

# 3RD SWISS-AFRICAN BUSINESS EXCHANGE

The annual gathering for business between Switzerland and Africa

24-25 March 2010, Zurich

## Wednesday 24 March 2010

For the morning plenum session (08h30 – 13h00) simultaneous translation English-French will be provided.

- 07h45 – 08h30 Delegate Registration and Welcome coffee
- 08h30 – 08h40 **Welcome & Introduction**  
**Ambassador Monika Rühl Burzi**, Head of the Bilateral Economic Relations Division, **State Secretariat of Economic Affairs SECO**, Switzerland
- 08h40 – 09h05 **Status quo of the African economy and outlook**  
**Nozipho January-Bardill**, Group Executive-Corporate Affairs, **MTN Group Limited**, President Advisory Board Swiss-African Business Exchange, South Africa
- 09h05 – 09h30 **Africa Rising: The Next Generation of Emerging Markets?**  
**Robert Ruttmann**, Research Analyst, **Credit Suisse**, Equity Research Eastern Europe & Africa
- 09h30 – 10h15 Sectoral / country-specific overview on challenges and opportunities across the African continent**
- 09h30-09h55 **Health development & life sciences: overview**  
**Prof. Marcel Tanner**, Director, **Swiss Tropical Institute**
- 09h55-10h15 **Silvio Gabriel**, Executive Vice President, Head of Malaria Initiatives, **Novartis Pharma AG**  
(Title of presentation still open)
- 10h15 – 10h45 Tea/coffee & Networking
- 10:45 – 13h00 Sectoral / country-specific overview on challenges and opportunities across the African continent (cont.)**
- 10h45 – 11h05 **Infrastructure: overview**  
**Industrial Development Corporation**, South Africa (requested, name of speaker tbc)
- 11h05 – 11h25 Title of presentation  
Investment project(s) presented by **Algeria**
- 11h25 – 11h45 **Energy in Africa: overview**  
**Preeti Sinha**, Coordinator, African Financing Partnership (AFP), Private Sector Department, **African Development Bank**, Tunisia
- 11h45-12h00 Title of presentation  
Company and opportunities presentation
- 12h00 – 13h00 Export & Investment Promotion Activities of Osec Business Network Switzerland**

- 12h00 – 12h15      **Overview**  
**Lucia Döbeli**, Member of the Board of Directors, **Osec**, Switzerland
- 12h15 – 12h25      **Export Step-by-Step – Entering Southern Africa**  
**Ruedi Büchi**, Senior Consultant IMEA, **Osec**, Switzerland
- 12h25 – 12h30      **Introduction: Investment Promotion in Sub-Sahara Africa (IPSSA)**  
**Cyril Lyner**, IPSSA Programme Coordinator, **Osec**, Switzerland
- 12h30 – 12h45      **Madagascar – Island of Opportunities: Facts and Opportunities**  
**Fidy Raharimanana**, Deputy General Director, **Economic Development Board of Madagascar (EDBM)**, Madagascar
- 12h45 – 13h00      **Ghana – Gateway to West Africa: Facts and Opportunities**  
**Kofi Antiri**, Director, **Ghana Investment Promotion Centre**, Ghana
- 13h00 – 14h00      Lunch & Networking**
- 14h00 – 17h00      Five topic-specific breakout-sessions held in parallel**
- A) Health development and life sciences** with the following companies / projects:
- **LaGray Chemical Company Ltd**, Ghana, **Dr. Alexandra Graham**, COO (requested)
  - **PrionTex Medical Textiles**, South Africa, **Dr. Stefan Metzker** (requested)
  - **Adcock Ingram Healthcare (Pty) Ltd**, South Africa, (requested)
  - **Swiss Tropical Institute** (name of speaker to be confirmed)
  - **The Essential Medical Devices Foundation**, Switzerland, **Dr. Klaus Schönenberger**, CEO
  - **Osec Business Hub South Africa**, **Max Bertschmann**, Head of Business Hub South Africa
  - **Additional company / project presentations** are being evaluated at present and will be added gradually in the run-up to the event
- B) Infrastructure**, with the following companies / projects:
- **Emergency Medical Care**, a member of the **AXA group**, Nigeria, **Dr. Med. Christophe Bron**, Chief Medical Officer
  - **Ministry of Industry of Angola**, **Presentation of major reconstruction and economic development projects in Angola**
  - **Additional company / project presentations** are being evaluated at present and will be added gradually in the run-up to the event
- C) Energy**, with the following companies / projects:
- **Enfin Solutions**, Zambia, **Andrew Kamanga**, CEO
  - **CBO Capitals Partners**, Nigeria, **Bex Nwawudu**, Director
  - **myclimate**, Switzerland, **René Estermann**, CEO
  - **Algae Biotechnology Products Limited**, Switzerland, **Nicholas Draeger**
  - **Additional company / project presentations** are being evaluated at present and will be added gradually in the run-

up to the event

**D) Agriculture / agri-business (IPSSA programme)** with the following companies / projects:

Madagascar:

- **United Nations Industrial Development Organization (UNIDO), Patrick Gilibert**, Representative for Madagascar
- **Economic Development Board of Madagascar (EDBM), Fidy Raharimanana**, Deputy General Director
- Selected company representatives (tbc)

Ghana:

- **IPSSA Ghana, Felix Quansar**, Project Manager
- **Ghana Investment Promotion Centre, Kofi Antiri**, Director
- Selected company representatives (tbc)

**E) Breakout-session for financial investors:**

Moderation: **Hartmut Sieper**, Founder and CEO, **Trans Africa Invest**, author of the book "Investieren in Afrika"

**Private Equity**, with the following companies / projects:

- **Private Equity in West Africa, Mr Mawuli Ababio**, Private Equity specialist and investment banker, former Managing Director of the African Venture Capital Association (AVCA)
- **South African Venture Capital and Private Equity Associations, J-P Fourie**, Executive Officer
- **Swiss Investment Fund for Emerging Markets (Sifem)** (requested)

**African Funds**, with the following companies / projects:

- **Compagnie Benjamin de Rothschild**, Switzerland, **Jean-Francis Dush**, Co-Head of Project Finance
- **Principle Capital Advisors Limited**, UK, **Mark Whitfield**

**Listed companies / stock exchanges**, with the following:

- **Securities Africa Limited** (name of speaker to be confirmed)
- Additional companies tbc

**Microfinance**, with the following companies/projects:

- This sub-session is under responsibility of Omega Investment Research South Africa. Companies and speakers to be announced shortly.

**Additional company / project presentations** to each asset class are being evaluated at present and will be added gradually in the run-up to the event

**A) to D)** are sector-specific sessions aimed at **entrepreneurs** / decision makers from companies looking for market entry, partners for joint ventures and/or know-how exchange.

**E)** is a session specifically aimed at **financial investors** and includes the main asset classes.

Coffee break for all sessions: 15h15-15h45

**17h00 – 17h15    Roundup – Résumé of the day**

**17h15 – 17h30    Launch of the Swiss-African Entrepreneur of the Year Award**

**17h30 – 19h00    African farewell cocktail / networking**

**Thursday 25 March 2010**

09h00 – 16h00    All day Thursday 25 March 2010, World Trade Center Zürich:  
possibility for one-on-one appointments with speakers/presenters  
from the Swiss-African Business Exchange (appointments to be  
arranged on info-desk throughout 24 March 2010)