PARTNERSHIP FOR INVESTMENT AND GROWTH IN AFRICA (PIGA)

PIGA BUSINESS MATCH-MAKING EVENT

EVENT REPORT
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EVENT REPORT

Date: 3-5 September 2017
Organizer: ITC, China Council for the Promotion of International Trade (CCPIT), China-Africa Development Fund (CADfund)
Funder: DFID
Implementers: CCPIT Jilin Sub-Council, Agriculture Committee of Jilin Province, Industry and Information Technology Department of Jilin Province, Department of Commerce of Jilin Province
Venue: Hyatt Regency, Changchun, Jilin Province

OBJECTIVES

The objectives of the event were to:

- Prepare African companies to effectively interact with Chinese investors to initiate business partnerships;
- Facilitate business and investment partnerships through business-to-business bilateral meetings between African and Chinese companies;
- Increase awareness of Chinese investors on investment climates and opportunities in Ethiopia, Kenya, Mozambique and Zambia;
- Through field visit of agricultural companies in Jilin province, provide know-how on technology and service extension for the agricultural industry and knowledge on Chinese business operations to African companies.

See Annex I for the background and the programme of the event.

PARTICIPANTS

The event gathered 260 participants from China and Africa, including:

- 150 business people from Chinese companies and 23 business people from African companies interested in business partnerships;
- 4 investment promotion officers from the Ethiopia Investment Commission (EIC), Kenya Investment Authority (KenInvest), Agency for the Promotion of Investment & Exports (APIEX) and Zambia Development Agency (ZDA);
- 5 representatives from the embassies of Ethiopia, Kenya and Mozambique in China;
- Representatives from ITC, DFID, CADfund CCPIT headquarter, Jilin Sub-Council, regional councils, including from Zhejiang and Sichuan;
- Representatives from the Ministry of Commerce of China, the Ministry of Agriculture, the Agriculture Committee of the Jilin Province, the Industry and Information Technology Department of the Jilin Province, the Department of Commerce of the Jilin Province, the Jilin Provincial Committee of People’s Political Consultative Conference and the China-Britain Business Council (CBBC).
RESULTS

Successful B2B meetings between Chinese and African companies

✓ More than 40 concrete business and investment leads were generated during the event, for an estimated total value of USD 26mn. During the meetings, many constructive business discussions took place. Areas of discussion covered sales of goods, investment, and mode of partnership, technology transfer, etc.

✓ 93% of the African participants confirmed that those contacts allowed them to better understand the Chinese investment environment and business and investment opportunities.

✓ 91% of Chinese investors provided positive feedback regarding their experience in the B2B.

Enhanced Chinese investors’ understanding of investment climate and investment opportunities in Ethiopia, Kenya, Mozambique and Zambia

✓ Speakers from Investment Promotion Agency (IPA) from Ethiopia, Kenya, Mozambique and Zambia delivered detailed presentation on investment climate in their countries.

✓ Chinese investors met with African IPAs and companies, building a network with 260 contacts for future business and investment partnerships.

✓ The investment projects of each African company was distributed to the participating Chinese investors to provide snapshots of business and investment opportunities in the agro-processing sectors.

Increased understanding of African companies on doing business with Chinese companies

✓ A workshop was organized on 3 September 2017 to deepen African companies’ understanding on how to do business and conduct B2B meetings with Chinese businesspeople.

✓ African participating companies confirmed the training enhanced their knowledge on interacting effectively with potential business Chinese investors:
  • 95% of participants responded that the training workshop allowed them to better prepare for the B2B meetings with potential Chinese partners
  • 95% of participants responded that the training workshop allowed them to develop investment proposals and conduct negotiations with potential Chinese partners
TRAINING WORKSHOP FOR THE AFRICAN DELEGATION

ITC organized a workshop in China, the day before the PIGA Business Match-Making Event where African companies received practical knowledge about B2B proceedings and negotiation. Another session on building partnership with Chinese businesses contributed to an increased understanding of China’s long term outbound investment plan as well as individual business models of Chinese companies. The session on “Investment Readiness” provided know-how to the participants and guided them through the steps for improving their business readiness for investment partnerships.

All participating companies, without exception, confirmed that the workshop was useful to discuss effectively investment partnerships and enabled them to be better prepared for negotiation during the B2B meetings.

1) Proceeding of bilateral business partnership meetings

Mr. Rob Kohlmann, B2B expert, presented the methodology to be used in the B2B meetings, highlighting that the list of appointments for each company includes pre-arranged meetings with potential partner based on the complementarities identifies between the partners. He explained in details the matching and how to make the most of the networking opportunities. He emphasized that the value of the business match-making event was to enable African companies to connect with Chinese enterprises, as well as to allow African companies to get to know each other and build relationships that could result in inter-African trade.

2) Preparing investment proposals and negotiation for Chinese partnerships

Mr. Auret Van Heerden, investment expert, made a presentation related to investment proposals and negotiating for Chinese partnerships. He highlighted the opportunity in the strategic value chains which are not yet explored by the African companies and the broader objectives of China for trade and investment. His presentation included explanations on how Chinese investors and companies operate, their business culture and mind-set. Mr. Van Heerden also provided several practical recommendations for the African companies to help them conduct negotiations and business relations more effectively with Chinese partners.

3) Are you investment ready?

Mr. Leonardo lebra, Senior Business Development Officer of ITC, made a presentation about investments readiness requirements, which included topics such as sources of funding, impact of an outside investor on local business, differences between debt and equity, types of partnerships, terms of the partnership agreement, as well as the agribusiness trends and challenges. Mr. lebra provided insightful knowledge on the particular mind-set to have when approaching and engaging for investment partnerships.
4) Visit of the exposition

The African companies, the representatives from the embassies of Ethiopia, Kenya and Mozambique and DFID participated in the visit of the China-Northeast Asia Exposition (CNEA) at the International Convention & Exhibition Centre, Changchun.

The Exposition is the only exposition in the world organized by all the six Northeast Asian countries (i.e. China, Japan, Russia, South Korea, Mongolia and North Korea). Last year, the Expo gathered more than 100,000 participants from 110 countries and regions around the world. The Expo acts as platform for the regional economic and trade cooperation and act as a channel for inter-governmental dialogue in the Northeast Asia. The 2,679 indoor booths displayed new-technology, top-end commodities from China and abroad and presented information on regional and companies policies, investment opportunities and projects. The exhibitors included multinationals, financial and investment institutions, Chambers of Commerce and associations in China and abroad, etc.

The pavilions of interest to the African companies included the Pavilion No.1 - Financial Innovation, where corporate financing and industrial promotion, financial products and derivatives were presented. The Pavilion No. 7 - Foods and Pharmaceuticals, which exhibited top quality commodities including beverages, food processing and packaging equipment, medical equipment, health products and pharmaceuticals from China and worldwide.
SESSION & BUSINESS PARTNERSHIP MEETING

The event was opened by ITC, CCPIT, CADFUND, DFID and High-level representatives from the Jilin People’s Government and the Ministry of Commerce (MOFCOM). Investment promotion officers from Ethiopia, Kenya, Mozambique and Zambia presented the investment climates and policies in their respective countries to the Chinese investors.

1) Opening session
During the high-level session, the project partners stressed the high impact and potential for growth and development of deeper and broader China – Africa investment collaboration. They underlined the central role of PIGA in generating business and investment partnerships to drive job creation, economic growth and development.

Mr. Xue Kang, Vice Chairman, Jilin Provincial Committee of People’s Political Consultative Conference, introduced the present situation of agriculture investment and trade in Jilin, which is leading as one of the biggest agriculture province in China. He noted that the government had attached importance to the development of international agricultural companies and qualified the B2B event as a timely opportunity to build business partnerships with African companies under the Belt and Road framework. The government highlighted its full support to the event.

Mr. Chen Zhou, Vice Chairman of CCPIT, described the trade and investment achievements made between China and Africa. Both governments have been providing incentives for the development of investment and trade. A series of cooperation agreements have been signed during the Belt and Road Summit, where African countries, including Ethiopia, Kenya, Zambia, Mozambique, will benefit from the initiative. The cooperation between Jilin, as a key agriculture province, and the African countries has an important significance and that as such, CCPIT wish to create a high quality platform for the cooperation between China and Africa.

Mr. Teng Liliang, Chief Marketing Officer of CADFund, pointed out the great opportunities for cooperation between China and Africa under the Belt and Road framework. The Chinese government attaches great importance to the collaboration with African companies, especially in the agriculture sector, and encouraged Chinese companies to invest in Africa, for contributing to the agriculture modernization in Africa. The CADFund has investments in 17 projects and the shareholders have committed approximately 10 billion USD. In the coming future, the CADFund will develop efficient investment to promote the agriculture development in Africa along with investors from both China and overseas under the Belt and Road framework.
Mr. Zhang Yuzhong, Deputy Director General, Department of Investment Promotion Agency, Ministry of Commerce of the People’s Republic of China (MOFCOM), explained that trade and investment between China and Africa have increased rapidly in the first half of 2016, with 19% growth in trade and 22% growth in non-financial direct investment. Large projects, like the Mombasa Nairobi Railway, have been continually supported. China has common interests with developing economy in Africa which lays down a solid foundation and strong motivation for the cooperation between China and Africa.

Mr. Ross Ferguson, Deputy Head of DFID in China, highlighted the commitment of the UK government in supporting the China, UK and Africa business and investment partnerships and trade for job creation under the PIGA program. He also emphasized the importance of sustainable development and foreign direct investment (FDI) in social and economic development.

Mr. Xuejun Jiang, Chief of Office for Asia and the Pacific, ITC, highlighted the contribution of all partners and stakeholders under the PIGA project and the commitment of the ITC, the implementing agency, to make this project successful and achieve the expected results on investment and job creation.

2) Investment opportunities in the agriculture and agro-processing sector in Ethiopia, Kenya, Mozambique, and Zambia.

Mr. Sisay Tsegaye, Investment Promotion Expert, Ethiopian Investment Commission (EIC), presented the opportunities in Ethiopia, particularly in the textile sector where industrial zones have been created. The average gross domestic product (GDP) growth has been between 5% and 7% over the past 7 years. The agriculture sectors represents 36% of the total GDP and accounts for 73% of the workforce. Mr. Tsegaye highlighted that the industrial zones are of interest to international investors for their opportunities in areas such as textile, apparel, food processing, and others.

Ms. Susan Njoba, Program Coordinator, Kenya Investment Authority (KenInvest), introduced the investment opportunities in Kenya within the agro-processing sector. According to KenInvest, agriculture represents 22% of the GDP and is the leading economic sector, providing more than 50% of the total exports, and representing 16% of the formal employment. In 2016, Kenya was ranked as the 3rd largest exporter of tea after China and Sri Lanka and the largest exporter in the horticulture sector. Additionally, she highlighted the many opportunities that exist in the sector such as innovation in agriculture (e.g. ICT credit access to farmers), renewable energy, and value chains (aquaculture, fish farms, storage, packing, etc.).
Mr. Nuno António Maposse, Coordinator, APIEX, spoke about investment opportunities in Mozambique, especially in agriculture. Mr. Maposse highlighted the main investment opportunities in the production of cereals, fruits, flowers, vegetables, citrus, cashew nuts and the agro-industry in general. Also, he explained in details the industrial strategy and policy and the current special economic zones opportunities, which encourage the development of industrial parks and better regulations for investors.

Mr. Chisanga Pule, Investment Promotion Officer, ZDA, spoke about investment opportunities in the country. He highlighted Zambia’s large land resource base of 42 million hectares, as well the country’s reserve of 40% of the water resource in Southern Africa Development Community (SADC). The manufacturing sector accounts for nearly 11% of the country’s GDP.

Mr. Li Xuhui, Vice President, CGCOC Agriculture Development Co. (Ethiopia), presented the history of CGCOC in Africa and its portfolio of projects in Ethiopia, which includes infrastructure projects (roads, bridges, electric power, etc.) and which would include soon the international convention centre in Addis Ababa. CGCOC is also developing a livestock investment project in Ethiopia.

Mr. Yunwu Yao, Chairman, Jihai Agriculture Investment and Development Group (Zambia), presented the portfolio of the company's projects in the agriculture sector (mushroom cultivation), including trade. Additionally, Jihai has taken the lead to organize the China and Zambia exhibition fair where technology and equipment is presented to the local Zambian market. Mr. Yunwu also presented information about the Jilin products market exhibition centre in Zambia, supported by the Jilin province, as an effort to promote communication and trade between both countries.
**BILATERAL MEETINGS**

200+ **bilateral meetings** between companies from Ethiopia, Kenya, Mozambique and Zambia and Chinese investors were organized during the event. In addition to the initial pre-arranged one-on-one meetings, **80 additional ones were arranged** on the spot.

Ad-hoc meetings also took place between Chinese companies and IPAs representatives (EIC-Ethiopia, KenInvest-Kenya, APIEX-Mozambique and ZDA-Zambia). The ITC partners, CCPIT, CADFund and CBBC, had their own meeting table in the B2B room to attend specific interests and requests from participants from both Chinese and African companies.

The event yielded very positive and concrete results:

- More than **40 business and investment leads** generated for an estimated **total value of USD 26mn**.
- 53% of the meetings generated leads.
- **90% of African participants** considered the one-on-one meetings **useful and very interesting**.
- **91% of Chinese investors provided positive feedback** on their experience of the B2B.
- **93% of the African participants** responded that those contacts **allowed them to better understand the Chinese investment environment** and business and investment opportunities.

The bilateral meetings built some business partnerships. Among them:

- A Kenyan company growing a special variety of chillies for processing into lipstick received an invitation to visit a Chinese investor to discuss follow-up actions. The Chinese investor called the matchmaking event ‘**an eye-opener that proved to be really instrumental in developing a partnership with a Kenyan company**’.

- A Zambian honey producer found a new market for his product and **concluded a contract** to ship 500,000 bottles of honey to new clients.

- A company from Zambia has identified a potential partner for soy oil processing and expressed that the **meeting helped to further develop** his business.
PROMOTE PARTNERSHIP OPPORTUNITIES WITH CHINESE INVESTORS IN ETHIOPIA

ITC organized a side event to contribute to the mobilization of $4 billion for developing a livestock agro-processing industrial park in Ethiopia, an investment project led by the CGCOC Group. The side-event targeted Chinese and Ethiopian companies interested in taking part in the livestock supply chain of the new industrial park.

Mr. Xuejun Jiang, Chief of Office for Asia and the Pacific, ITC, who moderated the side event, stated that PIGA was pleased to support the promotion of this project in view of its potential economic and social impact to Ethiopia. Ms. Masarrat Quader, Regional Private Sector Adviser - Invest Africa at DFID, highlighted the potential of this new industrial park to be a game changer for the sector in Ethiopia and to create up to 25,000 new direct and indirect jobs for Ethiopians.

Mr. Zhang Yuzhong, Deputy Director General of China’s Investment Promotion Agency, MOFCOM, explained that increased Chinese investment in Africa is generating tax revenues and employment opportunities in the countries. He underlined that China is building and renewing its historical background of economic and cultural exchanges with Africa, following a win-win and mutual benefit approach. As concluding remarks, he stated that China is investing in infrastructural projects aiming to allow more Chinese enterprises to find opportunities under the Belt and Road framework.

Mr. Afework Shimelis, Minister Counsellor of the Embassy of the Federal Democratic Republic of Ethiopia in Beijing, China, emphasized that FDI is key in helping Ethiopia meet its goal of achieving a middle-income country status by 2025. He explained that the government is focused on the development of industrial parks, infrastructure, and manufacturing as a way to increase inward FDI, generate jobs and forex earnings. He added that Ethiopia has natural climate and resource advantages for various types of agricultural endeavours. The people of Ethiopia recognize the valuable cooperation of China in all areas of development. The government is proud of the fact that Ethiopia’s GDP has grown on average +10% for the last decade and it aims at strengthening the relationship between the two countries through a win-win approach. The government has rolled out a geographically focused agricultural development plan, identifying and developing agricultural corridors and clusters that offer comparative climatic and resource advantages. Strong support is provided by the government and the embassy.
Ms. Masarrat Quader, Regional Private Sector Adviser, Invest Africa at DFID, explained that the planned industrial park project has the potential to be a game changer in Ethiopia, as it will generate a 10% increase in exports and create 25,000 jobs. She stressed the central role of PIGA in supporting the success of the CGCOC Livestock project.

Ms. Jane Xing, Deputy Director for Program Related Investment at the Bill & Melinda Gates Foundation (BMGF), China Office, introduced BMGF’s initiative in China as centred around three pillars: strategic interventions in agricultural development, health care and nutrition, and support to investors in Africa. BMGF has been present in China for ten years and has been active in building China – Africa partnership models centered around agricultural development and poverty alleviation. The BMGF offers direct and indirect support to investors to address challenges they may face. Ms. Xing concluded by saying that working with CGOC would contribute to BMGF’s efforts of mobilizing investment into Africa.

Mr. Shi Dexiang, Deputy General Manager of CGCOC Agriculture Development Co. Ltd, introduced CGCOC and its achievements in Africa. He explained that CGCOC has developed partnerships, primarily with Chinese companies, which delivered constructions projects for industrial parks (i.e. water, road, wind power, and other infrastructural projects) in Ethiopia and other African countries. Mr. Dexiang presented the project of CGCOC in livestock and meat processing in Ethiopia, with a capacity to slaughter and process 300 thousand heads of cattle and 3 million heads of sheep per year for exports. Towards the implementation of the project, the CGCOC group has signed MoUs with a number of partners, including the China Development Bank, the Industrial Park Development Corporation of Ethiopia, and the Ministry of Livestock and Fisheries of Ethiopia and others.
Mr. Zhang Yuzhong, Deputy Director General of China’s Investment Promotion Agency

Ms. Masarrat Quader, Regional Private Sector Adviser, Invest Africa at DFID

Mr. Shi Dexiang, Deputy General Manager of CGCOC Agriculture Development Co. Ltd

Mr. Afework Shimelis, Minister Counsellor of the Embassy of the Federal Democratic Republic of Ethiopia in Beijing

Ms. Jane Xing, Deputy Director for Program Related Investment at the Bill & Melinda Gates Foundation (BMGF), China Office
In the afternoon of the 5th September 2017, participants attending the PIGA Business Match-Making Event participated in a field visit to Chinese enterprises and local agricultural information centre to discover production processes and extension services for agro-enterprises. The group, which was composed of participants from companies of the four African countries, DFID, CCPIT and ITC representatives, visited the meat processing plant of the Haoyue Group, the largest beef producer in China. They learned about advanced production processes, including the automation of the production chains, from meat processing to packaging. They also discussed how resources, inputs and value addition can be optimized and result into various consumable by-products.

The group also visited the Agricultural Information Service Centre of the Jilin Province, where they learned about extension of efficient and practical support services to farmers and agro-enterprises. The participants were impressed by the services offered to agro-enterprises by the Centre, especially in terms of precision, automation and real-time provision of information to farmers. Some participants commented that similar information centres set-up in their countries would be very useful to support the development of the agro-processing sector.
Annex I: PROJECT BACKGROUND AND EVENT PROGRAMME

Background

Africa has experienced high and sustained economic growth in the past decade. In many countries, there is increasing potential for structural transformation, to shift from low- to high-productivity activities for more inclusive growth. Manufacturing and agricultural investments anchored in export markets offer great opportunities to make this transition happen. China's large and growing importance as a trading partner and investor in Africa should help grasp these opportunities.

Under PIGA, the Government of the United Kingdom of Great Britain and Northern Ireland’s Department for International Development (DFID), the China Council for the Promotion of International Trade (CCPIT), the China-Africa Development Fund (CADFund) and the International Trade Centre (ITC) work together to increase investment-led exports and local development in two productive sectors, agro-processing and light manufacturing, in Ethiopia, Kenya, Mozambique and Zambia. PIGA aims at maximising local development benefits, including the creation of more, better and inclusive jobs in four pilot countries namely Ethiopia, Kenya, Mozambique and Zambia.

The China-Northeast Asia Exposition will be held in the agriculture expo park of the city of Changchun, Jilin province, on 1st week of Sept 2017. The Expo focuses on exhibitions, economic and trade cooperation, conferences and forums and cultural exchanges. The renamed and upgraded expo has become an important part of China's process to open up to the outside world, and is also an important platform for exchanges, economic and trade cooperation and multi-field cooperation between Northeast Asian countries.

Building upon the business to business event held in December 2016 in Guangzhou, Guangdong province, China, ITC will organize the Business Match-Making Event focusing on agriculture and agro-processing sectors, in Changchun, Jilin province, China to build direct business linkages with companies from four African countries and Chinese investors and to initiate discussions on future investment projects in these countries.

The Business Match-Making Event will be held on the sidelines of the China-Northeast Asia Expo and will bring together companies and investment promotion officers from Ethiopia, Kenya, Mozambique and Zambia and Chinese investors who have strong interests in investing in Africa.
### Programme

**Sunday, 3 Sept.: Training workshop for the African delegation**

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<tr>
<td>09:00-09:30</td>
<td><strong>Registration</strong>&lt;br&gt;<strong>Venue: 5F Junior Ballroom Foyer</strong></td>
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<td>09:30-10:00</td>
<td><strong>PROCEEDING OF BILATERAL BUSINESS PARTNERSHIP MEETINGS</strong>&lt;br&gt;Mr. Rob Kohlmann, B2B expert</td>
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<td>10:00-11:00</td>
<td><strong>PREPARING INVESTMENT PROPOSALS AND NEGOTIATION FOR CHINESE PARTNERSHIPS</strong>&lt;br&gt;Mr. Auret Van Heerden, Investment expert</td>
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<td>11:00-11:30</td>
<td><strong>Coffee break</strong></td>
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<td>11:30-12:30</td>
<td><strong>ARE YOU INVESTMENT READY?</strong>&lt;br&gt;Mr. Leonardo Iebra, Senior Business Development Officer, ITC</td>
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<td>12:30-13:30</td>
<td><strong>Lunch</strong>&lt;br&gt;<strong>Venue: 5F Market Cafe</strong></td>
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<td>13:30-17:30</td>
<td><strong>VISIT OF THE EXPOSITION</strong>&lt;br&gt;<strong>Venue: International Convention &amp; Exhibition Center</strong></td>
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**Monday 4 September: Opening session and Business Partnership Meetings**

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<tr>
<td>08:30-09:00</td>
<td><strong>Registration and distribution of appointment schedules</strong>&lt;br&gt;<strong>Venue: 2F Regency Ballroom Foyer</strong></td>
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<td>09:00-09:40</td>
<td><strong>OPENING SESSION</strong>&lt;br&gt;<strong>Venue: 2F Regency Ballroom II+III</strong></td>
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*Moderator: Mr. Jin Xishuang, Vice Secretary General of Jilin Provincial*
09:40-12:30 INVESTMENT OPPORTUNITIES IN THE AGRICULTURE AND AGRO-PROCESSING SECTORS IN ETHIOPIA, KENYA, MOZAMBIQUE AND ZAMBIA

Moderator: Mr. Ross Ferguson, Deputy Head, DFID in China

- Mr. Sisay Tsegaye, Investment Promotion Expert, Ethiopian Investment Commission (EIC)
- Ms. Susan Njoba, Program Coordinator, Kenya Investment Authority (KenInvest)

10:20-10:40 Coffee Break

10:40-12:00

Moderator: Mr. Xuejun Jiang, Chief, Office for Asia and the Pacific, ITC

- Mr. Nuno António Maposse, Coordinator, Agency for the Promotion of Investment & Exports (APIEX) (APIEX)
- Mr. Chisanga Pule, Investment Promotion Officer, Zambia Development Agency (ZDA)
- Mr. Li Xuhui, Vice President, CGCOC Agriculture Development Co. (Ethiopia)
- Mr. Yunwu Yao, Chairman, Jihai Agriculture Investment and Development Group (Zambia)

12:00-12:30 Q&A SESSION

12:30-13:30 Networking Lunch
Venue: 5F Market Cafe

13:30-18:00 INDIVIDUAL BILATERAL MEETINGS AS PER APPOINTMENT SCHEDULES
Venue: 2F Regency Ballroom II+III

16:30-18:00 Side Event: Partnership opportunities with CGCOC
**Agriculture Development Co. in Ethiopia**
Venue: Junior Ballroom I

**18:00-20:00 Networking Reception**
Venue: 5F Market Café

### Tuesday, 5 Sept.: visit of Chinese companies

**09:30** **High level working session (by invitation)**  
Venue: Junior Ballroom I

**11:30-12:30** **LUNCH**  
Venue: 5F Market Café

**13:00-18:00** **Field Visit**
Mr. Chen Zhou

Mr. Chen Zhou was born in Yushu, Jilin Province in August 1966. He started his career in August 1989 and joined the Communist Party of China (CPC) in January 1995. He gained his Master’s degree in Economics from the Nankai University. Mr. Chen worked successively for the Department of Asian and African Affairs of the Ministry of Foreign Trade and Economic Cooperation (MOFTEC), Representative Office of China Chamber of International Commerce (CCOIC) in Seoul, Economic and Commercial Counselor’s Office of Embassy of People’s Republic of China in the Republic of Korea, and the Department of Asian Affairs of MOFTEC. Then Mr. Chen was appointed successively as Deputy Director and Director of the Department of Asian Affairs of MOFTEC, Economic and Commercial Counselor of Embassy of People’s Republic of China in the Democratic People’s Republic of Korea, Deputy Director-General of the Department of Asian Affairs of MOFTEC and the Ministry of Commerce (MOFCOM), and Economic and Commercial Minister Counselor of Embassy of People’s Republic of China in the Republic of Korea. Mr. Chen was promoted to Director General of the Department of Asian Affairs of MOFCOM in November 2010, and Director General of the Department of Human Resources of MOFCOM in July 2015. In August 2016, Mr. Chen was appointed as Vice Chairman of CCPIT.

Mr. Liliang Teng

Mr. Liliang Teng is Chief Marketing Officer of CADFund. From 1988 to 1995, Mr. Teng worked for the China Northeastern Power Group (NEPG), with responsibilities of Grid planning and project development as associate engineer. After that, he joined the China Development Bank (CDB) for 10 years as project manager and credit management officer focusing on power, energy and infrastructure sector. He then moved to China Southern Grid Finance Corporation (CSGF), serving as the Deputy General Manager with responsibility of corporate finance and group funding strategy at the year of 2005. From 2007 to now, he has served at China- Africa Development Fund (CADF) as Co-chair 9 Investment Officer, Managing Director of Southern Africa Dept. and Chief Marketing Officer successively. He held MBA from Economic & Management School, Tsinghua University and Msc In Risk Management, ISMA, Reading University.
Mr. Zhang Yuzhong

Mr. Zhang Yuzhong was born in September 1963 in Shanxi Province. He is the Deputy Director of Investment Promotion Agency of MOFCOM since 2015. He held several positions in different departments and offices in MOFCOM. He was the First Secretary in Economic and Commercial Counsellor’s Office of the Embassy of the People’s Republic of China in the Republic of Singapore, Director of Organization Department of Committee of CPC at MOFCOM, and Deputy Director of Commerce Bureau of Xinjiang Production and Construction Corps (Program of Supporting Xinjiang).

Mr. Ross Ferguson

Ross Ferguson is the Deputy Head for DFID’s programme in China. Until recently Ross managed DFID’s economic development portfolio in Ghana. Ross had previously held posts at the British High Commission’s in Pakistan and Ghana, the British Embassy in Mogadishu, and at the European Commission in Brussels. In Africa, Ross has also worked in roles for Medecins Sans Frontieres in Cote d’Ivoire and International Crisis Group in Senegal. Previously, Ross worked in the City of London, for HSBC and later Barclays, managing institutional investment funds. In 2005, Ross completed his MBA at the China Europe International Business School in Shanghai and subsequently worked as a Research fellow for the United Nations Industrial Development Organisation in Beijing before returning to Beijing in March 2017.

Mr. Jiang Xuejun

Mr. Jiang Xuejun has an extensive professional experience of more than 30 years in multilateral trade negotiations, trade promotion and trade-related technical assistance as a government and United Nations senior official. He is currently the Chief, Office for Asia and the Pacific of the International Trade Centre (ITC) where he is responsible for leading and managing client relationship, resource mobilization, development, coordination and implementation of ITC’s technical assistance in Asia and the Pacific region.

Before joining ITC in 1986, Mr. Jiang served the Government of China and was in charge of multilateral trade negotiations. He represented his country in many international conferences and in the negotiation of multilateral trade agreements. He was a graduate of the Beijing University of International Business and Economics and did postgraduate study on international trade law as a visiting scholar in Pace University, New York, USA.
Mr. Zhao Qianghua

Zhao Qianghua, born in April, 1965, with doctor’s degree of Economy, is the President of China Council for the Promotion of International Trade Jilin Provincial Committee, President of China International Chamber of Commerce Jilin Chamber of Commerce and Director of Jilin Trilateral Cooperation Studies Center.

Mr. Sisay Tsegaye Zelek

Mr. Sisay Tsegaye Zelek is Ethiopia national. He graduated by BA in Applied English from Arba Minch University in Ethiopia and got his MA in international Communication from Communication University of China, Beijing. He have been employed by EIC since 2016, a responsible person for investment promotion activities. He was specifically responsible for promoting the country investment opportunity and also conducting different investment promotional materials. Currently he is in a position of business protocol team leader under Investment Promotion Directorate. He is in charge of entry visa and official invitation letter issue for foreign investors coming to invest in Ethiopia.

Mrs. Susan Njoba

Ms. Susan is Manager of Business Development Services in Kenya Investment Authority. KenInvest is a state agency charged with the responsibility of promoting both foreign, domestic investments in Kenya, Investor facilitation and policy advocacy in the country. As the manager, This involves the promotion of domestic investments to local investors and particularly the SMEs to provide the appropriate linkages and information to ensure company growth / scale up and expanded markets. Susan has coordinated Donor supported programs at KenInvest targeting SMES such as UNDP supported Inclusive Market Development and UNIDO supported Sub contracting and partnership Exchange program. She has been involved in the development of key strategy documents for Kenya. These include the Buy Kenya, Build Kenya strategy (2017 – 2020). Through stakeholder participation with Ministry of Agriculture, Livestock and Fisheries, she has been involved in value chain development training for county officials under the ministry. Her background is in Entrepreneurship and Finance. She is a member of the Africa Agribusiness Incubation Network.
Mr. Nuno Maposse

Mr. Maposse holds Post-graduation and Master Degree credentials in Business Leadership, with a specialisation in Corporate Strategy from the University of South Africa, Pretoria, as well as a University Degree in International Relations and Diplomacy from the Higher Institute for International Relations. In addition, he holds various diplomas and certificates in executive training in Investment Promotion and Marketing Strategies and Technique in various Universities in Europe, ASIA, USA, and Africa. Mr. Maposse has experience as a lecturer for Master students at Eduardo Mondlane University, where he lectured on the subject of Marketing Strategy.

Mr. Chisanga Pule

Chisanga Pule is an Investment Promotion Officer at the Zambia Development Agency whose role is to promote Zambia as an investment destination through raising awareness of the investment opportunities that exist in Zambia, following up investor leads, conducting inward and outward investment promotion missions. He has had vast experience in pension investments and three years in investment promotion. He holds a Bachelor Degree from the Copperbelt University. Currently serves as the PIGA focal point person in Zambia.

Mr. Li Xuhui

Mr. Li Xuhui is the Vice President of CGC Overseas Construction Group Co., LTD, Managing Director of CGC Nigeria Limited. He got his Bachelor of Engineering in hydrogeology and Engineering Geology in Chengdu University of Technology (China). Before that, he served as Project Manager of Gari Irrigation Project, Deputy Managing Director, Managing Director in CGC Nigeria Limited and President Assistant of CGC Overseas Construction Group Co., LTD. 1997-2000, he worked in Tianjin Bureau of Geology and Minerals Exploration and Development.
Mr. Shi Dexiang

Mr. SHI Dexiang, Deputy General Manager of CGCOC Agriculture Development Co. Ltd, graduated from Wuhan University in 1992 and got a degree of Bachelor of Arts, graduated from International Business and Economics University in 2006 and got a degree of Master of Law. From 1992 to 2015, Mr. SHI worked in the Department of Foreign Economic Cooperation of the Ministry of Commerce, PRC. He served as diplomat in the Chinese embassies for a period of almost 10 years in Africa such as Mauritania and Madagascar during this time. He has travelled to almost 60 countries in Asia, Africa, Middle-East and Central Asia, etc. through the business trip. Mr. SHI knows very well the outward investment and foreign economic cooperation policies and took part in the drafting of some of the laws and regulations in this field for the Ministry of Commerce PRC. Since April 2015, Mr. SHI began to work in CGCOC Group in charge of marketing and agricultural development in foreign countries. Currently, Africa will be a key market for CGCOC to boost the bilateral cooperation between China and Africa. Ethiopia has been considered as a priority one among all the African countries.

Mr. Yao Yunwu

Mr. Yao Yunwu is the Chairman of board and CEO of Jiahui Agriculture Investment and Development Group Co., Ltd. and general manager of Midstream Road and Bridge Engineering Co., Ltd. He is a Ph.D., researcher, and registered constructor. In 2013, Jihai Agriculture Group officially invested in Zambia, practicing 3 major businesses: agricultural development, engineering development and international trade. With agriculture, the Group has established the largest mushroom factory in Zambia and developed Jilin Ecological Agricultural Demonstration Park. The Group is operating China-Jilin Brand-name Product Marketing and Exhibition Center in Zambia. Jihai has achieved Grade A level certificates in Road Construction, Civil Engineering Construction and Housing Construction has contracted projects of road, factories and complex buildings etc. in the capital, Lusaka, and has constructed the self-run agro product trade center. Jihai’s businesses in Zambia have attracted widespread attention. Mr. Yao Yunwu received national leaders and governmental officials in both Zambia and China for their inspection in Zambia.