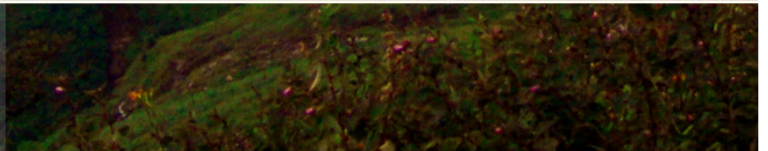
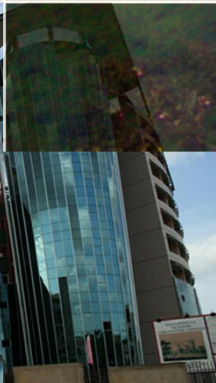
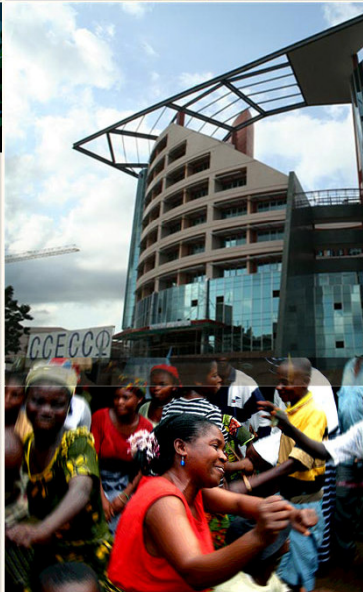


AfriCAP.09

Investment Forum [February 23, 2009]



 **ie** business
school

Africa: A Transforming Continent of Boundless Opportunities






UNPRECEDENTED AND SUSTAINED ECONOMIC GROWTH PUT AFRICA ON THE INVESTMENT MAP

AfriCAP, an investment forum organized by students at IE Business School, brings together companies, countries, and investors to discuss the way forward in light of the African business boom.

THE EVENT

IE Business School, one of the world's foremost business schools, invites you to attend **AfriCAP.09** to be held on its campus on February 23rd, 2009. The event, an initiative of IE Emerging Markets Students Club, will attract influential speakers and participants from investment houses, corporations, and governments alike. With its vast markets and immeasurable natural resources, a dynamic Africa is now fertile land for premium investor rewards. **AfriCAP.09** is the first of its kind event to be held in Spain and is expected to attract participation from African countries as well as the European Union.

INVITED SPEAKERS

				
Joy Phumaphi VP, Human Development World Bank	Nasir El-Rufai Ex-Minister of FCT, Nigeria (confirmed)	Josep Pique President, Mixta Africa (confirmed)	Jim Ovia CEO, Zenith Bank Plc.	Mora McLean President, Africa-America Institute (confirmed)

AFRICA IN THE NEWS

During the past few years, a continent which has long kept a low-profile and played host to seemingly insurmountable challenges is showing promising signs of internally-induced transformation*. Recent improvements in governance, stability, and reduction of armed conflicts, have moved the continent to a crossroads of exciting opportunities. Nations have mobilized talents, human capital, and other resources resulting in a fresh impetus towards its emergence on the world stage as a serious contender for international investments. The first ever AfriCAP conference, hosted by IE Business School, will be a platform of exchange for investors, financial institutions, and the African private sector. The participants will seek to shed light on the dynamics of a transforming continent as well as provide participants with unique networking possibilities.

* According to *Standard and Poor's*, foreign investment in Africa rose to a record \$39 billion in 2006 from \$31 billion just a year earlier, only partly because of oil revenues. Average economic growth rate in Africa is now 5.5%, surpassing the world average of 4.6%.

General Event Take-Aways:

- Sensitise participants about Africa's improving business climate.
- Network with highly-placed individuals on both sides of investment transactions.
- Gain insight about the latest African opportunities within freshly deregulated sectors.

Key Note Speaker



Africans have a reason to smile...

Africa: Unlocking Vast Opportunities for Young Entrepreneurs

...Africa Looking Inward For Growth Sustenance

Several factors have facilitated Africa's recent entry into the investment arena. The panel will discuss institutional reforms, political reforms, and other favourable factors contributing to a conducive, business-friendly investment environment. Specific success stories recorded in Africa include the changing attitude amongst Africans in a Diaspora and their gradual return to the continent. Rising remittances to Africa, Foreign Direct Investment, and an increasingly entrepreneurial spirit reflect a new hope and faith in the continent which host vibrant economies eager for growth. Key note speakers bring their experiences to share with AfriCAP and present their ideas on how to bridge Africa to rising international interest.

Questions 1 | To what degree is the African Diaspora contributing to the continents' renaissance?

Questions 2 | Given the improvement of Africa's image in the eyes of global companies, what other incentives await investors on the ground?

Key Note Take-Aways:

- Who and How are investors succeeding in Africa? Success stories shed light on Africa as an exciting investment arena.
- Shortlist of key emerging sectors: Manufacturing, tourism, IT, export-driven agriculture.
- Gain insight about the latest African opportunities within freshly deregulated sectors.

Panel 1

The African Opportunity: Connecting The Dots



A new Africa is emerging, powered by Africans

There is much to be upbeat about in the recent performance of companies across all the major business sectors in Africa. The commodity price boom has had an influential role, but the other part of the picture is the dawn of a revolution in the domestic business environment of many countries. Additionally, recent changes in the structure of African economies indicate a shifting emphasis towards diversification and the promotion of non-oil industries, mostly notably tourism, manufacturing, export-driven agriculture, etc. Despite the economic slowdown in the West, African exports have demonstrated resilience. Moreover, numerous industries such as banking, telecommunications, and retail continue to pay back attractive dividends.

The purpose of this panel is to bring forth ideas about meaningful economic growth; one which would assist the continent in building its own identity in the global marketplace. Dozens of Africa banks whose market capitalization exceed \$2 billion, are now and more than ever capable and willing to fund mega projects in various sectors. Stabilising governmental policies and access to international markets (Export Processing Zones) imply that the continent is now open to business and willing to embrace FDI as a tool to economic growth.

Question | Could Africa be on the path to true economic independence?

Panel 1 Audience Take-Aways:

- Gain insight into specific reform trends, and the investment opportunities they bring.
- Familiarisation with tax-holiday incentives available to foreign investors.
- Key strategies for local financing (enhanced leverage possibilities).
- Showcase the most competitive Export Processing Zones.

Panel 2

Reliable Infrastructure And Services As Backbone To African Growth



Africa needs to invest massively in infrastructure to sustain growth

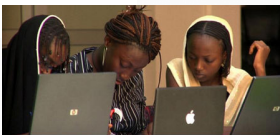
With a market of over one billion people, tremendous opportunities exist in private ownership or running of major infrastructural projects throughout Africa. Beyond traditional infrastructure, several companies are pursuing innovative approaches to financing, conception, and implementation of infrastructural projects such as dry ports, solar rural electrification, among others. It is now evident that Africa requires a new breed of investors for sustaining infrastructure-critical economic growth.

Panel 2 Audience Take-Aways:

- Network with African missions and companies on the opportunities in infrastructural projects.
- Learn about innovative conception, financing, and execution of infrastructural projects.
- Identification of specific investment opportunities in road / power networks, ports, and airports.
- Forge partnerships with African organizations for successful PPP, BOT, and concession projects.

Panel 3

Investing in Human Capital and The Role of Business in the African Renaissance



Computer and Internet penetration in Africa is rising rapidly

It is generally acknowledged that education is the most powerful tool in long term sustained development. There is no greater investment, than investing the potential of the human mind. By investing in human capital, you will be able to experience and foster sustainable change, development and have a stake in the inevitable economic growth. The panel will discuss the current state of higher education in the African continent, and how investing in education can provide great financial returns to the investor as well as the continent.

Panel 3 Audience Take-Aways:

- Assist companies in reducing recruitment costs, guaranteeing long term supply of local professionals and skilled labour.
- Showcase successful African Business Schools.
- Initiate a dialogue between IE and African business schools

Event Date

The event will be held on Monday, **February 23rd, 2009.**

Location

Aula Magna Auditorium
 IE Business School,
 Calle Maria de Molina 11,
 Madrid, Spain
www.ie.edu

AfriCAP.09 Conference Agenda*:

0900-0930	Accreditation
0930-1000	Inauguration (Dean) (Unlocking Vast Opportunities for Young Entrepreneurs)
1000-1100	Key Note Speaker (Unlocking Vast Opportunities for Young Entrepreneurs)
1100-1130	Coffee Break
1130-1245	Panel 1 (The African Opportunity: Connecting The Dots)
1245-1400	Panel 2 (Reliable Infrastructure As Backbone of African Growth)
1400-1600	Lunch
1600-1715	Panel 3 (Investing in Human Capital and The Role of Business in the African Renaissance)
1715-1815	Closing Key Note
1815-1930	Closing Message

A stylized map of the African continent is overlaid with various animal patterns. The top left shows a horse's head, the top right shows a leopard's spots, and the bottom shows a zebra's stripes. The map is semi-transparent and serves as a background for the contact information.

Website

<http://www.africap.ie.edu>
<http://www.ie.edu>

Contacts

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