

PRESS RELEASE

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Ambition Africa 2022: Strengthening economic and business ties with Africa

Organized by Business France to strengthen economic ties between France and Africa, the fourth edition of the “Ambition Africa” forum will take place on October 4 and 5, 2022, in Paris. Inaugurated by Olivier Becht, Minister Delegate for Foreign Trade, Economic Attractiveness and French Nationals Abroad, and Christophe Lecourtier, Chief Executive Officer of Business France, this edition brings together official figures, along with African and French economic players.



From left to right: Bertrand Walckenaer, Deputy Chief Executive Officer of the French Development Agency; Christophe Lecourtier, Chief Executive Officer of Business France; Nicolas Dufourcq, Chief Executive Officer of Bpifrance; Emmanuel Tra Bi, Director General of Industry, Ministry of Commerce, Industry and the Promotion of SMEs, Ivory Coast; Benoît Chervallier, Founder and Chairman, One2five Advisory.

Placed under the patronage of President Emmanuel Macron and under the auspices of the Ministry for Europe and Foreign Affairs and the Ministry for the Economy, Finance and Industrial and Digital Sovereignty, this edition includes a plenary session, in the presence of French ministers and African countries and business delegations, along with 17 sectoral and transversal thematic round tables, as well as targeted business and networking meetings.

While the Covid-19 crisis slowed down global economic growth, Africa saw renewed growth in 2021, which accelerated further in 2022. Africa has obvious advantages, with more than 1.3 billion inhabitants and the largest free trade zone in the world. The return to growth is stimulating demand, with the opportunities offered to local and foreign businesses increasing. French firms have their role to play in a wide range of sectors, with the French state and its

operators, in France and around the world, mobilizing to support their development on African markets.

The themes covered this year will focus on the economic situation and the business climate in Africa, on professional training and business financing, and on the sectors requiring the most investment: agriculture, healthcare, urban mobility, water and waste, access to energy, technologies and telecommunications, infrastructure and logistics, tourism and hospitality, resources and extractive industries, Euro-African value chains and the African Continental Free Trade Area (AfCFTA).

Ambition Africa illustrates the new approach to the partnership relationship between Africa and France, based on a win-win relationship, balanced successes and shared growth, as spelt out by President Emmanuel Macron in his speech in Ouagadougou, Burkina Faso, on November 28, 2017.

Olivier Becht, Minister Delegate with responsibility for Foreign Trade, Economic Attractiveness and French Nationals Abroad said: "The whole idea of the Ambition Africa event is to strengthen the links between French and African ecosystems, and to create new business relations, serving the synergies of tomorrow. It's about exchanging and building."

Ambition Africa aims to help create new business flows between Africa and France: exports to and investments in Africa, welcoming African investors to France, cross partnerships, all modes of co-operation are possible, as long as it's win-win!" highlighted Christophe Lecourtier, Chief Executive Officer at Business France.

Ambition Africa program

The 2022 edition is expected to bring together more than **1,600 participants**, in person and digitally, including more than 700 African businesses in person from **43 African countries**.

The 17 round tables will enable businesses to understand Africa's challenges and its opportunities. Business France is also organizing more than 2,000 business meetings. These exchanges will ensure initial contact with buyers, distributors and industrial partners, and they will also give participants advice from experts and event partners.

By bringing together key players from nearly 43 African countries, Ambition Africa will not just create partnerships between African and French businesses, but also between African businesses. In this way, Ambition Africa is also a "pan-African" event.

Ambition Africa benefits from strong credibility, thanks to the expertise of Business France in its role of supporting French businesses internationally, in particular on the African continent. Business France operates in a total of 12 African countries and can cover, directly or indirectly, the 32 most important markets in Africa. Business France in Africa brings together 77 sector experts from 17 different nationalities.

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France's companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 56 countries around the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMES and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance

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