



# **BUSINESS SUMMIT**

## **NETHERLANDS-AFRICA**

*Taking your Africa strategy to the next level!*

**Wassenaar 3 november 2010**



## Table of Contents

Words of Welcome NABC and STT	3
Recommending Committee	4
Programme	5
Plenary programme	5
Workshop Track One	
<b>ICT &amp; Media</b>	8
Workshop Track Two	
<b>Energy &amp; Resources</b>	9
Workshop Track Three	
<b>Food &amp; Agriculture</b>	10
Workshop Track Four	
<b>Banking Finance &amp; Investment</b>	11
Workshop Track Five	
Consumer Markets	12
Sponsors	14
About the organizers	16

## INTRODUCTION NABC

### Dear participant,

I am delighted to welcome you at the 1<sup>st</sup> Business Summit Netherlands-Africa, an event fully focused on the business opportunities. Africa is widely perceived as a place where the only business is charity at the base of the pyramid. However, economic figures show that Africa has now become an emerging market with a wide range of profitable business cases.

Few companies in the Netherlands are addressing these opportunities. Many large companies have an EMEA-division, but are neglecting the A in EMEA. Small and medium sized companies often consider Africa as a market too difficult to enter. With this event we want to change these perceptions and take you on a day-long journey across Africa's many business promises.

Excellent speakers will provide you with inside information on business opportunities in Africa and will provide guidance on how to turn them into business cases. After today, I trust that you will be convinced of the business opportunities Africa holds for your company. It is up to you to turn the opportunities into projects!

For those of you already active in Africa, I commend your entrepreneurial spirit! I trust that this Business Summit will bring you many new contacts and ideas that you will use to expand and improve your current business. Needless to say, NABC is the place to be for Dutch companies active in Africa. We surely welcome Dutch companies that want to expand to Africa and African companies that want to tap into the Dutch business community. We are a company membership organisation (established in 1946) that is the best possible business platform in the Netherlands to get information, contacts, networking opportunities, quality events and well prepared economic missions.

I wish you many moments of unexpected new ideas and energizing conversations!

Kind regards

**Drs Bob van der Bijl**  
*Managing Director NABC*



## INTRODUCTION STT

### Dear participant,

In 2007, the STT Netherlands Study Centre for Technology Trends (STT) initiated a project exploring 'Futures of Technology in Africa'. The most important reason for this decision was the perception that Africa might be close to a tipping point in its development, with technology as an important driver. Since then, the evidence has strengthened that this is indeed the case.

Economically, most African countries have outgrown the world economy for the last decade. Politically, the region is becoming more stable. Technologically, Africa has surprised even the most optimistic experts with how it has embraced the potential of the mobile phone, a prelude to a fundamental ICT revolution in Africa. Other technology domains are about to follow.

The results of the STT foresight will be launched today and you will receive a complimentary copy of the book 'Futures of Technology in Africa'. The goals of the book and of this conference are the same. We want to help you to discover new elements of the African growth story, to find inspiration for innovative investments and to identify partners for profitable projects. We want to provide you with the ingredients for 'Taking your Africa strategy to the next level'. Today.

Your sincerely,

**Dr Jasper Grosskurth**  
*Project leader STT*



## RECOMMENDING COMMITTEE BUSINESS SUMMIT NETHERLANDS-AFRICA



**Dr. B.R. Bot**  
President of the Netherlands Institute for Multiparty Democracy Board  
Former Dutch Minister of Foreign Affairs (2003-2007)



**Mr. J.F.M.L. van Boxmeer**  
Chairman Executive Board/CEO Heineken N.V.



**Mr. A. Burgmans**  
Former Chairman of Unilever NV and Unilever plc.



**Prof. Dr. A.J. Dietz**  
Director of the African Studies Centre  
Professor in the Study of African Development at Leiden University



**Drs. F. Heemskerck**  
Former Dutch State Secretary for Economic Affairs (2007-2010)



**Drs. L.M.L.H.A. Hermans**  
Chairman of MKB Nederland (a Dutch Organisation for Small and Medium-sized Enterprises)



**Drs. N. Kleiterp**  
Chief Executive Officer The Netherlands Development Finance Company (FMO)



**Prof. Dr. M.J. Kropff**  
Rector Magnificus, Wageningen University



**Mr. F.J. Lavooij**  
Chairman of the Netherlands Chamber of Commerce



**Dr. C.P. Veerman**  
Chief Executive Officer Bracamonte B.V.  
Former Dutch Minister of Agriculture, Nature, and Food Quality (2002-2007)



**Mr. B.E.M. Wientjes**  
Chairman of the Confederation of Netherlands Industry and Employers (known as VNO-NCW)



**Drs. G.J. Wijers**  
Chairman of the Board of Governors Akzo Nobel N.V.  
Former Dutch Minister of Economic Affairs (1994-1998)

## PROGRAMME BUSINESS SUMMIT NETHERLANDS-AFRICA

08.00	Registration at the Wittenburg Castle, Wassenaar, the Netherlands.
09.00	Opening session: Emerging Africa. After a warm welcome by NABC and STT, Ayo Salami (CIO Duet Group) sets the tone for the day with an unforgettable tour through Africa's growth story.
9.45	The future of technology in Africa, with Dr. Tini Hooymans (Chair of the STT project committee), Wiebe Draijer (chairman of the STT General Board), and Jasper Grosskurth (STT project manager).
10:30	Coffee break
11:00	Workshop session 1
Track 1	ICT & Media
Track 2	Energy & Resources
Track 3	Food & Agriculture
Track 4	Banking, Finance & Investment
Track 5	Consumer markets
12:30	Lunch
13:30	Workshop session 2
Track 1	ICT & Media
Track 2	Energy & Resources
Track 3	Food & Agriculture
Track 4	Banking, Finance & Investment
Track 5	Consumer markets
15:00	Coffee break
15:30	Plenary review of the five tracks by the track chairmen.
16:00	Panel – discussion with the audience on what the Netherlands can do to strengthen economic ties with Africa for mutual benefit.
16:40	NABC outlook on stimulating Dutch business in Africa with Bob van der Bijl (managing director NABC)
17:00	Reception and networking
18:30-20:30	Dinner

## PLENARY PROGRAMME



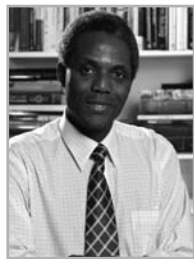
The plenary programme will be moderated by **Rens de Jong** (BNR Nieuwsradio)

### MORNING PLENARY

09:00-10:30

After a warm welcome by NABC and STT, two presentations will set the tone for the day:

#### Africa, opening the last frontier market



**Ayo Salami, CIO at Duet**

Ayo Salami presents detailed insights into Africa's staggering growth story. He presents the sectors that drive Africa's GDP growth of 5% for 2010 with continued robust domestic demand as a major contributor. Ayo explores how the continent benefits from robust commodity prices for its commodity reserves that rank among the largest in the world. And he explains, why African equities are poised for a sustained rally with a Price Earnings Ratio of just above 9 for 2010, dividend yields of 4.7% and earnings growth of 20%. Finally Ayo presents further evidence of the fundamental robust performance of Africa's economies and corporate sector become manifest.

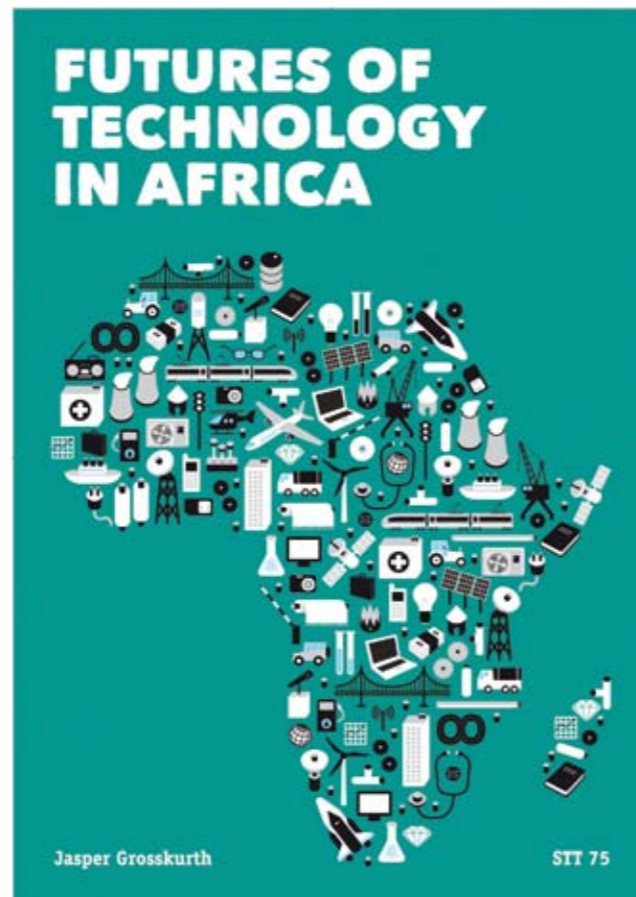
#### Futures of Technology in Africa

**Dr Jasper Grosskurth (STT)**

The face of Africa is changing fundamentally and the world is beginning to notice. 'Futures of Technology in Africa' is based on a foresight project initiated by the STT Netherlands Study Centre for Technology Trends. Technology will affect every aspect of life in Africa, including basic needs, agriculture, health, education, culture, business and governance. An ICT revolution is in full swing, infrastructure is rapidly improving and the energy sector is booking progress in a way that is unique in the world.

Futures of Technology in Africa reveals insights into current technology trends and future possibilities. It explores the broader effects and sets an agenda for transforming Africa from a technology consumer into a technology innovator.

**Ir Wiebe Draijer**, Managing Partner McKinsey & Company, **Dr Tini Hooymans**, management board member at TNO, and project co-ordinator **Dr Jasper Grosskurth** present the process and results of this fascinating quest.



### AFTERNOON PLENARY

15:30 - 17:00

**Plenary track review** 15:30 – 16:00

The chairmen of the five tracks and the chairman of the round table on business and development are interviewed by Rens de Jong. Find out what happened in the other sessions. What were the highlights of each session? What are the opportunities and future expectations? What can the sectors learn from each other?

**Panel discussion** 16:00 – 16:40

Five experts discuss with the audience what the Netherlands can do to strengthen its economic ties with Africa for mutual benefit.

With:

- **Salim Amin** – Chairman of A24 Media
- **Anthony Burgmans** – Former chairman of Unilever NV and Unilever plc.
- **Tom de Man** – Heineken President for the Middle East and Africa
- **Alamine Ousamne Mey** – Director general at Afriland First Bank
- **Christiaan Rebergen** – Ambassador MDGs and Public Private Partnerships / Deputy Director Sustainable Economic Development, Ministry of Foreign Affairs of the Netherlands

### ROUND TABLE 'BUSINESS AND DEVELOPMENT'

"Business and Development in Africa - exploring the role of profit driven initiative" is a side event to the Business Summit Netherlands-Africa.

The round table will bring together a select group of experts to discuss how Western businesses influence development in Africa and which tools could strengthen positive impacts. Input are recent reports on reshaping development co-operation by the Dutch Scientific Council for Government Policy (WRR), the Worldconnectors, Dutch Advisory Council for Science and Technology Policy (AWT), and NABC.

The session will be chaired by Prof. Ton Dietz, director at the African Studies Centre, Leiden. Attendants include: Jan van Doggenaar, International Programme Director ICCO, Jasper Grosskurth, STT project Co-coordinator, Kees van Heijst, President of the Netherlands-African Business Council and Director H&F Technics, Tini Hooymans, TNO Board Member and Deputy Crown-Appointed Member of the Social and Economic Council of the Netherlands (SER), Blandina Kilama, PhD Candidate on Tracking Development, African Studies Centre, Peter van Lieshout, Member of the Dutch Scientific Council for Government Policy (WRR), Thomas de Man, Heineken President for the Middle East and Africa and Worldconnector, Ted van der Put, Programme Director MVO Nederland, and Christiaan Rebergen, Ambassador MDGs and Public Private Partnerships and Deputy Director Sustainable Economic Development, Ministry of Foreign Affairs of the Netherlands.

The round table is an initiative of STT, NABC, the African Studies Centre and generously sponsored by ICCO.

## TRACK 1 ICT AND MEDIA

Chair: Pim de Wit (VOAMF)

Speakers Morning Session 11:00-12:30



**Tito Alai (Mimi Africa) African business is going mobile**

Mobile telecommunications has developed dramatically in Africa over the last decade. This has been driven by the GSM multinational operators rolling out network infrastructure resulting in over 85% of the population under GSM /GPRS coverage, combined with steady decrease in prices of phones. While Internet penetration is below 10%, Tito Alai will illustrate a new crop of startup companies that is emerging who aim to capitalize on the wide GPRS coverage utilizing mobile devices to streamline various levels of the value chain.



**Ben White (Afrilabs) Rise of the Cheetah**

Entrepreneurship is a key driver in the continent's development. Access to technology accelerates this process and the rise of the cheetah generation embodies this new bold character. We see the emergence of technology incubators springing up across the continent that serve as a viable interface to an emerging network of talent. Internet and mobile serve as tools for connecting a global community on a peer to peer level never seen before. The crowdsourcing and crowdfunding approaches we can envision now and in the future.



**Russel Southwood (Balancing Act Africa) Africa's digital generation**

Russell Southwood explores the tastes, habits and attitudes of Africa's Digital Generation and how different social groups are using digital technology, including mobile phones and PCs. Dramatic shifts are taking place in online activities and market research gives intriguing clues as to where trends might take things in 5-10 years time. SMS and online activity does not take place in isolation, so the presentation looks at how converged media is changing the way that traditional media will operate on the continent.

Speakers Afternoon Session 13:30-15:00



**Salim Amin (Chair A24 Media) A case for an Africa covered by Africans**

Traditionally, intercontinental media content concerning Africa has been produced by foreign journalists. Unfortunately, as the media becomes more and more powerful in shaping world opinion, Africa continues to maintain its reputation as the "Dark Continent". A24 media is one example that Africa is ready to enter the global media landscape on par. African crews producing African news, being distributed through an African network to African and global TV channels. This emergence of a new media landscape offers tremendous potential.



**Pieter van Twisk (Africa Interactive) Web 2.0 opportunities in African media relations**

Traditional press relations are mostly one-way traffic; companies sent out press releases or organize press conferences to inform the media on important developments or product releases. The Internet, and especially Web 2.0, creates opportunities to start an ongoing dialogue with the key influencers in the African media market. This presentation will explore the possibilities of topic related web communities and how they can work for your company.

Third speaker will be confirmed

## TRACK 2 ENERGY & RESOURCES

Chair: Rein Willems (Regie groep Chemie)

Speakers Morning Session 11:00-12:30



**Mark Fitzpatrick (Aldwych International) Power project development in Africa**

Aldwych International Ltd is a developer, owner, manager and operator of power supply facilities in Sub-Saharan Africa. Although a relatively new company, it's senior leadership has been actively engaged in this region for over 15 years and after just 6 years of existence, Aldwych has become a leader in the market, with assets in Zambia, South Africa, Kenya and Ghana. Mr Fitzpatrick, a co-founder of Aldwych, will present a perspective on the various countries in which Aldwych is engaged and point out the challenges and rewards for companies interested in the electricity market in this part of the world.



**Max van der Sleen (Ecorys) Providing energy and water for industry**

Aeolus en Ecorys are active in Africa and the ME in the development and operation of water and energy projects, based on an IPP structure. Examples: wind, combined wind/water, solar and gas fuelled power projects in Saudi Arabia, Namibia, Nigeria, and Tanzania. The presentation focuses on the Saldanha IDZ project, that Aeolus started mid 2009. This water and energy cluster, located 120 km North of Cape Town, includes Port facilities, an IDZ zone and investment in new smelters. Energy and water are pre-requisites as result of the power and water shortages.

Third speaker will be confirmed

Speakers Afternoon Session 13:30-15:00



**Ricardo da Câmara e Sousa (Tradesouth)  
Dr. Agostinho Pereira de Miranda (Miranda Alliance)  
New kids on the block in African oil & gas**

Africa offers some of the best Oil & Gas and related opportunities in the world but companies doing business in this region face serious hurdles such as high market entry costs, concerns over corruption and culture and complex government legislation. This presentation aims to provide a general outlook for the sector as well as highlighting some insights for unlocking real opportunities in this challenging region.



**Andre Dieren (TNO Defensie) Metals scarcity: threats and opportunities**

Increasing global energy scarcity (demand exceeding supply) also leads to metals scarcity, because producing metals from mineral ores is highly energy-intensive. The presentation explains how metals scarcity threatens the global economy and details the role of African resources in this. It also explores the opportunities for innovation and the raw materials sector arising from the transition towards energy and materials extensive societies.



**Mark Heine (Fugro) Earth data for the resource industry**

Fugro is the world's leading service provider for the collection and interpretation of data relating to the earth's surface and sub-surface supplying results to many clients in different sectors. Fugro provides a broad scope of activities from a worldwide network of offices and employs over 13,500 people. In Africa the company is represented by 20 branch offices. Mark Heine, Managing Director of Fugro Survey Africa will give an impression of the experiences of doing business in this interesting however difficult continent to work.

## TRACK 3 FOOD & AGRICULTURE

Chair: Chris Kalden (*Staatsbosbeheer*)

Speakers Morning Session 11:00-12:30



**Cees Veerman** (*Bracamonte BV*) **How can Africa feed itself?**

Africa has tremendous agricultural potential, but actual food production has been disappointing. Bad governance, climate change, population growth and urbanisation are threats to food security on the continent. African countries need to increase their local food production. Development initiatives and investors need to rediscover the agricultural sector and the related business opportunities.



**Dimeji Owofemi** (*Multi-Trex Nigeria*) **Integrated cocoa business in West Africa**

"Opportunities abound to invest in the Cocoa Business in West Africa sustainably, responsibly and profitably to support a population that is still predominantly rural and dependent on its agricultural sector which accounts for 25% of the regional GDP through the employment of 60% of a total population of 320 million people. West Africa accounts for more than 70% of world cocoa production and 90% thereof is produced by small family holdings with farm sizes averaging 5 hectares and an estimated 7.5million people engaged in the sector



**Evelyn Rok** (*DSM*) **From food to nutrition**

Malnutrition is a serious problem in Africa, especially for the population at the base of the pyramid. DSM aims to contribute to tackling this issue, in cooperation with food processors, farmers, (N)GOs and other stakeholders, while at the same time building a sustainable business for all involved. This initiative requires new business models and innovative thinking.

Speakers Afternoon Session 13:30-15:00



**Rudy Rabbinge** (*AGRA + WUR*) **Fulfilling the promise and potential of African agriculture**

In the twentieth century the world population increased 6-fold, still average food production per capita also grew. Green revolutions, discontinuities in productivity increases, occurred on all continents with the exception of Sub-Saharan Africa. A UN taskforce analysed the reasons why and came with recommendations. The implementation of these recommendations is done by AGRA (alliance for a Green Revolution in Africa). Entrepreneurship, development of local and regional markets and a good enabling environment are key in these approaches. Some successes are already visible.



**Teus Visser** (*Whitebird*) **Value chain approach: sharing knowledge, risks & profits**

About 90% of the cashews grown in Africa are exported as unprocessed nuts. Adding value in Africa makes sense, for each 1% processed locally at least 1.000 direct jobs are created, and farmer development programs can be directly linked with factories. Investing in Africa means adding value into the local economy, changing lives, making a profit for everyone in a true sustainable value chain. Trade & Development Group shares its experience on how to stimulate development through economic incentives



**Hugo Visscher** (*Koudijs De Heus*) **Adaption of European ideas into African strategies**

Koudijs Feed is a leading producer and exporter of feed concentrates. With different strategies in different countries, Koudijs Feed sells and distributes her products and knowledge throughout West-Africa. Through active visits Koudijs Feed shares knowledge with local farmers and gives on-farm advice. Key issues are building local sales organizations, adapting European ideas into African strategies and learning from each other. Koudijs Feed and partners; together for better results!

## TRACK 4 BANKING, FINANCE & INVESTMENT

Chair: Nanno Kleiterp (*FMO*)

Speakers Morning Session 11:00-12:30



**Zin Bekkali** (*Silk Invest*) **Africa's place in investment portfolios**

Africa accounts for 3.1% of global GDP and 15% of the world population. Unfortunately, most investors neglect Africa. Only 1% of worldwide private equity and 0.1% of European mutual funds are invested in Africa. Investors find it difficult to place Africa in their portfolios, because local capital markets are relatively young and their strength is underestimated. In our presentation, we explain the opportunities and provide detailed insights into our investment choices.



**Matthijs Weeink** (*ICA*) **Preparing for future growth**

Africa is an increasingly favorable investment destination and besides media reports of a significant rise in inward investments, there is still a largely unknown and unexplored territory ready to be discovered by investors. Investment Consulting Associates (ICA) will use this event to launch the African Attractiveness Index 2010. Generated by Location Selector, this benchmark study will demonstrate the attractiveness of African countries, based on a wide range of investment criteria, making your Africa Investment Strategy more transparent and fact based.



**Vincent Kouwenhoven** (*E-Ventures Africa Fund*) **Investing in digital media in Africa**

Vincent Kouwenhoven recently founded one of the first venture capital firms dedicated to invest in digital media (internet&mobile) in sub-saharan Africa. Since its inception, eVA Fund has invested in 5 SME's, focussing on Ghana & Kenia. Kouwenhoven will adress the key drivers behind his Fund, the market-perspectives as well as the practical issues of dealflow, due diligence and business control in managing and expanding the portfolio. For more information: [www.eva-fund.com](http://www.eva-fund.com)

Speakers Afternoon Session 13:30-15:00



**Claude Ayo** (*ICF Investment Climate facility for Africa*) **Improving the investment climate**

Africa is a place to consider for your investments. 80% of African countries recorded positive growth in 2009. However, investors need assurances that the appropriate legal, regulatory and administrative frameworks exist. Countries that take actions to improve investor concerns, such as the transparency of taxation systems, the efficiency of customs procedures, and the enforceability of commercial contracts, benefit from increased investment flows. Claude Ayo will explain how ICF is working with Governments and the private sector to improve the investment climate.



**Reginald Ihejahi** (*Fidelity Bank Nigeria*)



**Gerard van Empel** (*Rabobank*) **Developing financial institutions and agribanking in Africa**

Rabo Development has done various consultancy assignments in African agribusiness and banking. Some 5 years ago this experience was used to make a first investment into Tanzania's National Microfinance Bank with the aim to turn this institution into a leading bank for the country while pursuing rural outreach. The financial investment has been closely accompanied by management services and technical assistance. Other investments in financial institutions in East- and Southern Africa followed. During his presentation Mr. Van Empel will share experience and lessons learned.



# SPONSORS

## THE BUSINESS SUMMIT NETHERLANDS-AFRICA IS FINANCIALLY SUPPORTED BY:

### Gold sponsor

**Rabobank**  
www.rabobank.nl



# Rabobank

### Gold sponsor

**Vlisco Helmond B.V.**  
www.vlisco.com



**VLISCO**  
VERITABLE HOLLANDAIS - SINCE 1846



### Sponsor of the side event: Business for Development

**ICCO**  
www.icco.nl

### Media Partner and sponsor of track 1: ICT & Media



**Africa Interactive**  
www.africa-interactive.com



With the technical and financial support of PRO€INVEST. Pro€invest is a programme of the Group of ACP States and the European Commission for the promotion of investment and technology transfers in ACP countries. Its management has been entrusted to a management unit within the Centre for the Development of Enterprise (CDE) under the supervision of EuropeAid Cooperation Office of the European Commission (EuropeAid)



**The Dutch Ministry of Foreign Affairs**  
www.minbuza.nl



**The Dutch Ministry of Agriculture, Nature and Food Quality**  
www.minInv.nl

### We would also like to thank our media partners:



## ABOUT THE ORGANIZERS

### NETHERLANDS-AFRICAN BUSINESS COUNCIL (NABC)



Prinses Beatrixlaan 614  
2595 BM The Hague  
P.O. Box 93082  
2509 AB The Hague

T: +31 (0)70 304 3618  
F: +31 (0)70 304 3620  
E: [africasummit@nabc.nl](mailto:africasummit@nabc.nl)  
[info@nabc.nl](mailto:info@nabc.nl)  
W: [www.nabc.nl/africasummit2010](http://www.nabc.nl/africasummit2010)  
Bob van der Bijl  
Managing Director  
[b.vanderbijl@nabc.nl](mailto:b.vanderbijl@nabc.nl)

The Netherlands-African Business Council (NABC), established in 1946, is a fast-growing private sector organization of Dutch companies with commercial interests in Africa. NABC is a network organization that promotes trade and investment relations between the Netherlands and Africa by organizing seminars, trade missions and networking events for the Dutch private sector. Our vision is to achieve stronger economic relations between the Netherlands and Africa, leading to increased trade and investment flows. Increased trade and foreign investment will lead to more employment and a higher income level in Africa.

### NETHERLANDS STUDY CENTRE FOR TECHNOLOGY TRENDS (STT)

STT Netherlands  
Study Centre for  
Technology Trends



Prinsessegracht 23  
2514 AP The Hague  
P.O. Box 30424  
2500 GK The Hague

T: +31 (0)70 302 9830  
F: +31 (0)70 361 6185  
E: [info@stt.nl](mailto:info@stt.nl)  
W: [www.stt.nl](http://www.stt.nl)  
Jasper Grosskurth  
Project Leader  
[grosskurth@stt.nl](mailto:grosskurth@stt.nl)

The STT Netherlands Study Centre for Technology Trends has been established 1968 by The Royal Institute of Engineers in the Netherlands (KIVI). STT is a non-profit organisation financed through general contributions from businesses and public administration, as well as project related subsidies. STT explores new trends and develops inspiring foresights on technology and society. The results serve as starting points for new initiatives, such as national research programs or public-private cooperation. STT foresights are executed by the STT office consisting of a director, three administrative supporters and generally four project managers.