



AFRICA 2024 WORKS! 24

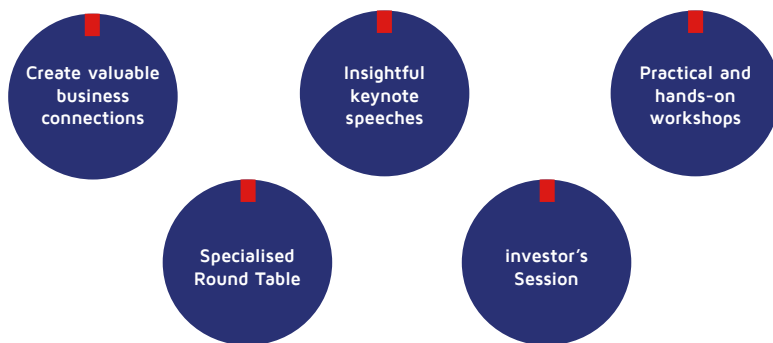


AFRICA WORKS! IS THE LARGEST AFRICA-FOCUSED BUSINESS CONFERENCE IN THE BENELUX

AFRICA WORKS! 2024 "AFRICA'S GREEN INDUSTRIALISATION/MADE IN AFRICA"

With a current population of 1.4 billion, projected to reach 2.5 billion by 2050, African nations grapple with the challenge of achieving economic transformation while navigating environmental risks. Africa Works! 2024, themed "Africa's Green Industrialisation/Made in Africa," will spotlight green solutions for sustainable economic diversification. We will explore opportunities in **circular food production**, **renewable energy**, and **sustainable agro-logistics**, asking how the private sector, both Dutch and African, can contribute to a sustainable and inclusive future for the continent.

At the NABC, we believe in the pivotal role the private sector plays in Africa's sustainable economic development and industrialisation aspirations.



To maximise the potential partnerships and collaborations between African and European companies and organisations, the 2024 edition of Africa Works! will once again welcome strong African delegations with concrete investment opportunities and projects for partnerships and cooperation. Africa Works! 2024 aims to:

- Make visible the investment and trade opportunities in different African countries.
- Connect Dutch/European companies with competent authorities, and businesses from Africa.
- Accelerate strategic partnerships between businesses.
- Facilitate Public-Private-Partnerships.
- Connect (international) investors with opportunities across Africa.
- Enable SMEs and start-ups to find an alternative financing solution.

CONTRIBUTING TO SDGs



ABOUT NABC

NABC is the leading organisation for trade and investment facilitation for Africa based in the Netherlands. NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment. NABC's purpose is to inspire and connect businesses with Africa's opportunities and to enable them in making confident decisions about when, where and how to do business in Africa.

THE SIXTH EDITION OF AFRICA WORKS! WILL BE HELD ON THE 23RD OF APRIL 2024 IN KIT-ROYAL TROPICAL INSTITUTE IN AMSTERDAM

WHERE AFRICA AND THE NETHERLANDS MEET!

Since its debut in 2012, NABC's flagship event, Africa Works!, has evolved into the largest Africa-focused business conference in Benelux. Attracting an average of 400 daily attendees, with 30% hailing from Africa, Africa Works! serves as the nexus for connections between Africa and the Netherlands.

Over five editions, the conference has hosted 40+ high-profile speakers, including luminaries like Queen Máxima of the Netherlands, Mr. Amine Bouabid (CEO of the Bank of Africa), Mr. Sanjeev Gupta (Executive Director for Financial Services at the Africa Finance Corporation), and Mr. Ahmed Aboutaleb (the Mayor of Rotterdam).

"Africa Works! was an abundance of ideas, networks and colours, all in a quaint old warehouse embracing the new amidst all the old. The camaraderie was great and the speakers credible and inspiring and conversation flowed, interspersed with moments when we all felt "with so much going for us let's all get going now". The lasting message was: "let's change the narrative, there is more good in Africa than people hear and there's not enough bad for people to talk only about the bad."

Sanjeev Gupta
Executive Director for Financial Services
Africa Finance Corporation

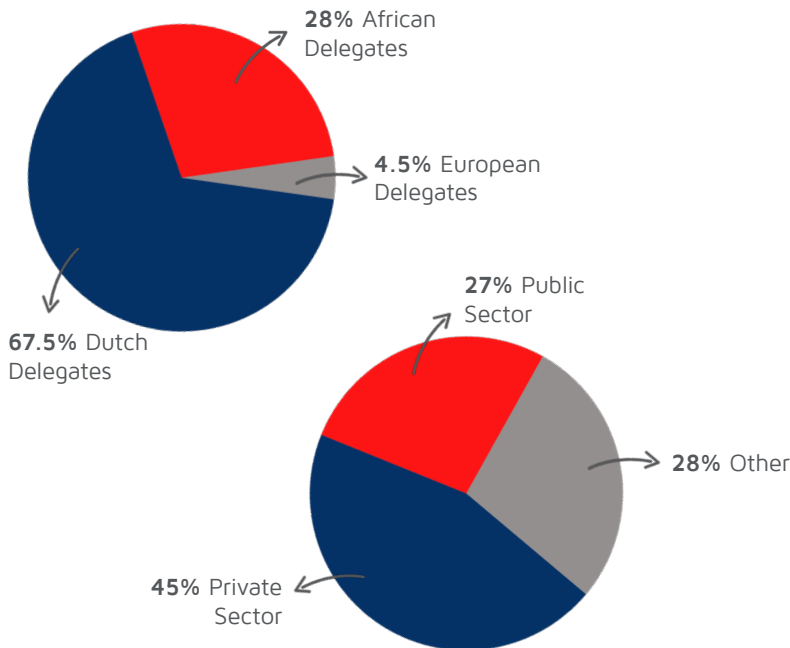


AFRICA WORKS! 2022 IN NUMBERS

Africa Works! 2022 "Innovation for Resilient Growth" took place in June, 2022 and welcomed 250 participants from Europe and Africa. Within the overarching theme "Innovation for Resilient Growth", Africa Works! 2022 – together with knowledge partner TNO – focused on innovative solutions for sustainable economic recovery including challenges linked to food, water, and energy in Africa.

Africa Works! 2022 in numbers:

- 250 Conference Attendees
- 4 African Delegations
- 11 African Ambassadors
- 24 Workshop Partners
- 12 Thematic Sessions
- 10 Investment Pitches



THE THEME OF AFRICA WORKS! 2024 IS **AFRICA'S GREEN INDUSTRIALISATION/MADE IN AFRICA: HOW TO ACHIEVE ECONOMIC TRANSFORMATION THROUGH SUSTAINABLE INDUSTRIALISATION WHILE MITIGATING THE ENVIRONMENTAL RISKS?**

DID YOU KNOW?

- Africa holds **40% of the world's renewable energy potential**.
- Between 2019–2021, **over 75% of \$4.5 billion in climate blended finance** for Sub-Saharan Africa went to **renewable energy**.
- **Africa's agricultural sector** has the potential to transform into a **\$1 trillion market by 2030**.
- By 2030, **50% of Africans will be urban**, rising to 65% by 2060.
- **The Alliance for Green Infrastructure in Africa** targets \$500 million for project development, aiming to generate **\$10 billion for sustainable green initiatives**.



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