

*Co-organized*

*By:*



## **Shanghai 2017**

*Presented by:*

**Reliconn (Shanghai) Ltd**

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## *2<sup>nd</sup> China-Africa SMEs Convention*

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### **EVENT SUMMARY**

<b>Name of the event</b>	2 <sup>nd</sup> China-Africa SMEs Convention
<b>Leading Organizations</b>	Relicomm (Shanghai) Ltd Shanghai Foreign Investment Development Board (Invest Shanghai)
<b>Event Location</b>	Shanghai, People's Republic of China
<b>Purpose of the event</b>	To help African SMEs benefit from Technology transfer, learn from the experience of their Chinese counterparts, and find opportunities for investment from Chinese and African investors.
<b>Primary Beneficiaries</b>	African SMEs, Chinese SMEs, African and Asian investors
<b>Number of participants</b>	1,000 companies
<b>Hosts and Supporting Organizations</b>	African Union, Shanghai City Government (through InvestShanghai), Ghana Embassy in China, Ethiopia Consulate in Shanghai.
<b>Holding Date</b>	April 10 <sup>th</sup> -13 <sup>th</sup> , 2017
<b>Sponsors</b>	Chinese and African companies and organizations who are interested in advertising their products/services/brands.
<b>Main benefits of the event</b>	<ol style="list-style-type: none"><li>1. SMEs will meet up to 20 potential business partners</li><li>2. African SMEs will learn from the experience of Chinese SMEs and benefit from technology transfer.</li><li>3. Chinese SMEs will enlarge their business networks and increase trade and investment with Africa.</li><li>4. African SMEs will meet potential investors.</li></ol>

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### **Introduction**

After successfully organizing The 1<sup>st</sup> China-Africa SMEs Convention in Shanghai in June 2016, that gathered about 500 Chinese and African Companies, we are holding the 2<sup>nd</sup> Convention in April, 2017 again with the purpose of helping Africa build a solid SMEs sector. Like the first convention, this second convention will help African SMEs trade and partner with Chinese SMEs, learn from the experience of Chinese SMEs and find opportunities for investment from African and Chinese investors. The second Convention will be held from April 10<sup>th</sup> -13<sup>th</sup> , 2017 in Shanghai, China.



**Group photo** during The 1<sup>st</sup> China-Africa SMEs Convention 2016, *Source: Reliconn*

During the event, African and Chinese SMEs will meet face-to-face to establish long term trade and business relationships which will lead to technology transfer. African SMEs will also learn from the experience of Chinese SMEs through company visits and sharing of experience. A similar image of how the face-to-face meeting will look like between Chinese and African SMEs is on the next page:

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*Source: Reliconn, June 2016*

There will also be training sessions from remarkable Chinese professors and business leaders for African SMEs to learn about the available Chinese manufacturing technologies and about how China grew economically. Finally, during the Convention, investors from China and Africa will meet with African SMEs individually to talk about the possibilities for investment and how to grab them.

### **Introduction to the organizers**

#### **About Reliconn**

**Reliconn** [legally known as Reliconn (Shanghai) Ltd] aims at helping Africa grows a solid SMEs sector. Like any other region, Africa needs a solid SMEs sector to create jobs and sustain economic development. Unfortunately, the SMEs sector in Africa lacks the tools and technology to play this role for Africa's economy. That's why we've created a platform for African SMEs to trade, partner, and learn from their Asian counterparts to become the engine of Africa's economy.



Mr.Cebastien Tankoano, Founder of Reliconn, met with **Mr.Kofi Annan** during [The CHINA'S SMEs GLOBAL DEVELOPMENT FORUM 2015](#) in Ningbo, China

### How Reliconn works?

We organize business matchmaking Conventions for potential partners to meet face-to-face and establish long term business relationships. The Conventions include one-on-one meetings, sharing of experience sessions through company visits, training and learning sessions, and investments talks and conferences. We are also working on launching an online platform to help African and Asian SMEs match on a daily basis. The online platform will also help African SMEs match with investors, find trainers, and other partners for their growth.

### Portrait

## Cebastien Tankoano rapproche la Chine de l'Afrique

Le PDG de Reliconn, jeune start-up, est l'initiateur d'une conférence Afrique-Chine, qui s'est tenue du 07 au 10 Juin 2016 à Shanghai. L'occasion de lancer officiellement cette entreprise, mais aussi, bien sûr, de nouer des liens entre les PME africaines et celles de l'empire du Milieu.

Fleur-Jennifer Ntoko Moussio le 29 Juin 2016



Mr. Cebastien Tankoano, Founder of Reliconn, covered by [Forbes Afrique](#) (French Edition)

### About Invest Shanghai

Shanghai Foreign Investment Development Board (hereinafter referred to as “[INVEST SHANGHAI](#)”) is a governmental agency providing various public investment services including consultation, liaison and visiting. With the major function of two-way investment promotion, INVEST SHANGHAI is dedicated to facilitate foreign investment in Shanghai as well as helping Shanghai enterprises with their overseas investment. By promoting the two-way investment, INVEST SHANGHAI expands employment to a large extent both home and abroad and has set up a number of overseas offices in the US, Japan, UK, Germany, Sweden. Nowadays, INVEST SHANGHAI is regarded as a platform for foreign enterprises to invest in Shanghai, a bridge for Shanghai companies to go global and a strong employment

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promoter.

### **Benefits of the event for SMEs**

Meet up to 20 potential business partners and be able to access the database of all participants starting from the first day of the event.

Establish long term business relationships with your partners

Enlarge your business network in Africa and in China

Learn from the experience of Chinese SMEs as an African SME and benefit from technology transfer

Find potential investors as an African SME and get inspired by Chinese trainers

Get a regular and continuous assistance from Reliconn anytime after the event in your business relationships with your partners.

### **How it'll be like**

The one-on-one meetings will be like in the image below and are scheduled to be held in the afternoons of the second and third days of the event:



Source: Reliconn, June 2016

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During the one-on-one meetings, you can meet with buyers, suppliers, investors, distributors, and other long term partners.

A welcome cocktail will be held on the evening of the first day of the event. And an opening ceremony will be held on the second day of the event. During the opening ceremony, government leaders from China and Africa will join us to encourage the SMEs in their efforts to cooperate. The opening ceremony will look like in the image below:



Source: Reliconn, June 2016

Training sessions and presentations from leading financial organizations will be held in the morning of the third day of the event. The fourth day of the event will be marked by company visits, sharing of experience, and city tour in Shanghai. During that day, African SMEs will visit the physical operations of Chinese companies and have conversations and discussions with these Chinese companies' leaders to have a better understanding of how their companies operate. The aim of the company visits is to help African SMEs get inspired and learn from the experience of Chinese SMEs. A similar company's visit image is as follows:



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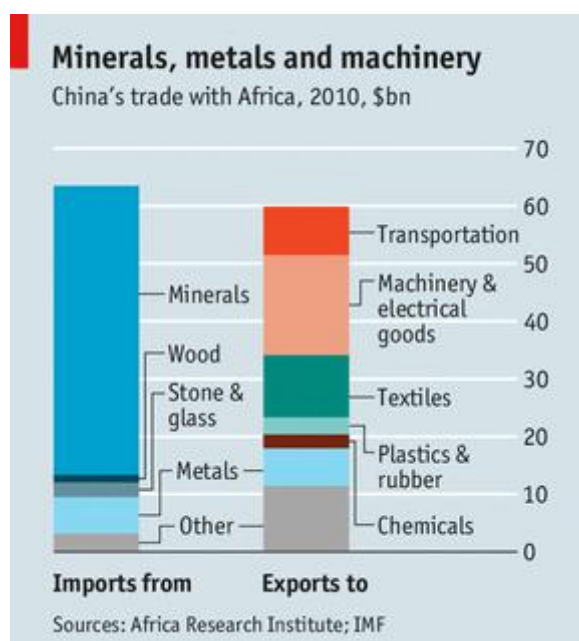
Source: Reliconn, June 2016

### Context of the project

Although it's facing many challenges, Sub-Saharan Africa is expected to grow at a rate of 4.5% in 2015 and 5% in 2016 (Africa Economic Outlook, May 2015). Africa's economic growth is driven by investment and trade in natural resources, investment in infrastructure, and a strong household spending according to the World's Bank new *Africa's Pulse*. Foreign investment and trade with Africa is done with divers partners among which China is its largest trade partner. China becomes Africa's largest trade partner in 2009 (OECD, 2011) and bilateral trade between China and Africa reached US\$210 billion in 2013 (AfDB, 2013). Goods that are traded between China and Africa according to The Economist in its March 23<sup>rd</sup> 2013 article titled "More than minerals", include Oil and non-oil mineral (about 80% of Africa's exports to China) and machinery (about 29% of China's exports to Africa). See chart below:

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Chart 1: China and Africa's trade structure



(Source: The Economist, 2013)

Other reports mentioned that China's imports from Africa are dominated by minerals and agricultural products, and that Africa's imports from China are dominated by machinery, food products, and manufactured products. Given that trade between China and Africa has been growing exponentially and that Africa's economy has been growing steadily during the last decade as, creating an environment for African and Chinese SMEs to cooperate will help African SMEs get the tools they need to create job and sustain economic development in Africa.

## The Venue of the event

The event will be held at [Shanghai Expo Center](#).

The address is: **1500 Shibo Avenue, Shanghai, China**

The Telephone number of the venue is: **+86-21-20206060**

## **Hotels location**

We are partnering with the following hotels for the participants to stay at:

### **A. Hotel Equatorial Shanghai**

**Address:** No. 65 Yanan Road West, Shanghai, China

**Telephone:** +86 21 6248 1688

**Website:** <https://shanghai.equatorial.com/>

### **B. Brightel All Suites Shanghai**

**Address:** No 288 North Shaanxi Road, Shanghai, China

**Telephone:** +86-21-60328888

**Website:** <http://www.brightelallsuites.com/en/>

### **C. Ambassador Hotel**

**Address:** No. 818 Wanhangu Road, Shanghai, China

**Telephone:** +86-20-62619048

**Website:** <http://www.shanghaiambassadorhotel.com/index.htm>

## **Transportation**

The transportation from the airport to the hotels is handled by Reliconn. During the event, we take in charge the transportation from the hotels to the exhibition center and vice-versa. The transportation for company visits and official sightseeing is handled by us as well.

## **Schedule of the event**

This event will be held over 4 days from April 10th – 13th, 2017. The arrival day of the participants is on April 10th, 2017. Details are below:

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**A. April 10th, 2017:** Arrival of the participants, occupation of hotels, and welcome cocktail.

**B. April 11th, 2017:** Opening ceremony, B2B matchmaking with potential partners and investors.

**C. April 12th, 2017:** Presentation from investors and financial institutions, B2B matchmaking with potential partners and investors, promotion of African countries.

**D. April 13th, 2017:** Company visits, sharing of experience, and city tour in Shanghai.

**E. April 14th, 2017:** Shopping and farewell

### **REMARK:**

The largest trade fair in China called Canton Fair (<http://www.cantonfair.org.cn/en/>), will be held starting from April 15th, 2017. Participants who are interested can visit that fair after our convention.

### **Sponsors and partners**

