



ROME BUSINESS SCHOOL

*Better Managers For a Better World*

*Italia – Africa Business Forum 2017*

*Investment opportunities in  
Africa and Italy*

---

*November 23<sup>th</sup> and 24<sup>th</sup>, 2017*



*Centro Congressi Cavour  
Via Cavour, 50/a, 00184, Rome-Italy*

[www.romebusinessschool.it](http://www.romebusinessschool.it)

[info@romebusinessschool.it](mailto:info@romebusinessschool.it)





## Italia-Africa Business Forum

The Italia-Africa Business Forum, is the Rome Business School's program aimed at establishing and developing business relations between Italy and Africa.

Globalization represents an historical process that can open up great opportunities of personal and professional growth both for management students and entrepreneurs. Italy and Africa are naturally linked and reciprocally represent a priority audience and market for companies interested in developing their business on an international scale. On the other hand, successfully entering new markets requires a good understanding and knowledge of the local economic trends, business environment, culture, behaviors and communication styles.

Furthermore, before starting any business venture abroad, it can result extremely useful to create a network with local entrepreneurs, professionals, and service providers. Given this background, the Business Conference Italia-Africa has been designed to:

- provide useful insights into the African and Italian market
- identify business opportunities in Italy and Africa
- suggest strategic marketing approaches for doing business in Italy and Africa
- identify entrepreneurial behaviours and leadership styles in Italy/Africa
- help explore and develop entrepreneurial potential in Italy/Africa



## Overviews

- Globalization represents an historical process that can open up great opportunities of personal and professional growth both for management students and entrepreneurs.
- Italy and Africa are naturally linked and reciprocally represent a priority audience and market for companies interested in developing their business on an international scale.
- On the other hand, successfully entering new markets requires a good understanding and knowledge of the local economic trends, business environment, culture, behaviors and communication styles.
- Furthermore, before starting any business venture abroad, it can result extremely useful to create a network with local entrepreneurs, professionals, and service providers.
- Given this background, the Business Conference Italia-Africa has been designed to:
  - ✓ *transfer the essential knowledge about the Italian/African markets*
  - ✓ *connect participants with companies and institutions that can be helpful for their entrepreneurial and managerial development.*

## OUTCOMES

- Appraise the main characteristics of the Italian and African markets
- Identify business trends and opportunities
- Develop a strategic approach for doing business in Italy and Africa
- Network with Italian and African entrepreneurs, managers, organizations





## OBJECTIVES

*The Italia-Africa Business Forum is aimed at:*

- providing useful insights into the African and Italian market
- identifying business opportunities in Italy and Africa
- suggesting strategic marketing approaches for doing business in Italy and Africa
- identifying entrepreneurial behaviours and leadership styles in Italy/Africa
- helping explore and develop entrepreneurial potential in Italy/Africa

## WHO IS IT FOR?

Entrepreneurs, managers, investors, consultants interested in developing their activities in Italy and Africa.



## The Location

*Centro Congressi Cavour : Via Cavour, 50/a, 00184 Roma, Rome-Italy.*

The Italia – Africa Business Forum will be held in *the historical centre of Rome*, at the “*Centro Congressi Cavour*” where elegance meets technology and makes it the perfect place to have conferences, right in the heart of the eternal city.

It is comprised of 38 technologically advanced rooms which will meet a wide range of needs thanks to the arrangement of spaces and wide exhibition areas





## When?

November 23<sup>th</sup> and 24<sup>th</sup>, 2017

## Structure

*THE ITALIA-AFRICA BUSINESS FORUM INCLUDES:*

- Plenary sessions
- Roundtables
- Investment Pitches
- Private Meetings
- Success Stories
- Networking Opportunities
- Cultural Program



## Plenary Sessions

Plenary sessions will allow attendants to debate general issues of primary interest to participants, arousing enthusiasm and providing food for thought. Speakers will share their views and debate what efforts should be made to unlock opportunities and achieve successful outputs.

## Roundtables

- Theme-based parallel Roundtables can be set up according to the interests of the business community.
- On a voluntary basis, private sector representatives or business groups - One Chair and 2 Co-Chairs - are organizing the roundtables, including drafting concept notes, identifying invitees to the roundtable and nominating one "success story".
- They will also manage the debates and present recommendations. The roundtables cover areas such as sustainable energy, agribusiness, infrastructure, SME financing, social entrepreneurship, health and pharmaceuticals, raw materials, ICT in education and in agri-business. Roundtables will have in common concerns about sustainability and inclusiveness, as well as a focus on SMEs. In addition, themes are defined with the quest for concrete results in mind.

## Investment Pitches

- The Italia-Africa Business Forum offers African governments and project promoters a unique opportunity to promote their investment climates and opportunities.
- An Investor Meeting will be organized, during which African countries will be given the opportunity to make investment pitches.
- About 10-15 minutes will be allotted to each country to clearly and simply communicate excitement, metrics and aspirations to potential investors.
- The format allows reaping tangible benefits in terms of linking up presenters with investors and receiving feedback on how to improve pitches and/or the investment climate.
- It is a venue where governments, project developers and promoters, and entrepreneurs have the opportunity to meet face to face with Italian and African investors and present their business concept



## Private Meetings

- The Italia-Africa Business Forum offers key stakeholders to hold private meetings.
- Such meetings enable stakeholders to have private discussions issues, while taking advantage of facilities and benefits offered by the conference, as well as to be better prepared to contribute to the forum discussions and deliberations.

## Success Stories

- The Italy-Africa Business Forum foresees a session dedicated exclusively to showcasing successes of African and Italian SMEs, capturing and sharing the details of successes with business and political leaders. By highlighting star entrepreneurs, the Forum seeks to identify solutions to common problems and build confidence in policies, strategies and actions that work.
- This will essentially be done through “success stories” on how particular entrepreneurs are benefitting from an improved business and investment climate, as well as from concrete initiatives and partnerships.



## Networking Opportunities

- Private Meeting rooms available
- Networking lunch
- Investment Pitches by several different countries



## SERVICES

- Learning Materials: Attendees will be provided with all the documents, slide presentations, case studies, articles, videos and internet links that will be used during the forum.
- Assistance for VISA procedures: When needed for visa procedures, attendees will be sent an official invitation letter and will be given all the necessary bureaucratic support.

## Individual Participation:

### *THE PARTICIPATION WILL COVER:*

- Plenary sessions
- Investment Pitches
- Private Meetings
- Success Stories
- Networking Opportunities
- Coffee-break
- Lunch
- Assistance for visa procedures



# CONTACTS

If you are interested in *sponsoring* the Italia – Africa Business Forum or require further information on the programme and its advantages, do not hesitate to contact us by phone or email.

*We look forward to working with you!*

## GENERAL CONTACTS

### Rome Business School

Via Degli Scialoja 18 – 00196 Rome

Website: [www.romebusinessschool.it](http://www.romebusinessschool.it)

Email: [info@romebusinessschool.it](mailto:info@romebusinessschool.it)

Tel.: +39 06 64783633

Fax: +39 06 96708812

## PROJECT ACCOUNTS

ITALY	INTERNATIONAL
Dr. Salvatore Antonio FIORELLI <a href="mailto:fiorelli@romebusinessschool.it">fiorelli@romebusinessschool.it</a>	Dr. Marco ROSCI <a href="mailto:rosci@romebusinessschool.it">rosci@romebusinessschool.it</a>
Dr. Ruben ABUHAZI <a href="mailto:abuhazi@romebusinessschool.it">abuhazi@romebusinessschool.it</a>	Dr. Irene MUTUMHA <a href="mailto:mutumha@romebusinessschool.it">mutumha@romebusinessschool.it</a>