



AFRICAMED BUSINESS FORUM

Building bridges for shared prosperity

Organized by Kardev

June 19-20, 2025

Casablanca
Morocco

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BUSINESS FORUM



This program begins with the English version on pages 1 to 7, followed by the French version on pages 8 to 14.

Ce programme commence par la version anglaise aux pages 1 à 7, suivie de la version française aux pages 8 à 14.



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AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY
Pan African Chamber of
Commerce and Industry



DAY 1

08:30–09:00 | WELCOME & REGISTRATION

Participants reception, badge distribution and documentation

09:00–09:20 | OPENING REMARKS

Objectives :

- Official welcome of delegations
- Presentation of the forum's challenges
- Strategic positioning of the event

09:20–10:20 | INAUGURAL SESSION :VALUE CHAINS, LOGISTICS & INDUSTRY

Enhancing African industrial competitiveness and logistics integration.

Objectifs :

- Optimize African value chains for economic growth
- Strengthen industrial capacity and competitiveness
- Accelerate logistics and transport connectivity

Key Questions

- How can innovation boost industrial competitiveness?
- What are the barriers to logistics integration?
- How to promote “Made in Africa” globally?
- What synergies between logistics, industry, and trade?

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10:20–11:20 | PLENARY 1

Removing Barriers: Innovative Financing Strategies and Public-Private Partnerships for Development in Africa

Focus on innovative financing strategies and public-private partnerships as essential levers to overcome development obstacles in Africa. Discussion of emerging financing models (green bonds, impact funds, crowdfunding) and best practices to stimulate private sector engagement.

Objectives:

- Identify barriers to African development financing
- Present innovative financial instruments
- Promote effective public-private partnerships

Key Questions:

- What are the main barriers to PPP effectiveness in Africa?
- How to mobilize green bonds and participatory financing?
- What public policies favor private investment?
- How to ensure equitable risk sharing in PPPs?

11:20–11:50 | NETWORKING BREAK

11:50–12:50 | EXECUTIVE PANEL 1

"Sports as a Growth Catalyst: Transforming Passion into Economic Prosperity in Africa"

Analysis of the African sports industry as an economic development lever. Discussion on the economic impact of major sporting events, infrastructure development, job creation, and investment opportunities, with special focus on the 2030 World Cup.

Objectives:

- Valorize the economic potential of African sports
- Attract investments in the sports ecosystem
- Develop a sustainable sports industry

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Key Questions:

- How to maximize economic benefits of sporting events?
- What financing models to develop professional leagues?
- How to transform sports potential into economic advantage?
- What impact of the 2030 World Cup on African economy?

12:50–14:20 | NETWORKING LUNCH + COUNTRY SHOWCASE

Country presentations in 15-minute rotations

14:20–15:20 | PLENARY 2
Mobilizing the Continental Business Network: Unlocking Private Capital for Africa's Infrastructure and Industrial Transformation"

Unlocking private capital for Africa's infrastructure and industrial transformation through mobilizing continental business networks and innovative financing mechanisms.

Objectives

- Map influential African business networks
- Present innovative financing mechanisms
- Facilitate investor–project connections
- Promote intra–African investment

Key Questions

- What financial instruments can unlock private capital?
- How to structure sustainable African–international investor partnerships?
- What priority opportunities in energy, transport and telecoms?
- How to measure the impact of private infrastructure investments?

15:20–16:20 | EXECUTIVE PANEL 2
Cybersecurity and Digital Sovereignty in Africa: Towards a Resilient African Digital Ecosystem
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Exploration of cybersecurity and digital sovereignty challenges for Africa. Discussion on developing a resilient digital ecosystem, data protection, secure digital infrastructure, and strategies for sovereign digital transformation.

Objectives:

- Strengthen continental cybersecurity
- Promote African digital sovereignty
- Develop a resilient digital ecosystem

Key Questions:

- How can Africa develop its digital sovereignty?
- What strategies to secure critical infrastructure?
- How to train cybersecurity talents?
- What regulatory framework for data protection?

16:20–16:50 | NETWORKING BREAK

16:50–17:50 | EXECUTIVE PANEL 3

"Building the Energy Future: Strategies for a Sustainable Energy Transition in Africa"

Exploration of strategies and technologies needed to transform the African energy landscape. Focus on integrating renewable energies, improving energy efficiency, and ensuring universal energy access, with emphasis on necessary partnerships and investments.

Objectives:

- Accelerate transition to renewable energies
- Develop resilient energy systems
- Attract investments in sustainable energy

Key Questions:

- What challenges to build a sustainable energy future in Africa?
- How do technologies transform rural energy access?
- What policies encourage renewable investments?
- How to use PPPs to finance clean energy?

17:50–18:50 | CLOSING

DAY 2
09:00 – 10:30 | Brunch Networking

Networking session in a friendly and exclusive setting, allowing participants to build lasting connections and explore new collaboration opportunities.

10:30 – 12:00 | Bilateral Meetings

Structured B2B working sessions enabling in-depth discussions, commercial agreement negotiations, and the establishment of strategic partnerships between participants.

12:00–12:30 | CLOSING CEREMONY

- Presentation of final communiqué
- Signing of agreements and memorandums
- Announcement of 2026 edition
- Thanks and perspectives

Last networking opportunities and contact exchanges

CROSS-CUTTING SESSIONS (Parallel throughout the forum)

COUNTRY SHOWCASE

- Rotating 15-minute presentations by country:
- Sectoral investment opportunities
- Flagship ongoing projects
- Incentives and facilitations
- Meetings with official delegations



- B2B MATCHMAKING
- Scheduled investor-entrepreneur meetings
- Sectoral networking sessions
- Permanent exhibition space
- Contact facilitation



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