

OCTOBER 2019

# RAF 2019

REBRANDING AFRICA FORUM-PRESS BOOK

**" Socio-economic Challenges of Mining in Africa "**

PREPARED BY CYNTHIA BASHIZI NABIZANA, PRESS MANAGER

# SIDE EVENT

## BUSINESS NETWORKING COCKTAIL

The Business Networking Cocktail was held on October 4th, on the fringes of the 2019 RAF. It was chaired by the Prime Minister of Burkina Faso and was organised in partnership with the "Agence Burkinabè des Investissements" (ABI) and the Burkina Chamber of Commerce.

This session marked the launching of the Rebranding Africa Forum. It was devoted to networking, time for interactions and privileged meetings between official delegations from the countries present and operators from the economic world. Held at the Metropole Hotel in Brussels, the Business Networking Cocktail was of great importance to Burkina Faso, the "Land of Integrity".



Show what Burkina Faso can offer and what investors can earn....

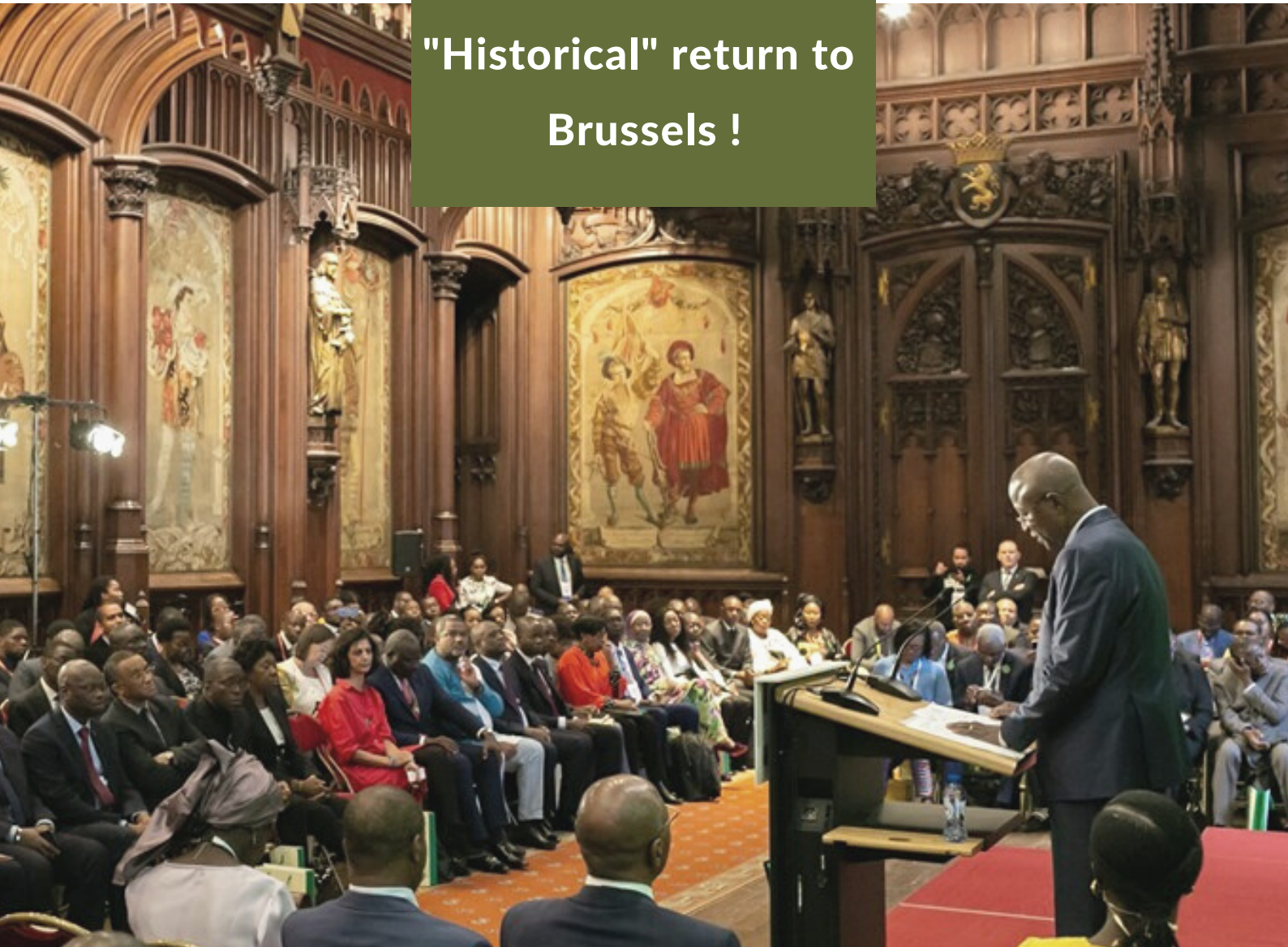
The time has come to put the economy at the forefront of political and civil actions in order to establish a dynamic development. In addition to the speeches that highlighted Burkina Faso's merits and opportunities, there were also B2B meetings with the intention to forge promising partnerships. Also, the programme included a communication followed by the screening of a video entitled "*Investing in Burkina Faso*".





RAF 2019

## "Historical" return to Brussels !



### The RAF has taken place in an area packed with history

After the first edition on African soil held last year in Burkina Faso, the Rebranding Africa Forum was back in the capital of Europe on October 4th and 5th.

This 2019 edition was enhanced by the patronage of the city of Brussels. It was held in the geographical and historical centre of the capital, in the Grand-Place, one of the most beautiful and mythical squares in Europe, where the heart of Brussels beats. Over the years, the RAF has also demonstrated its ability to renew itself from one edition to the next, by adopting current themes which are in line with Africa's development priorities.

The theme of this 6th edition of the RAF was the "**Socio-economic Challenges of Mining in Africa**". This theme, familiar to many stakeholders on the continent, was addressed and treated in the spirit of the "Rebranding Africa Forum". In other words, from a perspective that resolutely highlights the interests of Africa and Africans. The promotion of innovativeness and entrepreneurship of young Africans, a hallmark of the Rebranding Africa Forum since its creation in November 2014, is certainly another great source of pride that can be credited to the organisers of our annual event.

"In addition to the emulation that underlies it, Innovation Time has been able to create visibility, opportunities, a network and funding for those competing. However, the organisers of the Rebranding Africa Forum have gradually succeeded in articulating a positive, lucid and realistic story telling on the African continent. They also succeeded in the exercise, often dangerous, but oh so rewarding and positive, aimed at building bridges between Africa and investors in a win-win dynamic. All these are assets for the change of mindset that I was hoping for from the very first edition."

**Thierry Hot, Founder  
Rebranding Africa Forum**



# PANELS

**Jean-Pierre Katshidikaya Tshibangu**, Head of the Mining Engineering Unit in the Faculty of Engineering of Mons University; **Philippe Close**, Mayor of Brussels; **Lassina Zerbo**, Executive Secretary of the CTBTO; **André Flahaut**, State Minister and a Member of the Chamber of Representatives of the Kingdom of Belgium; **Matata Ponyo Mapon**, Former Prime Minister of the Democratic Republic of Congo (DRC); **Marie Arena**, President of Human Rights subcommission at the European Parliament; **Christophe Dabiré**, Prime Minister of Burkina Faso were among the distinguished speakers.



## **Christian Eboulé, Journalist**

Moderator, Panel 1

"Investing in mining in Africa" was the theme of the first panel of # RAF2019. This topic was discussed by high-profile experts including Serge Yanic Nana, Chairman and CEO of FINANCIA Capital; Harouna Kabore, Minister of Commerce, Industry and Handicrafts of the Burkina Faso; Ousmane Dore, Director General, Central Africa Regional Development and Business Delivery Office at the African Development Bank; Thierno Seydou Diop, Senior advisor at Schuman Associates.



## **Yacine Bio Tchane, Economist**

Moderator, Panel 2

The theme of Panel 2 was dedicated to "Challenges and opportunities of local processing of mineral resources". Speakers addressed the socioeconomic, financial and techno-scientific challenges of processing mineral resources in Africa. Oumar Toguyeni, Regional Vice-President, West Africa of IAMGOLD Corporation; Etienne Minoungou, Playwright and Comedian - Representative from a Civil Society; Serge Bakoa, Lawyer at the Paris and Cameroon Bars - HSTB; Frank Dixon Mugenyi, Senior Industry Advisor at the African Union Commission were some of the speakers.



## **Ndèye Khady Sall, Consultant**

Moderator, Panel 3

The day ended with a panel about "The future of mining in Africa". This panel explored the future and sustainability of the exploitation of these resources given to their limits. Marie-Chantal Kaninda, Executive Director, Head of Corporate Affairs at Glencore; Victor Stéphane Essaga, Director of the African Research Center in Oil and mining Policies (CARPIEM); Didier Acouetey, Executive President of the AfricSearch Group; Olivier Colom, Board Member at Endeavour Mining Corporation were the various speakers.



## RECOGNITION AND TRIBUTE WITH THE REBRANDING AFRICA AWARDS

The **sixth edition** of the Rebranding Africa Forum ended on the night of October 5th, at the Marriott Hotel in Brussels Grand-Place, with the Rebranding Africa Awards gala as usual. This year's long-awaited list of winners once again highlighted the continent's strong personalities who, through their actions, propel Africa ahead of the world stage and "**chart the paths of development and enhance others to change their views on the continent**".



### ▲ BUSINESS LEADERSHIP

**Winner : Mahamadou BONKOUNGOU, CEO of EBOMAF BURKINA**

He is the head of this multisectoral economic and financial group (civil engineering, insurance, hotels, etc.), which in 30 years has succeeded in establishing itself in Africa as an alternative to Western and Chinese groups. By his accomplishment, Mr BONKOUNGOU embodies a "success story made in Africa".



### ▲ MEDIA LEADERSHIP

Winner : **Jean-Baptiste Placca, Editorialist at Radio France Internationale (RFI)**. A specialist in African issues, Mr Placca, a seasoned journalist whose professionalism and competence are unanimously recognised by his peers – his Editorials and columns on Africa, are unparalleled in the Parisian press – has been awarded the Media Leadership Rebranding Africa Award for his outstanding career.

### ▼ DEVELOPMENT CHAMPION

Former Director of the International Data Centre (IDC) (2004-2013), the Rebranding Africa Forum rewarded Mr **Lassina ZERBO - Executive Secretary of the Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO)** - for his contribution to making the CTBTO the ultimate nuclear test monitoring body and for the entry into force and universality of the Comprehensive Nuclear Test Ban Treaty (CTBT). He is a geologist, a renowned diplomat and a herald of multilateralism, Mr Zerbo was chosen by the Jury for his outstanding contribution to nuclear disarmament and peace in the world.



### ▼ INNOVATION TIME

Winner : **Juveline NGUM NGWA, CEO of the BLEAGLEE**, an organisation specialised in the recycling of mining waste, with a social purpose. In addition to the Innovation Rebranding Africa Award, the winner received a cheque for five thousand euro from the Rebranding Africa Forum and Notre Afrik Magazine to support her project.





# *LIFETIME ACHIEVEMENT* AWARD



*WINNER :*  
*SALIF*  
*KEITA*

MUSICIAN ARTIST AND  
FOUNDER OF THE SALIF  
KEITA GLOBAL  
FOUNDATION

Nicknamed "**Africa's Golden Voice**", Salif Keita is one of Africa's most famous and influential musicians. Being an albino, he created the Salif Keita Global Foundation in 2006 to improve their living conditions and to bring down prejudices.

It is in this context that Salif Keita performed during the gala of the sixth edition of the Rebranding Africa Forum, on October 5th at the Marriott Hotel. This prize was awarded to him to recognise him as a global artist who promotes the beauty and poetry of the Mandingo language, as well as his social involvement, through his foundation.

# EMPOWERING WOMEN

**Winner : Marie ARENA, Chairwoman of the European Parliament's Subcommittee on Human Rights**

A committed politician, Ms Arena received the Empowering Women Rebranding Award on the sidelines of the Forum for her invaluable contribution and leadership on issues relating to human rights, the protection of minorities and the promotion of democratic values in countries inside and outside Europe. She received this prize mainly because of her hard work during the passing of the legislation on conflict minerals commonly known as "blood minerals".



# GOVERNANCE LEADERSHIP

**Winner: Matata Mapon PONYO**-Economist, Honorary Prime Minister of the Democratic Republic of Congo - Appointed Prime Minister in May 2012, Matata Ponyo is particularly interested in issues of economic development, good governance, the business atmosphere and the mobilisation of public resources. Then, the Government took courageous actions relating to public finance and budget management. This led to the DRC's accession to OHADA, in addition to many other incentives, including the abolition of illegal and multiple taxes.





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# #RAF

## *Investing for the future. Act beyond words!*

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### HIGH LEVEL SPEAKERS

In six years, the RAF has become the most prestigious economic event in Africa and Europe that aims to change the continent's course and bring about some important transformations. For this to happen, the participation of high-level stakeholders is required. Indeed, thanks to the RAF, you can access a large network with several high-ranking speakers (**Presidents, Prime Ministers, CEO as well as influential personalities from civil society**).



### THE ELEGANCE OF ACTIONS

It is quite commendable to revisit some of the good news that has emerged from the RAF. For example, over the course of six years, North-South **cooperation agreements** were signed. During the 2016 RAF, the European Union pledged €55 billion in budget support to the Government of Faso. **Funding agreements** were signed in the margins of the forum. It is within this framework that the International Islamic Trade Finance Corporation (ITFC) announced important initiatives at the Rebranding Africa Forum 2018. The ITFC has signed a \$1.5 billion Framework Agreement with the Government of Burkina Faso. There was the launch of the Programme of Support for SMEs in West Africa to improve access to finance.

**"Africa is often presented through Western prisms, which speak profusely about it only to highlight its weaknesses. For the past six years, RAF has been rewriting a different story, that of a plural and fascinating Africa. Through the RAF, we continue to promote the image of an Africa that shines out and takes control of its destiny. It is this Africa that we wish to bequeath to our posterity."**

**Paule-Renée Etogo,**  
**General Manager, Rebranding Africa Forum**



