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February 2011

Cape Town International Convention Center | Cape Town, South Africa



BRICA
SUMMIT 2011

Brazil • Russia • India • China • Africa

Supported by



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EVENT OVERVIEW

General Information

Africa's economic potential is significant. While this has been common knowledge for decades, it is only now that the continent seems to be ready to fulfil this potential: Vast natural resources, continuous economic growth, improving governance standards and dozens of unexploited potentially high profile tourism destinations are among the reasons why Africa should be a force to be reckoned with for the future.

While these developments seem indeed promising, the Western world continues to regard Africa as "the lost continent", marginalised in the world economy, rife with civil war, poverty and famine. From the perspective of the West, Africa was and still is mainly viewed as a region of concern in need of massive amounts of development aid, rather than a potential partner for business, trading as equals. However, Asia and South America – in particular China Russia and India – have noticed Africa's potential and have been doubling their investments and engagement strongly in the continent. Their investment of billions of dollars into all sectors of the African economy is an indication of their acknowledgement of the tremendous investment opportunities in the continent. China's rapidly growing need for resources is bound to further increase Africa's standing in a globalised world economy.

Set against this background, Ikapa Media is proposing a BRICA (Brazil Russia India China Africa) Summit with focus on trade, tourism and investment to cement and strengthen the commercial relationships between Africa, South America and Asia. Particular attention will be placed on the energy sector, including supply management and alternative energies, as well as the effects of global warming, regional integration, trade and intergovernmental relations.

This international summit is proposed to take place in February of 2011, with international high-profile speakers from the political, business and academic sectors elaborating on trade and investment opportunities in these regions, and would be fully supported by the Department of Trade and Industry.

THE ORGANISERS

Ikapa Media Events

Ikapa Media is committed to creating platforms for Africa and worldwide institutions, experts, governments, African Heads of State, to engage each other on issues that bring economic prosperity to Africa and its people.

Our Pan African approach is rooted within the expected outcomes of the NEPAD framework and strategic document that supports the vision of the African Union, which is committed to the betterment of life for the African people.

It is from this framework that Ikapa Media Events derives its mission, to position the company as the leading media institution on the African continent. In line with this aim, we adopt an innovative approach, focused on taking forward the African Union agenda on socio-economic development.

The company's objective, through the creation of specific and focused platforms such as conferences, workshops, summits, and face-to-face dialogue with various economic development practitioners and their agencies, is to assist in bringing about sustainable growth for our continent.

Objectives

To facilitate trade, tourism and investment between Africa, Brazil, Russia, India and China, by providing a suitable platform to discuss business and investment opportunities in these regions, to present each other's economic advantages and promote sustainable trading bonds.

Primary Objectives:

To support South Africa and the African continent by exploring solutions to manage African resources, the global financial crisis, the energy demand and the challenge of global warming and position the BRICA Summit to become the leading annual event of its kind in the Indian and Pacific Ocean region.

Target Market:

The target audience will be the key stakeholders and decision-makers from various sectors of business, government, banking institutions, investment funders, corporate financial advisors, development agencies, customs unions, project managers and tourism operators, hoteliers, import and export traders, etc.

Event Structure

The core of the event will be a two-day summit with more than 1000 delegates including plenary sessions, face-to-face discussions and breakaway workshops on topics in the fields of trade, tourism and investment in the Indian and Pacific Ocean region.

PROPOSED SUMMIT PROGRAMME

The two day summit and plenary programme will include a variety of themes related to the changing role of emerging markets in the global economy, the facilitation of sustainable and ethical investment in the region and the exchange of trade and investment concepts, and practices within the BRICA region. The programme is envisaged to contain the following:

- *Africa*: can it realise its potential?
- *China and India*: Two emerging economic giants
- The rising Influence of emerging markets
- Trends in inter-regional trade and investment
- Business relations between Asian and African countries and Brazil.
- Current investment flows between China, India and African countries and lessons learnt.
- Trend-setting investments and business involvements contributing to economic interdependence and cooperation between the three regions.
- The Importance of interregional investments

Examples of investments will include

- China's investment in Standard Bank
- SABMiller's investment in China
- Dubai World's investment in the Western Cape
- Murray & Roberts' contribution of engineering skills to Brazil
- Sasol's involvement in Qatar
- Tata, Sahara and Mittal Steel in Africa
- Old Mutual in India
- Anglo American, Kumba Resources and other mining companies in China
- Chinese infrastructure investments in Angola, Zimbabwe & Zambia
- MTN in the Middle East (Iran, Syria, Yemen and Afghanistan)

Case studies will be covered by expert presenters and a number of these companies will be invited to represent themselves.

Infrastructure

- Infrastructure development: Encouraging or limiting economic growth
- Can Eskom power future growth?
- Sustainability and growth: a challenge for emerging markets (China case study)
- Interregional cooperation and exchange

Financial services

- Capital formation: The role of stock exchanges
- Microfinance: A sustainable way to grow emerging markets
- Changing risk profiles

Manufacturing

- Competing in a global market place
- Reducing trade barriers through interregional cooperation
- Examples: automotive industry, textile and clothing Industry,

Tourism:

- Conservation and tourism development – paradox or imperative?
- Heritage Tourism as a new tool for sustainable development
- Challenges and opportunities for interregional property development projects
- Global warming and the impact on tourism in the Indian Ocean region

Agriculture & Climate Change:

- Fair trade – the promotion of agricultural development in emerging economies
- Climate change and how to handle its effects

With their growing economies and increasing international involvements, emerging markets are continually gaining influence on the world stage. On the changing geopolitical playing field, new power structures are emerging and roles and responsibilities are beginning to shift. Instead of relying on the developed world, Africa, Asia and Brazil are re-discovering and resurrecting their past trade relations by continually forging new direct economic links, which provide opportunities for ongoing social, environmental and economic development, coping with growing infrastructure demands (power, water, telecoms,).

- The role of the emerging markets in managing fundamental world problems
- Balancing economic growth and sustainable development
- Tackling poverty and underdevelopment
- Challenges and opportunities through globalisation
- The ongoing competition for foreign direct investment
- The role of governments, trade and investment promotion agencies, international organisations and business in driving and managing the relationship
- Some suggestions for policies and strategies of cooperation

WHO SHOULD ATTEND?

- African, Asian and Brazil business leaders
- Decision makers from public and private sector
- Economists,
- Political analysts
- International and national development organisations
- International business and tourism councils and associations
- Trade and investment promotion agencies
- Tourism marketing organisations
- Financial institutions
- Corporate and private investors
- National, provincial and local government organisations
- Chambers of industry and commerce
- African, Brazilian and Asian NGOs