



Economy-Sustainability-Humanity: roadmap to Shared Success

21-22 October 2021

Rome – Dakar – Berlin – Brussels – Live & Online

Preliminary programme

At the beginning of the years twenties of the second millennium, Africa is determined to significantly increase intra-African trade, to implement the African Continental Free Trade Area (AfCFTA), and to stimulate its entrepreneurial spirit in order to promote the creation of jobs, particularly in favor of Africa's youth, inclusive growth and social and political stability. As the COVID-19 pandemic is causing severe social, political and economic problems in many African countries, ranging from North to South, a new start is urgently needed.

Small and Medium-sized Enterprises (SMEs) are the backbone of many economies in Europe, particularly in Germany and Italy, as well as in Africa.

Our meeting will focus on entrepreneurship, professional training and investments, three key elements that can contribute to strengthen African Mittelstand offer a good basis for shared value business, and, with a view to the future, are crucial to achieve Sustainable Development Goals.

Our aim is to bring together European and African entrepreneurs, encouraging them to cooperate and co-invest, helping them in building alliances joint ventures and partnerships through appropriate support and monitoring structures as well as through specific mechanisms aimed at verifying the effectiveness and the consistency of their initiatives.

The 2021 edition of the EU-African SME summit will take place live at the same time in Rome (Italy) and Dakar (Senegal), and will contemporarily be broadcasted in TV and online. It aims to highlight valuable opportunities for entrepreneurs and to define, together with decision makers and experts, the road towards a successful economic cooperation for dynamic and future-oriented companies in both Africa and Europe.

Register here: <https://smesummit2021.african-european-entrepreneurs.com>

Stay tuned and meet the Speakers: www.euaficansmesummit.eu



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Thursday, October 21st 2021

h 11:00 CEST / h 09:00 GMT / h 12:00 EAT

h 11:00 **Chair: Mr. Giampiero Massolo**, President of ISPI, Institute for International Policy Studies (Italy)

Welcoming by Mr. Maurizio Casasco (Italy), President of European Entrepreneurs CEA-PME and President of CONFAPI, and by **Mr. Youssef Moussa Dawaleh** (Djibouti), President of the Pan-African Chamber of Commerce and Industry (PACCI) and President of the CCI Djibouti.

h 11:20 **Opening Addresses:**

h 11:20 **Mr. Macky Sall**, President of Senegal

h 11:30 **Mr. Dario Franceschini, Italian Minister for Culture (Italy)**

h 11:45 **Mrs. Amira El Fadil**, African Union Commissioner for Health, Humanitarian Affairs and Social Development (Sudan)

h 11:55 **Mrs. Jutta Urpilainen**, European Union Commissioner for International Partnerships (Finland)

h 12:00 **Mrs. Anna Cavazzini**, Chairwoman of IMCO-Committee, European Parliament (Germany)

h 12:10 **Mr. Charles Chiumya**, Acting Director of the Director General for Economic Development, Trade, Industry and Mining, African Union Commission (Ethiopia)

h 12:20 **Mr. Robert Dussey**, Minister for Foreign Affairs, Cooperation & African Integration of Togo

h 12:30 Session 1 – **Which Future for Africa and Europe after COVID?**

h 12:30 **Opened by: Mr. David Sassoli**, President of the European Parliament (Italy)*

h 12:35 **Mr. Mmusi Kgafela**, Botswana Minister for Investment, Trade and Industry (Botswana)

Mr. Dimitris Avramopoulos, former Minister of Foreign Affairs of Greece and former European Commissioner for Migration, Home Affairs and Citizenship (Greece)

Mrs. Tiekie Barnard, Founder & CEO of Shared Value Africa Initiative SVAI (South Africa)

Mr. Günter Nooke, Personal Representative of the German Chancellor for Africa (Germany)

Mr. Kebour Ghenna Desta, Executive Director of Pan-African Chamber of Commerce and Industry PACCI (Ethiopia)

Mr. Francesco Rocca, President of International Federation of Red Cross Societies and of the Italian Red Cross (Italy)

Mr. Sergio Arzeni, President of INSME - the International Network for SMEs (Italy)

Moderator: Mrs. Esther Awoniyi, CNBC Africa (Nigeria)



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- h 13:50 Session 2 – **New entrepreneurs for Africa: imagine, create and thrive to success**
- h 13:50 **Opened by: Mr. Mert Dorman**, Senior Vice-President of Turkish Airlines (Turkey)
- h 14:00 **Introducing: Mrs. Caroline Hauptmann**, Konrad-Adenauer Foundation Dakar (Germany)
Mr. Luc Bonte, President of Entrepreneurs for Entrepreneurs OVO (Belgium), and **Mrs. Wincate Muthini**, Programme Manager of PACCI (Kenya), discussing with 7 Entrepreneurs from Europe and Africa with successful business projects in Africa
- h 15:00 Session 3 – **Launch of the Italian-African SME Alliance**
- Opened by: Mr. Giancarlo Giorgetti**, Italian Minister for Economic Development (Italy)
- h 15:15 **Signature of the Memorandum of Understanding** between CONFAPI (M. Casasco, Italy), COLDIRETTI (E. Prandini, I), PACCI (Y.M. Dawaleh, DJ) and the CNP (B. Ange, Senegal)
Mr. Baïdy Agne, President of CNP Senegal (Senegal)
Mr. Ettore Prandini - President of Coldiretti, Italian National Confederation of Farmers (Italy)
- h 15:30 Session 4 – **Work-based professional training makes competitive & resilient SMEs**
- h 15:30 **Opened by: Mr. Yacine El Mahdi Oualid**, Algerian Minister for Knowledge Economy and Start-ups (Algeria)
- h 15:40 **Mrs. Raffaella Sadun**, Harvard Business School (Italy)
Mrs. Linda Onyango, CEO of SME Support Center Kenya (Kenya)
Mr. Stephan Kunz, Programme Manager of GIZ “Special Initiative on Training and Job Creation – Invest for Jobs” (Germany)
Mrs. Blessing Ebere Achu, Director & Founder, 360 Creative Innovation Hub (Nigeria)
Mr. David McKenzie, Lead Economist, Development Research Group, World Bank (USA)
- Moderator: Mr. Stefan Moritz**, Managing Director European Entrepreneurs (Germany)
- h 16:30 **Official Launch** of the Africa SME **Intellectual Property Help-Desk**, organised by **EU-Intellectual Property Office (EUIPO)** and the **Directorate General for International Partnerships** of the European Commission
- Mrs. Sandra Kramer**, Director Africa at DG INTPA, European Commission (Austria)
Mr. Andrea Di Carlo, Deputy Executive Director of European Union Intellectual Property Office EUIPO (Italy)
Mr. Sandris Laganovski, Director International Cooperation EUIPO (Latvia)
European SME owner bringing testimony of experience with an IP helpdesk
Mr. Kamil Kiljanski, Acting Director for Investment and Chief Economist of Directorate General for Single Market, Industry, Entrepreneurship and SMEs DG GROW (Poland)
- Moderator: Mrs. Esther Awoniyi**, CNBC Africa (Nigeria)

- h 17:00 Session 5 – **New financial tools for sustainable SME growth in Africa**
- Opened by: Mr. Stefano Barrese**, Chief of Retail & SME Banking Division, Banca Intesa Sanpaolo (Italy)
- h 17:10 **Mrs. Maria Shaw-Barragan**, Director of Lending in Africa, Caribbean, Pacific, Asia and Latin America at European Investment Bank - Focused on development impact (Spain)
Mrs. Sandra Kramer, Director Africa at DG INTPA, European Commission (Austria)
Mr. Jean-Claude Tchatchouang, Senior Advisor to the World Bank (Cameroon)
Mr. Chris De Noose, Secretary General of World Savings and Retail Banking Institute (Belgium)
African Experts for Mobile Banking/Payment and small tickets solutions.
- Moderator: Prof. Horst Fischer (D)**, Associate Director for Economic Cooperation, European Entrepreneurs CEA-PME, Professor at Univ. of Columbia (USA) and Univ. of Leiden (NL)
- h. 18.00 **Closing summary: Mr. Markus Jerger** – Co-President of European Entrepreneurs CEA-PME and Executive Director of Der Mittelstand/BVMW (Germany)
- h 18:10 **Award Ceremony “Champions of Humanity”**
- Mr. Jens Spahn, German Minister for Health** (Germany)
- Laudatios by the Members of the Board of Governors of the EU-African SME Summit:*
- Mrs. Ute-Henriette Ohoven**, UNESCO Special Ambassador (Germany)
Mrs. Louise Mushikiwabo*, Secretary General of Organisation internationale de la Francophonie (Rwanda)
Mr. Dimitris Avramopoulos, former EU-Commissioner and Greek Foreign Affairs and Health Minister (Greece)
- h 19:15 **Political remarks by Mr. Luigi Di Maio**, Italian Minister for Foreign Affairs and International cooperation (Italy)
- h 19:30 **Networking lounge** in Rome and online (with video meetings corner)
- h 21:00 Gala Dinner in Rome

* Final confirmation pending

Oct. 21st: working language will be **English**, with simultaneous interpretation to **French, Italian & German**



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Friday, October 22nd 2021

h 10:00 – 18:00 (CEST)

Shared Value Business Lab 2021

“Successful businesses for jobs and professional training in Africa”

Opening session of the Shared Value Business Lab 2021:

h 10:00 **Welcoming** by **Mrs. Nicola Beer**, Vice-President of the European Parliament to the Shared Value Business Lab 2021 (Germany)*

h 10:15 **Mrs. Dorothy Ng'ambi Tembo**, Deputy Executive Director of International Trade Centre ITC, Geneva (Zambia)*

h 10:30 **Mr. Jens Schmid-Kreye**, Deputy Head of Division, Special Initiative on Training and Job Creation, German Federal Ministry for Economic Cooperation and Development

h 10:45 **Mr. Jorge Portugal**, Director General of COTEC Portugal (Portugal)

Moderators: **Mrs. Annalisa Guidotti**, Communication and international relations Director Confapi (Italy), **Mr. Stefan Moritz**, Managing Director of European Entrepreneurs CEA-PME (Germany)

h 11:00 – 13:15 Roundtables:

Time	Sessions
11:00 – 11:45	Digital economy
11:45 – 12:30	Renewable Energy
12:30 – 13:15	Agricultural Renaissance

h 13:15 Plenary with Q&A

h 13:30 **Political résumé:** **Mr. Gerd Müller**, Federal Minister for economic cooperation and development (Germany)

h 13:40 **Final remarks and farewell:** **Mr. Kebour Ghenna Desta**, Executive Director of Pan-African Chamber of Commerce and Industry PACCI (Ethiopia)

h 14:00 – 18:00

Online B2B Marketplace for business opportunities in Africa, organisation through the **Matchmaking Platform “[African and European Entrepreneurs](#)”** – 1:1 video meetings for entrepreneurs to find partners.

h 18:00 End of the 2021 edition of the EU-African SME Summit

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Oct. 22nd: working language will be English, with simultaneous interpretation to French (until 13:45).



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