

Press release - Paris, November 6, 2016

Great success for the Second Edition of the LAB Meetings

The Second Edition of the Land of Africa Business meetings ended Sunday October 23rd after five days of discussions and high-level segments and the grand final of the African Rethink Awards that rewarded innovative innovations of four talented entrepreneurs.

Around the topic « Inclusive Development in Africa, Mirage or Reality?», discussions and debates organized by the Land of African Business during its Second Meetings was held from October 19 to 23 in Paris at the Hôtel de l'Industrie. More than 110 speakers and over 1,000 speakers from all over Africa and Europe gathered around 25 round tables in order to highlights innovative solutions for a change towards a more inclusive development path in Africa.

Many side events were also conducted during the Meetings. An evening dedicated to the presentation of artistic realizations and performances reminded that culture, which is a societal and entrepreneurial development factor, is an essential lever for economic growth.

The Republic of Mali was also showcased during a special event to discuss about to the Afrique France Summit being held in Bamako next January, and its impact for Mali and its regional integration.

The Second Edition of the Land of African Business Meetings has also been the spot where the final of the African Rethink Awards (ARA) took place. The LAB invited more than 40 startups from over 20 countries in order to present their initiatives. These young entrepreneurs from Africa or from its Diaspora had been chosen after a selection process based on societal, economic, environmental and innovation criteria.

Four prizes have been awarded:

- The **Grand Prix** was awarded by **Françoise Le Guennou-Remarck**, Director of Institutional Relations and Communications of the CFAO group to the **Tanzanian company ECOACT**, represented by **Christian Hafidh Mwijage**. EcoAct transforms plastic waste into synthetic building materials, thus enabling to fight against deforestation and global warming.
- The **Feminine Entrepreneurship Prize** was presented by Jaleh Bradea, Projects Director of Canal + Overseas, to the Ugandan **Brenda Katwesigye for her company Wazi Vision** that offers to pupils affordable optical expenses and eyeglasses conceived from recycled plastic.
- The **Diaspora Prize** was awarded by Pape Samb President and Founder of Global Youth Innovation Network to **Boubacar Sagna** for his Franco-Senegalese company **Yenni**. This company offers an electronic payment tool of medical care enabling members of the African Diaspora to provide their relatives with medical consultations and medicines in Senegal.
- The **Encouragement Prize** was presented by Olivier Mousson, President of the Société pour l'Encouragement de l'Industrie Nationale (Company for the Encouragement of the National Industry). It **awarded Mariama Mamane of Niger for her company Jacigreen** which produces natural fertilizer by composting water hyacinth, an undesirable plant into water. The production process delivers also Biogas, being transformed in electric energy.

For this edition, the LAB benefited from the partnership of Atos group, CFAO, Canal +, Engie, the Hironnelle Foundation and the Société pour l'Encouragement de l'Industrie Nationale. The LAB

announced an exclusive partnership with **Global Youth Innovation Network (GYIN)**, a global network platform supporting Youth in rural areas to develop of their entrepreneurship project with training and capacity building. From January 2017, the LAB will be the exclusive partner of GYIN in Europe.

The LAB also launched the **ARA Partners Club** in order to support the winners of the African Rethink Awards Prize. This club gathers the law firm **LABS-NS** dedicated to CSR and innovation, the consulting firm **Innogen Pulse** which advises its clients on the African market regarding their innovation strategy and their digital transformation, the agency specialized in brand strategy and communication **Wild Flowers**, and **Inspire Afrika** magazine.

About:

Founded by Eric Bazin in 2014, the Land of African Business is a think-tank dedicated to a plural «Africas». It gained high recognition on the world stage thanks to the success of its first edition during COP21 in Paris in 2015. The LAB combines high-level expertise and innovative solutions to demonstrate concrete the inclusive development levers of the African continent. The general purposes is to foster live of ideas, to produce expertise in order to guide the long-term vision of African actors of tomorrow, to value innovative initiatives and to stimulate the share of good practices, to enrich the influence network, and to facilitate collaboration between public and private spheres.

In the Grand Prix category, the second and the third prizes have been awarded to:

- *The Nigerian company Coldhubs which pieces together and implements cold-rooms functioning thanks to solar energy for rural communities and agricultural cooperatives.*
- *Island Bio, a societal programme of agribusiness located in Mauritius and based on permaculture (techniques that associates agroecology, ecological building and renewable energies) of community gardens.*

In the Feminine Entrepreneurship category, the second and the third prizes have been awarded to:

- *The Togolese company Urbanattic which offers urban market gardening addressing the issues of supply and cities embellishment.*
- *The Malian company of agriculture processing Zabbaan Holding that produces high-end fruit juices with an approach associating socio-economic and environmental development.*

In the Diaspora category, the second and the third prizes have been awarded to:

- *MEDX e-Health Center, a Cameroonian and Dutch platform that offers a digital portal ensuring quality, safe payment access and care coordination to the patients.*
- *Voltatic a French Burkinabe company specialized in engineering and implementation of management cooperatives of small solar power stations.*

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