

AEZO REGIONAL WORKSHOP

FACT SHEET

IMPROVING INVESTMENT CONDITIONS TO ACCELERATE ECONOMIC ZONES' DEVELOPMENT : THE CASE OF LUANDA BENGO SPECIAL ECONOMIC ZONE (ZEE)



Date : October 13, 2020
Time : 10 :00 AM (GMT)



Platform: Zoom Video Webinars
[Registration link](#)



Live webinar session of 80 minutes

GENERAL CONTEXT

Special Economic Zones (SEZs) can make essential contributions to the growth and development of an economy. They can help attract foreign investments, create new jobs and boost exports both directly and indirectly where they succeed in building linkages with the broader economy. Given the rise of digitalisation, the SEZs need to adapt and innovate to improve further investment conditions, making the process of setting up a business simpler and faster.

In the context of the dynamization of Special Economic Zones and with the objective to present successful African and international experiences in the field of Economic Zones, Africa Economic Zones Organization (AEZO) in partnership with Bengo-Luanda Special Economic Zone (ZEE) organise a live webinar session under the theme : « Improving Investment Conditions to accelerate Economic Zones' Development : The Case of Luanda-Bengo ZEE ».

ORGANIZERS



**AFRICA
ECONOMIC
ZONES
ORGANIZATION**

www.africaeconomiczones.com



Zona Económica Especial
LUANDA | BENGU
ANGOLA
Special Economic Zone

www.zee.co.ao

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MAIN ISSUES TO BE ADDRESSED

- ✓ The advantages of having SEZs and how Luanda Bengo ZEE is innovating to attract new business ?
- ✓ What quality investors look for in an investment location, including in SEZs ?
- ✓ Foreign Direct Investment (FDI) in the SEZ can especially help bring technology, know-how, jobs and growth to accelerating development of the country.
- ✓ What are the main challenges that SEZ will face in the near to medium term and how SEZ remain relevant and continue to generate investment and business ?
- ✓ What opportunities exist for SEZ to attract new investment ?
- ✓ How can Luanda-Bengo ZEE adjust their strategies and operating models to adapt to the new environment ?
- ✓ What are some policies, regulations and measures that Angola governments can adopt to improve investment conditions ?
- ✓ How can government assure a sustainable recovery of investment in developing countries ?
- ✓ Initiatives for the development of new alternatives to support the SEZ activities and attract investment during the crisis :
 - Guide for government
 - Guide for Luanda-Bengo ZEE Managers
 - Guide for industrials implemented

TARGET AUDIENCE AND PARTICIPANTS

- Top management of Lunda-Bengo Special Economic Zone (ZEE)
- Representatives of Agency for Private Investment and Promotion of Exports of Angola (APIEX)
- African Economic Zones Authorities and AEZO C-level executives
- Representatives of African governments, Ministry of Trade and Industry, Investment promotion agencies, Industrial and Investment associations, Chambers of commerce and industries, etc
- International experts representing African Union, UNCTAD, UNIDO, WTO, ITC, UNECA, WCO, OECD, FDI Center
- FDI advisory and the business sector
- Development partners : AfDB, Afreximbank, World Bank Group, European Commission
- Other partners from Trade, Logistics and Investment Community
- Target number: 300 Participants

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AGENDA

AEZO LIVE WEBINAR AGENDA

	DURATION
OPENING REMARKS	10 minutes
Dr Antonio Da Silva, Chairman Luanda Bengo ZEE & APIEX Mr Ahmed Bennis, Secretary General AEZO	
INTRODUCTORY KEYNOTE MODERATOR	08 minutes
Mrs Paola Suarez Buhrmann, Manager FDI Center	
PANEL DISCUSSION	40 minutes
Mr Yabin WU, Industrial Development Officer, Department of Trade, Investment & Innovation (PTC/TII) UNIDO Dr Stefan Kratzch, Industrial Development Officer, Department of Trade, Investment and Innovation (PTC/TII) UNIDO Mr Luis Nicacio, CEO Mestre Akino Factory Dr Andrew Mold, Chief, Regional Integration and AfCFTA Cluster UNECA	
Q&A SESSION	15 minutes
KEYNOTE FINAL ADDRESS	07 minutes

TALKING POINTS

Dr Antonio Da Silva, Chairman | Luanda Bengo ZEE & APIEX

- ✓ Focus on Luanda-Bengo SEZ and its competitive offers for investors: Infrastructure, strategic location, government support, Zona A incentives...;
- ✓ Focus on Angolan for its strategic location to link the closed countries as Zimbabwe, Zambia, Malawi and RDC;
- ✓ Focus on the Angolan government and and measures it's taking to assure a sustainable recovery of investment in developing and creating jobs, promoting SME through collaboration programs.
- ✓ Focus on the development of a business and investment environment that supports the start up and growth of companies and industry;
- ✓ Focus on some policies, regulations and measures that Angola governments can adopt to improve investment conditions.

Mr Ahmed Bennis, Secretary General | Africa Economic Zones Organization

- ✓ The advantage of having Special Economic Zone;

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- ✓ Highlighting the long history of SEZs in attracting foreign investment and contributing to host country economic development ;
- ✓ The Importance of SEZs in increasing a pursuing quality foreign direct investment (FDI) and bringing transformational change to the country ;
- ✓ SEZs as a catalysts to diversify economies, enhance the business environment ;
- ✓ Challenges of African Economic Zones;

Mrs Paola Suarez Buhrmann, Manager I FDI Center

- ✓ Introduction and presentation of the theme and the experts;
- ✓ Presentation on current FDI trends;
- ✓ Key aspects to consider for attracting and retaining investment in times of uncertainty.

Mr Luis Nicacio, CEO I Mestre Akino Factory

(Intervention in Portuguese)

- ✓ Presentation of his company, activities/services..;
- ✓ Focus on Luanda-Bengo ZEE and opportunities offered to local and interational investors;
- ✓ How to forsee collaboration and partnership between SEZs in Africa to encourage exports and improve investments.

Mr Yabin WU, Head of the UNIDO Investment and Technology Promotion Office I UNIDO

- ✓ Presentation of research on ZEE Angola;
- ✓ Sharing insights and recommendations.

Dr Stefan Kratzch, Industrial Development Officer, Department of Trade, Investment and Innovation (PTC/TII) I UNIDO

- ✓ Underscore the importance of good investment climate and pro-active support in investment promotion, facilitation and after care so as to attract and retain new foreign direct investors to ZEE Angola;
- ✓ SEZs as a tool to attract FDI and develop business integration and capacity building using an industry driven process.

Dr Andrew Mold, Chief, Regional Integration and AfCFTA Cluster I UNECA

- ✓ Trade and Investment opportunities across the continent;
- ✓ AfCFTA could be leveraged to attract significant FDI to Economic Zones thus assisting to expand and diversify Africa's productive capacity;
- ✓ What will assit to leverage these zone to achieve the AfCFTA objectives.

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MODERATOR AND PANELISTS BIOGRAPHIES



Dr Antonio Da Silva
Chairman Of The Board Of Directors
Luanda-Bengo ZEE & APIEX

A senior executive with more than 22 years of experience in several sectors both private and public, from the Oil and Gas, Telecommunications, Television and Industry. Visionary and creative, with a positive attitude and a firm commitment to excellence.

Experience in Managing Organizational Change to achieve better results, with an open and entrepreneurial leadership style, highly effective management, planning negotiation and communication skills, as well as a solution-oriented approach to solving organizations.

PROFESSIONAL JOURNEY:

He was IT Systems Administrator at Texaco 1997-1999, Coordinator of the project implementation team at the beginning and Marketing and Sales Director; Director of International Investments of the First Angolan GSM Mobile Network UNITEL SA 1999-2010; He was the First President of a Board of Directors of the Angolan Public Television from 2010-2012, has developed entrepreneurial activities in the private sector with the creation of several startups, with emphasis on VIGORCALIMA Lda a company acting in the food processing Industry, from 2013-2015 and 2017-2018, was the first President of APIEX – Agency for Promotion of Investments and Exports of Angola, end of 2015 beginning of 2017.

TERTIARY EDUCATION:

Holds a Degree in Electrical Engineering in the specialty of Telecommunications and Information Systems – University of Zagreb, Croatia-1996. He completed two post-graduate courses, one in Business Administration and Finance at Universidade Nova de Lisboa, Portugal in 2005, another at IESE – Senior Management Program (PADE) in Luanda, Lisbon, Barcelona in 2007. Advanced Business Management Program Kellogg School of Management, Chicago, USA in 2011. He holds other certifications and professional degrees such as MCSE in 1997, from participating in seminars and international forums where he was also a speaker. Enjoys technology and development of applied software solutions to the search of solutions to the problems of our daily lives.

SPOKEN LANGUAGES:

Speaks fluently 8 languages: Portuguese, English, Croatian, French, Spanish, Italian, Romanian, Serbian.

CURRENT ROLES:

He is currently the Chairman of the Board of Directors of Angola Agency for Private Investment and Exports Promotion (APIEX).

He is also the Chairman of the Board of Directors of the Luanda-Bengo Special Economic Zone (ZEE).

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Mr Ahmed Bennis
Secretary General
Africa Economic Zones Organization (AEZO)

Mr AHMED BENNIS, The Secretary General of Africa Economic Zones Organization (AEZO) and African Ports Task Force (APTF), the Group Business Development Director at Tanger Med

Ahmed Bennis is a result driven and accomplished senior executive director with extensive experience implementing large industrial, infrastructure and logistic investment projects in Africa.

Prior to his current position, Ahmed BENNIS has been leading the international business development of economic zones management at Tanger Med Special Agency since 2011, applying successful strategies with clear focus on profitability, cost optimization and establishing strategic partnerships.

In 2000, Ahmed BENNIS launched his professional career in IT and Financial services at NEC computers International in Paris, France. Then he moved to Luxembourg for a business development position at FlexFinance – Oracle Group, before he joined in 2007, Thomson Reuters in Dubai, where he was appointed to drive sales and presales activities providing business solutions and consultancy services for large financial institutions in Middle East and Africa.

Ahmed BENNIS is graduated from HEC Business School and has strong business communication skills in English, French, Arabic, Italian and Spanish.



Mrs Paola Suarez Buhrmann
Manager
FDI Center

Based in Berlin, Paola has experience across several projects related to FDI attraction strategy and the operations of investment promotion agencies, including the analysis of German foreign direct investment to China, the identification of opportunities for attracting sustainable investment to Iceland, and the evaluation of Business Finland's role in attracting high value investment to the country. Paola has also supported an international target market analysis for a city in North America and the development of a comprehensive strategy for attracting investment for a new investment promotion agency in Australia. Paola is speaker at international events related to FDI and is also involved in the delivery of training courses related to foreign direct investment and economic development.

Paola started her professional career in 2010 at ProBarranquilla, a regional investment promotion agency in Colombia, where she worked for over three years in the area of investment promotion.

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During her time at this agency, she organized and participated in national and international missions to actively promote the Atlantico region as a location for companies seeking new locations. As a result, Paola was able to support around 200 Colombian and foreign companies considering establishment or expansion projects and supported the attraction of more than 20 investment projects that invested about US\$200 million and created over 2,000 new jobs in the Atlantico region.

Before joining FDI Center in 2018, Paola worked at Invest in Mecklenburg-Vorpommern, a regional investment promotion agency in Germany, where she was responsible for investment attraction across multiple industries, including automotive and renewable energies. She represented the state of Mecklenburg-Vorpommern in different events across Europe and China and worked closely with public authorities and associations at the local and regional level to attract investment to the region. Her previous experience also includes working at the European headquarters of Kia Motors in Frankfurt, South Korea's second-largest automobile manufacturer, where she conducted analyses of customer satisfaction and assisted in the planning and implementation of national and European trainings and workshops.

Paola holds a Master of Science in International Economics and Public Policy from the Johannes-Gutenberg University in Germany and a Bachelor of Arts in International Relations from the Universidad del Norte in Colombia.



Mr Luis Nicacio

CEO

**Mestre Akino Factory & Industrial And
Agribusiness Corporation Filhos De Luís Nicácio**

CEO - Industrial And Agribusiness Corporation Filhos De Luís Nicácio
Managing Partner – Mestre Akino Meat Processing Factory
Former Chairman At Cuanza-Norte Business Association (Angola)



Mr Yabin WU

Head of the UNIDO Investment and
Technology Promotion Office (ITPO)
Investment and Technology Promotion
Division, Department of Digitalization,
Technology and Innovation

UNIDO

Prof. Wu Yabin, Head of UNIDO ITPO Beijing

Executive Director of China Association of International Trade, Member of China Info100, Chief Economist of China Venture Capital and Private Equity Association, and Visiting Professor at the University of Sofia.

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Prof. Wu worked in MOFCOM. He has been engaged in macroeconomic research, formulation of trade and industrial policies and international trade negotiation for a long time. Prof. Wu served as deputy mayor of Yiwu, Zhejiang Province. He was also an independent director of many listed companies.

Postdoctoral Fellow in Applied Economics at Peking University, PhD in Management Science and Engineering at Chinese Academy of Sciences, Visiting Scholar of Asia Pacific Institute at Duke University in the United States, Master in Public Policy at University College London in United Kingdom, and Master in Laws at Renmin University of China. The editor of *Study on China-Africa Development Cooperation in the New Era*, author of *Import and China's Practice*, etc., and translator of *Hardness 10 and Twilight of the Titans: Great Power Decline and Retrenchment*, etc.



Mr Stefan Kratzsch

Industrial Development Officer,
Department of Trade, Investment and
Innovation (PTC/TII)
Investment and Technology Promotion
Division, Department of Digitalization,
Technology and Innovation
UNIDO

Stefan Kratzsch has been working for 15 years for the United Nations Industrial Development Organization (UNIDO) in areas of investment promotion and private sector development. He is employed as an Industrial Development Officer in the Investment and Technology Promotion Division of UNIDO's Department of Digitalization, Technology and Innovation. He was part of the UNIDO team designing and implementing UNIDO's African Investment Promotion Agency Network (AfrIPANet) Programme. As an integral part of this Programme, large-scale firm-level FDI surveys have been organized in 20 countries in Sub-Saharan Africa which formed the basis of a series of UNIDO Africa Investor Survey Reports and ensuing capacity building assistance to a large number of African Investment Promotion Agencies (IPAs). He also oversees the global Network of UNIDO Subcontracting and Partnership Exchange Centres (SPX) whose aim is to provide a permanent platform to link FDI subsidiaries to viable and promising local suppliers in developing countries. He has successfully concluded large-scale investment promotion programmes in Iraq, Viet Nam and South Africa. Currently, he manages UNIDO projects in Colombia and the United Republic of Tanzania and has recently started the inception phase for a major regional investment promotion programme for ACP (Africa-Caribbean-Pacific) countries in cooperation with the World Bank Group and the International Trade Centre (ITC). He acts as UNIDO's focal point for the Donor Committee for Enterprise Development (DCED) and is a member of UNIDO Task Forces in relation to industrial parks and digital knowledge platforms.

Stefan Kratzsch is holder of a Master's degree in Industrial Engineering from the Technical University of Karlsruhe, Germany and holder of a PhD from the University of Leipzig, Germany. In April 2018, he has published his PhD Thesis as a book on "Forms and performance of foreign direct investment in Sub-Saharan Africa".

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Mr Andrew Mold
Chief, Regional Integration &
AfCFTA Cluster
UNECA

Andrew Mold is Chief, Cluster for Regional Integration, for the office for Eastern Africa of the United Nations Economic Commission for Africa in Kigali. He has a Masters in Economics and Politics of Development from Cambridge University, and a Ph.D. in Economics from the Complutense University of Madrid. His Ph.D. thesis was on the role of American multinationals in processes of regional integration.

He has previously worked for the UN Secretariat in Chile and in Addis Ababa and also for UNICEF in Costa Rica. He worked from 2008-2011 at the OECD Development Centre in Paris, where he was a Senior Economist and in charge of their flagship publication 'Perspectives on Global Development: Shifting Wealth'. From 2004-2009 he was editor of the European Journal of Development Research. Andrew has published in a wide-number of journals, including the Journal of African Trade, Journal of International Development, the CEPAL Review, the African Development Review, Development, the Journal of Common Market Studies, and the Journal of Agricultural Economics.

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