

AFRICA SINGAPORE BUSINESS FORUM

14 – 15 July 2010



Promoting trade and investment
between Africa and Singapore

The inaugural Africa Singapore Business Forum (ASBF) is a premier conference and networking platform for the business community, where decision makers and entrepreneurs gather to explore business opportunities and collaborations.

With the aim of fostering stronger trade and investment linkages between Africa and Singapore, ASBF 2010 provides an excellent platform for government officials, business and thought leaders to share their views about opportunities and challenges in Africa, network with Singapore business leaders, and discover how the Singapore experience may be tapped for Africa's development.

We believe that you may find this event of interest to your government departments, business chambers, trade associations and private sector companies.

Jointly organised by International Enterprise (IE) Singapore and Singapore Business Federation (SBF), we warmly invite you to participate in ASBF 2010 to:

- Share your country's development opportunities in housing, infrastructure, utilities, transport, education and healthcare amongst others during sector-focused breakout sessions, so as to attract investment and expertise from Singapore and the rest of Asia.
- Learn more about Singapore's proven solutions in urban planning, industrial development, information communications, water technology, and transportation through site visits.
- Meet with Singapore business leaders from a broad spectrum of sectors.
- Explore partnership opportunities with Singapore companies in trade activities between your country and Asia.

An engaging programme has been planned comprising panel discussions on the business and investment climate in Africa, and how Singapore can be the gateway to Africa-Asia business. This will be followed by sector-focused breakout sessions.

Delegates can also go on site visits hosted by key Singapore agencies and companies showcasing world-leading capabilities in infrastructure, water management, transport, information communications, education and healthcare.

To register your interest and for further enquiries, please contact:

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enquiries@africasingaporebiz.com (email)
+65 6471 2431 (tel)

Or visit our website
www.africasingaporebiz.com

We look forward to welcoming you at **ASBF 2010** in July.

Time	Event	Time	Event
DAY ONE – 14 July (Wednesday)			
0830	Registration	1430 – 1700	Breakout sessions (parallel tracks) – Analysing growth sectors in Africa These sessions provide a platform for African country representatives to share with Singapore businesses and investors potential business opportunities in the areas of Infrastructure Development, Human Development and Trade. Singapore companies will be able to find out about possible areas for collaboration or investment in African markets.
0900	Welcome Remarks by IE Singapore		
0905	Opening Address by Guest of Honour Minister of State Lee Yi Shyan Ministry of Trade & Industry and Manpower		
0910	MOU Signing Ceremony		
0930	Keynote Address: Africa – Fulfilling the promise of development Dr Mo Ibrahim, Chairman, Mo Ibrahim Foundation Studies and reports are awash with the development potential and optimistic growth trajectory of Africa. What do African states need to do in order to set themselves on a path of sustainable growth? And what solutions and ideas can nations like Singapore offer?		Infrastructure Development: Development opportunities relating to water & sanitation, power, transport, housing and industrial needs Human Development: Development opportunities relating to healthcare and education Trade: The “how to” & “dos and don’ts” of trading with Africa, and how Singapore companies can play a role in Africa-Asia trade
1000	Presentation: Exploring the final frontier – One continent and many markets Africa is a rapidly growing continent boosted by trade and investment, with a population exceeding 1 billion across fifty three countries. This session outlines the key developments in different markets and provides an overview assessment of the African landscape.	1530 – 1700	Business Matching A business matching session will take place concurrently. Participants will be pre-matched to meet relevant Singapore or African counterparts. Matching is carried out based on information provided during registration.
1030	Tea Break	1700	Closing Remarks and Networking Cocktail
1100	Theme 1: Doing business in Africa – Mitigating risks and navigating the business environment Moderator: Mr Paolo Gomes, President, Constelor Group Panelists: Mr Ebenezer Essoka, CEO, Standard Chartered Bank Mr Teo Siong Seng, Managing Director, Pacific International Lines Ms Christina Tan, Managing Director, GMT Trading Representative from African Development Bank / World Bank This segment gives a broad overview of the foreign investment climate in Africa and some key considerations for Singapore companies to note to navigate successfully in the African business environment.	DAY TWO – 15 July (Thursday)	
1200	Theme 2: Singapore – Your link to Africa-Asia business Moderator: Mr Kishore Mahbubani, Dean, Lee Kuan Yew School of Public Policy Panelists: Mr Sunny Verghese, Group MD, Olam International Mr Anver Versi, Editor, African Business Mr Aliko Dangote, CEO, Dangote Group Mr Amadou Diallo, CEO, DHL (South Asia Pacific) Expert on Africa-China / Africa-Japan business With growing political and economic relations between Africa and Asia, there is also increasing commercial interest in Africa from companies in countries such as China, Japan and India. How can Singapore play a role in this ever-increasing interaction between Africa and Asia? Hear from a panel of business and thought leaders on their views.	0830 – 1230	Sharing the Singapore Experience This half-day tour of Singapore will allow foreign delegates to gain a better understanding of Singapore’s various sectoral strengths. Comprising site visits and presentations, delegates can choose to attend one of six visit programmes: Infrastructure • Meeting with Singapore’s Urban Redevelopment Authority and Visit to the Singapore City Gallery • Visit to JTC Summit and International Business Park Water • Briefing by Public Utilities Board and Visit to NEWater Visitor Centre • Visit to Sustainable Singapore Gallery and Marina Barrage Transport • Visit to Changi Airport • Visit to Land Transport Gallery Information Communications and Technology • Visit to ST Electronics and Showcase of ST’s systems • Visit to SingTel Business Solution Centre Education • Visit to Institute of Technical Education • Visit to Informatics Campus Healthcare • Visit to Health Management International • Visit to a Singapore public hospital
1300	Lunch		

Programme subject to change without prior notice.

About Singapore

A vibrant, dynamic city state with one of the highest standards of living in the world, Singapore is a key regional trading centre, the world's busiest port, and a top location for investments in the Asia Pacific.

The unique advantages of strategic location, stable government, competitive workforce, forward-looking economic policies and a pro-business environment have enabled Singapore to be the world's gateway to Asia. Singapore's international trade connections, financial expertise, worldwide sea and air links, modern port and airport facilities, sophisticated telecommunications network, and comprehensive land transport system, are just some of the factors that have contributed to the Republic's success.

With its long trading tradition, the Republic has accumulated extensive experience and expertise in global markets and trading connections. Singapore is not only a convenient link between East and West, but also offers easy access to Asia Pacific's dynamic market of 2.8 billion people.

For more information on Singapore, please visit:

www.sg	Singapore Infomap – Your first stop portal to Singapore
www.gov.sg	Singapore Government information
www.business.gov.sg	Information on doing business in Singapore
www.visitsingapore.com	Tourist information on Singapore

ORGANISERS

International Enterprise Singapore

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economy.

Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our 3C framework of assistance – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets.

At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

www.iesingapore.com

Singapore Business Federation

The Singapore Business Federation (SBF) is the apex business chamber that champions the interests of the Singapore business community in trade, investment and industrial relations. It represents more than 15,000 companies as well as the local and foreign business chambers and key national and industry associations from business sectors that contribute significantly to the Singapore economy.

Nationally, SBF acts as the bridge between the government and businesses in Singapore to create and enhance a pro-business environment. Internationally, SBF represents the business community in bilateral, regional, multilateral fora for the purpose of promoting trade expansion and business networking.

www.sbf.org.sg

GOLD SPONSOR



REGISTRATION FORM

YES! Please register me for: **Africa Singapore Business Forum 2010, 14 – 15 July 2010**

Early Bird Special **S\$245 (approx US\$175) per delegate**
(applicable for registration received before 15 June 2010)

Normal fee **S\$350 (approx US\$250) per delegate**

Closing date for registration: **30 June 2010, Wednesday**

- Fee includes conference pass and lunch. • Travel and accommodation costs are not included in the conference fee.
- US Dollars prices are indicative only. All charges will be made in Singapore Dollars (S\$).

To Register

- On-line
www.africasingaporebiz.com
- Fax your completed form to
+ 65 6471 1278

Acknowledgement of registration will be via email

Salutation Mr Mrs Mdm Ms Dr Prof

Surname First and Middle Name

Name to appear on Badge

Job Title / Designation

Company / Organisation Name

Industry / Nature of Business

Address

City / Town Province / State Postal / Zip Code

Country

Office Mobile Fax

Email

Special dietary requests Vegetarian Others (please specify)

Contact Person (if different from above)

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Tel Fax Email

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By credit card

AMEX Diners MasterCard VISA

Cardholder's name

Card number

Expiry date (mm/yy)

By cheque (Singapore cheques only)

Please send a crossed cheque made payable to 'International Enterprise Singapore' and mail to Tricom Events Pte Ltd, ASBF Secretariat, 305 Alexandra Road, #04-03, Vantage Automotive Centre, Singapore 159942. Please indicate your name, company name, contact details and state ASBF2010 on the reverse of your cheque.

TERMS AND CONDITIONS

- All prices are inclusive of prevailing goods & services tax (GST).
- All fees must be made prior to event.
- A written confirmation of successful registration will be sent to participant within two weeks of receipt of payment.
- Withdrawals received in writing before 30 June 2010 are entitled to refund. A standard 25% administration fee will be imposed for each refund and the final refund amount paid to the participant shall be net of this administration fee.
- For withdrawals received on / after 30 June 2010, we regret that no refunds can be made.
- There will be no refund for "NO SHOWS"
- Substitution is permitted within the same company, but notice of this must be received in writing prior to the event.
- Programme is correct at time of printing but is subject to change without notice.
- The organiser reserves the right to refuse entry if payment is not received prior to the event.
- All forms of booking are subject to these terms and conditions.



This brochure is printed using soy ink on recycled paper.

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Promoting
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