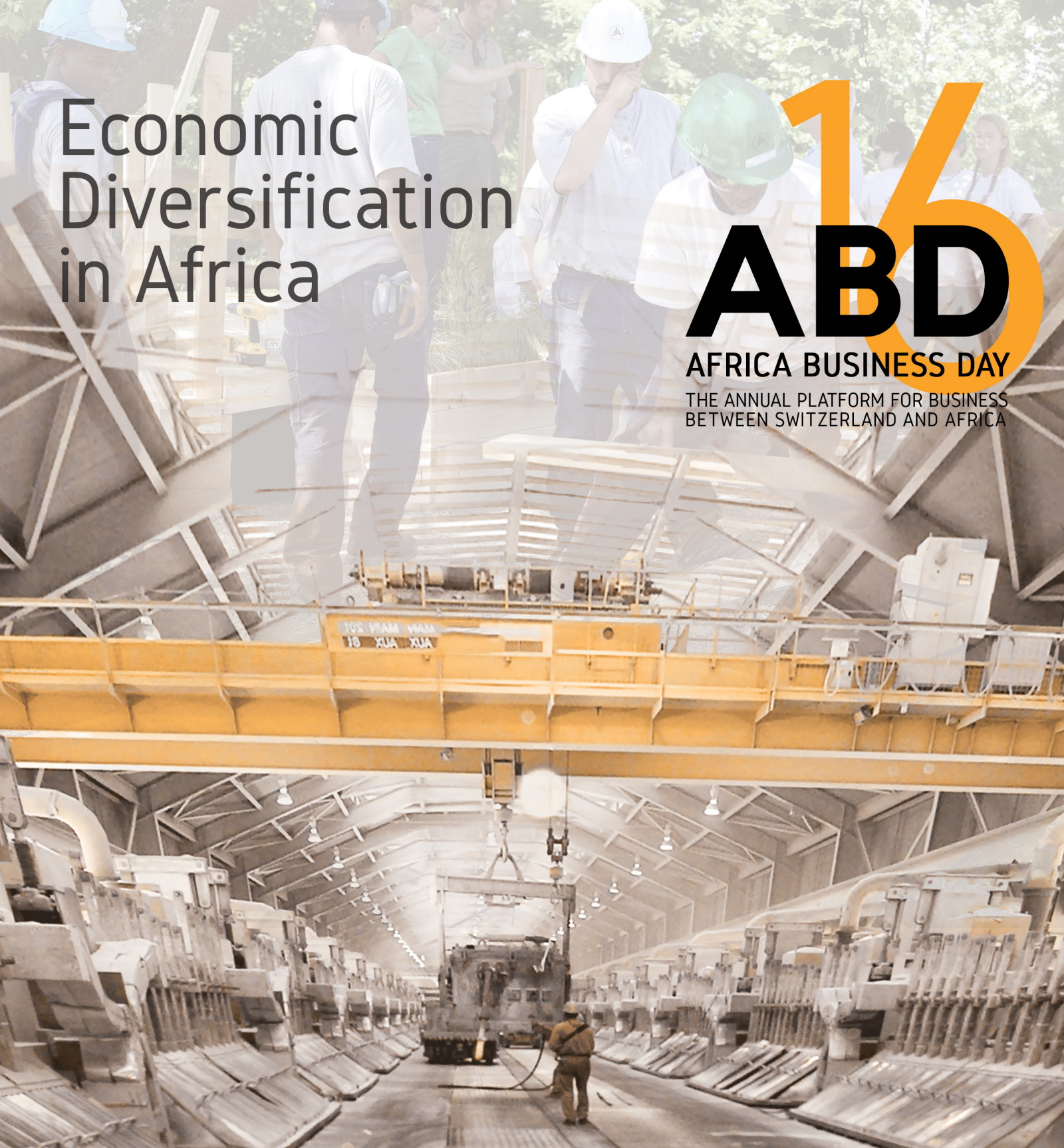


Economic Diversification in Africa

16
ABD
AFRICA BUSINESS DAY

THE ANNUAL PLATFORM FOR BUSINESS
BETWEEN SWITZERLAND AND AFRICA



**Endress+Hauser
Reinach (Basel)**
5 October 2016



THE ANNUAL PLATFORM FOR BUSINESS BETWEEN
SWITZERLAND AND AFRICA
5 OCTOBER 2016, REINACH (NEAR BASEL)

This year's edition of the AFRICA BUSINESS DAY is organized by the Swiss-African Business Circle (SABC) at Endress+Hauser in Reinach (near Basel) on 5 October 2016, under the patronage of the State Secretariat for Economic Affairs (SECO).

The AFRICA BUSINESS DAY is the indispensable annual platform in Switzerland for doing business in and with Africa and this year 150 participants including CEOs, members of the Board, business development managers, export managers, investors and representatives of African Embassies/Missions are expected to attend.

OVERALL THEME 2016: ECONOMIC DIVERSIFICATION IN AFRICA – OPPORTUNITIES FOR SWISS BUSINESS

The need for African economies to diversify has been the subject of conferences, policy debates and strategies for decades. The drastic drop of commodity prices in the last two years has led to sharp cuts in public spending, currency depreciations, falling foreign reserves, rising inflation and falling investment and reminded everyone forcefully of the risks non-diversified economies run. In today's interlinked business world, not only oil-producing countries (Nigeria, Angola, Gabon, Ghana, etc.) are concerned, but many other economies are indirectly affected as well and have to draw up strategies to develop sectors that have been neglected in the past.

Every crisis has its opportunities. This year's AFRICA BUSINESS DAY will explore the question whether, and how Swiss businesses can benefit from the new dynamics which have developed in the context of economic diversification. Keynote speeches, panel discussions and workshops will examine the question from different angles and perspectives.

Following the event, participants will have the opportunity to take part in a company visit at Endress+Hauser.

Find out more and register at: www.sabc.ch/abd

Programme



- From
8:30 WELCOME COFFEE & REGISTRATION
- 09:30 WELCOME ADDRESS
Sonja Hürlimann - Head of Section Middle East and Africa, Bilateral Economic Relations, State Secretariat for Economic Affairs (SECO)
Dirk Bogner - Head of Europe Africa Support Center, Endress+Hauser & Member of the Board, Swiss-African Business Circle
Michael Rheinegger - Managing Director, Swiss-African Business Circle
- 09:50 SETTING THE SCENE (EXPERT INTRODUCTION)
Junior Davis - Economist, Department for Africa, United Nations Conference for Trade and Development (UNCTAD)
- 10:15 KEYNOTE 1: AFRICAN PERSPECTIVE
Jeremy Bahun-Wilson - CEO, Cape3 Services Limited, Ghana
- 10:40 KEYNOTE 2: SWISS PERSPECTIVE
Michael Ziesemer - Member of the Board, Endress+Hauser
- 11:05 COFFEE BREAK & VISIT COUNTRY DESKS
- 11:35 PANEL DISCUSSION WITH KEYNOTE SPEAKERS & EXPERT
Moderation: **Thomas Seghezzi** - Managing Partner, rainbow unlimited gmbh
- 12:30 NETWORKING LUNCH & VISIT COUNTRY DESKS
- 13:45 3 PARALLEL RUNNING WORKSHOPS:
1. Adapting to diversification
2. Financing diversification
Franck Behiblo - Head of Corporate Development, Quantum Global
3. Empowering for diversification
Temitayo Ola - Project Manager, Massive Open Online Courses (MOOCs) Africa, Ecole Polytechnique Fédérale de Lausanne (EPFL)
- 15:00 END OF EVENT
- 15:15 COMPANY VISIT

To register and take part in this highly interactive programme visit our website at:
www.sabc.ch/abd

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