



# Swisscham-Africa

Member of the European Business Network EBCAM

Wirtschaftskammer **Schweiz-Afrika**  
Chambre Economie **Suisse-Afrique**  
Camera Economica **Svizzera-Africa**

July 2013

## **Opportunities and challenges in Africa** **Colloque between Swiss Ambassadors in Africa and Swiss businesses interested in Africa.**

Africa is changing rapidly and so is the business climate. New opportunities and new challenges await the Swiss business community there.

Swiss ambassadors in Africa are well placed to give the Swiss business community an overview of what is happening in their countries of residence and what this means for the Swiss cooperation with this continent.

The colloque should allow exchanging concrete information on the business opportunities and challenges in Africa. It has two objectives:

- Provide up-to-date information of developments in the ambassador's host countries and how best to go about it to participate in the current positive development of those countries;
- Provide to business people the occasion to have one to one discussions with the ambassadors about concrete issues or opportunities they face in the countries of residence of the ambassadors.

The conference will also allow us to discuss concrete issues and to see how we could address them to ensure that opportunities develop into concrete activities and will be an input in a strategy that the Swisscham Africa will attempt to prepare in 2013.

The following approach to the colloque is proposed:

It is assumed that about 10 ambassadors as well as a representative of SECO, OSEC and Serve would participate in the colloque.

It is proposed to create panels consisting of 5 ambassadors with the two public representatives and a moderator:

- Each ambassador makes a presentation of 20 minutes:
  - o 10 minutes about the sectors where he sees opportunities in his country;
  - o 10 minutes about the major factors affecting the business in his country.
- After a pause, there would be a panel discussion among the 7 people to address the common possibilities and issues identified;

During the panel the other 5 ambassadors would be available for individual consultations with the private sector interested in discussing specific issues.

The panel would be repeated with the other 5 ambassadors in the same way in the afternoon, while the previous ambassadors would be available for consultations.



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### Tentative program.

Lieu: UBS facilities in Bern

Date: Friday 23<sup>rd</sup> of August

<b>9h00 – 10.45</b>	<b>Presentations by 5 ambassadors;</b> Opportunities in their host countries for Swiss businessmen; Challenges in their host countries
10.45-11.00	Coffee
<b>11.00 to 12.00</b>	<b>Panel discussions:</b> Common challenges and what can be done to overcome them
<b>12.00 – 13.30</b>	<b>Luncheon:</b> Presentations by UBS, SERVE and OSEC about the issue of financing of investments and business activities
<b>13h.30 to 15h15</b>	<b>Presentations by 5 ambassadors;</b>
15h15 to 15h30	Coffee
<b>15h30 to 16h30</b>	<b>Panel discussion</b>
<b>16h30 to 16h30</b>	<b>Plenary: Wrap up and conclusions.</b>

### Parallel programme:

<b>9h30 – 12h00:</b>	individual discussion with the 5 ambassadors who are not on the panel (according to demand by the private sector);
<b>13h30 to 16h30:</b>	individual discussions with the 5 ambassadors not on the panel.

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