

AFRICA BUSINESS CONNECT

3rd edition



August 26 - 28, 2024
Johannesburg - South Africa

PRESENTATION

The metropolitan city of Johannesburg is gearing up to host the third edition of the Africa Business Connect forum, scheduled from August 26 to 28, 2024. This professional event, firmly established in the South African business landscape, positions itself as one of the leading multisectoral platforms dedicated to promoting business opportunities.

The Africa Business Connect forum provides invaluable opportunities for participants, ensuring privileged access to an international network, innovative market perspectives, investment opportunities, access to financial resources, knowledge sharing, as well as cultural exchanges conducive to a deep understanding of the local market.

This significant event will bring together local and international businesses, investors, startups, economic development players, as well as government and institutional representatives.

Experts from various sectors will also be present to enrich discussions, fostering diversity of perspectives and facilitating the emergence of potential synergies.



OBJECTIVES OF THE MISSION

The Africa Business Connect forum, an initiative aimed at strengthening South-South partnerships and fostering intra-African economic and trade exchanges, has the following main objectives:

- Understand the South African market and its challenges.
- Generate new contacts, clients, and partners.
- Benefit from business opportunities in the South African market to accelerate the development of your company.
- Take advantage of the networking effect and engage with the present South African and foreign business community.

This event asserts itself as a must-attend gathering to optimize your network of contacts and clients. By participating, you will have access to an exceptional platform to establish meaningful connections with professionals from various backgrounds. This unique opportunity will facilitate the expansion of your sphere of influence, creating strategic partnership opportunities and enriching collaborations. Moreover, you will benefit from an environment conducive to constructive exchanges, where innovative ideas and potential synergies can thrive, reinforcing your strategic positioning.



WHY PARTICIPATE IN THE AFRICA BUSINESS CONNECT FORUM ?

The Africa Business Connect forum provides an exclusive platform conducive to meeting institutional stakeholders and identifying potential partners during qualified business meetings and networking cocktails. These advantages include access to investment and financing opportunities, as well as privileged interactions with major economic players, aiming to establish partnerships such as commercial collaborations or strategic alliances

AN ENRICHING PROGRAM AND SECTOR-SPECIFIC MEETING

The Africa Business Connect forum represents a comprehensive initiative designed to boost economic relations and encourage sectoral partnerships between African businesses and international stakeholders. Built upon a collaborative and proactive approach, this ambitious program aims to strengthen trade ties and stimulate economic growth within the African continent.

This event stands out for the diversity and substance of its initiatives, notably through a series of meticulously crafted strategic sectoral meetings to catalyze business opportunities. These sectoral meetings provide a conducive environment for the exchange of expertise, promotion of synergies, and establishment of fruitful partnerships within specific areas of activity.

The program leverages an interactive platform, facilitating networking among participants, targeted dissemination of relevant information, and the promotion of significant collaborative projects. Internationally renowned experts, prominent business leaders, and leading policymakers are warmly invited to participate in these sectoral meetings, enhancing the quality of discussions and contributing to the development of well-informed strategic recommendations. By uniting the forces of these stakeholders, the Africa Business Connect forum aspires to create an environment conducive to the flourishing of economic opportunities and the strengthening of sustainable partnerships.

THEY WILL BE PRESENT :

- Public agencies and services
- Commercial support entities, whether in the public or private sector
- National chambers of commerce and industry
- Major business leaders in South Africa
- Financial institutions
- Representatives of investment funds and placements
- Banking institutions
- Intermediate financial stakeholders

THE SECTORS OF ACTIVITY

- Renewable energy
- Computer science
- Agriculture and agro-industry
- Tourism
- Mining
- Health
- Education
- Manufacturing industry
- Real estate
- Fintech

THE PROGRAM

AUGUST 26, 2024 - OPENING CEREMONY - CONFERENCE - B2B MEETING

8:30 AM - 9:30 AM: Participant registration

9:30 AM - 10:30 AM: Official opening ceremony

10:30 AM - 12:30 PM: Inaugural conference

*Theme: Analysis of the South African economic landscape:
Business framework, opportunities, and perspectives for foreign enterprises.*

12:30 PM - 2:00 PM: Lunch break

2:00 PM - 5:30 PM: Qualified B2B meetings

AUGUST 27, 2024 - WORKSHOP AND COMPANY VISIT

8:30 AM - 10 AM: Workshop

"The keys to enter the South African market and the business climate."

9:00 AM - 10:30 AM: Coffee Break

10:30 AM - 12: PM: Workshop

"Establishing a subsidiary in South Africa: operational advantages and management and tax implications."

12: AM - 2:00 PM: Lunch break

2:00 PM - 5:00 PM: Company visit

AUGUST 28, 2024 - FINANCIAL MEETINGS, SIGHTSEEING TOUR, AWARDS CEREMONY

10:00 AM - 12:30 PM: Meetings with financial experts and investors
"Financing in South Africa: types of projects, companies, and tools."

12:30 PM - 2:00 PM: Lunch break

12:00 PM - 4:00 PM: Sightseeing tour

7:00 PM - 8:45 PM: Awards ceremony

AUGUST 29, 2024 - DEPARTURE



THE SOUTH AFRICA BUSINESS MEETINGS

The Business Meetings South Africa, held from November 16 to 18, 2022, in Johannesburg, brought together delegates from various countries, including the plenipotentiary ambassador of Congo in South Africa, Chantal Maryse Itoua-Apoyolo, and the representative of the Taabo M'beki Foundation. This significant event provided a conducive platform for enriching exchanges, highlighting diplomatic and trade relations among African nations. Furthermore, this occasion acknowledged distinguished entrepreneurs, commended for their exceptional contributions to economic development and intra-African cooperation.



AFRICA BUSINESS CONNECT 2ND EDITION

The Africa Business Connect Forum in Cape Town, South Africa, from November 16 to 19, 2023, was much more than a mere gathering of entrepreneurs. This dynamic platform facilitated beneficial encounters among entrepreneurs from West and Southern Africa, with significant support from the official economic development agency of the Cape region, Wesgro, and the Export Credit Insurance Corporation of South Africa (ECIC), a South African government institution.

Networking sessions enabled the establishment of strategic partnerships and the exploration of synergies, while immersions in local businesses provided a profound understanding of investment opportunities. Additionally, the sightseeing tours added a cultural dimension, allowing participants to discover the diversity and richness of Cape Town.



CAPE TOWN BUSINESS TRIP

The Cape Town Business Trip, held from November 22 to 23, 2023, stood out for its close collaboration with the official economic development agency of Cape Town, Wesgro. The active participation of Mrs. Dessie Alebachew, the Ambassador of Ethiopia to South Africa, and her first counselor was noteworthy.

The establishment of a dynamic platform facilitated business exchanges, providing delegates with the opportunity to explore new markets and consider strategic partnerships. During this Cape Town Business Trip, participants deepened their understanding of the South African market and forged lasting connections.

This collaboration not only strengthened business relations but also opened new perspectives and opportunities for future economic partnerships.





AN ETHIK COMMUNICATION CONCEPT

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