

# EUROPEAN AFRICA BUSINESS FORUM (EABF)

## CONCEPT NOTE FOR THE FEBRUARY 2022 EDITION

---

### 1. BACKGROUND

The **EU-Africa Business Forum** (EABF) has been the main event preceding the AU-EU Summit since 2006. It is a strategic occasion for EU and African private sectors to identify and/or consolidate joint opportunities in the spirit of the Comprehensive Strategy with Africa and the Africa-Europe Alliance for sustainable investment and jobs. The EABF is a highly visible event organised jointly by the European and the African Unions where both showcase key initiatives to a high quality audience of business leaders. It is an opportunity for business representatives to discuss policy reforms in Africa with key policy makers, with the objective of improving the trade and investment climate. It is also a platform for direct interaction between EU and African business (B2B) with dedicated sessions organised sector by sector.

The EABF 2020 was postponed, and it was decided early 2021 to **make the EABF concept as a more permanent one** with smaller sectoral events taking place all along the year. This new strategy has been successfully implemented with the sustainable energy EABF Green Talk event organised earlier this year on 16 April 2021 together with the Portuguese Presidency and the EIB. More events are scheduled to take place with the EABF brand before the end of this year.

The 7<sup>th</sup> EABF will take place in Brussels on 16<sup>th</sup>-17<sup>th</sup> February 2022, back to back with the EU-Africa Summit taking place on 17<sup>th</sup> and 18<sup>th</sup> February. EABF will also be held in the overall context of the Africa-Europe Week, with hybrid and online events during the week of the 14<sup>th</sup> February. The full involvement of **African and European businesses and their associations** is essential to fully deliver a new ambition and format in 2022.

We are reviewing continuously the sanitary situation and its potential impact on the organisation of the event.

### 2. THEME, PRIORITIES AND DELIVERABLES

The overall theme for EABF 2022 will be “**Building stronger value chains for sustainable growth and decent jobs**”. Indeed developing strong value chains between Europe and Africa as well as within Africa itself is both a critical issue and the core of ongoing discussions. This is not just important for business, but also for supporting Africa’s sustainable development and improving its citizens’ living conditions.

#### 2.1 Three Priorities

Three clear thematic overarching priorities are identified from the outset. The following three pillars will structure the event:

- **Creating an enabling framework:** We will be discussing what are the conditions needed for a substantial African recovery. Market integration – both pan-African and between the EU and Africa – will figure prominently in these discussions. Financing Africa’s future sustainable growth and promoting sustainable sources of energy will be other central topics to be covered.

- **Building stronger value chains:** Strengthening priority value chains both within Africa and between the EU and Africa will be central to EABF22. A limited number of priority value chains have been selected: health & pharma, agri-food, automotive, fashion & apparel industry and raw materials. The selection is aligned with the findings of a study conducted by the European Commission with the International Trade Center (ITC). Specific focus will be put on the sustainability of all value chains.
- **Making it work for the people and the planet:** The opportunity arising from the youth event of the Africa-Europe week taking place at the same time offers interconnections to tackle such topics. The Team Europe Initiative ‘Invest in Young Businesses in Africa’ (IYBA) will support a lively discussion on youth & entrepreneurship. How digital can be harnessed to create jobs and contribute to sustainability will be the second topic within that thematic.

**Business champions** from European and African business will, together with relevant business organisations, ‘lead’ the discussions on the identified priorities and launch the mobilisation dynamic amongst the broader business community.

## 2.2 Business outcomes & calls for action

In addition to the business declaration, drafted by business participants under their own responsibility, which will be formally transmitted to the Summit, we will be working to select a **limited list of tangible and concrete business outcomes and calls for action**, with clear benefits to the EU-African business and trading relationship. The outcomes, pro-actively followed-up throughout the forum, will need to be strictly limited in numbers (e.g. a maximum 10 key) but also sector/country-focused as much as possible. The list of outcomes will need to be developed through discussion between the European and African Union Commissions and EU and African businesses and will be attached to the business declaration. The calls for action will focus on those issues where businesses are calling on political leaders to act to improve or support the trade and investment climate.

## 3. FORMAT

We will be making full use of the possibilities offered by a **hybrid event** with both:

- a physical formal event taking place in Brussels, for which DG INTPA will be the driving force, and
- a decentralised and rich programme via an online platform allowing for wider participation and range of possible interactions.

### 3.1 Physical event

For the physical event, we should be using the conference space (The Square) which can host up to 2.000 participants. In case there is the need to restrict physical presence further for organisational or health-related reasons, we envisage to use the space for web-streaming and some physical presence.

In order to maximise the number of high quality participants, and if the COVID situation allows, we are considering inviting *en présentiel* some of the speakers from Africa. Others will be invited to participate in person in Brussels and cover their own expenses.

### 3.2 Online events

The online platform developed for the EABF Green Talks energy event in April 2021 offers huge possibilities of interaction to participants, and recommend at the same time that partners

associated with the event have the possibility of organising Africa-EU side events to the EABF. We will be using the same highly effective platform, which allows for simultaneous conferencing, B2B/B2G direct interactions and online meetings as well as a trade fair functionality with online stands. As for the energy event, we will be relying **on a network of recognised partners** which will be granted visibility on the platform and the ability to create events – in the form of workshops and seminars – in exchange for rallying their members to participate in the event and giving it visibility on their own platform.

#### 4. DURATION AND AGENDA

The total duration of the event will be of **5 working days** of which:

- 2 days (16<sup>th</sup>-17<sup>th</sup> February) will be dedicated to the formal programme from 10:30 to around 17:30 to allow for the whole African continent to participate (-2 to +2 hours vs CET), and
- 5 days (14<sup>th</sup> to 18<sup>th</sup> February) with the online platform.

An example of what the programme would look like over a 5 working days period and an overview of the proposed agenda for the physical High Level Panels are given in Annex 3.

#### 5. REQUESTS FOR FURTHER INFORMATION

All requests for further information about this event can be sent to:  
[EU-EABF-INTPA@ec.europa.eu](mailto:EU-EABF-INTPA@ec.europa.eu)

## ANNEX 1 - KEY PROPOSED FEATURES FOR EABF 2022

### 1. High level panels

The formal programme over 2 days will include:

- **12 High Level Plenary Panels** on identified priorities within the three pillars with the participation of top-level public and business leaders;
- **A Closing Session** where in particular the operational conclusions of the discussions would be discussed before being presented to EU and African Heads of States and Governments.

**Working groups** that were established for the preparation of the EABF 2020 and updated for 2022 in line with the priority topics identified, will work on organising the High Level Panels as part of the official programme (12 working groups in total on a given sector or theme).

### 2. Workshops & Seminars

The energy event has demonstrated a strong appetite by our partners to organise workshops or seminars around specific or technical themes, which attract a particularly interested and engaged audience. We will therefore offer the possibility to organise up to 100 such workshops, 20 of which could take place in a hybrid format using studios which can host 30 to 80 participants in person. These will be organised by partners provided that there is at least one European and one African partner as organisers. The workshops will normally be of a duration of 45 minutes. They will be either open to all participants or restricted to a specific audience. The content of the workshops will be under the exclusive responsibility of the organisers, but subject to approval.

### 3. Trade Fair, B2B , B2G and Signatures of Agreements

The trade fair will be taking place online. In addition to effective digital B2B platform used for the energy event, we envisage “curating” the business interactions through small-scale meetings on business themes focusing around value-chains, for instance arranging meetings between food processors and food producers & farmers and suppliers of packaging material, or meetings between potential investors and potential local joint venture partners.

In addition, trade or investment agreements or memorandums of understandings can be signed during EABF22 with high visibility and, potentially, being witnessed by policy leaders.

At B2G level, this can be done by organising meetings between potential investors in a given country and the investment facilitation body of that country, or the relevant regulator in a given sector / value chain. We will also organise specific activities such as quick dating between potential investors and start-ups. All of these will be planned with the support of our team of consultants.

Using information provided by all participants about their areas of interest, we will ensure everyone can find relevant interlocutors through an effective search engine.

Within the venue, a limited number of physical booths will be available for key institutional partners or ‘corners’ for specific activities (for instance a start-ups / investors lounge).

### 4. Interaction between CEOs and senior political leaders

We are looking at the possibility of organizing a CEO interaction with senior political leaders attending the Summit, which would tentatively take the form of a dinner with Heads of States and Governments.

## ANNEX 2 - PROPOSED PARTNERSHIP MODEL

The sustainable energy event has demonstrated that an effective, transparent and open partnership model can be organised. We intend to replicate a similar partnership model for the EABF22.

Partners will be expected to relay the information to their members and networks and encourage them to register for the event. They will be using their media capabilities (e.g. social media) to publicise the event. They will commit to set-up and man appropriately a booth for the Trade Fair and encourage their members to do the same.

In exchange, partners will be given enhanced visibility on the platform and will be entitled to apply to organise one workshop or seminar with the support of our logistics consultant – together with the possibility to apply for travel expenses for a number of speakers from Africa or specific groups. They will be granted privileged access to physical meeting rooms and with translations and technical services. They will have early access to all information concerning the preparation of the event. They will also have a say in the selection of business champions and on the deliverables of the event by participating in the relevant working groups.

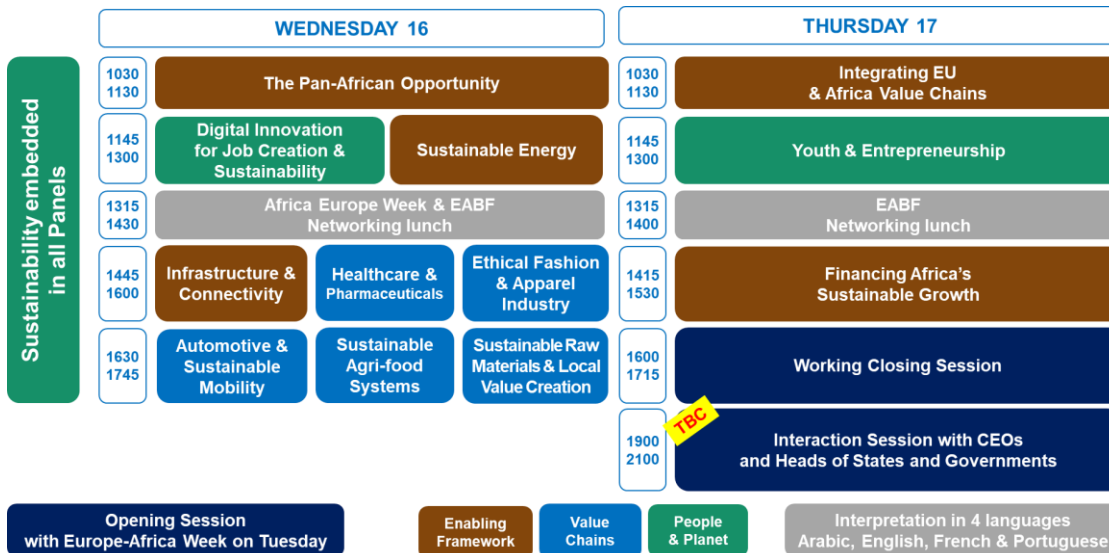
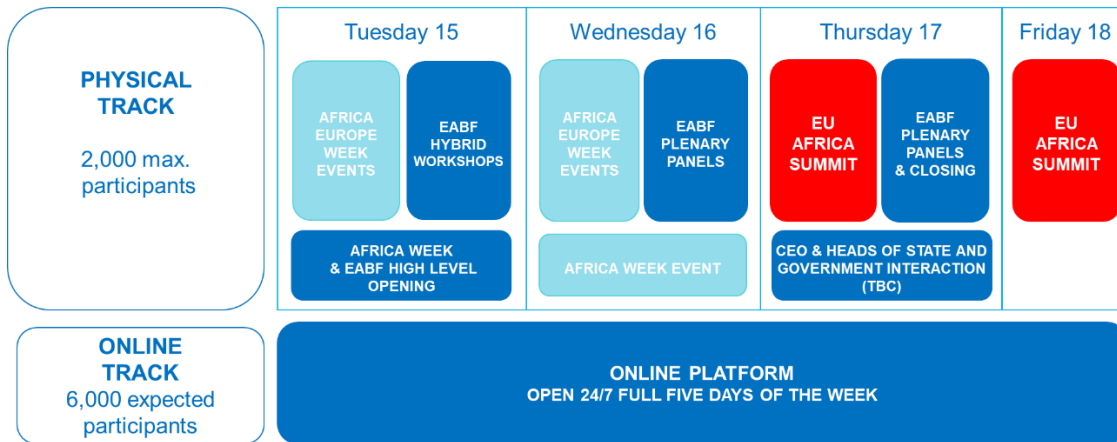
The partners will be:

- **Institutional partners:** such as EU and AU Member States, EIB, EDFI, AfdB, Afreximbank, International trade and investment bodies, etc. They will be able to organise up to two workshops and seminars on their own as well contribute to the work of some of the working groups for preparing the high-level panels.
- **Business organisations:** any representative business organisation in a given sector, be it either at the Pan African or European level, or at national level. They will be able to apply to organise a workshop or a seminar (provided that they are in partnership between at least one African and one European organisation).
- **Media partners:** Media partners will be selected. They will ensure the media visibility of the event (announcements, streaming, articles, etc.) and will have privileged access to high level speakers for exclusive interviews.
- **Other organisations:** think tanks and non-governmental organisations such as trade unions will also be encouraged to partner with the organisation of the event.

No financial support will be granted, with the exception that partners may apply for the payment of travel expenses for a limited number of speakers.

Requests related to partnership for the event should be sent to [EU-EABF-INTPA@ec.europa.eu](mailto:EU-EABF-INTPA@ec.europa.eu)

# ANNEX 3 DRAFT AGENDA



# 7<sup>TH</sup> EABF EU-AFRICA BUSINESS FORUM 2022



#EABF  
#AFRICA EU  
#TOGETHERTOMORROWTODAY

## IN-PERSON EVENT

**16- 17 February 2022**

The SQUARE Brussels Meeting Centre  
(In the City centre of Brussels, Belgium)

## ONLINE EVENT

**14-18 February 2022**

EABF22 Virtual Event Platform

## REGISTER HERE AS A PARTICIPANT

*The in-person event is subject to the COVID restrictions in place at the time of the event, which will be closely monitored. Participants who register for the physical event will be informed of developments in due time. The online event will not be impacted by COVID measures.*

**EABF22 IS A UNIQUE PLATFORM  
TO CONTRIBUTE TO BUILDING  
NEW BUSINESS, TRADE AND INVESTMENT  
BRIDGES BETWEEN EUROPE AND AFRICA**

**BUILDING STRONGER VALUE CHAINS  
FOR SUSTAINABLE GROWTH  
AND DECENT JOBS**

## **EU-AFRICA BUSINESS FORUM 2022**

The 7th EU-Africa Business Forum (EABF22) will take place from 14-18 February 2022 in a hybrid format. Co-organised by the European Commission, the African Union Commission, as well as EU and African business organisations and key institutions, the event brings together political and business leaders from the EU and Africa to increase opportunities for sustainable economic partnerships.

## **BRINGING TOGETHER POLITICAL AND BUSINESS LEADERS**

EABF22 takes place back-to-back with the AU-EU Summit and other stakeholder events, including civil society and youth. It is a unique opportunity to exchange with African and European Heads of States and Governments. Twelve High Level Panels will gather top-level policy makers from the European Union and the African Union, and senior business leaders working to enhance the EU-Africa trade and investment relationship.

**REGISTERING AS AN ACTIVE PARTICIPANT OR PARTNER  
will allow you to boost your visibility within the  
European and African business community by:**

- setting-up your own online booth
- showcasing trade or investment deals with key partners from the EU and Africa
- organising B2B or B2G events, a workshop or a seminar

**REGISTER HERE  
AS A PARTNER**

## TWELVE HIGH LEVEL PANELS, ONLINE WORKSHOPS AND CONFERENCES

WILL PROVIDE INSIGHTS INTO KEY THEMES  
OF EU-AFRICA BUSINESS, TRADE AND  
INVESTMENT RELATIONS.



### CREATING AN ENABLING FRAMEWORK

 / THE ROAD TO ECONOMIC RECOVERY:  
FOSTERING THE PAN-AFRICAN OPPORTUNITY

 / INTEGRATING EU AND AFRICA  
VALUE CHAINS

 / FINANCING AFRICA'S SUSTAINABLE GROWTH

 / INFRASTRUCTURE AND CONNECTIVITY

 / SUSTAINABLE ENERGY

### BUILDING STRONGER VALUE CHAINS

 / AUTOMOTIVE AND SUSTAINABLE MOBILITY

 / ETHICAL FASHION AND APPAREL INDUSTRY

 / HEALTHCARE AND PHARMACEUTICALS

 / SUSTAINABLE AGRI-FOOD SYSTEMS

 / SUSTAINABLE RAW MATERIALS  
AND LOCAL VALUE CREATION

### MAKING IT WORK FOR THE PEOPLE AND THE PLANET

 / YOUTH AND ENTREPRENEURSHIP

 / DIGITAL INNOVATION FOR JOB CREATION  
AND SUSTAINABILITY

### RICH PROGRAMME OF WORKSHOPS AND CONFERENCES

In addition to the High Level Panels, numerous online or hybrid workshops and conferences provide participants with precious insights into all relevant aspects of the EU-Africa economic relations.

Registered participants will receive the detailed programme in future communications

### ACTIVE ONLINE TRADE FAIR

The online track of the EABF will allow you to join a trade fair gathering dynamic players of the African and European private sector – a chance to network and explore partnership opportunities across borders.

### BUSINESS TO BUSINESS AND BUSINESS TO GOVERNMENT SESSIONS

The Forum includes specific sessions where relevant actors in a value chain can meet and discuss partnership or investment opportunities.

The participants will also be able to meet regulators from various sectors and countries to exchange views about future policy choices.



**AFRICA & THE  
EUROPEAN UNION**

Together. Tomorrow. Today.