



AFRICAN UNION



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

AU-UNIDO Conference on Economic Diversification and Manufacturing in Africa

4-5 June 2012
Addis Ababa



MEDIA ADVISORY

AU-UNIDO CONFERENCE ON ECONOMIC DIVERSIFICATION AND MANUFACTURING IN AFRICA

INVITATION TO REPRESENTATIVES OF THE MEDIA

- When:** 4-5 June 2012
- Where:** New African Union Conference Center (AUCC), AU Headquarters, Addis Ababa, Ethiopia
- Who:** Organized by United Nations Industrial Development Organization (UNIDO) and the Department of Trade and Industry of the African Union Commission (AUC).
- Objectives:**
- To build consensus and to make specific and practical recommendations on how to promote economic diversification in Africa with a focus on investment in the pharmaceutical and the agribusiness sectors.
 - Highlight potential benefits of economic diversification and to suggest meaningful strategies for boosting Intra-African trade, with a focus on pharmaceutical and agri-business industries.
 - Provide a forum for Business to Business linkages among the stakeholders particularly the private sector companies attending the conference and promote investment collaboration among companies from both the developed as well as the emerging economies.

**Expected
Outcomes:**

- Highlight significant benefits of and to provide solutions for economic diversification and manufacturing strategies as a meaningful way of boosting Intra-African trade, with a focus on pharmaceutical and agribusiness industries;
- Promote international cooperation, in particular South - South linkages between emerging economies and African countries for the funding and implementation of Technical Cooperation in support of the two sectors.
- To use the Business-to-Business platform to give visibility and exposure to the African companies in the designated sectors. This exposure and interaction between African and international business leaders is geared to generating joint venture partnerships and other business collaborations.

Participants:

The Conference will be attended by the African Ministers of Industry, in particular the CAMI 19 Bureau Ministers that include Algeria, Kenya, Malawi, the Gambia and Congo; Ministers of Industry from selected countries; Experts in Industry (Senior Officials); representatives of UNIDO, UNECA, UNCTAD, FAO; High level representatives from the Regional Economic Commissions (RECs), from regional development banks. Private sector companies operating in the agribusiness and pharmaceutical industries in Africa led by their respective Investment Promotion Agencies (IPAs); private sector representatives in the two sectors outside Africa, in particular those mobilized by the UNIDO Investment and Technology Promotion Offices (ITPOs).

Journalists are invited to cover AU-UNIDO Conference on Economic Diversification and Manufacturing in Africa from 4-5 June 2012.

Interview requests should be addressed to Ms. Afrah Thabit , AUC Directorate of Information and communication, Cell: 0911-200922, E-mail: afraht@hotmail.com, thabitma@africa-union.org

For Further Information consult the AU website: www.au.int



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Programme

DAY ONE, 4 June 2012

- 07:30-09:15** **Registration at the African Union Conference Center**
- 09:15 – 10:00** **Opening of the Conference**

**Welcome Remarks by H.E Mr. Mekonnen Manyazewal, Minister for Industry, Ethiopia –
*tbc***

**Remarks by H.E Mohammed Benmeradi, Ministry of Industry, SMEs and investment
promotion, Algeria**

Remarks by Mr. Mwencha, Deputy Chairperson, African Union, Ethiopia,

**Remarks by Mr. Wilfried Luetkenhorst, Managing Director of Strategic Research, Quality
Assurance and Advocacy Division, UNIDO**

**Remarks by Mr. Kebour Ghenna, Executive Director, Pan African Chamber of Commerce
and Industry**

- 10:00 – 10:30** **Coffee Break**
- 10:30 – 12:30** **Session 1: Current and best practices in Diversification Policies in Africa**

Moderator: Ludo Alcorta, Director, Development Policy, Statistics and Research Branch, UNIDO

Presentation on “the case for diversification policy efforts in Africa” by Prof. Sam Wangwe, Executive Director, Research on Poverty Alleviation Institute

Panelists:

H.E. Hannah Tetteh, Minister of Industry, Ghana

H.E. Mousa Dosso, Minister of Industry, Ivory Coast

Ms. Amina Gerba, African Business Roundtable

Mr. Airton Spies, Deputy secretary, Ministry of Agriculture and Fisheries, Brazil

Mr. Sudip Chaudhuri, Professor of Economics, Indian Institute of Management, Calcutta

Mr. Célestin Monga, World Bank, Washington

12:30 – 14:00 Lunch

The banner features a yellow background with a subtle geometric pattern. On the left, the African Union and UNIDO logos are displayed. The central text reads 'AU-UNIDO Conference on Economic Diversification and Manufacturing in Africa' in a dark blue font, with a green leaf icon to its right. On the right side, there is a map of Africa with two curved arrows, one green and one blue, indicating a cycle or flow. A blue horizontal bar at the bottom contains the text '4-5 June 2012 Addis Ababa' on the left and 'Programme' in the center.

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14:00 – 17:30 Session 2: Parallel sessions on

**“Challenges and opportunities in investment in African agribusiness” and
“Technology and investment for Africa’s pharma industry: Making partnerships work”**

Challenges and opportunities in investment in African agribusiness

Moderator: *Mr. Philippe Scholtès, Director, Agribusiness Development Branch, UNIDO*

Panel 1: Specific functions to strengthen agro value chains

Panelists:

Mr. Negussie Efa Gurmessa, Participatory Training and Research Scientist, CABI

Ms. Ruth Nyagah, Managing Director, Africert

Mr. Bernhard Pacher, Managing Director, Adcon

Mr. Navdeep Sodhi, Partner, Gherzi

Mr. Michael Sudarkasa, CEO, Africa Business Group

Panel 2: Agro value chain development and investment

Panelists:

Ms. Wilma Aguele, CEO, Wilbahi Investments

Mr. Ulrich Boysen, Coordinator Agribusiness, African Development Bank

Mr. Heinrich von Pezold, Executive Director, Rift Valley Holdings

Mr. Vimal Shah, CEO, Bidco Group

Mr. André Soumah, Executive Chairman, ACE Group

Technology and investment for Africa's pharma industry: Making partnerships work

Key Note and Introduction:

Adv. Bience Gawanas, Commissioner for Social Affairs, AUC

Mr. Wilfried Luetkenhorst, Managing Director, UNIDO

Mr. Skhumbuzo Ngozwana, Lead Consultant on the PMPA BP, UNIDO

H.E. Mr. Richard Kamwi, Minister of Health and Social Services, Namibia (tbc)

Panel 1: Expectations/ambitions at the 'providing' and the 'receiving' ends

Moderator: *Mr. Skhumbuzo Ngozwana, Lead consultant on the PMPA BP, UNIDO*

Panelists:

Mr. I. Olakunle Okelola, Executive Council Member, Western African Pharmaceutical Manufacturers Association (WAPMA)

A representative of a pharmaceutical manufacturers' association from a BRICS country

Mr. Lassaad Boujbel, Representative of the Chamber of Pharmaceutical Manufacturers, Tunisia

Mr. Wilhelm Volk, Manager International Business, 1 A Pharma, Germany

H.E. Mr. Alban Bagbin, Minister of Health, Ghana (tbc)



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Panel 2: Case studies and experiences: What's needed to make business partnerships for pharma production work?

Moderator: *Mr. Jürgen Reinhardt, Senior Industrial Development Officer, UNIDO*

Panelists:

Mr. Stavros Nicolaou, Senior Executive, Strategic Trade Development, Aspen Pharmacare

Mr. Kanchan Banerjee, General Manager, Cadila Pharmaceuticals, Ethiopia

Mr. Ramadhan R. Madabida, Chairman, Federation of East African Pharmaceutical Manufacturers (FEAPM)

Mr. Greg Perry, Director General, European Generics Medicines Association (EGA)

Hon Ndiritu Murithi, Assistant Minister of Industrialization, Kenya (tbc)

18:00 – 21:00

Cocktail reception hosted by UNIDO



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DAY TWO, 5 June 2012

- 09:30 – 10:00** Report on the two parallel sessions of Day One
- 10.00 – 10.30** Coffee Break
- 10:30 – 12:30** Session 3: “Evidence-based Insights into the Agribusiness and Manufacturing Sectors in Africa from the UNIDO Investment Monitoring Platform”

Moderator: *Mr. P.V Obeng, Chairman of OB Associates, a public and private sector consulting firm and chairman of Ghana Agro and Food company (GAFCO).*

Presentation by *Mr. Mithat Kulur, Chief, Investment Promotion Unit*

Panelists:

Mr. Mansour Cama, CEO of SSI Group of Companies and President of Employers Association of Senegal and UNIDO Goodwill Ambassador.

Mr. Vilmal Shah, CEO, Bidco Oil Refineries, East and Central Africa

Mr. Frank Mugenyi, Officer in Charge - Industry, Private Sector and Partnerships, COMESA

Mr. Jaswinder Bedi, Managing Director, Bedi Investments Ltd and Chairman, Kenya Association of Manufacturers

12:30 – 14:00 Lunch

14:00 – 16:00 4thSession: “Business to Business Forum and Country presentations”

16.00 – 16.30 Coffee Break

16:30 – 17:00 Closing of the Conference

17:00 – “Business to Business Forum and Country presentations” continues