

# 61<sup>st</sup>

## Annual Meeting of the European Trade Promotion Organisations

**Athens, Greece**  
**21-22 October 2021**

### Connecting Europe with Africa: promoting economic collaboration and dialogue

In the context of the new EU-Africa Strategy, outlined in the Joint Communication "Towards a Comprehensive Strategy with Africa", the conference will try to contribute to the political dialogue on how to achieve a mutually beneficial cooperation between the EU and Africa in key areas of common interest. Ahead of the EU-Africa Summit, the conference will try to liaise with the discussions held at the EU-Africa Business Forum on green energy transition, held on 16 and 20-21 April 2021, and the identified challenges that Africa is facing concerning the access to clean and reliable energy. Africa's prospects present Europe with opportunities in many pivotal areas, such as inclusive and sustainable growth, as well as the twin transition, while the future strategy should support PPPs and include the private sector in order to be successful.

The scope will range across the following policy areas:

- inclusive and sustainable development and job growth, in the context of a sane business environment
- boosting the twin transition: green and digital transformation
- funding opportunities and tools
- mobilising the private sector.



## AGENDA

### Wednesday, 20 October 2021

19:00 – 21:00

#### **Welcome Reception**

(Royal Olympic Hotel - Roof Garden Bar)

**Ioannis SMYRLIS**, Secretary General for International Economic Affairs, Ministry of Foreign Affairs, Chairman of Enterprise Greece

# Thursday, 21 October 2021

08:30 – 09:00

Arrival at conference venue and registration  
(Royal Olympic Hotel - Attica Conference Room - GF)

Master of Ceremonies: **Tjörven BOSSU**, Chairman, W/GIP

09:00 – 09:30

## Welcoming remarks

**Georgios FILIOPOULOS**, CEO, Enterprise Greece  
**Betty ALEXANDROPOULOU**, Executive Director, Member of the Board, Enterprise Greece

09:30 – 10:00

## Opening keynote statements

**Dr Chrysoula ZACHAROPOULOU**, Member of the European Parliament, European Parliament Rapporteur on a new EU-Africa Strategy, Co-chair of the strategy groups of the Africa Europe Foundation

10:00 – 11:00

## Panel discussion on funding tools and opportunities: Horizon Europe and the Africa Initiative

### Panel:

**Nienie BUISMAN**, Head of Unit - International cooperation 'Asia, Africa, Middle East and External Relations', DG RTD, European Commission

**Dr Guy BLAISE- NKAMLEU**, President- Board of Directors, African Association of Agricultural Economists

**Moderator: Panayiotis HASSAPIS**, Executive Vice President, Greek Exporters Association (SEVE)

11:00 – 12:00

## EPAs between the EU-ACP - The AfCFTA

### Panel:

**Jamie MACLEOD**, Trade Policy Expert, Africa Trade Policy Center

**Dr Arthur MINSAT**, Head of Unit for Africa and the Middle East - Senior Economist, OECD Development Centre

**Athanassios RAMMOS**, Senior Expert, Economic Partnership Agreements - Eastern and Southern Africa and Indian Ocean, DG TRADE, European Commission

**Moderator: Apostolos MICHALOPOULOS**, First Counsellor for Economic and Commercial Affairs, Director of B1 Directorate of Extroversion Planning and Coordination of Extroversion Bodies, Hellenic Ministry of Foreign Affairs

12:00 – 13:00

Standing Lunch

13:00 – 14:00

## EU international cooperation and development policy in Africa

### Panel:

**Sandra KRAMER**, Director, Africa, DG INTPA, European Commission

**Dr Sotiris MOUSOURIS**, Chairman, Hellenic – African Chamber of Commerce and Development

**Dr Alexandros SPACHIS**, Secretary General of the European Business Council for Africa (EBCAM), EU Ambassador (retired EEAS)

**Moderator: Vicky MAKRIGIANNI**, Senior Advisor, Hellenic Federation of Enterprises (SEV)

14:00 – 15:00

## The green transformation: Africa as the bridge to carbon neutrality

### Panel:

**Dr Juliette BIAO KOUDENOUKPO**, Director and Regional Representative, UN Environment Programme –Regional Office for Africa

**François GILLES**, Advisor, Innovation Finance, European Investment Bank (E.I.B.)

**Christian PHO DUC**, CTO & Managing Director H2 & PtL Projects at Smartenergy Group AG

**Moderator: Haris LAMBROPOULOS**, Member of the BoD, Athens Chamber of Commerce and Industry, President, Hellenic Development Bank of Investments S.A.

15:00 – 15:30

Family photo, Coffee break

15:30 – 16:30

## The digital transformation

### Panel:

**Stefano DA EMPOLI**, President, I-COM – Istituto per la Competitività

**Lars ERIK FORSBERG**, Deputy Head of Unit, DG CNECT, European Commission

**Bosun TIJANI**, Co-Founder and CEO, Co-Creation Hub

**Moderator: Vicky MAKRIGIANNI**, Senior Advisor, Hellenic Federation of Enterprises (SEV)

16:30 – 17:30

## Side Event: Presentation to the CEOs of the ETPOA Future Strategy Plan 2022 - 2026

(restricted to ETPOA members)

**Anton BUTTIGIEG**, CEO, Trade Malta, Member of the Board of ETPOA

**Moderator: Philippe YVERGNIAUX**, Director, International Cooperation, Business France, Vice President of ETPOA

20:00

Private guided tour at the Acropolis Museum

21:00

Official Dinner in the Acropolis Museum restaurant

# Friday, 22 October 2021

(Royal Olympic Hotel - Attica Conference Room - GF)

09:00 – 09:30

## **Facilitating EU-Africa business cooperation**

**Fabrice TERRAC**, Deputy Head of Unit, DG GROW, European Commission

09:30 – 11:30

## **The Twin Transition: Pitching of African and European Ecosystem - Some Success Stories**

### **Speakers:**

**Rahel BOON-DEJENE**, Managing Director, R&D Group (Ethiopia)

**Josiah Abakah EYISON**, Co-Founder & CEO, iSpace Foundation (Ghana)

**Nigest HAILE**, Founder & Executive Director, Center for Accelerated Women's Economic Empowerment (CAWEE) (Ethiopia)

**Vangelis KAMARIS**, International Business Development Director (METKA- Sustainable Engineering Solutions Business Unit) (Greece)

**Lacina KONÉ**, Director General/CEO, Smart Africa (Rwanda)

**Yaya KONE**, Co-Founder and CEO, COLIBA (Ivory Coast)

**Norberto LARRIBA BLAY**, CEO, Impulso (Spain)

**Montaña RODRIGUEZ-OVEJERO**, International Business Area, SATEC (Spain)

**Moderator: Alexandra PITTA-CHAZAPI**, Vice President of the Panhellenic Exporters Association

11:30 - 12:00

*Coffee break*

12:00 - 12:15

## **Updates on the Working Group Information Professionals (WGIP)**

**Tjörven BOSSU**, Chairman, WGIP

12:15 - 12:30

## **Update on European Trade Promotion Organisations Association (ETPOA)**

**Tonia VAN DE VYVER**, President, ETPOA

12:30 - 12:50

## **Presentation of the venue of the ETPO Main Conference in 2022**

12:50 - 13:00

## **Closing Remarks**

**Christos SKOURAS**, Director International and Institutional Affairs, Enterprise Greece

13:00 - 14:00

*Standing Lunch*

# Saturday, 23 October 2021

09:30 – 14:30

## **Optional: Guided Tour to Sounio**

Departure from **Hotel Royal Olympic**

Guided Tour and Informal Lunch