



IIF 2009



5TH AFRICAN WORLD BUSINESS CONGRESS

ACHIEVING ECONOMIC GROWTH UNDER GLOBAL DOWNTURN

IGAD INVESTMENT FORUM (IIF 2009)

IGAD MEMBER COUNTRIES: ETHIOPIA, ERITREA, DJIBOUTI,
KENYA, SOMALIA, SUDAN AND UGANDA

3 - 5 MARCH 2009

ADDIS ABABA

FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA
UNITED NATIONS CONFERENCE CENTRE

ORGANIZED BY:



የኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ጠቅላይ ሚኒስትር
የውጭ ጉዳይ ጠቅላይ ሚኒስትር
Federal Democratic Republic of Ethiopia
MINISTRY OF FOREIGN AFFAIRS



www.african-wbc.com

LETTER OF SUPPORT



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የውጭ ጉዳይ ሚኒስቴር
Federal Democratic Republic of Ethiopia
MINISTRY OF FOREIGN AFFAIRS

ቀን 24 ሚያ 2009
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ቁጥር
No. 36-R3-13/2/09

5th African World Business Congress & IGAD Investment Forum 2009, 3 – 5 March 2009, Addis Ababa, Ethiopia

Dear Sir / Madam,

On behalf of the Government of the Federal Democratic Republic of Ethiopia, I am pleased to invite you to the 5th African World Business Congress and the IGAD Investment Forum, which will take place from the 3 – 5 March 2009 in Addis Ababa.

Ethiopia is honoured to host the 5th edition of this well known African business event which is organised by the African Business Roundtable and NEPAD Business Group.

We look forward during this event to showcasing the numerous investment opportunities that are available in Ethiopia and the IGAD region (Intergovernmental Authority on Development in Eastern Africa), of which we are a member along with Djibouti, Eritrea, Kenya, Somalia, Sudan and Uganda. As the chair of this regional organization Ethiopia takes seriously its responsibility to contribute to the promotion of trade, investment and regional integration amongst the IGAD member states.

Ethiopia and the IGAD region are open for investment. We hope to see you personally and to have the opportunity to host you at this momentous occasion which has great significance for economic and business cooperation between our region and partners.

No doubt, the occasion will also afford us the opportunity to extend to participants our legendary Ethiopian hospitality.



Yours Sincerely,

Teshome Ayana
State Minister

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ሚኒስቴር ጉዳይ
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☎ 0115 51 73 45

E-Mail: MFA_Addis@ethiopia.net.et

Welcome to Ethiopia, the host country of the African World Business Congress 2009 (AWBC 2009)

The 5th African World Business Congress is hosted by the Government of the Republic of Ethiopia. AWBC 2009 is organized by the African Business Roundtable, NEPAD Business Group and AME Trade Ltd.

AWBC 2009 is expected to be inaugurated by the Prime Minister His Excellency **Meles Zenawi**. The Ethiopian organizing committee comprises of the Ministry of Foreign Affairs, Ministry of Trade & Industry, and Ethiopia Investment Agency.

New for AWBC 2009: IGAD Investment Forum

The Government of Ethiopia has announced that concurrently with AWBC 2009, the IGAD Investment Forum (IIF 2009) will take place. IIF 2009 features; a conference highlighting the major investment opportunities in IGAD region and a major exhibition displaying national investment opportunities, local products, and business services available to investors. A match making hall is to be set up to allow direct networking with Ethiopian enterprises.



The AWBC: an established event, supported at the highest level

The African World Business Congress has established itself as one of the key continental events, in Africa's business calendar. Since 2004, the AWBC has been held annually in Dakar, Senegal (2004), Accra, Ghana (2005) and Bamako, Mali (2006) Arusha, Tanzania (2007) respectively.

Previous speakers at the AWBC events have included:

- **HE Jakaya Kikwete**, President of the United Republic of Tanzania & Chairperson of the African Union
- **HE Abdoulaye Wade**, President, Republic of Senegal
- **HE John Agyekum Kufuor**, Republic of Ghana
- **HE Ousmane Issoufy Maiga**, former Prime Minister, Republic of Mali
- **Dr. Bamanga Tukur**, CON, President, African Business Roundtable & Chairman, NEPAD Business Group
- **Dr. Soumana Sako**, Executive Secretary, African Capacity Building Foundation
- **John Simon**, Executive Vice President, OPIC
- **Florizelle Liser**, US Trade Representative for Africa

A diverse cross section of the key players in African business:

AWBC 2009 attracts all levels of African business, ranging from the private & public sector to NGO's and multilateral organizations. This creates a stimulating debate, as well as having all the necessary ingredients present, for major business deals to be signed.



AN EXAMPLE OF THE DIVERSE ATTENDEES OF PREVIOUS EDITIONS OF THE AWBC INCLUDES:

Private Sector: Actis, Anglogold Ashanti, Aspen Pharmacare, Baraka Petroleum, British American Tobacco, CFAO Motors, Cisco, Coca Cola, Deloitte, Dow Chemicals, Ecomarine, Herbert Smith, Hewlett Packard, Honeywell, Lafarge, Microsoft, Oracle, PriceWaterhouseCoopers, Randgold, Sentech, Shell, White & Case, Dangote group, Barrick Gold, GTC, Zakhem

Finance: Afrexim Bank, Afriland First Bank, African Development Bank, African Infrastructure Fund, Bank of Industry, Nigeria, Bank of Tokyo Mitsubishi, Ecobank, Ghana Commercial Bank, First National of America, LAFICO, OPIC, Millennium Challenge Corporation, Nedbank NEXIM Bank, Standard Chartered Bank

Multilateral organizations: Africa Capacity Building Foundation, African Caribbean Business Network, Africa Railways Union, African Union,

AGOA, Aga Khan Foundation, APRM, ECOWAS, EU, GTZ, IFC, PPIAF, MIGA, NEPAD, UNCTAD, UNECA, UNIDO UNDP, USAID, USTDA, World Bank, WHO

African Investment Promotion Authorities: APIX Senegal, Board of Investment Mauritius, CDG Morocco, CEPICI, Egyptian Investment Authority, Equatorial Guinea Chamber of Commerce, Agriculture and Forests, Ghana Investment Promotion Centre, IPC Kenya, Malawi Investment Promotion Agency, Ministry of Investment, Republic of Mali, Ministry of Commerce, Nigeria, Ministry of NEPAD, Senegal, Ministry of Trade and Industry, Sierra Leone, Ministry of Trade, Industry and Employment, The Republic of the Gambia, Mozambique Investment Centre, Namibia Investment Centre, SIPEM Madagascar, Tanzania Investment Centre, UTICA....

A business to business event

AWBC provides participants with the perfect opportunity: to network, speak, display their products and interact with the key decision makers on the African continent; whether this is in the conference hall or at one of the functions in the packed social program that is always organized.

"AWBC 2009 YOUR ACCLAIMED FORUM FOR SEIZING PREMIUM INVESTMENT OPPORTUNITIES"

The Main topics of AWBC 2009 will be:

- Investment Opportunities in IGAD countries
- Success stories of investments in IGAD countries
- Roundtable meeting on Issues of Trade and Regional Integration
- Telecoms Growth Opportunities in IGAD region
- Identifying effective infrastructure projects to facilitate inter-regional trade & developing suitable financing mechanisms
- Enhancing Africa's Industrial & Manufacturing Competitiveness, Output and Access to Markets
- Human Capital development to meet industry requirements
- African Economic Outlook; achieving sustained growth under global downturn
- Opportunities in Infrastructure Development in IGAD Countries
- Insuring against Risk: Market perceptions and opportunities
- Opportunities in the Mining & Energy Sector in IGAD Countries
- Investing in the Tourism Sector in IGAD Countries

AWBC 2009

PROJECT FINANCE LOUNGE

African government officials and entrepreneurs will be able to meet senior representatives from donors, banks and major project finance organizations in a specially created lounge; where they will receive expert advice and if successful, the necessary support to make their project a reality. For pre qualification of projects, please submit a one page brief about your intended venture to the African Business Roundtable to email:

abrabuja@yahoo.com



MAJOR SPEAKERS EXPECTED TO CONTRIBUTE TO AWBC 2009 & IGAD INVESTMENT FORUM INCLUDE:

H.E. Ato Meles Zenawi	Prime Minister Republic of Ethiopia
H.E. Ato Seyoum Mesfin	Minister of Foreign Affairs, Republic of Ethiopia
H.E. Girma Biru	Minister of Trade and Industry, Republic of Ethiopia
Hon. Dr. Bamanga Tukur	CON, President, African Business Roundtable & Chairman, NEPAD Business Group
H.E. Dr. Donald Kaberuka	President ADB
H.E. Dr. Kandeh Yumkella	DG UNIDO
H.E. Mr. Gilbert Fossoun Hounbo	United Nations Assistant Secretary-General, UNDP Assistant Administrator, and Director, Regional Bureau for Africa (RBA)
Mahboub M. Maalin	Executive Secretary, IGAD
Terry Ward	Managing Director Minerva Resources plc
Kenichi Ohashi	Country Director World bank



ETHIOPIA MOVES INTO ITS 3RD MILLENNIUM WITH A BOOMING INVESTMENT ENVIRONMENT

- Ethiopia marked its third millennium on 12 September 2007 in the Gregorian calendar
- Ethiopia has witnessed an average of 11.9 % for the last five years, the highest growth rate among non oil economies in Sub-Saharan Africa
- Ethiopia is well placed to meet the Millennium Development Goals at the end of 2015
- Ethiopia has one of the largest potential consumer markets in African with a population of 77 million people
- The country's climatic multiplicity, results in 18 different ecological zones allow for diverse agricultural activity
- Ethiopia is the only African nation never to be colonised in its entire 3000 year history and the country is the seat for the African Union
- Ethiopia is an emerging destination for investment with the existence of a one stop service for new investment approvals and range of incentives especially in certain sectors.
- In the financial sector, new banks are springing up at a rapid rate with a dozen commercial banks and twenty seven microfinance institutions now operating
- Infrastructure is constantly being improved to turn Ethiopia into an investment hub; the network of roads has increased from 18, 946 km in 1990 to 42,000 km presently.
- The telecommunications sector is booming with 2 million subscribers.

AN EXCELLENT LOCATION FOR AWBC 2009 & IGAD INVESTMENT FORUM

The United Nations Conference Centre in Addis Ababa (UNCC-AA -AA),is a fully integrated and secured complex with state-of-the-art facilities catering for all kinds of meetings, big or small.

Considering the facilities, location, professionalism with innovative style in providing conference services, UNCC-AA is unmatched in Africa. Added to this are a healthy mountain climate and warm sunshine of Addis Ababa which sits in the centre of international communication networks, with air links to about 100 cities worldwide.

Just 10 minutes drive from the airport, UNCC-AA is located next from the historic African Hall and the offices of the United Nations Economic Commission for Africa (UNECA) and other UN Agencies. It is also situated close to government ministries, city's best hotels, restaurants and shopping centres.

A packed social program: take a break and do some business at the same time

Participants attending the AWBC are encouraged to discover Ethiopia unique historical sites. Addis Ababa has many hotels and restaurants that cater for all pockets which are worth exploring for more information please contact the organisers. The Ethiopian government will also be hosting for all of their guests a special evening of Ethiopian cuisine and culture.

LETTER OF SUPPORT



African Business Roundtable Table Ronde des Hommes d'Affaires d'Afrique

NGO in Special Consultative Status with the Economic and Social Council of the United Nations.

Distinguished Participants,

INVITATION TO PARTICIPATE IN THE FIFTH AFRICAN WORLD BUSINESS CONGRESS AND 1ST IGAD INVESTMENT FORUM (IIF 2009), 3 – 5 MARCH 2009, ADDIS ABABA, ETHIOPIA

On behalf of the Board and Management of the African Business Roundtable and NEPAD Business Group, it is an honour and privilege to invite our esteemed partners, colleagues and associates to join us in this fifth edition of the African World Business Congress, scheduled to be held concurrently with the 1st IGAD Investment Forum (IIF 2009), 3 – 5 March 2009, Addis Ababa, Ethiopia.

We are particularly delighted that Ethiopia will be hosting the event this year. The Country's impressive record of private sector development and improved investment/business environment makes it a good destination for doing business. Both events will be hosted by the Government of the Federal Democratic Republic of Ethiopia who are fully involved with arrangements for organizing this event.

The African World Business Congress is in its fifth edition, having been previously held in Dakar, Senegal – 2004; Accra, Ghana – 2005, Bamako, Mali – 2006 and Arusha, Tanzania – 2007. The Congress has improved in the quality and number of participants with each succeeding edition, and so has the outcome, delivering tangible businesses to all classes of participants. This edition promises to surpass previous editions in all ramifications.

The Government of the Federal Democratic Republic of Ethiopia have given us assurances of their commitment and cooperation towards ensuring the success of the event, and also making it, memorable for all participants through exhibitions and showcases of local crafts, scenic views and hospitality of the Ethiopian people.

I eagerly look forward to welcoming you to Addis Ababa in March 2009.

Yours sincerely,

Dr. Bamanga Tukur, CON,
President, African Business Roundtable &
Chairman, NEPAD Business Group

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websites: <http://abrnet.org>, <http://abexnet.org>, Reg.No. 9916159/08,
Directors: Executive President: Dr. Alhaji Bamanga Tukur

Executive Vice Presidents: N. Justin Chinyanta, Samuel Dossou-Aworet, Aziz Dieye, Goodie Ibru, F.Foning, Steven Banya

Honorary Patrons : H.E. President Abdoulaye Wade, Dr. Babacar Ndiaye, Dr. James O. Onobiondo,

Patrons: Hewlett Packard, Good Year,

Board Members: David Govere, Prof. Cornelius Kogbe, Amina Gerba, Dr. Reuben Jaja, Khady Fall Tall, Cama Mansour, Eniola Fadayomi, Sylvia Aquereburu, Abdoulie Touray,

SPONSORSHIP OPPORTUNITIES AT AWBC 2009: STAND OUT FROM THE CROWD

Sponsorship allows you to enhance your company's participation at this important event. It is the most cost effective and high impact way for you to increase your corporate visibility. Packages are tailored to reach your target audience. Sponsorship packages can include a combination of corporate logo branding and advertisement, speaking opportunity at the congress, inclusion of your organisation materials in all delegate bags, among others.

For further information please email:
laura@ametrade.org or call +44 (0) 207 700 5080

THE FOLLOWING FUNCTIONS / ITEMS ARE AVAILABLE FOR SPONSORSHIP:

- Dinners & Luncheons
- Cocktails, Coffee Breaks, Morning Breakfasts
- Branded Corporate Gifts: Congress Pens, Notebooks, Delegate Bags, etc
- Banner sponsor, Shuttle Buses, VIP Lounge, Press Lounge,
- Congress Proceedings, Congress Sessions, Seminar Sessions, Speakers Podium
- We will also be putting together special categories of sponsorship ranging from platinum to bronze

HOTELS, VISAS & AIRPORT TRANSFERS

We will be pleased to assist you to plan your trip to Addis. We have put together a list of good hotels in Addis. We have reserved rooms in these hotels and negotiated excellent rates for our participants which are far lower than those advertised. In putting together this list, we have tried to find a range of options from deluxe hotels to more affordable options. Once you have registered for the event, we will send you further information on prices, how to obtain your visa & airport transfers.



TO REGISTER AS A DELEGATE, SPEAK, SPONSOR OR TRAVEL INFORMATION FOR AWBC 2009

AME Trade Ltd – Africa & Middle East Trade Ltd

Unit 204, Omnibus Business Centre,
39 – 41 North Rd, London, UK, N7 9DP
Tel: +44 (0) 207 700 4857
Fax: +44 (0) 207 681 3120
Email: laura@ametrade.org
Website: www.ametrade.org
Contact: Mahad Ahmed / Laura Sitzia

TO REGISTER AS A DELEGATE, SPEAK OR SPONSOR (NIGERIAN BASED PARTICIPANTS)

African Business Roundtable

Office of the President; ECOWAS Secretariat,
Room 242 (2nd Floor), 60 Yakubu Gowon Crescent,
Asokoro – Abuja, Nigeria
Tel: + 234 (0) 9 314 2629
Fax: +234 (0) 9 314 2627
Email: abrabuja@yahoo.com or
abrwestafrica@yahoo.com
Contact: Samuel Ayodele, EA to the President of
African Business Roundtable
Dotun Ajayi, Regional Manager, West Africa Chapter

REGISTER TODAY

TO PARTICIPATE AS A SPEAKER IF YOU ARE BASED IN ETHIOPIA CONTACT;

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