

# Agenda

- 9h05 - 9h20**      **Opening remarks**
- Atef Marzouk, Ag. Director for Infrastructure and Energy, African Union Commission
  - Cécile Billaux, Head of Unit INTPA.E2, European Commission
  - Paula Lopes, Development Counsellor, Perm. Representation of Portugal to the EU
- 9h20 - 9h30**      **Context and background**, Sofia Martinez, DG INTPA.F1
- 9h30 - 9h40**      **EABF High Level Green Talk on Green Energy Transition in Africa**
- Atef Marzouk, Ag. Director for Infrastructure and Energy, African Union Commission
  - Efrem Garlando, DG INTPA.E2
- 9h40 - 10h00**      **Marketplace, partnerships and timeline**, Cyril Sayag, DG INTPA.E2
- 10h00- 10h25**      **Q&A**
- 10h25-10h30**      **Concluding remarks**

# 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*

# Context and background

- Reliable, sustainable energy is key to development in Africa.
  - More than 590 million people in 2021 lack electricity access in Africa, with only 17% of the population with access to clean cooking in Sub-Saharan Africa. Trends are worsening due to the covid19 pandemic
  - Africa is behind with regard to deployment and investment (in 2019 only 2% of the new renewable energy capacity installed in Africa)
  - A change of direction is needed to harness the potential of renewable energy and energy efficiency.
- Reinforced EU partnership with Africa to support this transformation, aligned with Agenda 2063, the 2030 Agenda and the Paris Agreement:
  - The *Africa-EU Green Energy Initiative* will promote strategic and concerted actions: (a) policy dialogue; (b) capacity building; (c) technical assistance (d) support to leveraging private investments and (d) reinforce Africa-EU business and technology cooperation.
- The EABF event will serve to exchange views on how to accelerate the green energy transition in Africa, including:
  - Key challenges and opportunities, in the context of the covid19 crisis.
  - Inform and pave the way for substantive engagement ahead of the EU-AU Summit.
- EABF marketplace: Private sector key to bridge the energy gap in a sustainable way

# EABF High Level Green Talk

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

### Objectives

- Economy recovery from COVID-19
- Building public-private partnerships to support energy transformation in Africa
- Africa-EU Green Energy Initiative

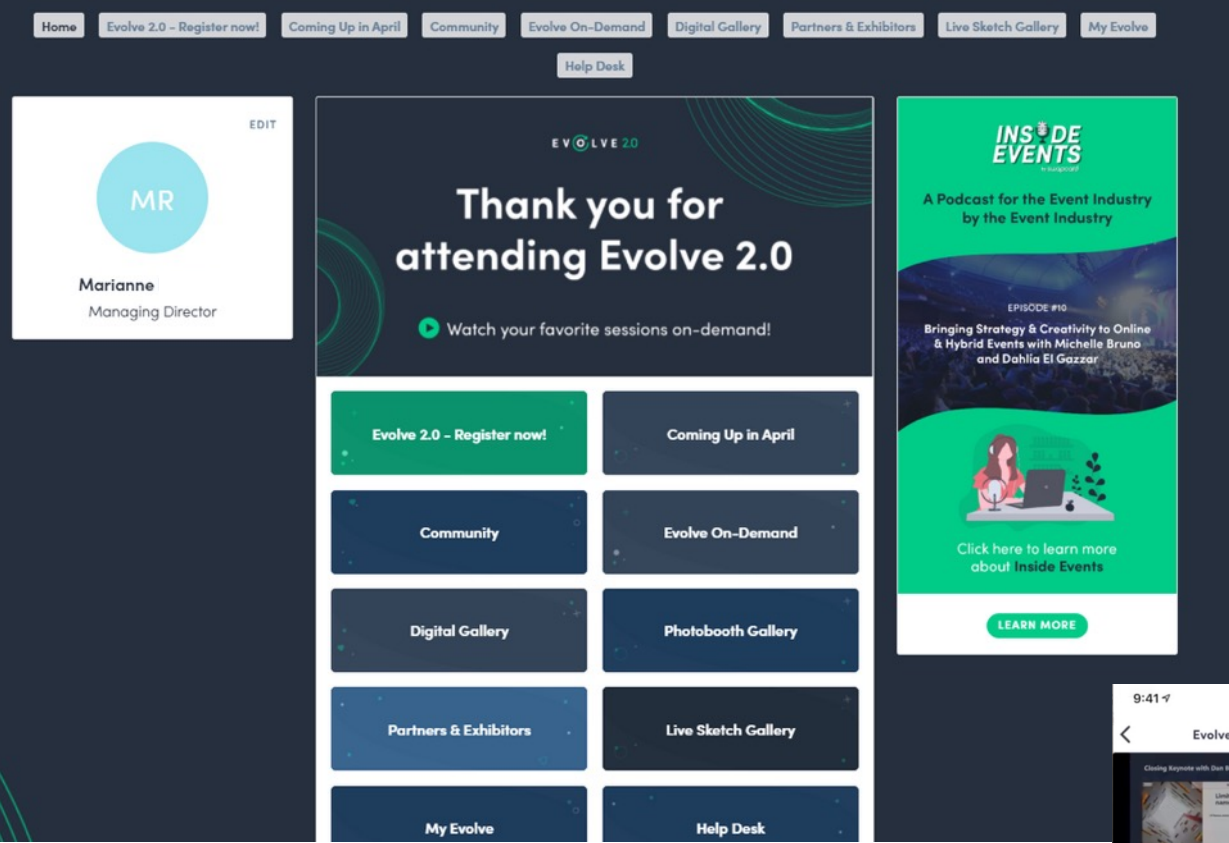
### Format

- Opening remarks from co-hosts
- Roundtable : Achieving greater private sector participation for a faster sustainable energy transformation in Africa



### Stakeholders input

- Guiding questions
- Potential speakers

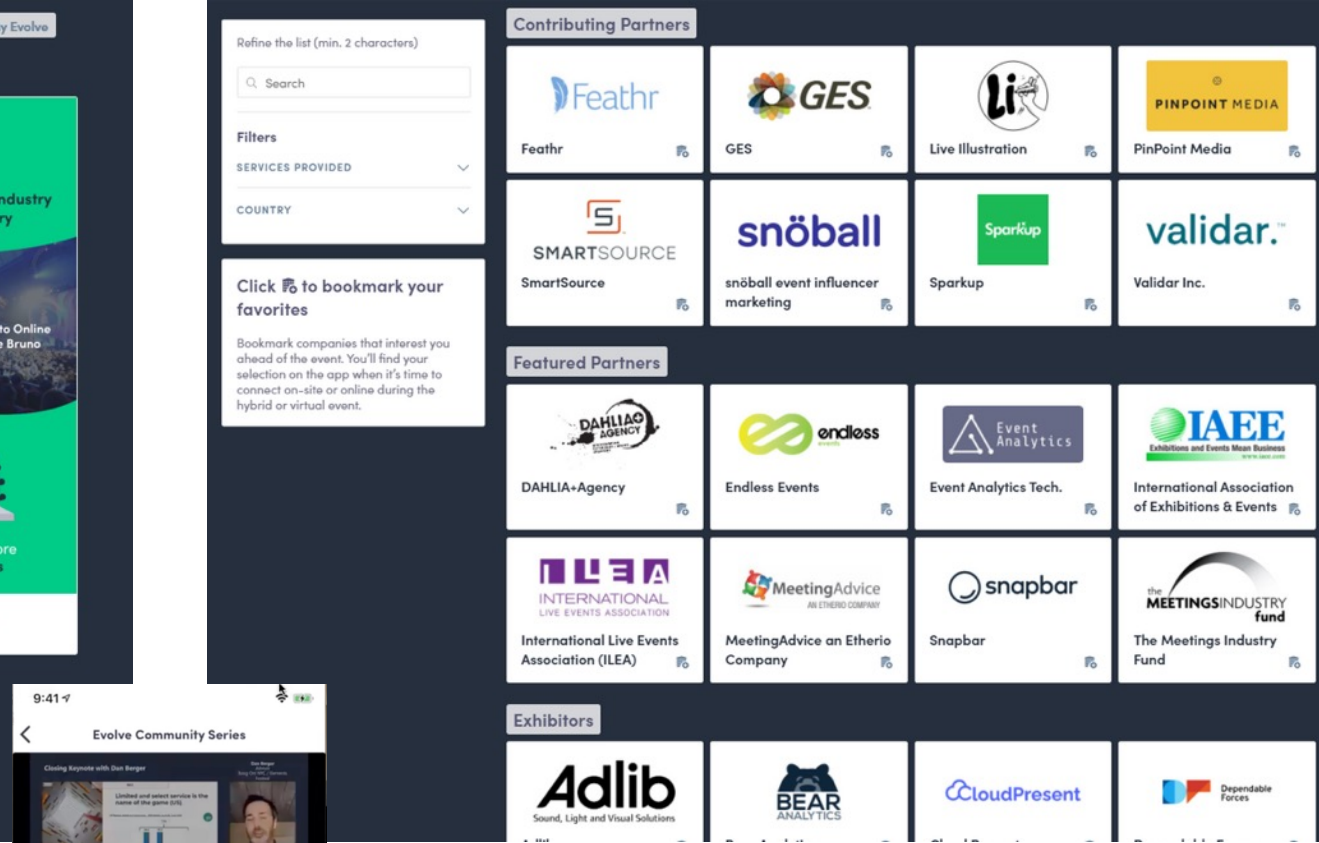


## HOME PAGE

All features are accessible from this page.

- Agenda
- Live sessions
- Marketplace
- List of participants
- etc.

\*this is an EXAMPLE. It is not the real EABF digital platform



## MARKETPLACE

This is the overview of the marketplace.

"Booths" can be listed by specific subcategories or by partner names.

## EVOLVE 2.0 Job Board

Discover now our Evolvers's  
**job offers** and **careers**  
opportunities!



swapcard

LEARN MORE



### International Live Events Association (ILEA)

Featured Partners

BOOKMARK

Products & Services

Digital Library

Sessions

Documents

Team

### Information

The International Live Events Association, ILEA, is a **global community** of thousands of creative event professionals whose skills, expertise, and experience power some of the most recognized and respected live events around the world. ILEA provides **education and collaborative networking opportunities** that achieve creative event experiences.

### Company details

Company Type  
Event Association

Services Provided  
Training & Knowledge

### Talk to International Live Events Association (ILEA)



Send a message to International Live Events Association (ILEA). A member of their team will respond as soon as possible. By contacting them, you agree to share your contact details.

+ Write a message...



2021PORTUGAL.EU



## BOOTH EXAMPLE

To be contacted by as many qualified participants as possible, exhibitors must fill in all the information in their exhibitor account:

- Logo
- Name
- Description
- Video (Youtube or Vimeo)
- Background image/colour
- Files (pdf or other)
- Social Networks
- Website link & contact
- Products/Services
- Representatives on the booth

U-AFRICA  
SS FORUM



# Networking

- Uses AI tools to suggest best contacts for networking interactions... but depends on the quality of the information entered by participants
- Gamification can be introduced (ie prize for person having received the most requests for meeting or held most meetings)

Home **Attendees** Program Exhibitors Speakers Map Products Chat rooms My visit

### People you should meet

- Isabella Hashing**  
Process Engineer  
Lowe's
- Mason Douleva**  
Business...  
U.S. Postal...
- Nicole Moulener**  
Sales Assistant  
Centene
- Emma Whiley**  
Human Resources...  
Credit Agricole
- Jeremy Philinso...**  
Web Developer  
Louis Dreyfus...
- Tiffany Monrou...**  
Recruiter  
Petrobras
- Stephen Hawly**  
Design Engineer  
Beijing

DEVELOPERS MARKETING HUMAN RESOURCES STARTUPS IN

### Your company's industry

More people from Event Industry

- Julietta**  
Recruiter  
Apple
- Kevin**  
Sales  
Kroger
- Mickael-Fr...**  
Administrator...  
Royal Ahold...
- Laëtitia**  
Sales Coordinator  
Carrefour
- Bruno**  
Equipment Sales...  
HCA Holdings

Your network already knows them

- Steve**  
Recruiter  
Apple
- Angelique**  
Sales  
Kroger
- Matthew**  
Administrator...  
Royal Ahold...
- Alicia**  
Sales Coordinator  
Carrefour
- Alexandre**  
Equipment Sales...  
HCA Holdings

Home **Attendees** Program Exhibitors Speakers Map Products Chat rooms My visit

### Discover more people

Here's your chance to connect and meet with more like-minded peers and potential partners.

- Vendra Sana**  
Regional Sales Executive  
Antheuser-Busch InBev
- Rey Milbourne**  
Business Analyst  
Freddie Mac
- Lacera Jones**  
Trainer  
J.P. Morgan Chase
- Alicia Stranger**  
Account Manager  
Carrefour
- Jemerias Romero**  
Assistant Controller  
K&N

28 Connected

**Steve Goodwin**  
Direct Sales Manager  
Business Developer  
Konex

**Meeting**  
Thu, July 28 - 11:00 to 11:30 AM  
Online meeting

**Chat with Steve**

Hi John! I attend to the event and I'd like to meet you to speak about your company, are you available to have a one-on-one? See ya, Steve.

Send message  
Start meeting call  
Add a guest  
Reschedule meeting  
Cancel meeting

Tags  
Add tag to organize your contacts  
CEO x 3018 x

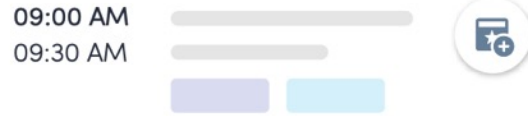
Note  
Add note to remind you about your

# #Networking



AI Matchmaking

# #Program



Program

# #Engagement

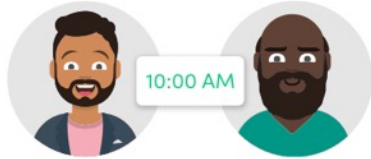


Group discussions

# #Sponsoring



Exhibitors' Marketplace



Meeting scheduler



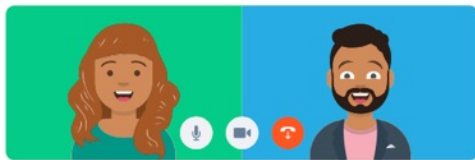
Live streams



Calendar Integrations



Live demos



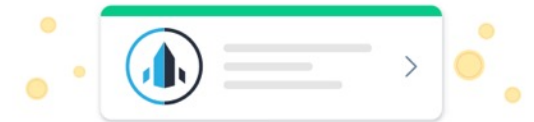
Video calls



Session interactivity



Notifications & Emails



Sponsored ads



# Event partners

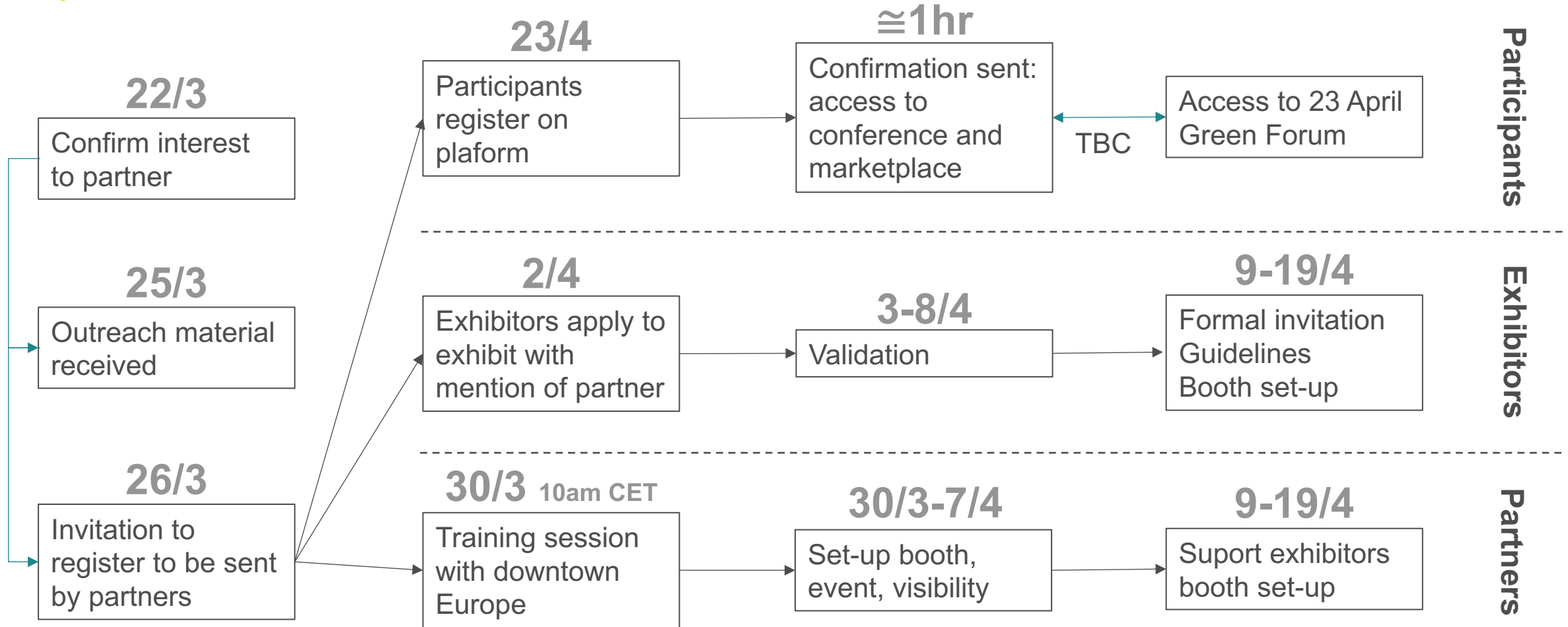
- Own booth (please plan for a representative to be present for the duration of the marketplace)
- Members' booths ( $\cong$ 5 to 10)
- Side event on 20 or 21 April ( $\cong$ 1 hour)
- Logo & event visibility
- Members' participation ( $\geq$ 50)
- Active networking
- Technical consultant support (Downtown Europe)

**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.

# Outreach & timeline



Teasers can be sent as of now

Final timeline TBC on 25/3

# Annex: timeline



## Partners

22/3 COB	Confirm participation as Partner Provide high-def logo and short presentation to DTE in FR or EN
25/3	Receive outreach material <ul style="list-style-type: none"><li>- Email text and pictures, logos</li><li>- Link to registration as participant or exhibitor</li><li>- Brochure FR and EN</li></ul>
26/3	Launch promotion of participation to event and marketplace to membership and networks
29/3	Guidelines on booth and event set-up received
30/3 10h CET	Training session with DTE
30/3 – 9/4	Setting up booth with DTE support Setting up visibility on platform Setting up webinar / conference
3/4 – 7/4	Validate exhibitors
8/4	Final validation of exhibitors by organizers
9/4 – 18/4	Support exhibitors setting up their booths with DTE second level support
18/4 (Sunday)	Booth set-up and ready
19/4	Platform test
20-21/4	Animate booth & side event

## Exhibitors

2/4	Deadline to confirm expression of interest
3/4 – 7/4	Review and validation by event organisers
8/4	Confirmation of participation and set-up guidelines received
9/4 – 19/4	Setting up booth
19/4	Booth set-up and ready
20-21/4	Animate booth

**Final timeline TBC on 25/3**



# Annex: key contacts

To confirm your interest to partner on these events and general questions:

Cyril Sayag, European Commission, DG INTPA.E2: [cyril.sayag@ec.europa.eu](mailto:cyril.sayag@ec.europa.eu)

Peter Kinuthia, African Union Commission, Senior Energy Advisor: [peter.Kinuthia@giz.de](mailto:peter.Kinuthia@giz.de)

To suggest speakers or questions for the panel:

Efrem Garlando, European Commission, DG INTPA.E2: [efrem.garlando@ec.europa.eu](mailto:efrem.garlando@ec.europa.eu)

Sofia Martinez, European Commission, DG INTPA.F1: [sofia.martinez-martinez@ec.europa.eu](mailto:sofia.martinez-martinez@ec.europa.eu)

Peter Kinuthia, African Union Commission, Senior Energy Advisor: [peter.Kinuthia@giz.de](mailto:peter.Kinuthia@giz.de)

