



2021PORTUGAL.EU
Portuguese Presidency
of the Council of the European Union



EABF
EU-AFRICA
BUSINESS FORUM



Partner's meeting

30 March 2021





Agenda

- Update on partners (Cyril Sayag)
- High level event update (Efrem Garlando)
- Outreach material, social media & further communication (Cambre)
- Registration platforms (Downtown Europe)
- Swapcard and booth set-up (Downtown Europe)
- Side events (Cyril Sayag & Downtown Europe)
- Additional support (John Olympio and Amanda Sunassee)
- Q&A
- Wrap up



Timeline

16 April

EABF High level Green
Talk:

*Accelerating the
EU-Africa Partnership
for Green Energy
Transition in Africa*

20/21 April

Green Energy
Marketplace:

*Accelerating the
EU-Africa Partnership
for Green Energy
Transition in Africa*

23 April

High Level Green
Investment Forum
EU-Africa:

*Africa's Green Future,
new investment
pathways towards
sustainable, inclusive
development*





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Partners' update





Partners (logos received as of 30.3)





Event partners

- Own booth (please plan for a representative to be present for the duration of the marketplace)
- Members' booths (\cong 5 to 10)
- Side event on 20 or 21 April (\cong 1 hour)
- Logo & event visibility on the outreach material, high level event and digital marketplace
- Members' participation (\cong 50)
- Active networking
- Technical consultant support (Downtown Europe)
- Active participation to the **outreach** to your members and networks
- Support to your members for setting up their **booths** (with ad hoc support from our side)

No fees or charges for partners participation, booth, visibility on the platform, organisation of side event

No fees or charges for booths for exhibitors. However special requests such as a request for simultaneous translation to be provided for a side event may be charged at cost.





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High level event





Key note speakers





List of speakers (TBC)



Mr. Francesco La Camera
Director General
IRENA

Q - Five years after the 2030 Agenda and the Paris Agreement, what are the priorities where Africa and Europe can work together for advancing the green energy transition in the coming years? How are we ensuring that energy access, including clean cooking, in rural and remote areas is given prominence, and what are we doing to ensure women and youth involvement is integrated into this process?

Mr. Koen Doens
Director General
DG INTPA

Mr. Ibrahim Assane Mayaki
CEO
NEPAD

Assane Mayaki

Q - Covid-19 crisis has affected the reliability and security of Africa's power systems and reverse progress on energy access. How is your country/organization responding to these challenges? What are the key elements missing that will benefit decision making to reinforce the Africa-Europe partnership?





Invited list of speakers – Public Representatives and Financial Institutions

Hon. Dona Jean-Claude Houssou Minister of Energy and Mineral Development Benin



Q- What approaches are there for better coordination with regional and national planning from the perspective of a development bank/private sector? What steps are needed to ensure that the clean cooking target under SDG7 is not neglected?



Mr. Ambroyse Fayolle Vice President EIB

Dr. Kevin Kanina Kariuki Vice-President, Power, Energy, Climate and Green Growth AfDB

Q- What further reforms, tools and policies are needed to improve the investment climate, attract financing and build a stronger Africa-Europe public-private partnerships in sustainable energy?





Invited list of speakers - Business

Mustapha Bakkoury

CEO

MASEN

Giraffe Bioenergy



Linda Davis

CEO



Francesco Starace

CEO

Enel Group, RenewAfrica,
SEforALL



Andreas Nauen

CEO

Siemens Gamesa Renewables





Broadcasting

- On the platform (registered participants will be able to post on the Q&A)
- Live streaming
- Media will be allowed both to high level event and digital marketplace



Communication materials

All you need to know





Where to find the materials?

- All visuals, templates, calendars and plans are available on this Google Drive once approved:

<https://drive.google.com/drive/folders/1hRplw852pqlc8XVyDq2GOB7AyMTgdafP?usp=sharing>

- If you have an issue accessing it please get in touch: eabf@cambre-associates.com





Materials

These are the materials available to you:

- [Key visuals](#) (to use as you see fit!)
- [Invitation](#) (1 ready, 2 to come in the following weeks, each with a more detailed focus on each event)
- [Flyer](#) (1 flyer for both events)
- [Logos](#) (hosts, organisers & partners)



Dear

We are pleased to invite you to three EU-Africa Business Forum events that will be hosted by the European Commission, the African Union Commission and the Portuguese Presidency of the European Council, and co-organised with the support of the Africa EU Energy Partnership Secretariat and the Africa Europe Foundation.

On Friday 16th of April
Join us for a high-level discussion on "Accelerating the EU-Africa partnership for green energy transition in Africa".
The event will feature keynote addresses from:
• **Amani Abou-Zeid**, African Union Commissioner for Infrastructure and Energy
• **Augusto Santos Silva**, Portugal's Minister of Foreign Affairs
• **Frans Timmermans**, European Commissioner's Executive Vice-President
It will be followed by a roundtable moderated by **Rashad Temelkov**, Director of the Africa Europe Foundation Strategy Group on Energy, and will bring together policy makers, development bankers and CEOs from the EU and Africa to discuss the green energy transition on the African continent.

On Tuesday 20 April and Wednesday 21 April
You will discover concrete projects and players that contribute to the green transition in our **Digital Marketplace for Green Energy Transition** – an online exhibition where you can visit the booths of our various exhibitors as well as network with them and other participants. You will find opportunities to further collaborate with key government and business stakeholders and will also be able to participate in conferences and workshops organised for our partners.

Don't miss out on these events: REGISTER NOW!
Want to become an exhibitor? Please reach out!





Social media content & visuals

Approved social media posts and visuals will be shared on the official DG INTPA channels

- Twitter: [@EU Partnerships](https://twitter.com/EUPartnerships)
- Facebook: [@EU Partnerships](https://www.facebook.com/EUPartnerships)
- Feel free to like, reply, retweet!
- The content is also available for you to adapt & share on your own channels [on Google Drive](#) (note: the folder is currently empty as we are still undergoing approvals)





What we need from you: **become amplifiers**

- **Share the save the invitation:** The email will be in html format so you may adapt as needed.
- **Promote the events through your official communication channels:** This means uploading flyers and ready-made text to your websites, newsletters etc.
- **Promote the events on your social media channels:** Feel free to access and adapt the content available on the Google Drive
- **Support the media outreach:** Share relevant media contacts with Cambre in Key press relevant for the events or when the press materials are shared, please sent out to your media contacts.



Registration platform

For participants





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You are currently testing this event

EU Africa Business Forum (EABF)
High Level Green Talk on Accelerating
the EU-Africa Partnership for Green Energy
Transition in Africa
&
Digital Marketplace
for Green Energy Transition
16 April & 20-21 April 2021
DIGITAL

Welcome to the registration platform!

For more info, check the flyer [here](#)

[New Registration](#) [Modify Registration](#)

We process your personal data because our partner organizations have communicated your name to us for the purpose of organizing this event. Further information about how we process your personal data is available in the privacy statement.

NETWORK
LEARN
SPEAK UP





Submission Platform Reviewing Process

How to review your Members' Applications to Exhibit?





Step 1

Create your reviewer profile on the reviewing platform → You will receive a link still this week

- Maximum two reviewers by Partner Organisation

Step 2

Review the exhibitors' applications attributed to your partner organisation

- Deadline to review the applications → April 8





Step 3

Rate the applications from 0 to 10

- Between 0 & 5: Declined
- Between 5 & 10: Accepted

Step 4

Depending on the number of applications received, the approval process will differ:

- If each Partner Organisation receives 5-10 or less applications to exhibit → Acceptance & Refusal emails will be sent by us at the end of the reviewing period (April 8)
- If each Partner Organisation receives more than 10 applications → A call will be organised with the Partner Organisations to review pending (uncertain) applications together on April 9



Event Digital Platform

Swapcard

Please refer to the **recording of the Partners' Meeting** for the demo on How to Configure Your Booth

https://drive.google.com/file/d/1_7AvqcPsbs31hQl0Ppz0uZ36QnOa_r1P/view?usp=sharing

(you can go directly to **Minute 38** of the video)

→ You will also receive an Exhibitor Guide where everything will be explained.






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Side events





Side events

- Title
- Date & time, duration
- Objectives / Context
- Program and speakers (TBC)
- Partners
- Broadcasting (platform, live stream)
- Visibility material (eg banners)
- Any specific requests ?

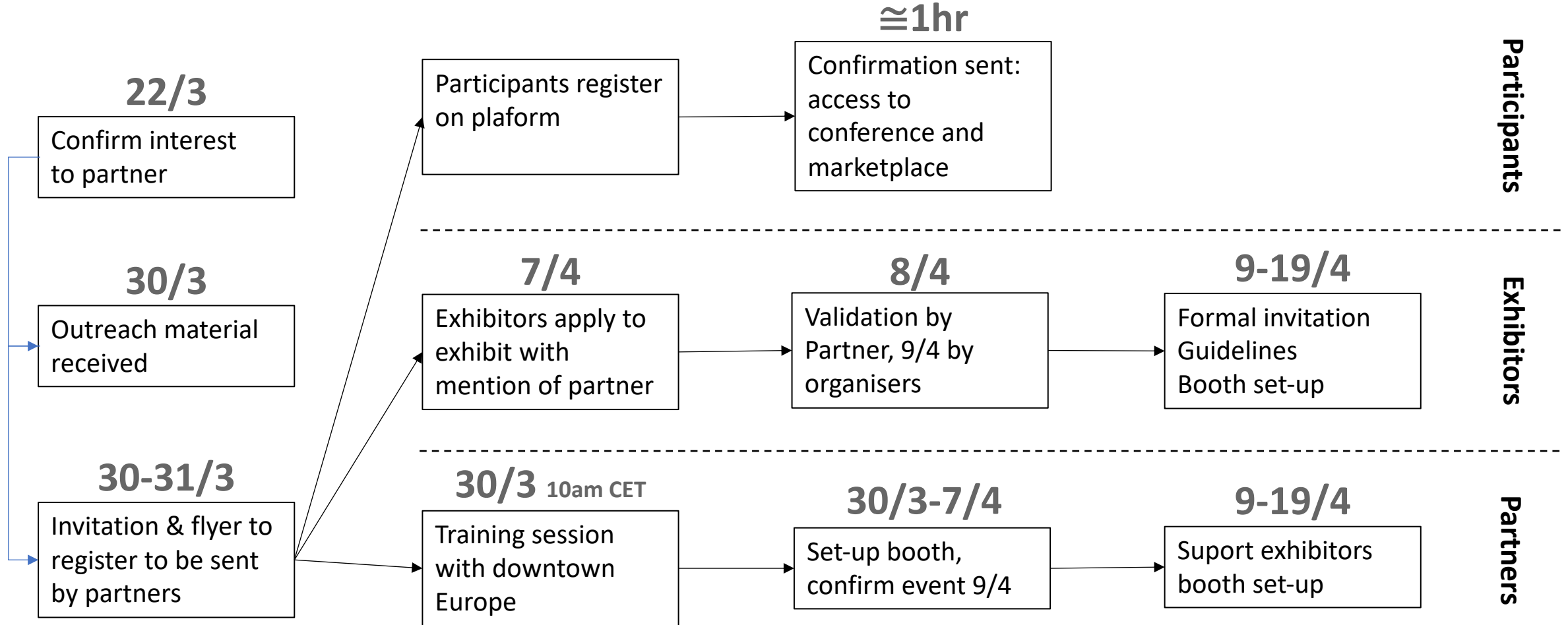
Please confirm ASAP and not later than 9 april if possible





Timeline and wrap-up







Next steps

- Communication
 - Adapt email to your needs. Let us know if any issues (e.g. logo)
 - Relay email and flyer to your members & network for participants & exhibitors
 - No deadline for participants
- Booths
 - Communicate contact persons to DTE and set-up your own booth
 - Deadline of 8 April for exhibitors' review. Final confirmation on the 9th.
 - Then support exhibitors set-up their booths
- Events
 - Prepare event and submit by 9 April (first come first served for timing)

