



# AFRICAN SUMMIT FOR TRADE & INVESTMENT

OCTOBER, 9<sup>TH</sup> TO 11<sup>TH</sup> 2017  
IFRANE, MAROC

**2<sup>nd</sup> EDITION**  
**AFRICA TRUSTS AFRICA**



## **IFRANE FORUM** A SUMMIT FOR SOCIALLY RESPONSIBLE ENTERPRISES IN AFRICA

The 2017 edition of the African Trade and Investment Summit will take place under a new label: «The IFRANE FORUM»

This event is settled as an annual platform of networking, exchange, training and doing business for the operators of the social economy of Africa and the World.

Entitled «Africa trusts Africa», this edition will confirm the Forum's mission, to develop the skills of women and young social entrepreneurs in Africa and unlock their potential to allow their complete participation in the economic and social lives of their countries and the continent.

Each year, Ifrane Forum hosts Social Entrepreneurs from 54 countries of Africa, as well as producers, global buyers and social impact investors from the Middle East, Americas, Europe and Asia, willing to share knowledge and create business opportunities.

# 2016 EDITION

**INTRA AFRICA  
TRADE, THE  
FUTURE OF THE  
CONTINENT**

10 to 13% **ONLY**  
of continent's trade  
is made between  
African countries



**PROMOTE  
EXPORTS BUT  
ALSO...**

**DEVELOP INTRA  
AFRICA TRADE**

**WHAT  
TO KEEP IN MIND  
ABOUT IFRANE  
SUMMIT**

**LEADERSHIP** TRADE  
New  
Technologies  
Investment  
PRODUCERS **Buyers**  
**EXPERTS** DESIGNERS  
INVESTORS  
GOVERNMENTS  
**DECISION-MAKERS**  
EXCHANGE **Business**  
WORKSHOPS



**2016 EDITION  
KEY FIGURES**

**+40**  
COUNTRIES

**5**  
CONTINENTS

**+200**  
SOCIAL  
ENTREPRENEURS

**39**  
INTERNATIONAL  
BUYERS

**+100**  
AFRICAN WOMEN  
LEADERS

**+25**  
SIGNED  
CONTRACTS



**DES PARTENAIRES  
DE CHOIX**



## 2 GUESTS OF HONOR COUNTRIES

### INDIA

5th supplier and 4th customer of Africa. Trade between India and Africa exceeded 72 Billion Dollars in 2015.

The Ambition of India is to reach China's position as the main trading partner of the African continent.

This is an opportunity to foster during the IFRANE FORUM, through discussions and exchanges between India and the different African countries, particularly French African countries and CEMAC, timidly represented on the map of India's investments in Africa.



### SOUTH KOREA

For the last twelve years, trade between South Korea and Africa have quadrupled. It has exceeded \$ 22 billion. This ultra-rapid growth reflects the ambitions of Seoul in Africa. Korea thinks BIG: it would like to reach 1000 billion dollars of trade with the continent. A symbolic line set very high to signify to Africans the interest that arouses their market for South Korea.

Koreans are primarily interested in Africa's agricultural wealth, and Korean electronics and appliances are highly appreciated by the emerging middle class in Africa. This category is the target core by South Koreans. There is a lot of interests on both sides, but the balance is now largely in favor of Seoul, hence the importance of this market and the potential it represents for African companies.



# 2017 EDITION

## FOCUX X5 : COUNTRIES TO WATCH

In this edition, IFRANE FORUM will highlight 5 African countries, including Morocco as the host country. Through dedicated presentations, panel discussions, B2B meetings and media briefings, each of the Focus x5 governments will have the opportunity to present the business environment in its country, its exportable know-how, Incentives offered to investors to attract maximum interest from investors and producers to the country.

## AGENDA

ONE DAY = ONE TOPIC, FOR A BIGGER IMPACT

▼  
**OCTOBER, 9 2017**  
**POLICY DAY**

Social entrepreneurs and their working conditions will be at the heart of the debate during the day with the participation of civil society, think tanks, government's representatives, and social entrepreneurs.

▼  
**OCTOBER, 10 2017**  
**INVESTMENT DAY**

The representatives of five governments will have the opportunity to pitch investment opportunities in their countries. The aim is to highlight what Africa can offer to Africa, for the prosperity of the continent and its populations

▼  
**OCTOBER, 11 2017**  
**TRADE DAY**

Only 13% of trade is made intra-Africa, it is to say all the untapped potential of the continent in terms of trade. This day is an opportunity to organize producers - buyers - customers panels and B2B meetings in order to promote intra-Africa trade.



**“Powerful social story  
behind all the brands.”**

**“I melted into  
the beauty  
of craft...”**

**“Right buyers  
looking for  
ethically  
made  
products.”**

**“A very  
important  
conversation  
was  
started...”**



**“Incredibly  
high quality  
and varied  
exhibitors.”**

**“A lot of time and  
care for discussion  
and learning.”**



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