

# *4<sup>th</sup> China-Africa SMEs Convention*

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*Co-organized*

*by:*



## Shanghai 2018

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### **EVENT SUMMARY**

<b>Name of the event</b>	4 <sup>th</sup> China-Africa SMEs Convention
<b>Leading Organizations</b>	Reliconn (Shanghai) Ltd & Global Alliance of SMEs
<b>Event Location</b>	Shanghai, 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>	700 companies
<b>Holding Date</b>	May 27 <sup>th</sup> – 31 <sup>st</sup> , 2018
<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

The purpose of the 4<sup>th</sup> China-Africa SMEs Convention is to 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 event will be held from May 27<sup>th</sup> - 31<sup>st</sup>, 2018 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 one-on-one 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 individual factory visits. A similar image of how the one-on-one meetings will look like between Chinese and African SMEs is on the next page:

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*Source: Reliconn, June 2016*

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 factory visits, training and learning sessions, and meeting with investors. Reliconn also helps African companies finding business partners and investors on a daily basis using our current database and relationships.

### **About Global Alliance of SMEs**

The Global Alliance of SMEs (GASME) is a non-profit multinational NGO approved by the US government, and was founded by the US-China Exchange Association (USCEA) together with more than one hundred prominent business organizations from the G20 countries in 2009. GASME has set up three regional offices in New Jersey USA, Shanghai China, and Hamburg Germany, respectively.

GASME is connected with key public, business and academic leaders around the world, including Presidents Barack Obama, Bill Clinton and George Bush, Former Presidents of the United States of America, Kofi Annan, Former Secretary-General of

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the United Nations, Christian Wulff, Former President of Germany, David Cameron and Gordon Brown, Former Prime Ministers of the United Kingdom, Jean-Pierre Raffarin, Former Prime Minister of France, Lee Myung-bak, Former President of the Republic of Korea.

With the mission to build a global SME collaboration platform for a greater future, GASME has become the leader in the exchange and cooperation among global SMEs. On November 22nd, 2012, GASME was granted the Consultative Status with United Nations Industrial Development Organization (UNIDO). And it actively promotes bilateral and multilateral cooperation among SMEs worldwide. Currently, “SME Global EZPath Program”, “1000 China-EU SMEs Partnership Program”, and “1000 China-Africa SMEs Partnership Program” are being implemented.

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

- 1) Meet up to 15 potential business partners and be able to access the database of all participants starting from the first day of the event.
- 2) Establish long term business relationships
- 3) Enlarge your business network in Africa and in China
- 4) Learn from the experience of Chinese SMEs as an African SME and benefit from technology transfer
- 5) Find potential investors as an African SME
- 6) Get a regular and continuous assistance from Reliconn anytime after the event in your business relationships with your partners.

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

The one-on-one meetings will be like in the image below and are scheduled to be held on the 27<sup>th</sup> and on 30<sup>th</sup>.



Source: Reliconn, June 2016

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

During the second day of the event (28<sup>th</sup>), African SMEs will individually visit the physical operations of Chinese factories and have conversations and discussions with these Chinese companies' leaders to have a better understanding of how their companies operate and how to partner with them.

The third day of the event (29<sup>th</sup>) is a free activities day. You may choose to continue discussing with the Chinese companies at the hotel or visit more factories or join us for visiting Shanghai Free Trade Zone.

## **The Venue**

The event will be held at **Shanghai Everbright Convention and Exhibition Center**

**Website:** <http://www.secec.com/en/index.php>

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The participants will be hosted at **Ramada Plaza (Shanghai Caohejing)**

**Website:** <http://www.ramadacaohejing.com/index.html>

### **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 factory visits and official sightseeing is handled by us as well.

### **Schedule**

This event will be held over 5 days from May 27<sup>th</sup> to May 31<sup>st</sup>, 2018. The arrival day of the participants is on May 26<sup>th</sup>. Details tbelow:

- **May 26<sup>th</sup> 2018**

**08: 00-18: 00:** Arrival of the participants in Shanghai, airport pick-up, occupation of hotels

**18: 00-21: 00:** Welcome diner and presentation to the participants on how the event will be held

- **May 27<sup>th</sup> 2018**

**Morning:**

**08: 00-09: 00:** Gathering for the event in the venue

**09: 00-09: 05:** Welcome remarks to the African and Chinese

**09: 05-12: 05:** One-on-one matchmaking with potential partners and investors

**12: 05-13: 00:** Lunch



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### Afternoon:

**13: 00-18: 00:** One-on-one matchmaking with potential partners and investors

**18: 00-19: 00:** Diner

### • May 28<sup>th</sup> 2018

### Morning:

**09: 00-12: 00:** Individual factory or company visits

**12: 00-13: 00:** Lunch

### Afternoon:

**13: 00-18: 00:** Individual factory or company visits

**18: 00-19: 00:** Diner

### • May 29<sup>th</sup> 2018

### Morning:

**09: 00-12:00:** Free activities (individual factory or company visits, discussing with Chinese companies at your hotel, visiting Shanghai Free Trade Zone).

**12: 00-13: 00:** Lunch

### Afternoon:

**13: 00-18: 00:** Free activities (individual factory or company visits, discussing with Chinese companies at your hotel, visiting Shanghai Free Trade Zone).

**18: 00-19: 00:** Diner

**19: 00-22: 00:** Departure from Shanghai to Ningbo city.

### • May 30<sup>th</sup> 2018

### Morning:

**08: 00-09: 00:** Gathering for the event in the venue

**09: 00-09: 05:** Welcome remarks to the African and Chinese

**09: 05-12: 05:** One-on-one matchmaking with potential partners and investors

**12: 05-13: 00:** Lunch

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### Afternoon:

13: 00-16: 00: One-on-one matchmaking with potential partners and investors

16: 00-17: 00: Diner

17: 00-20:00: Departure for Shanghai

### • May 31<sup>st</sup> 2018

Tourism or shopping in Shanghai or plan a longer stay in China to go to other cities under our help or departure for your country.

### Partners



WELCOME TO ATTEND!!!