SPONSORSHIP OPPORTUNITY

Africa’s Turn?
The Promise and Reality of the Global Economy’s “Final Frontier”

Conference: October 25-26, 2012
Hosted by
The Center for Emerging Market Enterprises (CEME) &
Institute for Business in the Global Context, The Fletcher School, Tufts University
http://fletcher.tufts.edu/africasturn

Explore Africa Where the Front Page Meets the Business Page

Since 1933 the Fletcher School, the oldest exclusively graduate school of international affairs in the United States, has been committed to taking an interdisciplinary approach in exploring the connections that drive international affairs. Now, more than ever before, an integrated approach is required to adeptly cross borders and shape a better future. The Institute for Business in the Global Context (IBGC) at the Fletcher School addresses this pressing need, by providing global leaders with the tools required to interpret the complex connections between the front page and the business page.

With business interest in Africa picking up dramatically, IBGC, along with its research hub, the Center for Emerging Market Enterprises (CEME), aims to examine the continent through a multidisciplinary lens in order to better understand and shape business in this fragmented, yet promising, market. Drawing on an extensive network of leading professionals in diverse enterprises and regions, CEME is uniquely positioned to provide and promote innovative thinking for this high-growth market.

As an active player on the global stage, you will benefit from taking an interdisciplinary approach in understanding how to harness Africa’s promise while minimizing and meeting its challenges. We invite you to join us in connecting with various stakeholders to explore this key emerging market.

Connect with Cross-Disciplinary Stakeholders
“Africa’s Turn?” is an original opportunity to engage across sectors with key players, including:

- Emerging markets-focused private equity investors;
- Executives of multinational corporations and enterprises with an interest and operations in Africa;
- Thought leaders and practitioners from international consulting firms with business in Africa;
- Public officials (from governments, international organizations, and nonprofits) with regulatory and other oversight of and involvement in African markets; and
- Academics and graduate students engaged in development, governance, business development, and other aspects of African investment.
Be Part of a “Cross-Sectoral” Voice on Africa

The Center for Emerging Market Enterprises (CEME), the research arm of Fletcher’s Institute for Business in the Global Context (IBGC), intends to draw upon the deep resources of The Fletcher School—including the Institute for Human Security, the Feinstein International Center and the World Peace Foundation—as well as many external thought and business leaders—in a major conference and research initiative. Taking a perspective across disciplines, “Africa’s Turn?” will feature several key outputs:

- An October 25-26, 2012 conference at The Fletcher School that will gather practitioners, academics, and policymakers for candid dialogue on key themes and cases in Africa-based economic growth and business development;
- A post-conference publication consolidating viewpoints and outlining areas for future research; and
- An ongoing organized research agenda for 2012-2013, hosted by the IBGC and headed by key Tufts University scholars in economics, human security, nutrition, business, microfinance, and entrepreneurship, that will explore in depth the identified issues and areas of interest.

Why Support the “Africa’s Turn?” Conference

In addition to the invaluable exposure your organization receives through the conference’s promotional channels, you are supporting an important policy debate affecting the development of emerging African countries and the success of private sector ventures in the region. Your support positions you to better understand and shape business and investment in the region, through your own channels or those of international partners.

The conference provides a unique networking opportunity with senior international organization and government officials, academics & development practitioners, and leading corporate executives who deal with Africa’s high growth markets. Your partnership directly assists with conference production and execution, and more importantly, your support enables our ongoing research initiative exploring Africa as a key emerging market. Your financial support aids in advancing this important and timely issue.

The Post-Conference Workshop: Fletcher Futures

Conference sponsors have the opportunity to participate in a limited-attendance workshop on Saturday, October 27, 2012, called “Fletcher Futures.” This interactive, day-long, multimedia dialogue builds upon contextual analysis to offer mock news pieces and video clips depicting alternative world views for the year 2022. Sponsors of the “Africa’s Turn?” conference will receive complimentary spots in the “Fletcher Futures” workshop based on their level of support.
About the Conference Partners

- **The Center for Emerging Market Enterprises (CEME)** was founded at The Fletcher School in 2007 the first global center to be a leading global hub for research, study, and networking devoted to enterprises in the emerging markets and promote understanding and engagement that contributes to global prosperity and stability. CEME draws on an extensive network of leading professionals in private, public, academic and non-government enterprises in emerging and developed countries. CEME’s research program in Enterprises Serving the Base of the Pyramid and Entrepreneurship examines the rapid growth of micro-financial services and local small and medium-sized businesses as a force for economic development and the role of the private sector in their growth.

- As the United States’ first professional graduate school of international affairs, **The Fletcher School, Tufts University** has for decades prepared the world’s leaders to become innovative problem-solvers in government, business, and non-governmental organizations. Since 1933, Fletcher’s multi-disciplinary education in business, law, international relations, and regional studies has offered individuals and organizations a unique global perspective on the day’s most pressing issues. The Fletcher School’s curriculum includes coursework on financial services, microfinance, development aid, entrepreneurship, and community development.

- **The MasterCard Foundation**—a conference partner—advances microfinance and youth learning to promote financial inclusion and prosperity. Through collaboration with committed partners in more than 45 countries, The MasterCard Foundation is helping people living in poverty to access opportunities to learn and prosper. An independent, private foundation based in Toronto, Canada, The MasterCard Foundation was established through the generosity of MasterCard Worldwide at the time of the company’s initial public offering in 2006. For more information, please visit [www.mastercardfdn.org](http://www.mastercardfdn.org).

- **Hitachi, Ltd.**—a conference partner—headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totaled 9,665 billion yen ($117.8 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at [http://www.hitachi.com](http://www.hitachi.com).
Panel One:
**National Factors—The Key Emerging African Markets and the Secrets to Their Success**
What countries in sub-Saharan Africa present the most promising cases for growth and opportunity in today’s economy? What distinguishes their experience from those of other countries in the region? Is there a ‘recipe for success’ that integrates human capital development, governance, private sector development and bottom-up enterprise development and financial inclusion that creates ideal conditions? The macro trends underpinning the pivotal transitions of key African markets, and the factors that separate them from their peer countries, will be explored.

Panel Two:
**Regional Factors—The Question of Integration and Collective Economic Development**
Regionally-specific issues—namely, public health, education, financial access, demographics, entrepreneurial infrastructure, governance, and transitioning economic activities around agriculture and livestock—are defining the business climate in Africa. At the same time, regional organizations such as ECOWAS, the EAC, the AU are providing the basis for cohesive market development in Africa—which many argue is a prerequisite for successful economic development. But is this the best way forward? While some countries remain mired in conflict and post-conflict states, do they negatively impact the prospects of the high-potential economies discussed in the first session? How are these issues impacting decision-makers and contributing to a change in opportunity and scale in Africa?

Keynote Addresses

**Dr. Kwesi Botchwey**, former Minister of Finance, Republic of Ghana; Founder and Executive Chairman of the African Policy Ownership Initiative (ADPOI); Member, President’s Economic Advisory Council, Ghana
“Fostering Private Sector Development in West Africa: A Public Sector Perspective”

**Deogratias Niyizonkiza**, Founder & Director, Village Health Works
Title TBD

**Manoj Kohli**, CEO, International and Joint Managing Director, Bharti Airtel Ltd. (videotaped segment)
“Leading Transformation in Africa for Mobile Telephony, Internet, and M-Commerce”

Panel Three:
**Global Factors—International Influences and Geopolitical Forces Shaping the Landscape**
Geopolitics. Foreign investment. The “land grab.” Resource scarcity. A growing consumer market. These and many other timely issues are changing Africa’s economic landscape. How will Africa respond to the pressures of these and other external factors, and how will opportunities and risks evolve as a result?

Panel Four:
**Implications for Business and Social Enterprises—Who Benefits?**
In practical terms, what countries, sectors, and partnerships will yield positive outcomes for both private sector actors and African markets as a whole? How do entrepreneurial support and other forms of financial inclusion hold promise for economic development? How do the national, regional, and global factors explored in this agenda come together to shape the climate for investment and private sector development in Africa? Finally, does the prospect of a positive investment climate in key emerging African economies hold promise for the populations of these countries? Unique country and investment cases, as well as examples and opportunities in enterprise development, energy, telecoms, and agriculture, will be explored.

*The agenda will also include several breaks, a luncheon, an all-attendee evening reception, and a VIP dinner during the conference dates of October 25-26, 2012.*