

CONFERENCES & EXPOSITIONS

ON THE SUPPLY CHAIN CONNECTIVITY
OF AFRICAN MARKETS WITHIN THE FRAMEWORK OF THE AFCFTA

3rd Edition of Africa Supply Chain Leaders

October 10-11, 2024 at Radisson Blu Hotel Dakar-Senegal

Under the patronage of the President of the Republic of Senegal
His Excellency Bassirou Diomaye Diakhare FAYE



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CONFERENCES & EXHIBITIONS

3RD EDITION OF AFRICA SUPPLY CHAIN LEADERS ON SUPPLY CHAIN CONNECTIVITY OF AFRICAN MARKETS WITHIN THE FRAMEWORK OF AFCFTA

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Bassirou Diomaye Diakhar FAYE

1 CONTEXT

Trade has always been seen as an important driver of economic growth and development. Many countries and regions around the world have been able to help their people move from poverty to prosperity. With only 3% of world trade, Africa has not benefited the globalization of trade and the international economy.

Indeed, this state of affairs is all the more alarming given that intra-African trade stands at around 10%, whereas while Europe, North America and the ASEAN countries account for an average of 60%, 40% and 30% respectively. The low level of trade between African countries does not allow them to fully exploit the synergies and complementarities of the economies of the continent and to take full advantage of economies of scale and other opportunities (generating income and creating jobs).

It was to address this trade deficit that the African Continental Free Trade Area (AfCFTA) was created. Ratified by 54 African states by the end of 2019, it marks the start of a new era on the continent. The agreement will reduce customs duties between member countries, facilitate trade in goods and services, while putting in place the necessary provisions such as sanitary standards and Technical Barriers to Trade (TBT).

With projected wealth creation of US\$3.4 billion and a target of 50% of intra-African trade intra-African trade by 2030, AfCFTA is a source of considerable hope for African governments and the private sector. If implemented, it would reorganize the region's markets and economies and stimulate production in the services, manufacturing and natural resources sectors and natural resources. In this way, its acceleration should help to ensure food security across the continent. However, at the very least, the crucial question remains of **how to better connect how can African markets be better connected in terms of the supply chain, so that countries can benefit from the AfCFTA ?**

The connectivity of African markets poses logistical problems for the continent. Cross-border roads are in poor condition, railroads are lethargic and have different gauges. In terms of sea and air transport, few African countries have fleets, and there is a lack of resources for these modes of transport, which require heavy investment.

Added to this is the cumbersome and slow pace of administrative and customs formalities at Africa's borders and customs formalities at Africa's borders, which, despite the decrees on the free movement of people and goods in areas such as the EU such and as ECOWAS.

In addition to the administrative and customs provisions that will certainly gradually to facilitate free trade, what about infrastructure projects and logistics platforms? What role should supply chains play in this free-trade zone project? What opportunities are offered to companies in the transport and logistics sectors? What opportunities are offered to companies in the transport and logistics sector in general, an essential link in boosting intra-African trade? Is Africa ready to meet the logistical challenges that await it in the implementation of the AfCFTA? These are questions that need to be addressed.

It is with this in mind that **GROUPE ALM** is organizing the 3rd edition of the Africa Supply Chain Leaders conference in partnership with **Comptoir des Chargeurs Africains (CCAFRIC)**. This event is part of the activities of Africa Supply Chain magazine, the GROUPE dedicated to supply chain players.

2 OBJECTIVES

The facts are clear and alarming: in terms of logistics investment, Africa is several decades behind, with significant disparities between member countries. The continent is experiencing many difficulties in this sector, notably with :

- Lack of world-class logistics infrastructure;
- Administrative and customs red tape at border crossings;
- The high cost of transporting goods;
- Political instability and transport security, especially on the roads;
- The lack of a medium- to long-term logistical vision on the part of our governments.

This conference aims to highlight the challenges facing our countries and the African private sector, particularly in logistics and transport, in the implementation of the AfCFTA. As such, it will enable participants to :

- Learn about the progress of AfCFTA activities and future deadlines;
- Take stock of the supply chain situation on the continent;
- Understand the challenges and opportunities facing the logistics sector in the implementation of the AfCFTA ;
- Gain an insight into the future prospects and transformations of the local and continental supply chain in an unfavorable geopolitical context.

3 EXPECTED RESULTS

3. The main results expected from this event are:
 - Information notes for companies on the logistical advantages of the free trade zone difficulties that may arise;
 - A logistics information platform for companies and market players is set up established;
 - Better consideration of logistics issues in the national strategies of African countries;

- Better consideration of connectivity issues on the African continent ;
- B to B meetings ;
- Partnership agreements signed.

4 PARTICIPANTS

400 to 500 participants are expected including :

- Ministers in charge of transport and trade ;
- African Union Commission, UEMOA & ECOWAS ;
- African maritime, air and land transport companies ;
- World Bank.

5 VENUE & DATE

Radisson Blu Dakar-Senegal from 10-12 October 2024

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Programme of the 3rd edition of the international conference Africa Supply Chain Leaders

Day 1: Thursday 10 October 2024

8h-9h - Welcome & Coffee

9.00-9.45am - Official opening: Chaired by the Head of State **Bassirou Diomaye Diakhar FAYE** and Prime Minister **Ousmane SONKO**

- Introductory remarks by the Minister of Infrastructure, Land and Air Transport, **Malick NDIAYE**
- Introductory remarks by Dr. **Fatou DIOUF**, Minister for Fisheries, Port and Maritime Infrastructure
- Introductory remarks by the Minister of Agriculture, Food Sovereignty and Livestock, **Mabouba DIAGNE**
- Introductory remarks by the Minister of Trade and Industry, **Serigne GUEYE DIOP**
- Introductory remarks by the Director General of the Port Autonome de Dakar, **Waly**

Diouf BODIAN

- Introductory remarks by the Commissioner for Trade and Industry of the African Union Commission, **Albert M. Muchanga**
- Introductory remarks by the AfCFTA Secretariat General, **Wamkele Mene**
- Introductory remarks by the ECOWAS Trade Director, **Kolawole SOFOLA**
- Speech by **Aida DIALLO** : Managing Director of CCAFRIC
- Speech by the Promoter Thierno **Abdoulaye DIALLO** : Managing Director of GROUPE ALM
- Speech by the President of the Republic of Senegal or the Prime Minister

9.45am to 10.15am - Press conference, group photo & coffee break

10.15-11.15 am - Session 1 : Intra-African trade in the context of the FTAA region

- Introduction and moderation by **Abdoulaye THIAM**, COSEC Technical Director with contributions from African experts :
- The difficulties and challenges of intra-African trade : by **Wamkele Mene**, ZLECAF General Secretariat
- Product exchanges in intra-African trade : by **Kolawole SOFOLA**, Director of Trade, ECOWAS
- Supply chain connectivity to support the development of intra-African trade : by **Mohamed DIOP**, Managing Director of Africa Global Logistics (AGL) Atlantique.

11.15 - 12.45 - Session 2 : the development of logistics corridors in Africa

- Introduction and moderation by : **Mamadou Birane MBODJI**, President of the Senegal Supply Chain Association
- With contributions from experts in the field :
- The role of shipping lines in intra-African trade : by **Amadou Sakhir GAYE**, Managing Director of Sentrak Logistics
- The role of railways in intra-African trade : by **Malick NDIAYE**, Minister for Infrastructure, Land and Air Transport
- Product supply chains in the intra-African trade industry : by **Boumy GUEYE**, Supply Chain Management Expert.

12.45pm - 2.30pm - Lunch

2.45pm - 5pm - B to B sessions : (6 rounds of 20 mn)

- African logistics companies
- International private sector
- Development banks
- International institutions

Jour 2 : Vendredi 11 octobre 2024

- **8.30am - 9am** - Welcome coffee
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- **9am -10am** - Session 3 : Free movement of goods in the FTAA region
- Introduction and moderation by : **Seydou Nourou BA**, Managing Director of Petroleum Terminals of Senegal with contributions from experts in the field :
- The state of play on obstacles to the free movement of goods in intra-African trade: **Serigne Ndanck MBAYE**, Managing Director of DHL Global Forwarding West Africa
- The free movement of goods under the FTAA : issues and challenges, by **Serigne GUEYE DIOP**, Minister of Trade and Industry
- Technology as a lever for strengthening the free movement of goods : by Dr. **Mbaye NDIAYE**, Director General of Senegalese Customs

Coffee break 10h-10h15

10.15-11.15am - Session 4 : Digitalization of the supply chain as a lever for innovation in the development of intra-African trade

Introduction and moderation by : **Amadou SOW**, Digital and Logistics Specialist

- With contributions from African experts :
Digital in support of the supply chain to boost intra-African trade : by **Ibrahima Nour Eddine DIAGNE**, Managing Director of GAINDE 2000
- Example of the EMS Senegal logistics platform : by **Mour NDIAYE BA**, Managing Director of EMS
- Example of the Shopmeaway e-commerce platform : by **Racine SARR**, Managing Director of Shopmeaway

11:15-12:45 - Session 5 : Presentation of logistics and trade projects

- Presentation workshop 1 (30 mn)
- Presentation workshop 2 (30 mn)
- Presentation workshop 3 (30 mn)

12.45pm-2.30pm - Lunch

14h45-17h - B to B sessions : (6 rounds of 20 mn)

- African logistics companies
- International private sector
- Development banks
- International institutions

Jour 3 : samedi 12 octobre 2024

09-11am : cultural visit to Dakar (Museum and Black Civilization, Monument to the African Renaissance)

11am-12.45pm: Departure for Gorée Island and visit to the Slave House

12.45pm-2.30pm - Lunch

3.30pm : return to Dakar - End of the event

SPONSORING & PARTNERSHIP

OFFICIAL PARTNER : 20 MILLIONS XOF / 30,463€

- 1 stand of 15 m² (3m x 5m) including : aluminum panels and structures, 1 table, 5 chairs,
- 1 wastepaper basket wastepaper basket and 1 sign in 1 color (exhibitor name)
- One full-page advertisement in the final conference program
- Company brochure (4 pages) inserted in delegate and exhibitor bags and exhibitors' bags
- Promotional item in delegate bag.
- 10 delegate badges (access to conferences)
- 5 exhibitor badges (visitors)
- 6 tickets to the gala evening
- A special e-newsletter with an article about your company
- Logo display on
 - The congress website from the moment the order form is signed until the end of the congress.
 - On all promotional material for the event (flyers, folders, posters, etc.) flyers, posters, etc.)
 - On the newsletter
 - On the final program and congress guide
- Exclusive interview with Africa Supply Chain magazine.

GOLD SPONSOR : 15 MILLIONS XOF /22,848€

- 1 stand of 12 m² (3 m x 4 m) including: aluminum panels and structures, 1 table, 4 chairs,
- 1 wastepaper basket and 1 sign in 1 color (exhibitor's name)
- Half-page advertisement in the final conference program
- Company literature (2 pages) inserted in delegate and exhibitor bags
- 7 congress badges (access to conferences)
- 4 exhibitor (visitor) badges
- 4 tickets to the gala evening
- Logo display :
 - On the congress website from the moment the order form is signed until the end of the congress.
 - On various promotional documents for the event (flyers, flyers, posters, etc.) flyers, posters, etc.)
 - on the newsletter
 - on the final program and congress guide
- Publireportage in Africa Supply Chain magazine.

SILVER SPONSOR : 10 MILLIONS XOF / 15,231€

- 1 stand of 9 m² (3 m x 3 m) including: aluminum panels and structures, 1 table, 3 chairs,

- 1 wastepaper basket and 1 sign in 1 color (exhibitor's name),
- Half-page advertisement in the final conference program,
- Company brochure (2 pages) inserted in delegates' and exhibitors' bags,
- Insertion of a promotional item in the congress bag,
- 5 congress badges (access to conferences)
- 3 exhibitor (visitor) badges
- 3 tickets to the gala evening
- Logo display:
 - On the congress website from the moment the order form is signed until the end of the congress.
 - On various promotional documents for the event (flyers, flyers, posters, flyers, posters, etc.)
 - on the newsletter
 - on the final program and congress guide
- Dossier in Africa Supply Chain magazine.

SPONSOR BRONZE : 5 MILLIONS XOF / 7,615€

- 1 stand 6 m² (2 m x 3 m) including: aluminum panels and structures 1 table, 2 chairs, 1 wastepaper basket and 1 sign in 1 color (exhibitor's name),
- Half-page advertisement in the final conference program,
- Company brochure (2 pages) inserted in delegates' and exhibitors' bags
- 3 delegate badges (access to conferences)
- 2 exhibitor (visitor) badges
- 2 tickets to the gala evening
- Logo display
 - On the congress website from the moment the order form is signed until the end of the congress,
 - On various promotional documents for the event (flyers, flyers, posters, etc.) flyers, posters, etc.)
 - On the newsletter
 - On the final program and conference guide
- Article in Africa Supply Chain magazine.

SPONSOR GALA DINNER : 3 MILLION XOF / 4,571€

- 10 invitations to the awards ceremony;
- Sponsor's name and logo displayed on buffets and in evening program;
- Article in Africa Supply Chain magazine on your company's activities;
- Promotion of your communication materials (Kakemono for example)

SPECIAL OFFERS

EXHIBITION

For this year's event, we're reserving special offers for partner establishments partner establishments, small and very small, to enable them to take part in this and benefit from the visibility of this major event.

For each of the offers below, special rates are available :

- The possibility of ordering congress badges at the preferential rate of €61
- The possibility of ordering exhibitor (visitor) badges at the special price of 31€.

FOR STARTUPS : 3 MILLIONS XOF / 4,570€

- Project presentation during workshops
- Half-page advertisement in the final conference program
- Insertion of a company document (2 pages) in attendees' and exhibitors' bags
- 1 delegate badge (access to conferences)
- 1 exhibition badge (visitors)
- 1 entry to the gala evening
- Logo display
 - on the congress website from signature of the order form to the end of the congress
 - On all promotional material for the event (flyers, folders, posters, flyers, posters, etc.)
 - On the newsletter
 - On the final program and conference guide.

PROJECT PRESENTATION DURING WORKSHOPS: 400.000 XOF/609€.

THE EXHIBITION

It includes :

- One exhibitor (visitor) badge per 6 m² of floor space,
- One congress badge (access to conferences) per 6 m²,
- Exhibitor (visitor) badges can be ordered at a special price of 31€ (contact us).

Basic stand equipment includes :

- aluminum panels and structures,
- 1 table, 2 chairs, 1 wastepaper basket
- 1 sign in 1 color (exhibitor's name).

Services included

The stand rental price includes the following services to the exclusion of all others any other:

- use of the stand for the duration of the exhibition, including set-up and dismantling
- congress coordination services during stand set-up and dismantling periods and dismantling periods and for the duration of the exhibition;
- guarding of the public areas of the show, with the exception of stand areas which remain the responsibility of the exhibitors
- cleaning services for aisles and common areas
- a fixed number of exhibitor badges
- Announcement of your presence on the conference website.

Stands prices :

- Price for a stand (6 m²) : 914€
- Price for a stand (9 m²) : 1219€
- Price for a stand (12 m²) : 1524€
- Price for a stand (15 m²) : 1829€

Sponsor the conference box (a bag with the items below) : 3 MILLIONS XOF / 4,581€

- Program with your company logo distributed to all participants
- Badge with your company logo distributed to all participants
- Agenda with your company logo distributed to all participants
- Pen with your company logo distributed to all participants
- 3 congress or visitor badges.
- Welcome from dinner sponsor
- Sponsor's name and logo displayed on buffets and in the evening's program
- Prominence given to your communication media (Kakemono for example).

GENERAL CONDITIONS

The sponsoring company chooses the type of sponsorship and fills in the form below and sends it by email to business@groupealm.com

Payment must be made in full by cheque or bank transfer to Groupe ALM SAS at least 2 months before the event.

Payments must be made exclusively in the name of the company: «Groupe ALM SAS» by cheque or bank transfer.

- Bank : Ecobank
- Swift code : ECOCSNDA
- IBAN/RIB : SN08 SN094 01034 101452685001 84

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