

*"BUILDING BUSINESS LINKAGES  
BETWEEN AFRICA AND ASIA"*

# THIRD AFRICA ASIA BUSINESS FORUM



## AABF FOR AFRICA & ASIA TODAY

The concept of AABF was forged as a result of the increased activity between Asia and Sub-Saharan Africa. Companies from both continents have begun exploring the possibilities. Given the current economic situation of globalization, mutual cooperation, strategic alliances and partnerships would benefit African and Asian businesses. Under the aegis of the SU-TCDC of the United Nations Development Programme (UNDP) and with the support of the Government of Japan, the Africa Asia Business Forum was set up.

The primary aim of the Africa Asia Business Forum is to increase investment flows into Africa and to encourage a transcontinental exchange of knowledge and expertise. AABF contributes to the ongoing efforts to foster stable and sustainable economic growth and development in Sub-Saharan Africa within a South-South framework. The event encourages technology transfers, privatization, joint ventures, franchising, sub-contracts, manufacturing contracts, financial investments, equipment provision and inter-regional trade.

## ABOUT AABF III



The AABF III priority is to create an environment facilitating Memorandums of Understanding (MoU) and Joint Ventures (JV) between the selected African and Asian companies. The Business Forum is designed to foster concrete deals between participating companies. To this end, companies selected will be those with the capacity to implement agreements reached with their potential partners at the Business Forum.

## 5 Targeted Sectors

- Agro-Industry and Food processing
- Building Materials, Construction and Engineering
- Information & Communication Technologies
- Medical Equipment and Pharmaceuticals
- Textile, Garments and Leather Products

## Countries Targeted

The participating companies are to be selected from the following countries:

### Asia:

*China, Chinese Province of Hong Kong, India, Malaysia, Pakistan, Philippines, Republic of Korea, Thailand, Vietnam.*

### West Africa:

*Benin, Burkina Faso, Cameroon, Cote d'Ivoire, Ghana, Mali, Nigeria, Senegal, Togo.*

### Eastern & Southern Africa:

*Botswana, Kenya, Mauritius, Mozambique, Namibia, South Africa, Tanzania, Zambia.*

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## THE FORUM

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### Selection Criteria

Targeted Companies are subject to a Minimum Selection Criteria (MSC) process. To be eligible for participation, a company must fulfill the MSC set by AABF organizers, thus demonstrating its ability and commitment to engage in tangible business negotiations at the Business Forum in Dakar.

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### Innovations

Building on the success of AABF I & AABF II, the Third Africa Asia Business Forum will feature some major innovations and improvements to better serve the African and Asian participants. These innovations include:

- The pre-matching of Asian and African companies through an E-Platform before the Forum, to determine suitable business matches among the participating companies.
- The inclusion of a Banking Seminar targeting African and Asian Financial Institutions to raise awareness amongst the Banking community of AABF III goals and the need for financial support.

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### Capacity Building Workshops

A series of Capacity Building Workshops (CBW) will take place in the months preceding the Business Forum. Selected Participants will be invited to attend their dedicated CBW. Representatives of select Financial Institutions will be invited to attend the Banking Seminar.



*Topics: Joint Venture Strategy, Legal and Accounting Issues, Information Systems in Business, Negotiating deals with Foreign Partners, Financial Planning and Sources of Finance, Support Networks for Foreign Investors, Understanding Africa's Trade Agreements, Business Strategy & Planning.*



- Focused Discussions and Business Clinics will take place throughout the duration of AABF III. Conference Rooms will be set up to facilitate one to one meetings and negotiations.
- Sponsored Social events will allow for networking opportunities to meet Executives and Entrepreneurs from other companies.
- Representation from Regional and International Banking and other Financial Services sectors will be on hand at the Business Forum and meetings with senior bankers interested in financing joint venture business plans emanating from AABFIII will be set up.
- Business Experts will be available to assist participants on related issues (ex: legal, accounting, investment, etc...) in addition to Business linkage support services such as translators and interpreters.

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### Schedule of Events

- Francophone Africa Capacity Building Workshop: Cotonou Benin July 8-9-10
  - Anglophone Africa Capacity Building Workshop: Johannesburg South Africa September 17-18-19
  - Asia Informational Workshops: September 29- October 15
  - Third Africa Asia Business Forum: Dakar Senegal December 8-9-10
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## STRATEGY

To ensure the conduct of substantial and meaningful negotiations during the Forum, which will guaranty a steady follow up, we have added to the "criteria of selection" a new item requiring each African company to devise and present (to their Asian counterparts) concrete and viable projects that will provide a basis for solid business ventures.

This line of action has led to the organization of the first Capacity Building Workshop for Francophone countries to which sixty three (63) strong companies have participated in Cotonou, Benin, from 8 to 10 July, 2003.

The same strategy will be implemented in Anglophone Africa. We believe that both the Francophone and the Anglophone companies of Africa will be ready to conduct meaningful meetings with their Asian counterparts, with the expectation of a serious follow-up.



The Bank Workshop scheduled in late October will sensitize the banking community to the AABF process and help AABF companies secure financing for projects realized. Furthermore, the banks will be invited to the Forum in order to facilitate their relationship with the AABF process and participating companies.

## ACTION FOR FOLLOW UP

One of the innovations of AABF III is the electronic matching process by which companies will be coupled on an electronic platform according to their business capacities and interests. This system is one of the responses of UNDP to better serve the business community involved. It is also a device that will help sustain

the momentum created by the Forum as it is destined to outlive the event.

The continuity provided by the e-matching and e-forum will be further reinforced by AFRIFINANCE's presence and role in the conduct of a thorough follow up of the MoUs and Joint Venture Business Plans negotiated at the Forum.

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***United Nations  
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***The Government of Japan***

Organized by

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### ***ABOUT AFRIFINANCE***

Founded in 1988, by African bankers with in depth banking experience spanning Africa, Europe, and the United States of America, AFRIFINANCE is a premier African financial consulting firm focused on strategic and innovative solutions to Africa's financial challenges and has a proven track record in providing sound business consulting services in the African market.

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