

CHOOSE AFRICA

ON AIR



PRESS KIT
«CHOOSE AFRICA ON AIR»
8 JUNE 2021
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CHOOSE
AFRICA



PROPARCO

GROUPE AFD

« CHOOSE AFRICA ON AIR », PROPARCO'S DIGITAL BROADCAST ON 8 JUNE

Launched in 2018, the French Choose Africa initiative is implemented by Agence Française de Développement (AFD) Group and managed by its private sector financing arm, PROPARCO. Its objective: accelerate the growth of SMEs and start-ups in Africa, whatever their size and stage of development.

Weakened by Covid-19 crisis, SMEs will play a key role in the recovery. It is in this context that PROPARCO will review the first years of the initiative during the digital broadcast "Choose Africa On Air" on 8 June which will gather entrepreneurs, experts and financial partners on its set to share experiences and "stories from

the field". The broadcast will gather guests from France and all over Africa and will be broadcast in French and English.

On the "Choose Africa On Air" platform, people who have registered will be able to ask guests questions before and during the broadcast and develop their network for several months. The platform is a real networking tool and aims to put the people who have registered in touch with the partners and companies (financial institutions, investment funds, incubators, microfinance institutions, start-ups...) that will take part in the broadcast.

To register or pass on the registration link and also ask your questions before 8 June, go to chooseafrica-onair.fr/en

ON THE AGENDA

- Grégory Clemente, Chief Executive Officer of PROPARCO, will present the initiative and its range of tools alongside PROPARCO experts and economic players.

- Testimonies and feedback, on the set in Paris with a link-up to Africa, to gain a better understanding of the challenges of entrepreneurship in Africa and PROPARCO's customized responses to support MSMEs.

- The opportunity to take a look at Choose Africa's Resilience component launched in November 2020, which has new tools developed specifically to meet the needs of businesses in Africa weakened by the crisis.



Sequence 1

Choose Africa, Choose the Future

MSMEs account for 90% of the entrepreneurial fabric in Africa and 60% of employment on the continent. Supporting them, especially after the Covid-19 crisis, is essential to the economic development of African countries.

We will be addressing the main issues of Choose Africa, a French initiative led by AFD Group and implemented by PROPARGO to support MSMEs and start-ups.

We will find out about its financial products and its deployment in Africa through its exceptional network of partners. We will be making a first review of the initiative three years after its creation by listening to the testimonies of entrepreneurs and PROPARGO's partners.

In the presence of:

Gregory Clemente – Proparco
Dr Vera Songwe – ECA – United Nations
Dr James Mwangi – Equity Bank Group – Kenya



THE PROGRAM

Sequence 2

Choose Africa: Addressing all the transformations

To help companies cope with the crisis triggered by Covid-19, PROPARGO has stepped up its action by deploying a new component of the initiative: Choose Africa Resilience.

In addition to financial tools, Choose Africa meets business needs and pays particular attention to the acceleration of their digital transformations made necessary by the crisis.

Theme 1 : Choose Africa Resilience : Helping MSMEs cope with the crisis

In the presence of:

Xavier Echasseriau – PROPARGO
Fatoumata Sissoko-Sy – PROPARGO
Willy Raoul – Art de vie – Côte d'Ivoire
Aymeric Villebrun – Société Générale
Côte d'Ivoire

Theme 2 : The crisis : An accelerator of digitalization

In the presence of:

Johann Choux – Proparco
Omobola Johnson – Tide TLcom – Nigeria
Eric Pignot – Enko Education – Sub-Saharan Africa
Gregory Rockson – MPharma – Ghana

Sequence 3

Choose Africa: Supporting all potential

In addition to loans and guarantees, which are especially deployed during the crisis, Choose Africa tailors its range of services to the diversity of economic players and the issues they face. The initiative's objective: Support all potential!

AFD Group offers solutions at all the stages of development of companies, whatever the size of their project or their maturity. Choose Africa offers a range of tools for more inclusive and sustainable services.

Theme 1 : Investing in all stages of a project

In the presence of:

Damien Braud – PROPARGO
Mohamed Elmandjra – ODM – Morocco
Sarah Marniesse – AFD Campus

Theme 2 : Supporting women's entrepreneurship

In the presence of:

Myriam Brigui – PROPARGO
Siby Diabara – PROPARGO
Khadidiatou Nakoulima – NEST – Senegal

Theme 3 : Financing for all

In the presence of:

Laurence Bottin – PROPARGO
Philippe Guichandut – Grameen Crédit Agricole Foundation
Rambert Namy – AB Bank Zambia

CHOOSE AFRICA

FRANCE'S FLAGSHIP INITIATIVE FOR SMES IN AFRICA

Africa is the continent with the highest rate of entrepreneurs. But today, only 20% of SMEs in Africa have access to bank loans and 87% of start-ups do not have access to any financing. There is therefore a real lack of suitable financing for small businesses.

In November 2017, the French President, Emmanuel Macron, announced in Ouagadougou that "France will be there to support African SMEs". This support by France materialized in the launch in 2018 of the Choose Africa initiative which offers African start-ups and MSMEs a wide range of assistance and financing tailored to their stage of development (creation, development,

growth, etc.). Implemented by AFD Group and managed by PROPARGO, Choose Africa provides entrepreneurs in Africa with a wide range of tools: credit lines, guarantees, equity investments, technical assistance, etc. With Choose Africa, an entrepreneur can identify the type of financing adapted to their company's stage of development and be directly referred to AFD Group or to the 200 local financial partners that AFD Group supports.

Since 2018, AFD Group has already committed over **EUR 2bn for 16,000 African companies** under the initiative.



CHOOSE AFRICA RESILIENCE: AN ADDITIONAL EUR 1BN IN RESPONSE TO THE ECONOMIC CRISIS

In November 2020, AFD Group committed to mobilize **an additional EUR 1bn** under the Choose Africa initiative, which has now been increased to **EUR 3.5bn** from now until 2022. One of the key tools of this component is the offer of loans with an 80% guarantee from AFD Group, made possible through support from the French Government and European Union (EU).

"The exceptional difficulties and needs expressed by African MSMEs, including those of French entrepreneurs in Africa, called for an increased financial commitment and the implementation of new and targeted tools. The support from French Government and the EU has allowed us to deploy this new component with a set of tailor-made solutions to address the needs of the crisis",
Grégory Clemente, CEO of PROPARGO

The French initiative
implemented by AFD Group
and coordinated by PROPARGO
for MSMEs and start-ups in Africa

Supporting
16,000 companies
and tens of thousands
of microentrepreneurs

A web platform
to clarify AFD Group's offer,
inform and effectively direct
entrepreneurs towards the available
financing or assistance solutions



A unique continuum
offering financing solutions
with equity, credit lines, guarantees
and technical assistance, as well as
support to the ecosystem and
innovative entrepreneurship

EUR 3.5bn
including EUR 1bn from
the "Resilience" component,
invested from now until 2022

In Senegal

Lysa & Co processes and markets cashew nuts, peanuts and corn. A women's enterprise (85% of employees) managed by Sylvie Sagbo-Gomard, who took over the company founded by her mother. PROPARCO is supporting Lysa & Co via the Teranga Capital/I&P fund.



Video focus
on Lysa & Co

In Ghana

Legacy Girls' College provides quality and affordable education to 400 girl students. Proparco has invested in Oasis African Fund to finance its expansion.



Video focus on
Legacy Girl's College

In Zambia

Kenneth Kapampa is a pharmacist and founder of the pharmaceutical distribution company Ashton Pharmaceuticals. Through an investment by AFD and Proparco in AB Bank Zambia, the only bank financing SMEs and micro-entrepreneurs in the country, Kenneth Kampapa has received support to develop his business.



Video focus on Ashton
Pharmaceuticals

In Kenya

Equity Bank Holding is committed to small and medium-sized enterprises in several countries in East Africa. Proparco has allocated a USD 100m loan to Equity Bank to support SMEs in Kenya.



Video focus
on Equity Bank

Since the launch of the Resilience component of the Choose Africa initiative in November 2020, several projects have been signed to provide a swift response to the financing needs of SMEs affected by the crisis:

- With Société Générale, via its local subsidiaries in six countries: **Cameroon, Côte d'Ivoire, Madagascar, Senegal, and also Burkina Faso and the Congo**
- With the **DEG and Mauritius Commercial Bank Limited (MCB)**
- With **COFINA Group and BICIS**, in Senegal
- In Côte d'Ivoire, with the **NSIA BANQUE Group**.

PROPARCO is the private sector financing arm of Agence Française de Développement Group (AFD Group). It has been promoting sustainable economic, social and environmental development for over 40 years. PROPARCO provides funding and support to both businesses and financial institutions in Africa, Asia, Latin America and the Middle East. Its action focuses on the key development sectors: infrastructure, mainly for renewable energies, agribusiness, financial institutions, health and education.

Its operations aim to strengthen the contribution of private players to the achievement of the Sustainable Development Goals (SDGs) adopted by the international community in 2015. To this end, PROPARCO finances companies whose activity contributes to creating jobs and decent incomes, providing essential goods and services and combating climate change. For a World in Common.

www.proparco.fr – choose-africa.com



“ PROPARCO looks forward to seeing you on 8 June for an exceptional broadcast: on the set with a link-up to Africa, our guest entrepreneurs, experts and financial partners will give testimonies and discuss the importance of the private sector in Africa, a vehicle for growth and the reduction of inequalities. It will also be an opportunity to review the 'Choose Africa' initiative implemented by AFD Group and deployed by PROPARCO, as well as its 'Resilience' component launched in 2020 for companies in Africa affected by the crisis. Through the 'Choose Africa On Air' platform, you will be able to ask all your questions to the guests before the broadcast and develop your network by meeting the partners of the initiative and companies”

Grégory Clemente, Chief Executive Officer of PROPARCO



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