development, countries will need to invest more in human capital - health, education and skills. Increasingly, Africa's business leaders see Africa's talent not as a barrier, but as an opportunity to seize. This session will discuss what needs to be done to help African businesses catch up to global productivity and meet the challenges of human development in order to get the best out of African youth.

#### **I. Strengthening entrepreneurship among young people and women to help transform economies in Africa**

47. The industrialization of Africa will depend on the dynamism of the continent's private enterprises. Also, the new strategies of industrialization and transformation of African economies must rely on entrepreneurs of the continent, in full expansion. Indeed, entrepreneurial culture is alive and well in Africa, with about 80% of Africans viewing entrepreneurship as a good career opportunity. The continent has the highest proportion of adults starting or running a new business, but often in low productivity sectors. Among these entrepreneurs, a majority of young people, on average 31 years old, and

African women who are twice as likely to start a business as women from other continents (AfDB, 2017).

48. Through this theme, the Forum intends to contribute to initiatives aimed at enhancing the potential of African youth and women as entrepreneurs, particularly rural entrepreneurs, and integrating the synergies between entrepreneurship and industrialization. This session is also meant to favor the alliances between various actors for the creation of real business opportunities and address the issue of the creation of quality jobs taking advantage of the entrepreneurial dynamic on the Continent. The session will also discuss financial services adapted to the needs of start-ups while putting in place a range of incentives to improve their productivity.

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

49. Business networks expand their markets and allow them to expand beyond local boundaries. With the exception of Nigeria (195 million inhabitants), Ethiopia (105 million inhabitants) and Egypt (96 million inhabitants), most African countries have a small population and a limited consumer base. Membership in a network can be an important source of competitive advantage and can provide access to knowledge and resources at lower cost while benefiting from economies of scale without the disadvantages of large size.

50. The positive economic benefits of interactions in a network are beneficial and it is recognized that isolated firms consistently perform less than the firms in interaction. Based on the idea that it is crucial for the African private sector and development actors in Africa to interconnect, expand its network and its markets, and strengthen its commercial relations, the platform will include a dedicated space for networks. B2B, B2G, B2O and O2O. In this space, participants will be welcomed in a friendly and conducive atmosphere for personalized business meetings and professional networking. In addition, special events such as a networking cocktail, a networking breakfast, a networking dinner and one-on-one meetings will be included in the work program to allow participants to better interact and stimulate business opportunities.

**IV. Structure of the Forum**

51. 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 be organized around nine plenary sessions. In addition, a space will be opened throughout the Forum to promote networking (B2B, B2G, B2O and O2O).

52. The plenary sessions will focus on the nine areas developed in the previous section of this note 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 (which area is this?), including young entrepreneurs and seasoned entrepreneurs will also be invited to give presentations of their experience on various topics covered by the Forum during these plenary sessions.
53. 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.

## V. Events on the margins of the Forum

54. The eleventh edition of the Forum will host side events, including (i) a training workshop devoted to women and youth entrepreneurs, (ii) two sessions on Sustainable Development Goals (SDGs) promotion through South-South and Triangular cooperation and (iii) a session on business opportunities in Madagascar.
55. The **“Capacity building and mentoring workshop for youth and women entrepreneurs”** will be held from 3 to 5 November 2019. The training workshop devoted to women and youth entrepreneurs will be organized by the AU Commission, in collaboration with the Republic of Turkey and the World Savings and Retail Banking Institute (WSBI). The objective of the workshop is to enable African youth and women entrepreneurs to acquire entrepreneurship and project management skills in order to, among other objectives, expand their opportunities to implement their business ideas, take advantage of opportunities offered by the AfCFTA Market and contribute to the fight against poverty through job creation.
56. 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. The promotion of South-South investment in the Africa region is imperative to meet a broader goal for the region’s long-term economic growth and to achieving the SDGs. To fully optimize the benefits of South-South investments, enabling policies, regulations and right procedures are a necessary precondition. Additionally, access to information and a clear understanding of legal and policy environments among South-South cooperation partners can also promote optimum scaling up of South-South investment. As such, in order to analyze the regional South-South investment trends and its related policy and legal environment in the Africa region, UNOSSC and UNDP, will organize a session entitled “Investing in the Sustainable Development Goals through South-South and Triangular Cooperation: Promoting conducive policy and legal environment in the Africa

Region”. This event will scope the contributions of South-South investment in the SDGs in the Africa region; identify the challenges and good practices in institutional, policy and legal frameworks that can facilitate greater South-South investments in the region; and identify regional integration efforts and funding mechanisms and frameworks that can facilitate better South-South investments for the achievement of the SDGs. The discussions and outcome of the event will feed into the formulation of a research agenda that aims to inform better policy-making to promote and strengthen investment policies. The research agenda will also identify policy and legal issues that are enabling or hindering Southern countries in engaging in South-South cooperation within the region.

57. The session on “**South-South Global Thinkers: Formulation of a Research Agenda on South-South Investment in Africa**” is a half a day session as well to be held on 5 November 2019. The primary objective of this session is to guide a comprehensive review of the policy legal issues to be discussed during the “11<sup>th</sup> African Private Sector Forum”; and identify further research questions that could feed into the development of a comprehensive study on the policy and legal environment for South-South investments in the region.
58. The session on **Investment opportunities in Madagascar** will be organized and promoted by the Economic Development of Madagascar (EDBM). The main objective is to inform on the main sectors of opportunities in Madagascar and to provide general information on the country and the investment promotion agency (EDBM) in order to help investors and businessmen to recognize and exploit investment opportunities in the host country of the Forum, as well as to give them a clearer idea of the implementation steps and / or expansion in Madagascar.
59. **Business and tourist visits** will be included in the program at the request of participants in order to discover the specificities of the host country.

## **VI. Expected outcomes**

60. 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**

61. The forum is expected to attract about 300 high-level participants including:

- 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 African Export-Import Bank (Afreximbank), the Arab Bank for Economic Development in Africa (BADEA), the African Securities Exchanges Association (ASEA), etc.;
- SME support organizations;
- African Union Organs;
- UN agencies;
- Municipalities and decentralized entities;
- Regional and international organizations;

## **VIII. Documentation**

62. 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 with a Registration Application page hosted by the African Union website on [www.au.int](http://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.

## **XI. Coordination**

a) **Political Leadership**

H.E. Prof. Victor Harison, Commissioner for Economic Affairs, AUC

b) **Technical Leadership**

Mr. Jean-Denis Gabikini, Acting Director, Department of Economic Affairs, AUC

Mr. Islam Swaleh, Acting Head of Private Sector Development, Department of Economic Affairs, AUC

c) **Private Sector Technical and Coordination Team**

Mr. Elia Karuhanga, Department of Economic Affairs, AUC

Dr. Patrick Olomo, Department of Economic Affairs, AUC

Ms. Djeinaba Kane, Department of Economic Affairs, AUC

d) **Logistics**

Mrs. Kokobe George, Department of Economic Affairs, AUC

e) **Secretariat**

Ms. Miora Niavo, Department of Economic Affairs, AUC

f) **Focal Point Contact**

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