



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 <i>Sonja Hürlimann</i> - Head of Section Middle East and Africa, Bilateral Economic Relations, State Secretariat for Economic Affairs (SECO) <i>Dirk Bogner</i> - Head of Europe Africa Support Center, Endress+Hauser & Member of the Board, Swiss-African Business Circle <i>Michael Rheinegger</i> - Managing Director, Swiss-African Business Circle
09:50	SETTING THE SCENE (EXPERT INTRODUCTION) <i>Junior Davis</i> - Economist, Department for Africa, United Nations Conference for Trade and Development (UNCTAD)
10:15	KEYNOTE 1: AFRICAN PERSPECTIVE <i>Jeremy Bahun-Wilson</i> - CEO, Cape3 Services Limited, Ghana
10:40	KEYNOTE 2: SWISS PERSPECTIVE <i>Michael Ziesemer</i> - Member of the Board, Endress+Hauser
11:05	COFFEE BREAK & VISIT COUNTRY DESKS
11:35	PANEL DISCUSSION WITH KEYNOTE SPEAKERS & EXPERT Moderation: <i>Thomas Seghezzi</i> - 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 <i>Franck Behiblo</i> - Head of Corporate Development, Quantum Global 3. Empowering for diversification <i>Temitayo Ola</i> - 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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