

ACCLR

Services aux entreprises



Presented by:



Desjardins

Desjardins Business Opportunities

West and Central Africa: A growing region

Assess your development strategy with advice from our experts

December 7, 2017

- 8:30 am** **Registration and Breakfast**
- 9:00 am** **Opening Remarks**
Jean-Christophe Lambert
Advisor, International Market Development
Chamber of Commerce of Metropolitan Montreal
- 9:05 am** **Global context on the continent**
Alain Carrier
Coordinator – African and Middle Eastern Markets and
Principal Respondent for the Energy Sector
Export Québec
- 9:25 am** **West and Central Africa: 5 Countries, 5 Contexts?**
Pierre Chauvette
Lawyer, vice-president
Joli-cœur Lacasse
- 9:45 am** **Business Culture in Africa**
Édouard Préfontaine
President
Stratem

10:05 am **Strategic analysis of consumption needs in West and Central Africa**
Jean-François Kacou
Director of Operations
Afrique Expansion

10:25 am **Entrepreneurs Speak – Testimonials**

- Véronique Boisjoly
Director of Communications and International Projects
Presse Café
- Lenin Cruz
Director, International Development
Aedifica

10:45 am **Coffee Break and Networking**

11:05 am **Roundtable Discussion**
Guest countries: Ghana, Nigeria, Cameroon, Ivory Coast, and Senegal

H.E. Adeyinka Asekun
High Commissioner of the Federal Republic of Nigeria in Canada
Nigeria High Commission in Ottawa

H.E. Joseph Ayikoi Otoo
High Commissioner of Ghana in Canada
Ghana High Commission to Canada

Zaccaria Coulibaly
Head of the Economic Office
Embassy of Senegal in Ottawa

Michel Adoumou Foumane
Cultural Counselor
High Commission of the Republic of Cameroon in Canada

Oulai Adama
Economic and Legal Affairs Counselor
Embassy of Ivory Coast in Ottawa

12:30 pm **End of the Seminar and Networking**

Official airline:

