



PARIS CONFERENCE ON SUDAN

BUSINESS FORUM

(MEDEF Headquarters - 55 avenue Bosquet 75007 Paris, May 17, 2021)

• Duration: 4H

• Schedule: 9:00 am - 13:00 am

• Objectives:

- Signal the full normalization of Sudan in the International community
- Inform foreign investors, private sector, bankers about the economic reforms undertaken by the Government of Sudan
- ➤ Highlight investments opportunities in Sudan in both public and private sectors

= Draft programme =

1/ General context – presenting the « New Sudan » (1h40): = 09H00 –10H40 =

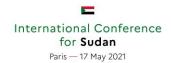
Moderator: Vera Songwe, Under-Secretary-General of the UN and Executive Secretary of UNECA

- Welcoming address (2 minutes)
- Geoffroy Roux de Bézieux, President of MEDEF (host) (2 minutes)
 - Introduction Interventions (18 minutes)
- Bruno Le Maire, French minister of Finance (3 minutes)
- Abdallah Hamdok: Sudanese Prime minister (15 minutes)
 - Presentation of Sudanese economic reforms and business environment (80 minutes)
- Projection of a video (3,5 minutes)
- Jihad Azour: IMF North Africa and Middle East Director (5 minutes)
- Hafez Ghanem: World Bank, Vice President for Eastern and Southern Africa (5 minutes)
- Benedict Oramah Afreximbank: how this kind of development bank can help (5 minutes)
- Hashim Mattar, Sudanese Business Federation, President: How to do business in Sudan? (8 minutes)
- Abda Yahia el Mahdi (European Chamber of Commerce in Sudan): Specificities of the Sudanese market (8 minutes)
- Jibril Ibrahim, Minister of Finance and Economic Planification: presenting of 5 "ready-to-invest" priority projects (25 minutes)
- Questions and answers (20 minutes)

2/ Update on banking and compliance (25 minutes): = 10H45 - 11H10 =

Moderator: Philippe Gautier, - MEDEF International, General Director

- US Treasury (Eric Meyer, distance intervention): full lifting of sanctions (5 minutes)
- Denis Meilhon, Banque Delubac & Cie: a French banker getting ready to return to Sudan (5 minutes)
- Mohamed Elfatih Zainelabdeen, Governor of the Central Bank of Sudan (5 minutes)
- Question and answers (5-10 minutes)





3/ Round tables on the opportunities on four flagship sectors: Infrastructure, Agriculture, Energy&Mining and ICT (1H30) - = 11H15 - 12H =

• <u>Infrastructures</u> (45 minutes)

Moderator: Sergio Pimenta, Vice-President Middle-East and Africa, International Finance Corporation (World Bank)

- Presentation of the opportunities of the sector by a panel of 3 Sudanese businessmen/women: Diana Elassad (*Al Asaad group*), Elmoiz Farouq Khalil (*HCI*), Saaid Mohamed Saaid (*Newtech* Consulting Group) (21 minutes)
- 1 Representative from French/European/American companies operating in Sudan that have faced, and successfully overcame challenges doing business in Sudan : Philippe Labonne (Bolloré) (7 minutes)
- Question and answers (15 minutes)
- Wrap up by moderator (2 minutes)

Agriculture/agribusiness/animal resources (45 minutes)

Moderator: Sébastien Fleury, Director, Proparco

- Presentation of the opportunities of the sector by a panel of 2 Sudanese businessmen : Ahmed Amin Abdellatif (CTC Group), Murtada Kamal (Agrotech) (15 minutes)
- Representatives from European/African companies operating in Sudan that have faced, and successfully overcame challenges doing business in Sudan or wanting to do business in Sudan: Adeline Lescanne-Gautier (*Nutriset*), Merry Davieaud (*FGM International*) and Aliyu Suleiman (*Dangote Group*) (15 minutes)
- Question and answers (13 minutes)
- Wrap up by moderator (2 minutes)

= 12H - 12H45 =

Energy and mining (45 minutes)

Moderator: Sergio Pimenta, Vice-President Middle-East and Africa, International Finance Corporation (World Bank)

- Presentation of the opportunities of the sector by 2 Sudanese businessmen/women: Mrs Tarneem Nina Saeed (Saeed Group, mining), Ahmed Sameer Gasim (Sameer Gasim Cie, energy) (15 minutes)
- 4 Representatives from American/European companies operating in Sudan that have faced and successfully overcame challenges doing business in Sudan: Michael Bueker (Siemens Energy), Mai Abdelhalim (General Electric), Tameer Nasser (Baker Hughes) and Rick Clark (Orca Gold) (20 minutes)
- Question and answers (10 minutes)
- Wrap up by moderator (2 minutes)

• <u>ICT</u> (45 minutes)

Moderator: Khalid Ali, director, European Chamber of Commerce in Sudan

- Presentation of the opportunities of the sector by 2 Sudanese businessmen: Nazar Arabi (GO digital services), Abdelmagid el Shafie (Haggar Group) (15 minutes)
- 1 Representative from European companies operating in Sudan that have faced and successfully overcame challenges doing business in Sudan: Victor Lindberg (*Ericsson, by video*) (8 minutes)
- Question and answers (20 minutes)
- Wrap up by moderator (2 minutes)