

NIKKEI HALL - TOKYO  
NOVEMBER 18, 2020

2020

---

# FRENCH JAPANESE BUSINESS SUMMIT

GROWTH OPPORTUNITIES  
IN AFRICA



## FORWORD BY



Following the success of the first 2 editions of the French Japanese Business Summit organized in 2018 and 2019, the CCI France Japon is delighted to announce that the theme of the 2020 edition of the Business Summit will focus on Business Opportunities in Africa with a link on United Nations sustainable development goals (SDGs). It will once again feature prestigious guest speakers who will share their vision of growth opportunities in front of an audience of opinion leaders, journalists and officials. We look forward to seeing you on November 18, 2020 at the Nikkei Hall.

**ARTEL CAHIERRE**  
President, CCI France Japon

Since its foundation in 1918, the French Chamber has played a major role in the expansion of business relations between French and Japanese companies, and thus deeply contributed to strengthen the partnership between France and Japan, in Japan and around the world. The French Embassy in Japan is delighted to be involved in the 3<sup>rd</sup> edition of the Business Summit, that will focus this year on an important geography for both French and Japanese businesses: Africa, always keeping in mind sustainability issues.

**LAURENT PIC**  
French Ambassador to Japan



## OUR WARMEST THANKS GO TO

### PARTNERS

**Keidanren**  
Policy & Action



## ABOUT THE BUSINESS SUMMIT

Organized by the French Chamber of Commerce in Japan under the patronage of the French Ambassador to Japan, the 3<sup>rd</sup> edition of the Business Summit "Growth Opportunities in Africa" will help attendees spotlight opportunities for business in Africa and define strategies to succeed in the world's next big growth market.

Through plenary sessions and workshops, government officials, business and opinion leaders as well as researchers will give their insights on strategic trends in Africa by presenting key drivers, risks, dynamics at play and opportunities for strategic efficiency.

We aim for this summit to promote the strength and know-how of French and Japanese companies operating on this geography -or willing to operate-, reinforce cooperation and develop business and strategic contacts.

## BENEFITS OF ATTENDING

### NETWORK

with over 500 leaders, journalists, researchers, policymakers...

### HEAR

from expert speakers with in-depth knowledge about business in Africa

### LEARN

priorities for Africa for 2020 and beyond

### DISCOVER

huge potential often hidden throughout the African continent



## KEY FACTS AND FIGURES

### TOKYO

November 18, 2020  
at the NIKKEI Hall

### OVER 20

prestigious speakers

### 500+

expected attendees

## CONNECT WITH

## SUSTAINABLE DEVELOPMENT GOALS



# PROGRAM

---

REGISTRATION & NETWORKING BREAKFAST

OPENING CEREMONY

INTRODUCING AFRICA – GLOBAL OVERVIEW

FOCUS ON GEOGRAPHIES – POTENTIAL AREAS OF GROWTH

INVESTING IN AFRICA – REAL MONEY FOR REAL NEEDS

FOCUS ON MARKETS – A RISING MIDDLE CLASS?

ILLUSTRATION BY SUBSECTORS – TRENDS AND OPPORTUNITIES

LEAPFROGGING TECHNOLOGIES AND INNOVATION IN AFRICA –  
THE FUTURE IS NOW!

AFRICA ENERGY OUTLOOK – MEETING RAPID ECONOMIC  
AND POPULATION GROWTH IN AFRICA

CONTACTS  
CCI FRANCE JAPON

---

AGNÈS SALFRAY  
+81.(0)3.4500.6533  
a.salfray@ccifj.or.jp



MARIE OZAKI  
+81.(0)3.4500.6531  
m.ozaki@ccifj.or.jp