

DOSSIER DE PRESSE



4 & 5 OCTOBRE



**L'événement business de référence
entre la France et l'Afrique
Ministère de l'Economie, des Finances et
de la Souveraineté Industrielle et Numérique**

Contacts Presse :

Siham Morchid - Tél : 01 40 73 30 74 - 06 59 37 56 87
Mél : siham.morchid@businessfrance.fr
Séverine de Carvalho - Tél : 01 40 74 73 88 - 06 82 23 69 12
Mél : severine.decarvalho@businessfrance.fr

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AMBITION AFRICA :

renforcer les liens économiques et commerciaux avec l'Afrique



Organisé par Business France pour renforcer les liens économiques entre la France et l'Afrique, la 4e édition du forum Ambition Africa se déroule le 4 et 5 octobre 2022 à Paris. Inaugurée par le Ministre délégué chargé du Commerce extérieur et de l'attractivité Olivier Becht, cette édition rassemblera des personnalités officielles et des acteurs économiques africains et français.

Alors que la crise du COVID a freiné la croissance mondiale, l'Afrique a connu une reprise de sa croissance dès 2021, qui s'est encore accélérée en 2022. L'Afrique compte des atouts évidents, avec plus de 1,3 milliard d'habitants et la plus grande zone de libre-échange du monde. La reprise de la croissance stimule la demande, et les opportunités offertes aux entreprises locales et étrangères se multiplient. Les entreprises françaises ont leur rôle à jouer dans une multitude de secteurs d'activité, et l'Etat et ses opérateurs, en France et dans le monde, se mobilisent pour accompagner leur développement sur les marchés africains.

Créé en 2018 par Business France, sous l'égide du ministère de l'Europe et des Affaires étrangères et du ministère de l'Économie, des Finances et de la Souveraineté Industrielle et Numérique, Ambition Africa est devenu le rendez-vous annuel incontournable des relations économiques et commerciales franco-africaines. L'édition 2021 a rassemblé plus de 1 600 participants, en présentiel et en digital, dont plus de 400 entreprises françaises et 516 entreprises africaines en provenance de 49 pays du continent. Plus de 2 000 rendez-vous d'affaires ont été organisés, au cours desquels les deux-tiers des entreprises ont entamé des négociations commerciales.

Placée sous le haut patronage du Président de la République, cette 4e édition, prévoit une séance plénière, en présence de ministres français et de pays africains et de délégations d'entreprises, puis 17 tables rondes thématiques sectorielles et transversales, ainsi que des rendez-vous d'affaires ciblés et de la mise en réseau.

Les thèmes abordés cette année porteront sur la situation économique et le climat des affaires en Afrique, sur la formation professionnelle et le financement des entreprises, et sur les secteurs les plus demandeurs d'investissements : l'agriculture, la santé, la mobilité urbaine, l'eau et les déchets, l'accès à l'énergie, les technologies et télécommunications, les infrastructures et la logistique, le tourisme et l'hôtellerie, les ressources et industries extractives, les chaînes de valeur euro-africaines et la zone de libre-échange continentale africaine (ZLECAF).

Plusieurs partenaires institutionnels de Business France participent à l'événement, parmi lesquels l'AFD (Proparco), Bpifrance, le Conseil Français des Investisseurs en Afrique (CIAN), le Comité National des Conseillers du Commerce Extérieur de la France (CNCCEF), France Invest et Africalink. De nombreux sponsors privés apportent également leur soutien.

Ambition Africa illustre la nouvelle approche de la relation partenariale entre l'Afrique et la France, fondée sur une relation gagnant-gagnant, des succès équilibrés, une croissance partagée, ainsi que l'a formulée le Président Emmanuel Macron dans son discours de Ouagadougou du 28 novembre 2017.

PROGRAMME

Mardi 4 octobre 2022

- 8h00** **Accueil des participants**
- 9h00** **Allocutions d'ouverture**
Christophe LECOURTIER, Directeur Général, BUSINESS France
Bruno LE MAIRE, Ministre de l'Économie, des Finances et de la Souveraineté industrielle et numérique
Olivier BECHT, Ministre délégué auprès de la ministre de l'Europe et des Affaires étrangères chargé du Commerce extérieur, de l'Attractivité et des Français de l'étranger
- 9h30** **Table Ronde introductory – Comment renforcer les chaînes de valeur euro-africaines ?**
Souleymane DIARRASSOUBA, Ministre du Commerce, de l'Industrie et de la Promotion des PME, CÔTE D'IVOIRE
Nicolas DUFOURCQ, Directeur Général, BPIFRANCE
Christophe LECOURTIER, Directeur Général, BUSINESS France
Bertrand WALCKENAER, Directeur Général Adjoint, AFD
- Animé par Benoît CHERVALIER, Founder and Chairman, ONE2FIVE ADVISORY*
- 10h30** **L'Afrique : c'est maintenant !**
Ludovic SUBRAN, Chief Economist, ALLIANZ SE
Cécile CAMILLI, Global Head of Development & Structured Export Finance, SOCIETE GENERALE
Abdelmalek ALAOUI, Président Directeur Général, GUEPARD GROUP
Patrice BERGAMINI, Vice-Président Public Affairs, Governmental Contracts and Business Development, CMA CGM
Mathieu PELLER, Partner & Chief Operating Officer Africa, MERIDIAM
- Animé par Arnaud FLEURY, Journaliste économique*
- 11h20** **Climat des affaires en Afrique : les clés de la réussite**
Clément KAISER, Directeur Général, PROOFTAG
Rita ZNIBER, Présidente Directrice Générale, DIANA HOLDING
Abdou DIOP, Directeur Général, MAZARS MAROC
Ali BOUGRINE, Managing Partner, UGGC AFRICA
- Animé par Arnaud FLEURY, Journaliste économique*
- 12h10** **Cocktail déjeunatoire**
- 14h00** **Ouverture de la conférence de place de la Commission Afrique de France Invest**
Luc RIGOUZZO, Président de la Commission Afrique, France INVEST & Co-dirigeant et associé, AMETHIS

14h10 Les opportunités d’investissement en capital-investissement sur le continent après deux ans de crise : le renforcement de l’axe Euro-Africain

Isabelle BÉBÉAR, Directrice des Affaires Internationales et Européennes, BPIFRANCE
Damien BRAUD, Head of Private Equity Africa & Middle East, PROPARCO
Stéphane COLIN, Président, AFRICINVEST EUROPE
Nicolas MANARDO, Associé, AMETHIS

Animé par Luc RIGOUZZO, Président de la Commission Afrique, FRANCE INVEST

15h00 Le nouveau consommateur africain

Caroline ROLSHAUSEN, Conseillère régionale Propriété Intellectuelle Afrique, INPI
Laetitia VAGNER, Sales Manager Government & Trade Services, INTERTEK
Rehema JULIUS, General Manager, ATSOKO TANZANIA LTD
Izar HYACINTHE, Business Development Director Europe - African Beauty Brands, L'OREAL

Animé par Christophe DANSETTE, Journaliste, France 24

15h50 Le secteur agricole et agroalimentaire, moteur de croissance et réservoir d’opportunités

Gabriel MBAIROBE, Ministre de l’Agriculture et du Développement Rural, CAMEROUN
Rita ZNIBER, Présidente Directrice Générale, DIANA HOLDING
Lydia MERROUCHE, Founder and CEO, FOSSOUL AGRICOLE & 2022 WIA Young Leader
Tamarah MOUTOTEKEMA, Founder and CEO, AGRIDIS & 2022 WIA Young Leader
Marc DEBETS, Président, APEXAGRI

Animé par Marie-France REVEILLARD, Journaliste, LA TRIBUNE AFRIQUE

16h40 Santé en Afrique : quels défis à relever ?

Daniel NGAMIJE, Ministre de la Santé, RWANDA
Adelaide BIH, President & Co-founder, African Initiative for Health and Research Promotion (AIHRP) & 2022 WIA Young Leader
Dr. Nadia CHEAIB, Founder & Chairwoman, QSI & CLINGROUP
Stéphane CARRE, C.E.O, CERBA LANCET AFRICA

Animé par : Fatimata WANE-SAGNA, Journaliste, FRANCE 24

17h30 Mobilité urbaine : un enjeu vital pour les villes africaines

Jean-Marc THYSTERE-TCHIKAYA, Ministre des Zones économiques spéciales et de la diversification économique, CONGO

Mehdi CAILLIS, Directeur Afrique, POMA
Julien WAGNER, Directeur éditorial, AFRICA C.E.O FORUM
Jimmy BRUN, Senior Associate, MERIDIAM
Léonard KHATTARI, Directeur Afrique de l’Ouest et Centrale, JC DECAUX

Animé par Arnaud FLEURY, Journaliste économique

18h20 Conclusion par Etienne GIROS, Président du CIAN & Président de l’EBCAM

18h30 *Cocktail*

Mercredi 5 octobre 2022

- 09h00 Eau et déchets en Afrique : comment bâtir un environnement durable ?**
- Bouaké FOFANA**, Ministre de l'hydraulique, de l'assainissement et de la salubrité, CÔTE D'IVOIRE
Isabelle MAUNOURY, Directrice des Opérations et du Développement Durable, SUEZ AFRIQUE, MOYEN-ORIENT ET ASIE CENTRALE
Mohamed EL AZIZI, Directeur Général Afrique du Nord, BANQUE AFRICAINE DE DÉVELOPPEMENT
Prof. Peter ANYANG'NYANGO'O, Gouverneur du Comté de Kisumu, KENYA
- Animé par Pierre-Samuel GUEDJ, Président et Fondateur, AFFECTIO MUTANDI*
- 09h50 Relever le défi de l'accès à l'énergie en Afrique**
- Abdessalem Ould Mohamed SALEH**, Ministre du Pétrole, des Mines et de l'Energie, MAURITANIE
Samuel GOLDSTEIN, Africa Business Development Director, MERIDIAM
Philippe DUBOIS, Directeur corporate pour la région Afrique, Méditerranée et Outre-mer, SOCIETE GENERALE
Emmanuel UWANDU, C.E.O, GAS360
Thérèse SEKEMANA, PDG, LED SOLUTIONS AND GREEN ENERGY RWANDA
- Animé par Line RIFAI, Journaliste, France 24*
- 10h40 Ressources et Industries extractives en Afrique**
- Antoinette N'SAMBA KALAMBAYI**, Ministre des mines, REPUBLIQUE DEMOCRATIQUE DU CONGO
Joaquim NUNES DE ALMEIDA, Directeur Mobility & Energy Intensive Industries, DG GROW, COMMISSION EUROPEENNE
John NSANA KANYONI, Directeur Général, METACHEM & Vice-président de la Chambre des Mines à la Fédération des Entreprises du Congo
Gerardine MAHORO, GONAT Manager at African Development Bank (AfDB) & Founder ACT05
- Animé par : Fatimata WANE-SAGNA, Journaliste, FRANCE 24*
- 11h30 Technologies et télécommunications : levier de croissance et d'inclusion pour l'Afrique**
- Luc MISSIDIMBAZI**, Conseiller, Chef du Département Postes, Télécommunications et Numérique du Premier ministre, Chef du Gouvernement, CONGO BRAZZAVILLE
Abid BADIL, Chief Executive Officer, UX SYSTEMS
Matias KALFON, Expert Infrastructures numériques, PROPARCO
Nicolas MERCIER, Chief Executive Officer, GEKA TELECOM
- Animé par Abdelmalek ALAOUI, Président Directeur Général, GUEPARD GROUP*

12h20 *Cocktail déjeunatoire*

14h00 **Talents africains : quels défis pour la formation professionnelle en Afrique ?**

Sefora KODJO, Présidente du Conseil d'Administration, FONDATION SEPHIS
Olivier LAUCHEZ, Co-founder & Executive Chairman, TRACE
Amadou DIAW, Fondateur, GROUPE ISM
Deffa KA, Manager, FED AFRICA
Sophie DIALLO, Directrice générale du Fonds de financement de la formation professionnelle et Technique (3FPT), Sénégal

Animé par : Fatimata WANE-SAGNA, Journaliste, FRANCE 24

14h50 **Accès au financement : quelles solutions pour les PME africaines ?**

Pedro NOVO, Directeur Exécutif en charge de l'Export, BPIFRANCE
Djalal KHIMDJEE, Directeur général délégué, PROPARCO
Zied LOUKIL, Associé Financial Services, MAZARS
Robert LE BRETON, Partner, INSKIP
Mame Aby SEYE, Délégué Général à l'Entreprenariat, DER Délégation Générale à l'Entreprenariat Rapide des Femmes et des Jeunes, SÉNÉGAL

Animé par Arnaud FLEURY, Journaliste économique

15h40 **La révolution des infrastructures et de la logistique en Afrique**

Jean-Marc THYSTERE-TCHIKAYA, Ministre des Zones économiques spéciales et de la diversification économique, CONGO
Dr. Serigne DIOP, Maire de Sandiara et Ministre Conseiller à la Présidence de la République, SÉNÉGAL
Sergio OLIETE JOSA, Team Leader Transport, Infrastructures & Connectivity, COMMISSION EUROPÉENNE
Ludovic ROZAN, Directeur Central - Division Afrique, CMA CGM
Virgile MEGLOULI, Chargé d'affaires senior Infrastructures, PROPARCO

Animé par Arnaud FLEURY, Journaliste économique

16h30 **Tourisme & Hôtellerie : Destination Afrique !**

Adalgiza VAZ, Secrétaire d'Etat pour le développement de l'entreprenariat, CAP VERT
Aline RENARD-WANG, International Development Director, VATEL HOTEL & TOURISM BUSINESS SCHOOL
Sofiane LESAGE, Fondateur, RIWAYA TRAVEL
Jean-Pierre DALAIS, Group Chief Executive, GROUPE CIEL
Seynabou DIA SALL, C.E.O, GLOBAL MIND CONSULTING GROUP

Animé par Bridget UGWE, Journaliste, AFRICANEWS

17h20 La Zlecaf : un atout pour stimuler la reprise socio-économique de l'Afrique
Cynthia GNASSINGBE ESSONAM, Conseillère Spéciale pour l'Engagement du Secteur Privé en faveur de la Zlecaf
Julien GOURDON, Economiste, AGENCE FRANCAISE DE DEVELOPPEMENT
Carlos LOPES, Economiste, ancien secrétaire exécutif de la Commission économique des Nations unies pour l'Afrique, membre du Conseil Consultif de la Zlecaf
Fatou NDIAYE, Global Trade Expert, UNITED NATIONS

Animé par Dounia BEN MOHAMED, Rédactrice en Chef, FORBES AFRIQUE

18h10 Conclusion

18h20 Fin de l'évènement

BUSINESS FRANCE ENGAGÉ AUX CÔTÉS, DES ENTREPRISES À L'INTERNATIONAL

CONNECTER - ACCÉLÉRER - RÉUSSIR

Au service de l'internationalisation de l'économie française, Business France est le partenaire clé des entreprises qui veulent se connecter aux marchés mondiaux, accélérer la réalisation et la réussite de leurs projets business.

A Paris, Marseille, en France ou dans nos bureaux à l'étranger, nos 1 420 collaborateurs (65 nationalités) sont présents dans 55 pays, pour plus de 110 couverts en direct ou via un réseau de partenaires.

- ➔ Engagées aux côtés des entreprises françaises, nos équipes sont mobilisées pour les guider sur les marchés étrangers, les aider à générer des courants d'affaires et à booster leur RH avec de jeunes talents en Volontariat International en Entreprise (V.I.E).
- ➔ Engagées aux côtés des entreprises étrangères pour faire réussir leurs projets en France, nos experts sectoriels informent les investisseurs sur les opportunités, les mettent en contact avec les décideurs publics et les accompagnent jusqu'à leur installation.
- ➔ Engagé enfin aux côtés de ses partenaires publics et des acteurs privés réunis au sein des Team France Export et Team France Invest, Business France coordonne un réseau d'interlocuteurs terrain, pro-business.

Business France s'appuie sur un réseau de partenaires.

Depuis janvier 2019, dans le cadre de la réforme du dispositif public d'accompagnement à l'export, Business France a concédé l'accompagnement des PME et ETI françaises à des partenaires privés sur les marchés suivants : Belgique, Hongrie, Maroc, Norvège, Philippines et Singapour.

27 700
ENTREPRISES ACCOMPAGNÉES
(DEPUIS 2018)

7 851
V.I.E EN POSTE
DANS 118 PAYS

1 930
PROJETS D'INVESTISSEMENTS
INTERNATIONAUX DÉTECTÉS ET
DIFFUSÉS AUX RÉGIONS FRANÇAISES

ACTIONS DE BUSINESS FRANCE EN AFRIQUE SUBSAHARIENNE ET AU MAGHREB

L'Afrique est l'une des 3 priorités géographiques de l'Agence

Cette priorité africaine est déclinée au travers d'un Plan Afrique qui traduit une réelle ambition de Business France et plus généralement de la Team France Export sur cette géographie (dispositif renforcé, accompagnement au travers de formules innovantes type Boosters / Accélérateurs...).

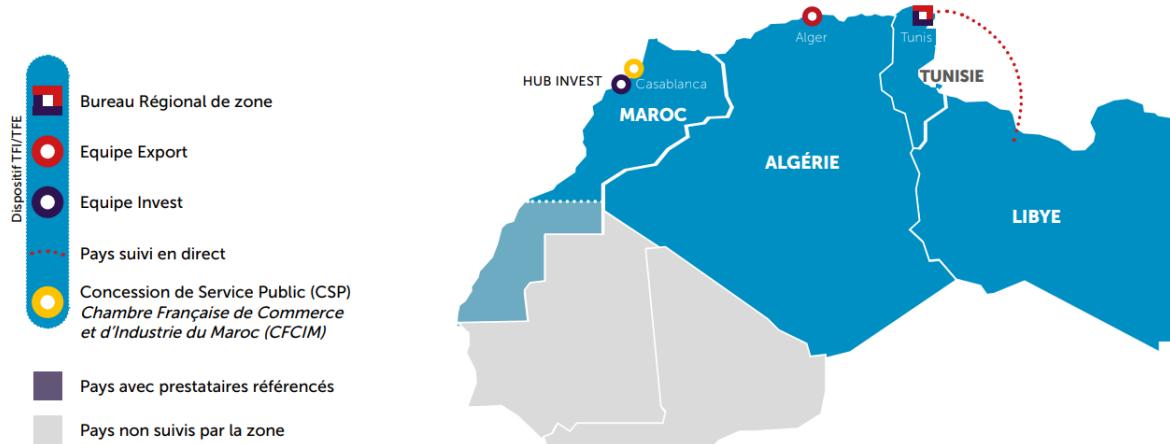
En Afrique, l'Agence Business France est présente avec

- **12 implantations**
- **77 collaborateurs en poste**
- La réforme Team France Export menée en 2019 permet désormais d'accompagner les PME-ETI françaises sur 32 marchés du continent africain (12 implantations, 1 CSP au Maroc, 20 pays suivis via un BBF à distance ou via des prestataires référencés).
- **Près de 69 prestataires référencés privés sont en mesure de proposer des solutions d'accompagnement** en complément du dispositif Business France (15 sur l'amorçage et 54 sur les services d'ancrage), 117 leads effectués et 28 opérateurs agréés Chèques Relance Export (hors Business France).

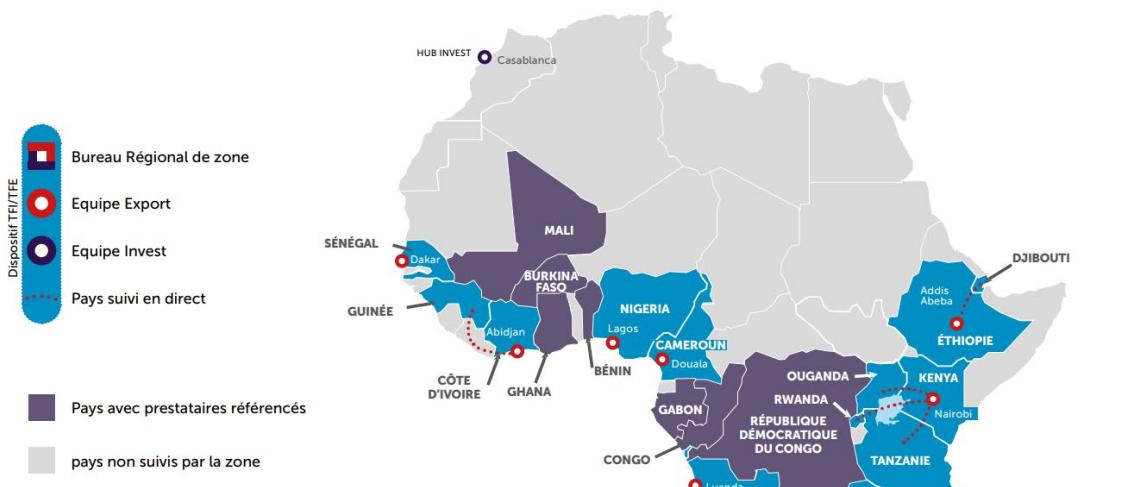
2021 et 2022 placées sous le signe de la reprise

- **1790 entreprises bénéficiaires** accompagnées sur le continent africain en 2021 dans le cadre de séquences individuelles, collectives ou via la formule VIE (**482 V.I.E en poste / 240 entreprises bénéficiaires**). En 2021, **571 Chèques Relance Export** (CRE) ont été accordés en Afrique (6,9% des CRE monde) et **153 Chèques Relance V.I.E** (15,5% des CR V.I.E monde).
- Une **programmation dense** de près de 68 évènements mêlant formats présentiels et digitaux.
- **La formule Booster Afrique prend de l'ampleur** avec maintenant 4 régions impliquées : Haut de France, Normandie, Pays de la Loire et Sud-PACA (depuis septembre 2021 – 10 entreprises). 37 entreprises sont embarquées activement dans le booster Afrique.
- Un nouveau booster vient d'être lancé avec l'Outre-mer.
- Un grand effort de **communication** de contenus géographiques est réalisé pour apporter une meilleure visibilité des marchés et des informations de qualité aux entreprises françaises avec en 2021 plus de 1875 publications Afrique.
- **Sur le volet attractivité forte augmentation également.** 62 projets détectés et 44 projets aboutis en 2021 (13 en Tunisie, 12 au Maroc, 6 Afrique du Sud, 4 en Côte d'Ivoire, 3 en Algérie, 2 au Nigéria, 1 au Congo, 1 au Sénégal, 1 au Kenya, 1 à Maurice). L'ensemble devrait concourir à créer plus de 741 emplois sur trois ans.

Dispositif Team France Invest/Export : Zone Afrique du Nord



Dispositif Team France Invest/Export : Zone Afrique subsaharienne

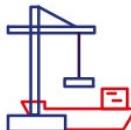


Relations économiques bilatérales France-Afrique en chiffres

		
<p>25 % de la population mondiale sera africaine en 2050</p> <p>Source : World Population Prospects 2022, ONU</p>	<p>La France, 1^{er} pays européen exportateur vers l'Afrique</p> <p>Source : FMI</p>	<p>En 2020, 3 entreprises sur 4 implantées en France identifient la France comme un hub à l'exportation vers l'Afrique</p> <p>Source : Kantar Public - Business France</p>
		
<p>Paris, principal hub aérien vers l'Afrique avec des vols directs vers plus de 30 États africains</p> <p>Source : Business France</p>	<p>Près de 33 000 entreprises françaises ont exporté vers des pays africains en 2021</p> <p>Source : Douanes</p>	<p>La France, 1^{re} destination européenne choisie par les étudiants africains en mobilité</p> <p>Source : OCDE</p>
		
<p>Le stock d'IDE français en Afrique a été multiplié par près de 6 entre 2004 et 2021</p> <p>Il s'élève à 48,1 Md€ fin 2021</p> <p>Source : Banque de France</p>	<p>Plus de 50 projets d'investissement d'origine africaine ont créé ou maintenus environ 830 emplois en France en 2021</p> <p>Source : Business France</p>	<p>Plus de 1 400 entreprises africaines sont présentes en France, où elles emploient plus de 18 400 personnes</p> <p>Source : Orbis</p>
		
<p>La France 1^{er} pays européen d'accueil des investissements originaire d'Afrique</p> <p>Source : Business France</p>	<p>Les nouvelles décisions d'implantations et extensions de sites existants correspondent principalement à des centres de décision, des activités de R&D et d'ingénierie, et de production</p> <p>Source : Business France</p>	<p>Pour plus d'informations : www.businessfrance.fr</p>

La France, un hub vers l'Afrique

Les exportations françaises vers l'Afrique atteignent 23,5 milliards d'euros en 2021.



- En 2021, les exportations françaises vers l'Afrique sont reparties à la hausse (+5,5 %) pour atteindre 23,5 Md€. La France est ainsi le premier pays européen exportateur vers l'Afrique.
- A elle-seule, l'Afrique du Nord est destinatrice de près de 60 % des exportations françaises vers le continent africain.
- 4,8 % des exportations françaises sont à destination de l'Afrique.

La France renforce ses liens économiques avec le continent africain.



- Plusieurs accords de partenariat économique (APE) sont mis en œuvre ou en cours de signature avec différentes régions d'Afrique.

La France entretient une relation privilégiée avec l'Afrique.

- Près de 33 000 entreprises françaises ont exporté vers des pays africains en 2021.
- Environ 20 % des importations du continent africain issues de l'UE sont en provenance de la France.
- Le stock d'IDE français en Afrique a été multiplié par près de 6 entre 2004 et 2021. Il s'élève à 48,1 Md€ fin 2021.
- En 2021, la France est la première destination européenne (hors Royaume-Uni) des investissements d'origine africaine, accueillant plus de 65 % des projets nord-africains et 23 % des projets d'Afrique subsaharienne.
- La France est également la première destination européenne choisie par les étudiants d'Afrique et du Moyen-Orient en mobilité. La moitié des étudiants en mobilité internationale formés en France sont originaires d'Afrique.
- Le positionnement géographique de la France associé à des infrastructures de transport de qualité en font un « hub » pour accéder aisément à d'autres marchés, notamment l'Afrique et le Moyen-Orient : en 2020, les ¾ des entreprises étrangères implantées en France identifient la France comme un hub à l'exportation vers l'Afrique.

L'Afrique : un marché en pleine croissance

- Le taux de croissance économique annuel moyen de l'Afrique subsaharienne s'élève à plus de 3 % entre 2004 et 2021.
- 25 % de la population mondiale sera africaine en 2050, contre moins de 15 % en 2022.
- Dans les 20 prochaines années, la population urbaine de l'Afrique devrait presque doubler.

DES ENTREPRISES AFRICAINES QUI ONT FAIT LE CHOIX DE LA FRANCE

Evey Technologies est une startup tunisienne qui a développé une plateforme de gestion d'événements digitaux et hybrides qui se veut attractive, interactive, créative et personnalisable. Elle s'est implantée à Lyon fin 2021 afin de profiter de l'écosystème tech et événementiel de cette région. Son objectif est de se développer largement sur le marché français où elle compte déjà quelques clients, mais également sur l'international et spécifiquement sur la zone EMEA (Europe, Moyen-Orient, Afrique).

Lubripice : À la tête d'un groupe ayant plusieurs activités incluant concession automobile et négoce de pièces de recharge, immobilier et tourisme au Maroc, les deux dirigeants-associés ont souhaité implanter en France leur filiale **Lubripice** en tant que centrale d'achats de pièces de recharge et de lubrifiants/ huiles moteur et plateforme export pour les marchés marocains, sénégalais et ivoirien et d'autres marché d'Afrique francophone. Dans le cadre de ce projet, 21 emplois vont être créés dans l'agglomération rouennaise en Normandie sur trois ans.

Business France, septembre 2022

LES PARTENAIRES D'AMBITION AFRICA 2022



AFD

AFD Group implements France's policy in the areas of development and international solidarity. The Group includes Agence Française de Développement (AFD), which finances the public sector and NGOs, as well as research and education in sustainable development; its subsidiary Proparco, which is dedicated to private sector financing; and soon, Expertise France, a technical cooperation agency. The Group finances, supports and accelerates transitions towards a fairer, more resilient world.

With our partners, we are building shared solutions with and for the people of the Global South. Our teams are at work on more than 4,000 projects in the field, in the French Overseas Departments and Territories, in 115 countries and in regions in crisis. We strive to protect global public goods – promoting a stable climate, biodiversity and peace, as well as gender equality, education and healthcare. In this way, we contribute to the commitment of France and the French people to achieve the Sustainable Development Goals (SDGs). Towards a world in common.



AIR FRANCE-KLM GROUP

Since 1933, Air France has been flying the colors of France all over the world. With an activity divided between passenger transport, cargo, maintenance and aircraft servicing, Air France is a major player in the airline industry. At the summer of 2022, the airline is serving nearly 200 destinations worldwide and is committed, thanks to its 38,000 employees who are mobilized on a daily basis, to offering the best to its customers by setting the standard ever higher. With its Air France ACT program, Air France is working towards more sustainable air transport, with the ambition of achieving zero net emissions by 2050 through the renewal of its fleet, the use of solutions to reduce fuel consumption and the creation of a future Sustainable Aviation Fuel chain.

For more information on Air France ACT, visit: <https://airfranceact.airfrance.com/fr>



AMETHIS

Created in 2012 by Luc Rigouzzo and Laurent Demey, former directors of Proparco, in partnership with the Edmond de Rothschild Group, Amethis manages investment funds investing in Africa and in Europe, with over €810m under management.

Amethis invests in capital between €5-50m in medium-sized companies that are leaders in their sectors and supports them in their regional growth. Amethis invests in all sectors supported by the growth of the African middle class of consumers: consumer goods and services, distribution, logistics, telecommunications, health and education, financial sector.

Its strong local presence enables it to access the best opportunities: Amethis features 40 professionals (including 8 partners) based in Paris, Abidjan, Casablanca, Nairobi & Luxemburg. As a committed shareholder, Amethis offers essential support and expertise through its international network, external growth opportunities and quality governance.

To respond to growing environmental and social challenges, Amethis has defined an ESG and impact strategy which includes objectives such as:

- Investing in companies whose objective is to provide quality goods and services.
- Contributing to strengthening the economic integration of women.
- Improving health and safety of employees.
- Improving climate efficiency.

Amethis is a proud signatory to the UN Principles for Responsible Investment, the Operating Principles for Impact Management, the 2X Challenge on gender, and the Initiative Climat International.



ANDROS SNC

ANDROS is a French, 100% family-owned company, established in 1959. Originally specialising in fruit processing and the production of compotes and preserves, ANDROS progressively diversified their field of expertise to include fresh dairy products, confectionery, frozen desserts, fruit-based ingredients, and dairy-alternative plant-based snacks and desserts, all the while honing their unique expertise in fruit snacks and desserts.



APEXAGRI

Apexagri is an international consulting firm specialized in creating, developing and optimizing successful and sustainable agri-food chains. It was born from the merger of two companies with complementary skills and experiences:

- The Maisadour Cooperative Group, expert in agri-food chains providing support in technical and economic improvement to its members and clients.
- The By.O consulting Group, expert in developing successful and sustainable B2B ecosystems (client, partner and supplier relationships) and supporting major French and international groups in developing new strategies, implementing transformation plans and consolidating their ecosystems.

Using both companies long experience, international presence and network of experts, Apexagri is putting its expertise and knowledge to the service of all players, public or private, of the agricultural development.

For more than 8 years, Apexagri has worked throughout the world and especially in Africa (Algeria, Chad, Egypt, Ghana, Ivory Coast, Madagascar, Mauritania, Morocco, Senegal, South Africa...) to build and implement more profitable and sustainable ways of doing agriculture. Very involved in Regenerative Agriculture projects, we have managed ambitious initiatives with some of the key players in this field.

Working with a wide range of partners and clients including producers, processors, distributors, governments and public authorities, NGOs, private and public investors, we take pride in doing our part to build a more viable future for the next generation.



BPIFRANCE

As part of its public-interest missions in favor of financing business investment and its positioning as a supporting institution, Bpifrance offers a comprehensive range of products and services dedicated to financing and accompanying SMEs, Midcaps and Large corporations, mostly through loans, guarantees and equity. Bpifrance accompanies companies in their innovation projects and international activities. Bpifrance also offers a tangible support to companies to accelerate their growth with a range of services: consulting missions, training days, networking and acceleration programs.

With more than 3000 employees, Bpifrance has offices everywhere in France.



CANAL +

CANAL+ Group has been present in Africa for more than 30 years through its subsidiary CANAL+ INTERNATIONAL in charge of the international activities. CANAL+ is the leading pay-TV satellite operator in the French-speaking Africa and has four million subscribers. Active in more than 25 countries in Africa with 15 subsidiaries and over 30 partners, CANAL+ is the operator of "LES CHAINES CANAL+" and "LES BOUQUETS CANAL+".

CANAL+ screens premium channels for the African continent: entertainment channels tailored specifically to subscribers in Central and West Africa, and sports channels to enable customers to enjoy the full range of sports programs.

The group also produces programs dedicated to its mainland subscribers (ENQUETE D'AFRIQUE, LE PARLEMENT DU RIRE, TALENTS D'AFRIQUE...) and launched A+ a 100% African channel bringing on a large range of exclusive series. CANAL+ subscribers in Africa can enjoy even more themed channels in "LES BOUQUETS CANAL+" deal: NOLLYWOOD TV and NOLLYWOOD EPIC, both dedicated to Nigerian drama, and NOVELAS TV, a 100% South American telenovela channel. In November 2019 the group expands its offer with new channels including CANAL+ ELLES dedicated to women, CUISINES dedicated to African gastronomy and SUNU YEUF, a Senegalese channel in Wolof dialect.

CANAL+ GROUP is the partner of African talents.

Passionate about the continent, CANAL+ has a CSR strategy. CANAL+UNIVERSITY coach of the future TV Talents, 1MOIS1CAUSE share public utiliy content on our channels and ORPHEE support orphanage in many ways. All these actions are under the CANAL+IMPACT Program.



CASTEL FRÈRES

Castel Frères is the historic wine trading business created by Pierre Castel with his brothers and sisters in 1949. Over time, we have created a comprehensive range including not only brand leaders (Maison Castel, Baron de Lestac, Roche Mazet) and successful innovations (VeRy), but also châteaux wineries and grand cru wines (Château Montlabert, Château Barreyres, Château de Beychevelle *...). Third largest in the world market, Castel Frères is today "the most important place for French wine in the world" for professionals and consumers worldwide.

Guided by our entrepreneurial spirit, proud of our profoundly familial character and driven by our success both in France and abroad, we share our winemaking expertise with our partners on a daily basis.

With guaranteed quality, exclusive services and dedicated teams, we work alongside you to show the best of our brands, wineries, and grand cru vintages, helping you to succeed. A success that we want to sustain and that we are committed to in order to innovate and meet future challenges with you.

Commercial tools, organisation of special events, masterclasses or wine dinners...
Beyond our properties and the fine selection of Grands Crus, Castel Frères offers a commercial and a marketing team exclusively at your service!
* Property 50% owned



CERBA LANCET AFRICA

Cerba Lancet Africa is the leading network of clinical pathology and medical diagnosis in Africa, with the ambition to become the reference diagnostic services provider in Africa, bringing world-class standards of pathology services to patients and medical communities across the continent. Cerba Lancet Africa is a joint venture created in 2019 with the French group Cerba HealthCare, a leading international player in medical diagnosis, and Lancet Laboratories, the foremost name in clinical pathology in sub-Saharan Africa.

We offer a portfolio of over 4000 pathology testing services ranging from routine screening tests to highly specialized clinical testing for research, screening, industrial, and occupational health, under the direction of more than 20 pathologists. Our pathologists assist doctors in making diagnoses and taking informed decisions. This allows doctors to tailor appropriate treatments about their patients' health or any medical conditions.

The Group is present in 26 African countries, with 1 600+ employees on the continent.



CMA CGM

Dirigé par Rodolphe Saadé, le Groupe CMA CGM, un acteur mondial des solutions maritimes, terrestres, aériennes et logistiques, dessert plus de 420 ports dans le monde sur 5 continents, fort d'une flotte de 583 navires. Le Groupe a transporté en 2021 22 millions de conteneurs EVP (Équivalent Vingt Pieds). Avec sa filiale CEVA Logistics, acteur mondial de la logistique ayant transporté 474 000 tonnes de fret aérien et plus de 21 millions de tonnes de fret terrestre, et sa division de fret aérien CMA CGM AIR CARGO, le Groupe CMA CGM innove constamment pour proposer à ses clients une offre complète et toujours plus performante grâce à de nouvelles solutions maritimes, terrestres, aériennes et logistiques.

Engagé dans la transition énergétique du transport maritime et pionnier dans l'utilisation de carburants alternatifs, le Groupe CMA CGM s'est fixé un objectif de Net Zéro Carbone d'ici 2050.

À travers la Fondation CMA CGM, le Groupe vient en aide chaque année à des milliers d'enfants dans le cadre de ses actions en faveur de l'éducation pour tous et de l'égalité des chances. La Fondation CMA CGM agit également face à des crises humanitaires nécessitant une réponse d'urgence en mobilisant l'expertise maritime

et logistique du Groupe pour acheminer partout dans le monde du matériel humanitaire.

Présent dans 160 pays via son réseau de plus de 400 bureaux et 750 entrepôts, le Groupe emploie 150 000 personnes dans le monde, dont 2 900 à Marseille où est situé son siège social.



GALERIES LAFAYETTE

Galeries Lafayette Paris Haussmann, located in the heart of shopping in Paris, is renowned worldwide as a French elegance. Founded in 1893, the department store boasts over 3500 brands and offers a large selection of items in every segment, from fashion to accessories, to beauty, interior decoration & fine food.

Graced by an iconic neo-byzantine dome, the main store has as well a panoramic rooftop terrace overlooking all the Parisian monuments.

Leading player in French culture, Galeries Lafayette invites their customers to visit the many restaurants and enjoy the "parisian experience" thanks to lifestyle activities: fashion show, cooking lessons...

Worried to offer the best, Galeries Lafayette unveil the Wellness Galerie, a new floor spanning 3000m² dedicated to holistic wellness and a new floor of catering offer in 2022.



INPI

In addition to granting and registering patents, trademarks and designs, INPI, the French Patent and Trademark Office, furthers economic development by its actions designed to raise awareness and promote innovation and its key issues. INPI provides help and advice to innovators so they can convert their projects into concrete results and derive value from their innovations. INPI, a self-financed public body placed under the authority of the ministry in charge of industrial property, also actively participates in the development and implementation of public policies in the field of intellectual property, innovation support and business competitiveness and in the fight against counterfeiting. Depository of all the industrial property rights registered in France and the data of the French Companies Register, INPI disseminates more than 61.2 million open, free and reusable data items. INPI now operates the one-stop-shop for company formalities (new registrations, changes, companies struck off the register). Lastly, INPI is responsible for the approval of industrial and artisanal geographical indications.



INSKIP

INSKIP Entrepreneurs assists its clients (startups, SMEs and large groups) in the realization of their strategic innovation processes, transformation project management, lab structuring, new business development and project financing. Our contacts are CEOs, DGs, COMEXs, Innovation Directors, Development Directors, Finance Directors and Transformation Directors.

We work in various industries such as transportation, medical, construction, B2B services, software, and retail. We also support institutional clients in their development.

Our areas of expertise: strategy consulting, innovation consulting, experimentation, prototyping, incubation, business digitalization, intrapreneurship and fundraising.



Total Quality. Assured.

INTERTEK

Government and Trade services, securing your imports, facilitating your exports. Intertek Government and Trade Services support governments to implement importing standards. Intertek helps governments, customs, and national standards organisations improve the compliance of imports with safety standards, protect import duty revenues, and secure the international supply chain.

Our expertise and Conformity Assessment Programmes help ensure imported goods meet safety and other standards. Our worldwide network of offices delivers rapid inspection, certification, and shipment valuations. Our verification services provide the assurance you need for engaging in international trade.

Countries that are looking to raise their economic profile, protect their environment and its citizens, implement and execute imported goods assessments.

Intertek is a leading provider in Testing, Inspecting and Certification accredited worldwide by governments, commercial organizations, co-operations, importers and exporters in facilitating trade.



JCDECAUX

As the number one Out-of-Home media owner in Africa with over 24,000 advertising panels, we pride ourselves on quality service, innovation, and insights. JCDecaux is committed to Sustainable Development, which has been at the core of our business since its inception. We aim to support the circular economy, promote outdoor advertising as a catalyst for ecological and social transition and work towards decarbonising the economy and society. This aligns with the United Nations SDG goals and objectives Strategy by addressing diverse initiatives that help combat Social, Environmental & Governance for a more sustainable future.

We offer a host of classic and digital advertising products across 18 African markets, with dedicated offices in each and a growing staff complement of 247.

JCDecaux Africa services the major media agencies, multinationals, and most prominent brands from across the continent. Our media planning and strategy are focused on a host of in-depth location and consumer research and insight tools to maximise our clients' advertising spend and deliver on their campaign objectives. Our media provides an estimated daily reach of 140+ million consumers, all with one turnkey solution through JCDecaux Africa.



LA LIMONADERIE DE PARIS

La Limonaderie de Paris was born in 2013, under Paris Cola's name, thanks to an entrepreneur passionated by made in France product. The ambition was to make Paris sparkle with a local drink, 100% French drinks ! Parisian's heart was quickly conquired by ParisCola and Parismonade, and continue to make Paris sparkle. From the beginning, the objectif was to realize all the production process in our region, Ile-de-France. This project was born with the desire to offer a local drink. In 2019, we decided to write a new chapter of our story, that's why we open La Limonaderie de Paris. By having our own production place in Nanterre, we become the first soft drinks manufacturer, 100% French in Ile-de-France. From recipe elaboration in our R&D laboratory, to bottling, our products are 100% local !



MAISON LHÉRAUD

Eaux-de-vie. Eau de vies. The pleasure of dedicating one's life to perfection. In the Lhéraud family, a distinctive style has been flowing from day to day and generation to generation since 1802. In Lasdoux, France, the Lhérauds' life is in tune with their time, and the time they devote to cognac is sacrosanct. As it has always been and will always be. It is both a luxury and a duty in the quest for excellence.

Cognac Lhéraud. An exceptional brand created by an exceptional family. Craftsmen as well as winegrowers, they elegantly distill a family expertise that is passed down with love, wisdom, and respect. Guy, Andrée and Laurent Lhéraud are heirs to the flavors, aromas, tastes, notes, processes, and secrets that evolve in abundance in their precious eaux-de-vie, which are warmly welcomed at the world's finest tables. The unique pleasure of inhaling the aromas of cognac, of seeing them develop and take on new depths, and of sharing them with others... this is what orchestrates their life. With classic, authentic product, there can be no cheating, for the palate tells the truth. Proud of their opulent, generous terroir, these masters of taste dare to take risks and stray from the beaten path to achieve the most innovative accords, and to tale the pioneering step of proclaiming their vintages. In their world, aging is an art to be

perfected and maturity is a covered treasure. For proof, it is enough to open the doors of "Paradis" ... the area in the cellar where the best cognacs are kept.



MAZARS

Mazars is an internationally integrated partnership, specialising in audit, accountancy, advisory, tax and legal services¹. Operating in over 90 countries and territories around the world, we draw on the expertise of more than 44,000 professionals – 28,000+ in Mazars' integrated partnership and 16,000+ via the Mazars North America Alliance – to assist clients of all sizes at every stage in their development.

Active in Africa for over 45 years, Mazars is proud to contribute to the continent's entrepreneurial boom by offering bespoke solutions and advising companies across all sectors at every stage of their development. Present in 20+ countries² in Africa, Mazars draws on the expertise of 2,500+ professionals to help clients make the most of business opportunities and operate with confidence all over the African continent.

Operating as a united partnership, we work as one integrated team, leveraging expertise, scale and cultural understanding to deliver exceptional and tailored services. Acting as a true strategic business partner, we provide clients with a single point of contact in the region and combines local insights and global perspectives to help them reach their goals. We always seek to understand our clients and their environments, adjusting our recommendations and support accordingly.

1 Where permitted under applicable country laws

2 Including countries covered via correspondent agreements



MERIDIAM

Meridiam was founded in 2005 by Thierry Déau, with the belief that the alignment of interests between the public and private sector can provide critical solutions to the collective needs of communities. Meridiam is an independent investment Benefit Corporation under French law and an asset manager. The firm specializes in the development, financing, and long-term management of sustainable public infrastructure in three core sectors: sustainable mobility, critical public services and innovative low carbon solutions. With offices in Addis Ababa, Amman, Dakar, Istanbul, Johannesburg, Libreville, Luxembourg, New York, Paris, Toronto, and Vienna, Meridiam currently manages US\$18 billion and more than 100 projects to date. Meridiam is certified ISO 9001: 2015, Advanced Sustainability Rating by VigeoEiris (Moody's), ISO 37001 Anti-Corruption certification by AFNOR and applies a proprietary methodology in relation to ESG and impact based on United Nations' Sustainable Development Goals (SDGs).



POMA

POMA is a leader in ropeway transport, recognised worldwide for its efficient and eco-friendly mobility solutions. With its innovations and know-how, POMA takes up all the challenges of mobility all around the world.

The wonderful history of ropeways began with POMA in 1936 in the Alps, on the snow-capped peaks of Alpe-d'Huez (France) when Jean Pomagalski, an engineer with a life-long love of the mountains, installed the very first surface lift there. This invention paved the way for the rapid development of recreational skiing in the ski resorts of Europe and the United States, where the surface lift is still called "poma-lift".

Since then, POMA has not stopped innovating and contributing its expertise to ropeway transport. From the mountains to the city, new mobility challenges are driving POMA to invent economically reasonable transport solutions, respectful of people and their environment.

This is why there are more than 8,000 POMA installations around the globe, used as urban transport means, tourist attractions or for transporting industrial materials. From mountain peaks to major cities, the Group's expertise and its ropeway transport systems are recognized worldwide

POMA supports its customers at each stage of their projects: design, manufacturing, construction, operation and maintenance. POMA manages its installations in more than 30 countries simultaneously.

Sustainable, environmentally friendly and low-cost, ropeway transport overcomes the problems of urban congestion by creating overhead connections between urban and peri-urban zones, and by complementing or extending the existing transport networks.



PROOFTAG

Prooftag offers security and traceability solutions for Documents and Products. Over 300 clients in 25 countries have already successfully implemented our technologies. The most exclusive and prestigious brands in the world rely on our knowhow to fight against counterfeiting and market diversion. Concerning the document security area, we are providing the complete ecosystem to edit, authenticate and supervise the issuing of official documents by the State administrations. Therefore, all the documents having a legal or a facial value e.g. ID documents, certificates, tax stamps or electoral documents can be produced thanks to our throughout technical offer. Our solutions include our unique chaosmetric security features, the software suites and the database infrastructure to reach the highest security level. Thanks to our solutions, the credibility of the official documents is restored and the administrations have a clear overview of their document production. The Prooftag solutions are thus the ultimate weapon to fight against fraud and to improve the document management of the administrations notably through real time statistics.



PROPARCO

Proparco is the private sector financing arm of Agence Française de Développement Group (AFD Group). It has been promoting sustainable economic, social and environmental development for over 45 years. Proparco provides funding and support to both businesses and financial institutions in Africa, Asia, Latin America and the Middle-East. Its action focuses on the key development sectors: infrastructure, mainly for renewable energies, agribusiness, financial institutions, health and education.

Its operations aim to strengthen the contribution of private players to the achievement of the Sustainable Development Goals (SDGs) adopted by the international community in 2015. To this end, Proparco finances companies whose activity contributes to creating jobs and decent incomes, providing essential goods and services and combating climate change. For a World in Common.



SAH ANALYTICS

Launched in March 2019, SaH Analytics has established itself as the leader in Artificial Intelligence and Cybersecurity in Côte d'Ivoire with more 60 employees & consultants present on 4 continents.

SaH Analytics International is boosting activities through analytical data set up by digital-based services in public and private sectors.

From training to IT security through Data Science and Cloud Computing, SaH Analytics provides its services to ensure a transition to Digital Business through the analysis of data collected and processed by Artificial Intelligence (AI) and Machine Learning.



SOCIETE GENERALE

Societe Generale, one of Europe's leading financial services groups and a major player in the economy for over 150 years, supports 25 million clients every day with more than 117,000 staff in 66 countries.

Our Group draws on our European roots to develop our business internationally. Our unique geographic positioning enables us to connect Europe and Africa with major global financial centres in Asia and the Americas.

The Group combines financial strength, proven expertise in innovation and a sustainable growth strategy with the objective of creating value for all our stakeholders. We seek to be a trusted partner in the projects of those building tomorrow's world today.

This commitment guides our mission: to protect and manage assets and savings, finance projects, protect clients in their both their day-to-day lives and in their

professional activities, ensure secure transactions and offer the best technological solutions.

Societe Generale group aims to be a trusted partner for our clients and is resolutely committed to the positive transformations taking place in the world. Whether working in Europe, contributing to sustainable development in Africa or supporting the global ecological transition, we address the challenges of our time by seeing them as opportunities.



SUEZ

SUEZ is a major player in environmental services. For almost 160 years, SUEZ has supported local communities and industrial companies in the management of essential services such as water, waste, and air quality. As such, SUEZ produces drinking water for 66 million people worldwide, recovers 2 million tons of secondary raw materials per year, and generates 3.1 TWh of renewable energy from waste. In our ongoing management of the ecological transition and climate change challenges, SUEZ relies on the expertise and commitment of its 35,000 employees (particularly in France, Italy, Central Europe, Africa, Asia, and Australia) to offer high value-added and customized environmental solutions to all its customers. SUEZ's expertise allows, for instance, its customers to avoid the emission of 4.2 million tons of CO₂, thus improving their carbon footprint and their impact on climate. With a turnover of more than 7.5 billion euros in 2021 and backed by its expertise and capacity to innovate, SUEZ has strong growth prospects. SUEZ relies on a solid consortium of investors made up of Meridiam and GIP – with 40% stakes each – and the Caisse des Dépôts et Consignations Group with a 20% stake in the capital, including 8% held by CNP Assurances, to pursue its strategic development plans in France and internationally.



TRACE

Trace Academia is a mobile app that offers FREE courses and certificates dedicated to jobs, entrepreneurship and soft skills. Trace Academia's mission is to empower young people, with a focus on women, by providing them with free learning from the world's best experts as well as opportunities to kickstart their career.



UGGC AFRICA

UGGC Africa is a leading pan-African legal advisory platform gathering more than 30 lawyers in 3 African offices located in Morocco, Cameroon and Ivory Coast.

Through these 3 offices, UGGC Africa covers all areas of law and assists clients in North Africa, Sub-Saharan, West and Central Africa.

With over 20 years of experience, the multidisciplinary team composed of the finest law experts, provides to its clients with services of the highest quality. It is strongly committed to accompanying its clients in their investment projects in Africa and fully engaged in an eco-responsible approach contributing to the development of business law in Africa.

UGGC Africa offers clients, local and international, legal and tax support rooted in a system of excellence, as well as innovative and tailored-made legal solutions in sub-Saharan Africa and in particular in the territories governed by the OHADA treaty (Organization for the Harmonization of Business Law in Africa), as well as those located in the MENA zone ("Middle East and North Africa") and in the Middle East (Israel, the United Arab Emirates and Qatar in particular).

The firm is also able to assist European clients from Paris, in their projects in North and Sub-Saharan African countries through its "Africa Desk".



VEUVE DU VERNAY

FRANCE

VEUVE DU VERNAY

Founded in Beaune in 1780, Patriarche-KBB is one of the great wine houses of Burgundy and also among the most important French sparkling wine producers.

Veuve du Vernay is the leading French Sparkling wine brand in the USA, Brazil, New-Zealand and Nigeria with a distribution in almost 70 markets of which many in Africa. In the USA, Veuve du Vernay's N°1 market, the brand obtained the HOT PROSPECT AWARD for its 2019 performance for the 3rd year in a row by IMPACT/SHANKEN.