

Jean-Louis Ekra, President of Afreximbank, to showcase bank's expertise in African trade at AFIF2013

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Leading African bank with 20 years of regional trade experience to provide insight into past, present and future trade issues in Sub-Saharan Africa



Jean-Louis Ekra, president of Afreximbank (the African Export-Import Bank) will spotlight the trade opportunities within and beyond Africa at this year's Africa Finance & Investment Forum which focuses on *"Trade for Growth and Development"*, held from **13-14 June 2013 in Geneva, Switzerland**.



The bank is the continent's leading trade finance bank and it has worked extensively since it was established 20 years ago to provide services ranging from direct credit to eligible African exporters by providing pre- and post-shipment finance to the promoting and financing of South-South trade and intercontinental trade.

"Afreximbank's presence at this year's forum is essential to understand the current and future trading policies and issues with and within Africa. Trade is a key component of growth throughout Africa, and AFIF2013 will pinpoint the necessary measures and visions to increase trade on a regional and global scale," explains Idit Miller, EMRC Vice President

and Managing Director.

In addition to Afreximbank's attendance, former **African Development Bank President, Dr Babacar Ndiaye**, will chair the forum and **IFC, World Bank** and **ITC - International Trade Centre (UN)** will be this year's knowledge partners. The Forum's focus on trade is in parallel with the international community's view that regional trade is indispensable for the long-term sustainable economic growth of Sub-Saharan Africa. Geneva, known as a world financial hub and home of several UN agencies, will provide the appropriate international back-drop for participants coming from across Africa, Europe, Asia and America.

Key stakeholders linked to African trade will also be present in Geneva, which will include government officials, experts, financiers, entrepreneurs and civil society, such as: **Africa Agriculture & Trade Investment Fund (AATIF) - ECOBANK - Economic Community of West African States (ECOWAS) - Netherlands Development Finance Company (FMO) - United Nations Conference for Trade & Development (UNCTAD) - AMSCO** and many others.

"Financial leaders working with Africa and international business groups will make this year's forum inter-active for participants. It will be two days of intense discussions parallel to establishing practical business solutions and possibilities," adds Miller.

With an expected **200 participants** attending, the Forum will also provide **business-to-business (B2B)** meetings which are tailor-made to ensure maximum business partnership success. Previous forums have seen over 1,000 of these meetings set up over a two-day period. In addition, the international media will spotlight the various speakers and interview a

select group of participants to highlight regional and local business ideas and trends.

A pre-forum training will be held, for the first time, from 11-12 June 2013, focusing on 'Creating and presenting a business plan to potential investors', followed by the two day forum. The training session is addressed to a limited group of participants with either ongoing businesses or well structured ideas wishing to find financing and other support for their projects. Training session will be delivered by ITC - International Trade Centre Experts.

Interested participants are urged to contact EMRC International and book a place for AFIF2013. Please contact info@emrc.be.

For more information about sponsorship and speaking opportunities, please contact **Inês Bastos** at ib@emrc.be or visit www.emrc.be.

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