



Great Lakes Investment and Trade Conference (GLITC)

'Cross-border Corridors'



Kigali Convention Centre, Rwanda

18th - 20th November, 2019

Information Brief

Introduction

Since the inaugural Private Sector Investment Conference (PSIC) which took place in Kinshasa, Democratic Republic of the Congo (DRC) ON 24-25th February, 2016, plans have been underway to convene a successor investment conference whose ultimate goal is to promote the various investment opportunities in the Great Lakes Region that were presented at the first conference. The projects identified at that time from the region have now been subjected to both economic and financial analyses for their viability and bankability and most of these are now ready for presentation to potential investors. This is the genesis of the forthcoming Great Lakes Investment and Trade Conference (GLITC). Subsequently, the Office of the UN Special Envoy for the Great Lakes region (O/SESG), the International Conference on the Great Lakes Region (ICGLR) and the Government of the Republic of Rwanda are organizing the second GLITC that shall take place in Kigali, Rwanda, from 18th to 20th November, 2019.

Objectives of the Great Lakes Investment and Trade Conference 2019

GLITC aims to focus attention on aspects of the recommendations of the inaugural PSIC by sustaining dialogue between public and private sectors, including through high-level interactive sessions that focus on cross-border economic opportunities that promote the development of business in agriculture and logistic value chains, natural resources management and joint development of resources, including tourism, through public-private partnership between DRC, Rwanda, Burundi, Uganda and Tanzania. The GLITC will focus on cross border trade, and investment corridors with the private sector actors in the border regions as the prime participants. The areas that will be covered are Agriculture, Mining, Energy and Services including Tourism and will involve five countries: Rwanda, DRC, Uganda, Burundi and Tanzania. Other countries of the Great Lakes region are also welcome.

Participants

High level government representatives will interact with the investors at the panels, but also face to face meetings and small group discussions will be offered and organized on demand. Among the expected 500 participants will be

- Government representatives;
- CEOs of international companies investing and operating in the region;
- CEOs of prospect individual and institutional investors to the region;
- Equity Firms and banking institutions;
- Pension Funds and Sovereign wealth funds;
- Bilateral and multilateral development institutions;

Structure of the GLITC

The Conference will be designed to foster interaction, learning and 'matchmaking' of concrete investment opportunities with context setting, plenary and wrap-up sessions. Each session will start with high level speakers from the public and private sectors, followed by Q&A in plenary and summary by the moderator. There will be break-away parallel dialogue sessions around priority sectors. There will also be parallel exhibitions from Member States and project promoters on the side-lines of the main conference. The Conference will aim for some specific 'announcements', investment and trade deals which will be prepared and nearly finalized before its opening. 6-7 such cross-border projects will be identified and prepared by the organizers and the investors in preceding months to the Conference. A small preparatory group, consisting of

regional private business representatives will make a dedicated effort to prepare these specific investments by the Conference. At least one internationally recognized investor will be engaged as keynote speaker at an early stage.

Venue

The Conference is proposed to be held at the Kigali Convention Centre, Rwanda. Side events across the border in Goma highlighting benefits to invest in cross-border economic activities will be considered, as well as site visits to Goma-Gisenyi-Ruzizi-Bukavu areas. On request, and in consultation with the Government of the DRC and the UN, site visits further inside DRC, could also be organized.

Preparations for the Conference

The preparations for the conference will be conducted in three main phases:

- i) Pre-Conference,
- ii) Conference
- iii) Post-Conference activities.

i) Pre-Conference

To prepare for the conference a vibrant Secretariat and an Organizing Committee at two levels has already been set up. The Secretariat role, amongst other things, is to flesh out the existing draft concept note, prepare conference programme, logistics, invitation letters, etc. The Secretariat is staffed by a Head of the Secretariat and two or three staff in charge of administration, logistics and production. The team members are being outsourced and the Rwanda Development Board (RDB) has offered an office for the Secretariat and the advisory services of the Rwanda Convention Bureau (RCB). Other services are likely to be outsourced or subcontracted.

The Organizing Committee is being chaired by RDB and the ICGLR Private Sector Forum and is expected to meet or engage per video conference monthly before the Conference. To line up institutional support, the additional Partners Committee have been co-chaired by ICGLR and the Special Envoy of the Secretary General for the Great Lakes Region and institutions like the World Bank Group, the European Union, Corporate Council on Africa, CEPGL, EBCAM, UNDP, UNECA, African Business Coalition for Health (ABCHealth) and others will be invited to participate. The Organizing and Partners Committees will coordinate among themselves.

Representatives of the Committees will discuss the plans at early stages with the relevant ministers of the ICGLR countries to secure ownership and engagement. The secretariat will be contracting a recognized Events Management Company (EMC) to work with the Conference Secretariat to research and develop customized presentations and develop promotional materials for the sub-sector and the selected cross-border projects. Sector studies will be created as well as build on promotional materials developed for previous workshops, conferences or investment opportunities in the region.

The Committees then will identify and target world-class foreign and domestic investors in the featured sectors and invitations will be sent to the prospective investors. The participating countries will share lists of potential companies from their countries. CEPGL and the ICGLR Private Sector Forum will be engaged as co-organizers at an early stage. The CEPGL member countries

will use the venue of the Conference for high level meetings and such attendance will be advertised at an early stage. Before the conference, regional meetings will secure progress to improve the region's business competitiveness, regulation and the logistics services, measures to be announced also at the conference. A conference web site will be launched three months before the conference and online match-making and information exchanges offered on the website and before and during the conference via a dedicated mobile app.

ii) Conference

The suggested date for the conference is 18-20 November, 2019 to allow for adequate planning and roadshows. The venue is the Kigali Convention Centre. The three-day high-level conference will consist of presentations in plenary and sector-specific sessions:

- a) High-level interactive segment with the private sector;
- b) Private sector to private sector sessions and Private sector to government sessions;
- c) "One-on-one" match-making meetings between pre-qualified investors and project sponsors to discuss and announce deals which may have been in the pipeline;
- d) Breakfast meetings, topical cocktail receptions; and
- e) Investment exhibitions on investment opportunities in the selected sectors followed up with focused discussions on particular/specific project activities.

Where requested, site visits will be taken before, during or after the conference. A visit to Rubavu/Goma on the Rwanda/DRC border by interested conference participants is also suggested as part of the conference agenda. Two high level dinner events will be held with key note speeches by Heads of States or significant private sector actors on both nights. One could be hosted by the main Host Country (Rwanda) and the second one by development partner(s) in coordination with the DR Congo authorities.

This conference will be hosted by the Government of Rwanda, in partnership with UNCT Rwanda, the Government of the DRC, O/SESG, ICGLR (Secretariat and the ICGLR Private Sector Forum), CEPGL and development partners (WBG, EU and others), and will be spearheaded by a Partners Committee and Conference Secretariat.

iii) Post-Conference

This stage will include aggressive follow-up on investment leads generated during the conference and by the outreach campaign. The project promoters will be supported by the Conference Secretariat, Investment Promotion Agencies (IPAs) in relevant member States and development partners on timely follow-up to ensure that investment leads are followed up. The Conference Secretariat will prepare quarterly reports for at least a year on the progress of outcomes of the conference starting within one month after the conference, whereby the first report will outline the investment leads. Subsequent reporting requirement and modalities will be agreed by the Conference Secretariat and the Organizing Committee before handing over of the reporting and follow-up functions to the (ICGLR) Great Lakes Private Sector Forum.

How you can participate in Great Lakes Investment and Trade Conference (GLITC)

There are a number of sponsorship packages from which the private sector businesses can select in supporting the conference. These are summarized in the table below:

Sponsorship level and inclusions:	Strategic Sponsorship	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Amount (US\$)	50,000	35,000	25,000	15,000	10,000
ON-SITE EXPOSURE					
Company logo displayed on the back drop behind the Speaker's podium	*	*	*	*	*
Company logo displayed at the registration area	*	*	*	*	*
Company logo displayed at VIP lounge entrance	*	*	*		
Company logo highlighted on all event signage	*	*	*		
Company banner at the main meeting hall entrance	*	*			
Opening address at event, welcoming delegates to GLITC on first day of the conference.	*				
High profile speaking slot on main GLITC programme with option to chair a selected session	*	*			
PUBLICATIONS AND ADVERTISEMENTS					
Company logo on the GLITC web page (with hypertext link).	*	*	*	*	*
Company logo on the GLITC web page (with hypertext link).	*	*	*	*	*
Company logo printed on all event materials, including the brochures and event catalogue	*	*	*	*	*
100 word company profile and one full colour advertisement page in the event catalogue	*	*	*	*	*
Company logo on websites and in all supporting international trade publications.	*	*			
Company logo on websites and in more than a dozen supporting international trade publications			*	*	*
Company name on GLITC newsletter sent every month to a global database of 1000 of senior executives with an interest in international investment opportunities.	*				
ADDITIONAL BENEFITS					
Complimentary delegate passes to all areas of the event. (25% discount on additional registration fees)	10	7	5	3	2
Contact details of all attendees, (in compliance with data protection procedure)	*	*			
Sponsorship of GLITC VIP Evening Function on Day 1	*				
Sponsorship of Presidential Day 1 Cocktail Party	*				

For more information please contact us at the following addresses:



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