

EuroFinance⁷



The 7th annual conference on

Effective Finance & Treasury in Africa

3 March 2020 | Hilton Canary Wharf, London

Unlocking growth opportunities in Africa's dynamic markets

www.eurofinance.com/africa

The Economist Group

Official sponsors



Unlocking growth opportunities

Overview

If you are responsible for finance and treasury in Africa, this conference is for you.

Attended by a select group of high level finance and treasury executives, it will cover the most pressing issues with an interactive and dynamic format that combines open, case study presentations, benchmarking sessions and round tables focussed on different markets.

The conference will look at the latest and most innovative financial technologies to enhance efficiency and support business growth. The region's economic performance continues to improve and according to the African Development Bank, the continent is set to grow 4.1% in 2020. Join us at EuroFinance to hear how to seize the opportunities while you secure your business in this the volatile and risky environment.



Why attend?

- Hear corporate case studies from treasurers who have overcome the challenges you are currently facing
- Network with like-minded professionals – everyone you meet will be someone you can learn from
- Meet the key banks and solution providers operating in the region



Conference highlights

Plenary sessions

Hear from leading companies as they present how they align their treasury operations to Africa's business reality covering:

- Cash management
- Currency
- Interest rates and commodity risks
- Funding strategies both locally and abroad

Case studies

Hear corporate case studies from treasurers who have overcome the challenges you are currently facing.

Delve into the latest innovations they used and leave with actionable insights that can improve efficiency and support business growth.

Networking opportunities

Meet with high-level finance and treasury professionals specifically looking to grow in Africa and connect with key banks and solution providers operating in the region.

Everyone you meet will be someone you can learn from.

Roundtable discussions

Swap experiences with a group of peers! Learn how to deal with the changing regulatory frameworks that often restrict both the movement of cash and access to FX in some markets.

Region-based tables: Angola, Egypt, Ethiopia and Sudan, Maghreb, Mozambique, Nigeria, South Africa, West Central Africa, Zimbabwe

Topic-based tables: Tax Strategies in Africa, trade finance solutions, new technologies

“An essential event for any company that is in, or considering entry to Africa.”

Meet 180+ delegates from 20+ countries

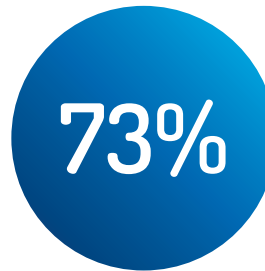
Attendees at last year's conference came from the following countries:

- Angola
- Austria
- Belgium
- Brazil
- Czech Republic
- Egypt
- France
- Germany
- Ireland
- Italy
- Kenya
- Morocco
- Netherlands
- Nigeria
- Norway
- Portugal
- Saudi Arabia
- Slovakia
- South Africa
- Switzerland
- Turkey
- UAE
- UK
- US

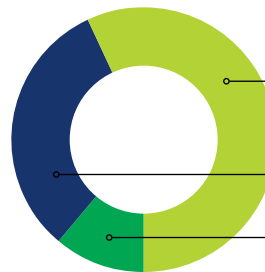
Corporate companies in attendance included:

- AT Kearney
- Anglo American
- Angola Cables
- Arysta Lifescience, now part of UPL
- Atlassian
- British American Tobacco
- Booking.com
- Borealis Group
- Cargill
- Cummins
- Decathlon
- Dell
- Dentsu Aegis
- Deutsche Lufthansa
- Disney
- DPDHL
- Dropbox
- Ebury
- Economist Intelligence Unit
- ED&F Man
- EM&I UK
- ENI
- Eni Trading & Shipping
- Equinor
- ExxonMobil
- Food and Agriculture Organization of the United Nations
- Facebook
- Friesland Campina
- G4S plc
- GE Capital
- General Electric
- Global Tea & Commodities
- Helios Towers
- Huawei
- IATA
- IHS Towers
- International Airlines Group
- Ingram Micro
- Intertek
- Islamic Relief Worldwide
- Kimberly-Clark Corporation
- LafargeHolcim
- Levi's
- Lime
- Liquid Telecom
- L'Oreal
- Mota-Engil Africa
- Mott MacDonald
- Northwest Petroleum and Gas Company Limited
- Naspers
- OCP Africa
- Orascom Construction Industries
- Oryx Energies
- Proef
- PwC
- PZ Cussons
- Rentokil
- Robert Bosch
- SAP
- Save the Children
- Seplat Petroleum
- Shell
- Siemens
- SNV Netherlands Development Organisation
- Sonangol
- TGS Nopec
- Total
- Tullow Oil
- Turkish Airlines
- Unilever
- WillisTowersWatson
- WorldRemit

Corporate seniority



of attendees were from the corporate sector (excluding exhibitors)



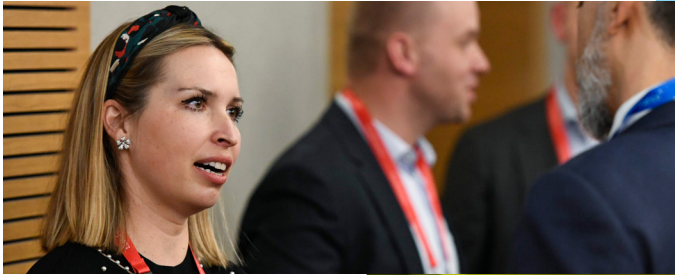
57% Treasurer/Director/Head/VP/MD/President/CEO/CFO/COO

32% Manager

11% Consultant/Analyst/Supervisor

"Interesting topics and participants, wider points of view for one subject, great networking with multi-cultural and different business oriented people. To be repeated!"

Gallery



Plenary sessions

8:00 Registration opens

9:00 **Chair's opening remarks**

Vanessa Manning, Independent Financial Services Consultant, UK

9:10 **Prospects for regional growth and finance**

An economic recovery in sub-Saharan Africa remains intact despite a string of setbacks over the past twelve months and great uncertainty over the short-term sustainability of international trade and investment flows. This session will explore the major drivers of growth and constraints across the region during 2020, highlight the likely hotspots of African trade and investment, and consider the merits of a country specific tailored approach to business planning. We will follow this by delving into the region's financial system to identify how sources of finance available to African ventures are evolving and how payment systems are adapting to better support inter-African and international trade and investment opportunities.

**Pat Thaker, Editorial Director, Middle East & Africa,
The Economist Intelligence Unit, UK**

10:00 **Exchange, repatriate and invest**

Trapped cash and devaluation are major concerns for treasurers in Africa. From regulation and complex documentation to lack of FX liquidity, hurdles abound. Additionally, cross border transaction fees can be high, conspiring against the projects' profitability. How much margin is reasonable to add? What signs should you be looking for to identify any potential future FX liquidity shortage? We talk about best practice managing liquidity, cross border as well as in-country, to ensure you convert your balances, mitigate devaluation risk and repatriate as much as possible. What is the best way to move cash in the most restrictive markets?

**Michele Maffei, Head of International Sales,
Global Markets, Standard Advisory London Limited, UK**

**Servaes Peeters, Head of Treasury, SW Europe
& NW America, Siemens Group, Portugal**

**Vasu Reddy, Treasury Leader – Sub Saharan Africa,
GE Capital, South Africa**

10:40 Refreshment break

11:10 **Effective FX hedging**

The risky and volatile African financial environment demands a solid risk management strategy. However, hedging alternatives are limited and expensive. There are talks of an African Currency Union but until that happens FX management will remain problematic. Lack of instruments, complex regulation and FX illiquidity can be a challenge. How does hedging compare in different countries? Is it possible to have the same strategy across Africa? We hear what solutions are available to protect your cash. Are cryptocurrencies an option?

Ibtihel Sadfi, Group Treasurer, Decathlon, France
**Sherif ElZeiny, MBA, NED, VP & Group CFO,
Elsewedy Electric, Egypt**

Plenary sessions

11:50 The big benchmarking session

What markets are companies looking to invest in? What are the main challenges? What are the key differentiators when choosing a bank? Are companies hedging locally or centrally? We poll the audience and compare results.

Vanessa Manning, Independent Financial Services Consultant, UK
Shafina Hamed, Banking Manager, EMEA & Americas, [IATA](#)

12:30 Lunch

13:30 Roundtable discussions

Attending participants can choose from up to ten different roundtables focusing on various markets. Two sets of 45 minute table discussions will be moderated by leading corporates and industry experts; at the end of both roundtable discussions, moderators will share key takeaways from their groups with the entire audience. Delegates can chose two tables and send questions in advance, to ensure their biggest concerns are addressed.

15:00 Refreshment break

15:40 Conference breaks into streams



Delegates will be able to take part in discussions on:

- **Angola**
Jason Marsden, Head of Sales: Europe, Transactional Products & Services, [Standard Bank Group](#), UK
- **Egypt**
Sherif EIZeiny, MBA, NED, VP & Group CFO, [Elsewedy Electric](#), Egypt
- **Ethiopia**
- **Maghreb**
Ibtihel Sadfi, Group Treasurer, [Decathlon](#), France
- **Mozambique**
Bernardo Aparício, Head of Corporate & Investment Banking, [Absa Bank](#), Mozambique
- **Nigeria**
- **South Africa**
Rahul Daswani, Group Finance Manager, International Financing Solutions, Strategy & Solutions, Global Financial Services, [Microsoft Corporation](#), UAE
- **West Central Africa**
Razia Khan, Chief Economist, Africa & Middle East, [Standard Chartered](#), UK
- **Zimbabwe**
Shafina Hamed, Banking Manager, EMEA & Americas, [IATA](#)

Stream 1

The latest trends

Chair: Shafina Hamed, Banking Manager, EMEA & Americas, [IATA](#)

15:40 **The African Continental Free Trade Area opportunity: countdown to lift off**

The agreement that came into force in April 2019 will bring together the 55 member states of the African Union, creating one of the world's largest free trade areas. Initially tariffs from 90% of goods will be removed, allowing free access to commodities, goods, and services across the continent. For companies this means access to a market of more than 1.2 billion people with a combined gross domestic product (GDP) of more than US\$3.4 trillion. The boost to African intra-trade will be substantial over the next few years. The session will provide a brief overview of the AfCTA, its potential impact, the economic and financing opportunities and challenges for organisations doing business in Africa.

David Ofori-Dorte, Senior Partner, [AB & David Africa](#), Ghana
André Dias, CFO, [JAP International / JAP Africa](#), Portugal
Bohani Hlungwane, Regional Head of Trade & Working Capital, Africa Regional Operations, [Absa Group](#), South Africa

16:20 **Next generation banks: can your partners deliver?**

Having multiple bank accounts in Africa is not unusual. Often core banks do not have the presence, the infrastructure or the wallet. This fragmented offer means that regional relationship managers are rare, cross border payment fees can be high, manual operations abound and documentation is cumbersome. This challenges corporates' efficiency and compliance targets. What are the top priorities for treasuries and what are banks doing to address them? We have compared Request for Proposals (RFPs) and share the common themes. What is the reality of regional e-banking? If payments are commoditised, what will be the differentiating factors among banks? What are the best funding solutions? Join this session and have your say too, we poll the audience to compare results.

Rahul Daswani, Group Finance Manager, International Financing Solutions, Strategy & Solutions, Global Financial Services, [Microsoft Corporation](#), UAE
Manish Joshi, Director, Cash & Banking, Middle East, Turkey & Africa, [GE Capital](#), UAE

17:00 Conference adjourns to the networking reception

Stream 2

The regional perspective

Chair: Vanessa Manning, Independent Financial Services Consultant, UK

15:40 **Optimising treasury to succeed in high growth markets**

Having cash visibility, control and the agility to react to a rapidly changing environment is key to managing treasury in Africa. To achieve this, companies need to have the right technologies as well as being able to centralise funding, hedging and bank relationships in one location. This can involve setting up cash pools in different currencies, aligning local and international banking partners on the same guarantee structure and getting approval from the Central Banks to act as a facilitator of funding flows to the off shore entities. We hear the experience of two companies and lessons learnt.

Anneli Walltott, Deputy Group Treasurer, Head of Cash Flow Management, [Sandvik](#), Sweden

Natalia Martynova, Senior Treasury Manager for Americas & Sub-Saharan Africa, [BAT](#), UK
Marion Reuter, MD, Regional Head of Transaction Banking Sales Europe, [Standard Chartered](#), UK

16:20 **Accelerating the move from cash to digital**

Although a totally cashless Africa is hard to imagine in the short term, new technology, innovative business practices and the need to support further financial inclusion are driving a shift away from cash to digital alternatives. In the past, this has been only through mobile money but increasingly there are real-time alternatives in a growing number of countries. Where this is not available, there have been successful experiences using wallets to provide the same benefits. Providers are moving towards a 'payments as a platform' model, connecting consumers and businesses with third party services. Reforms in countries like Nigeria, Egypt and Ethiopia could lead to a massive increase in the number of alternative payment methods. Could we replicate successes from Asia into the African de-cashing agenda? In this session we hear about the latest developments, the outlook for the future and how treasuries will benefit.

Roz Clark, Group Head of Sales, [DPO Group](#), Kenya
Devyani Parameshwar, Head of Commercial M-Pesa Africa, [Vodafone](#), UK

17:00 Conference adjourns to the networking reception

Official sponsors



Today Africa is undergoing an unprecedented transformation by modernizing her economies and infrastructure through uses of technology not found anywhere else in the world. Africa is at a moment of change, and after 50 years on the continent, Citi is still at the centre of this change providing our clients the leadership, guidance and products required to navigate Africa's various markets. With on-the-ground presence in 15 African countries, Citi Treasury and Trade Solutions not only has local country expertise, but brings global scale to our clients looking to enter, expand and re-strategize across the continent.

Geoffrey Gursel

Sub-Saharan Africa Sales Head & Zambia Country Head, Treasury & Trade Solutions
geoffrey.gursel@citi.com

Peter Crawley

Citi Country Officer for South Africa & Sub-Saharan Africa Head, Treasury & Trade Solutions
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Jason Marsden

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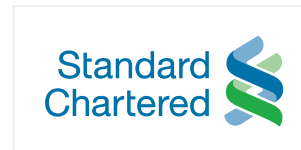
Absa Group offers an integrated set of products and services across personal and business banking, corporate and investment banking, wealth and investment management and insurance.

Absa Group has a presence in 12 countries in Africa, with approximately 42,000 employees.

The Group's registered head office is in Johannesburg, South Africa, and it owns majority stakes in banks in Botswana, Ghana, Kenya, Mauritius, Mozambique, Seychelles, South Africa (Absa Bank), Tanzania (Barclays Bank Tanzania and National Bank of Commerce), Uganda and Zambia. The Group also has representative offices in Namibia, Nigeria, London and New York as well as insurance operations in Botswana, Kenya, Mozambique, South Africa, Tanzania and Zambia.

www.absa.africa

Exhibitors



Sponsorship and exhibitor opportunities

For all enquiries and information, please contact Paul Shapiro, Commercial Director

paulshapiro@eurofinance.com

Key information

How to register

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www.eurofinance.com/africa

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Financial institutions / system suppliers / consultants / lawyers / accountants	£755

Please add 20% UK VAT to the prices above. VAT must be paid irrespective of the delegate's country of residence.

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The conference venue

Hilton London Canary Wharf
Marsh Wall South Quay Square,
London E14 9SH, UK



Accommodation

We advise that you arrange your accommodation as soon as possible.

IMPORTANT:

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[+1 \(212\) 641 9837](tel:+12126419837) (US)

registrations@eurofinance.com

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