



## Africa-Asia Business Forum (AABF)

### - *Forging Business Linkages Between African and Asian SMEs* -

The Tokyo International Conference on African Development (TICAD) has, for the past sixteen years, spurred a wave of innovative projects and programmes to support private sector development in Africa. The main feature of this framework underscores the importance of South-South cooperation, especially the development of trade and investment between Africa and Asia.

The Africa-Asia Business Forum (AABF), a series of intense face-to-face negotiations between selected African and Asian companies, aims at identifying business partners to enter into various types of deals such as joint ventures, franchising, licensing, and technology transfer as well as providing technical assistance through various capacity building workshops and seminars. It is implemented by the United Nations Development Programme (UNDP) and funded by the Government of Japan.

The ultimate objective of AABF is to attract investment into Africa and to increase trade between Africa and Asia. The concept of AABF was formulated as a direct outcome of the Second Tokyo International Conference on African Development (TICAD II), which recognized the significance of increased trade and investment between sub-Saharan Africa and Asia and the mutually beneficial learning process of the two regions.

#### Summary of Past AABFs

	Number of Participants		Number of MOUs	Value of MOUs (US\$M)
	Asia	Africa		
AABF I Kuala Lumpur, Malaysia, 1999	120 6 countries	110 24 countries	27	24.5
AABF II Durban, South Africa, 2001	72 5 countries	158 17 countries	97	80.0
AABF III Dakar, Senegal, 2004	26 6 countries	121 14 countries	55	48.4
AABF IV Dar es Salaam, Tanzania, 2007	44 7 countries	168 16 countries	118	156.0

***The Fifth Africa-Asia Business Forum (AABF V) is scheduled to be held from 15 to 17 June 2009 in Kampala, Uganda.*** AABF V will foster partnership building and technology transfer of the tourism-related industries to attract more Asian and Japanese tourists to Africa – generating a boost in investments for tourism development.



## **Fifth Africa-Asia Business Forum (AABF V)**

### ***- Forging Business Linkages for Sustainable Tourism Development in Africa -***

Date: 15-17 June 2009

Venue: Kampala/Entebbe, Uganda

8-14 June: Reconnaissance trips for small groups from Asia including Japan will be organized to African countries.

14 June: Capacity building workshop on project formulation and appraisal will be organized for qualified African SME participants.

Further information will be made available in due course.

Co-organizers: Government of Japan, UNDP, United Nations Office of the Special Advisor on Africa (UN-OSAA), and the World Bank with technical cooperation by the United Nations Industrial Development Organization (UNIDO) and the United Nations World Tourism Organization (UNWTO).

Theme: Tourism Promotion

Rationale: African countries have a special interest in tourism development, a sector with a great growth potential. Tourism development is also a suitable tool for improving Africa's image. The organization of AABFV in 2009 is mentioned in the Yokohama Action Plan, one of the outcome documents of TICADIV held in Yokohama, Japan in May 2008.

Objectives

- To organize an interactive policy dialogue between public and private institutions on best practices and lessons learned in successful tourism development;
- To develop a strategic marketing plan and product development for tourism promotion;
- To organize intense face-to-face negotiations for partnership-building between representatives of African and Asian companies; and
- To publicize the positive image of Africa towards the 2010 FIFA World Cup in South Africa.

Participating countries

-Africa (53 countries)

-Asia (12 countries: Brunei, China, India, Indonesia, Japan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Thailand and Vietnam)

Targeted audiences

Government officials, Representatives from the tourism sector (tourism associations/authorities, international carriers, tourism professionals, tour operators, travel agencies, travel magazines, hoteliers/lodges/camps/game reserves), Bankers to finance tourism-related projects, international organizations

*For more information on the AABF, please visit: <http://www.ticadexchange.org>.*

***Possible questions to be raised from the floor and model answers:***

***Q1. What is the size of the Forum?***

*In the past, an average of 140 African and 65 Asian participants from the private sector participated in the Forum. Hence we expect to select around 200 private sector representatives for AABF V. In addition, since the first half of the Forum will be dedicated to public and private sector dialogue on three main topical issues. We expect to have an equal number of public sector participants to the Forum this time which is an innovative feature for the AABF series.*

***Q2. What are the expected outcomes of the Forum?***

For the first half where public-private dialogue is organized, policy recommendations for pro-poor sustainable tourism development, recommendations for marketing strategy and tourism product development for Asian and Japanese tourists are expected as the outcomes.

For the second half where one-on-one negotiations are organized between the private sector participants, the number and the volume of the MOUs are expected as the measurable outcomes of the Forum.

***Q3. How can one apply?***

Please go online to [www.ticadexchange.org](http://www.ticadexchange.org) for a pre-registration form. For the government and public sector applicants, the form should be forwarded to ([ryo.nakamura@undp.org](mailto:ryo.nakamura@undp.org) and S.Takenoshita@unido.org) copied to the Embassy of Japan accredited to your respective countries.

For the private sector applicants, the form should be forwarded to ([ryo.nakamura@undp.org](mailto:ryo.nakamura@undp.org) and S.Takenoshita@unido.org )

The deadline for the pre-registration is 24 April 2009.

***Q4. What is the selection process?***

For the government and public sector applicants, upon receipt of the pre-registration form, successful applicants will be contacted with an invitation letter. The selection/invitation will be made through respective Embassies of Japan<sup>[r1]</sup> accredited to your countries.

For the private sector applicants, successful applicants will be contacted by the Forum Organizers to submit a full application form with the past 5 years' financial statements. Upon receipt of the full application form and the supporting documents, applicants will be screened by a local committee comprised of UNDP, Embassy of Japan and UNIDO and national focal points, where applicable. Successful applicants will receive an invitation from the TICAD/UNDP HQs.

***Q5. What would be the role of the UNDP and the Embassy of Japan?***

The Embassy of Japan will be a focal point in sending out invitations to government and public sector applicants whereas the UNDP Country Office will be a focal point in

organizing a local screening committee for the private sector applicants once they submit a full application form with the supporting documents.

***Q6. What would be sponsored by the organizers?***

For the prospective participants from government and public sector as well as private sector from Asia, the cost of participation in the Forum including refreshments, lunches, and welcome reception and two dinners, study tour within Uganda (TBC) will be sponsored by the organizers.

For the participants selected from the private sector in Africa, in addition to the above, the cost of participation in a pre-forum induction seminar will be borne by the organizers.

Participants from Asia will have the option to participate in an AABF V tailor-made reconnaissance tour<sup>[r2]</sup>, which is partially sponsored by the host governments of the respective destinations.

The participants are requested to cover their return travel from Kampala. The organizers will cover the cost of accommodation (full or partial depending on the grade of the rooms) for the participants, once selected.

***Q7. Would there be any simultaneous interpretation?***

For the first half of the Forum, English-French simultaneous interpretation will be provided.

For the latter half of the Forum during the One-on-One negotiations, the Forum organizers will not provide any interpretation services as English is considered to be a business language. Should any participants require language service, they are requested to arrange such services on their own.

***Q8. Would there be a space for exhibition?***

On-site exhibition will be arranged during the three-day period. Interested parties will rent an exhibition space at a cost. Those who wish to arrange the on-site exhibition may wish to contact the organizers <sup>[r3]</sup>for further information.

***Q9. What are the follow-up activities to the Forum?***

- Capacity building seminars will be organized for selected government and public sector representatives.
- Follow-up investor seminars will be organized in Japan, Asia and in Africa.
- Reconnaissance tours will be organized to other regions of Africa in addition to East and Southern Africa which will be visited prior to the AABF V.
- Technology transfer and partnership building between interested parties from Asia and Africa will be encouraged on a permanent basis through UNDP's South-South Gate portal.
- Prospective Japanese investors will be supported through UNDP's Growing Sustainable Business initiative for their investment activities in Africa.