

قطر  
المغرب  
٢٠٢٤  
QATAR  
MOROCCO  
2024



# QATAR AFRICA BUSINESS FORUM

3<sup>RD</sup> EDITION



## INVESTING IN AI FOR TOMORROW'S GROWTH: AI & DEVELOPMENT



**Qatar Africa Business Forum (QABF) returns for its next inspiring edition in Marrakech, Morocco, on November 16<sup>th</sup> and 17<sup>th</sup>, 2024.**

*This exclusive, by-invitation-only forum will bring together 350 distinguished leaders from the private and public sectors, representing diverse interests that are pivotal to shaping the future of Africa.*

*This year, the forum will explore the transformative power of artificial intelligence under the theme “Investing in AI for Tomorrow’s Growth.”*

*High-level delegates will delve into groundbreaking innovations and thought leadership, opening new avenues for impactful partnerships. Together, they will examine how AI can unlock Africa’s economic potential, drive sustainable development, and uplift communities across the continent.*

*QABF is more than just a gathering; it is a catalyst for a new era of cooperation, where visionary investments drive economic expansion while prioritising the regeneration of our planet. It is a forum that recognizes the urgent need for forward-thinking strategies that balance progress with the well-being of humanity.*

*Join us at QABF as we embark on this journey—a journey where human ambition meets technological innovation to forge a brighter, more prosperous future for Africa and beyond.*





# DAY 0 OPTIONAL

## Open AI Day at Casablanca

Join us in Casablanca to meet the most innovative tech startups who are applying AI to solve major problems in Africa and around the world.

Click [HERE](#) to view the full agenda and register

## “A Regional Legacy Continued - FIFA World Cup™ Knowledge Transfer between Qatar & Morocco”

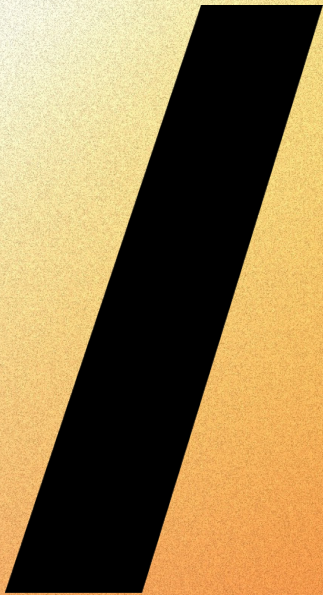
Four Seasons, Marrakech (By invitation only)

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اللجنة العليا  
للمشاريع والرررررر  
Supreme Committee  
for Delivery & Legacy







# **DAY 01**



**DAY 01  
NOVEMBER 16**

**EMPOWERING THE GLOBAL SOUTH:  
CHALLENGES AND OPPORTUNITIES**

**09:15 | OFFICIAL OPENING - WELCOME ADDRESS**

**09:30** | H.E Aziz Akhannouch, Prime Minister, Morocco

**HE Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani**

Chairperson of Qatar Museums, Doha Film Institute, Reach Out to Asia,  
and Qatar Leadership Centre, and Co-Chair Fashion Trust Arabia

📍 Agdal Ballroom

**09:30 | IN CONVERSATION**

**09:45** | Mohammed Saif Al-Sowaidi, CEO of Qatar Investment Authority

📍 Agdal Ballroom

**09:45 | THE NEW SOUTH:  
10:45 | ACCELERATING GROWTH IN AFRICA**

The African continent is set for transformative growth, projected to double its population by 2050 and potentially become a \$29 trillion economy. But that tells only half the story. To achieve sustainable and inclusive growth, Africa, as well as emerging markets, will still have to face significant challenges. This opening plenary, by bringing together senior leaders from both the public and private sectors, will showcase collaborations to build on southern-bred technologies that can support Africa's journey to navigate its complex environment. From climate resilience to digital transformation, capital allocation and framing economic governance systems that can deliver results, the panel will explore how Africa's development can change not only the continent's trajectory but potentially the whole world's path.

**Speakers:**

**H.E Nadia Fettah**

Minister of Economy and Finance, Morocco

**Samaila Zubairu**

CEO, AFC, Nigeria

**Teresa Clarke**

Chair & CEO of Africa.com, USA

**V. Shankar**

Founder and CEO, Gateway Partners, Singapore

*Moderator:*

**Folly Bah Thibault**

Senior anchor at Al Jazeera English

📍 Agdal Ballroom



**10:45 | SPOTLIGHT FEATURING QATAR X MOROCCO**

**11:00** | Aïcha Al-Ziani, Singer, Qatar

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**QATAR MOROCCO 2024**

📍 Agdal Ballroom

**11:00 | CAN AI LEAPFROG DEVELOPMENT?**

**12:00**

Artificial intelligence (AI) revolutionised the world economy, by enhancing the productivity of industry and services, and facilitating regional and international trade through disruptive technologies and processes. The reconfiguration of commercial routes and global value chains fostered by the AI revolution represents an opportunity to reinforce Africa’s centrality in the global economy. This plenary session’s participants will debate how AI can transform emerging markets and create competitive advantages across Africa & the Middle East. With an expected contribution of up to \$1.5 trillion to Africa’s economy by 2030, will AI realise its full potential and overcome development challenges faced by both of these regions?

**Speakers:**

**H.E Amal El Fallah Seghrouchni**

Minister of Digital Transition and Administration Reform, Morocco

**Hassan Al Sayed**

Chairman, Qatar’s National AI Committee, Qatar

**Karsten Popp**

CEO, iLima Digital Foundry, South Africa

*Moderator:*

**Michael Lints**

Partner, Golden Gate Ventures

📍 Agdal Ballroom

**11:00 | IN FOCUS SESSION: AGRITECH INNOVATIONS FOR**  
**12:00 | SUSTAINABLE DEVELOPMENT**

Agricultural innovation is crucial to unlocking Africa’s potential as a global agricultural hub, as the continent possesses 60% of the world’s uncultivated arable land. This offers an immense opportunity to address local food security challenges and meet global demands. However, challenges such as low productivity, fragmented value chains, and climate change continue to hamper growth. This session, co-hosted with UM6P, will explore how agritech solutions can boost productivity and sustainability, helping farmers build resilience against environmental challenges.

**Speakers:**

**Rita Zniber**

CEO, Diana Holding, Morocco

**Dr. Masoud Jarrah Almarri**

Director of Food Security, Ministry of Municipality, Qatar

**Hicham El Habti**

President, University Mohammed VI Polytechnic, Morocco

*Moderator:*

**Marc Norris**

Partner, Torba Market

📍 Arancino Room



**12:00**  
**13:00**

## **A HEAD START: THE ERA OF COGNITIVE CITIES**

As urbanisation accelerates across Africa and is already a thriving reality in the Middle East, cognitive cities offer a comprehensive, cutting-edge solution to address underlying challenges. This discussion will shift the focus to understand how advanced technologies such as AI, big data, and IoT can foster smart, adaptable urban ecosystems. By highlighting successful initiatives and innovations from Africa and the Middle East, high-level speakers will illustrate the transformative potential of cognitive technologies in shaping the cities of tomorrow.

### **Speakers:**

#### **H.E Reem Al Mansoori**

Assistant Undersecretary of Digital Industry Affairs at the Ministry of Communications and Information Technology, Qatar

#### **Dimitrios Dosis**

President of Eastern Europe, Middle East and Africa (EEMEA) MasterCard Global

#### **Mbarka Bouaida**

President of the Association of Moroccan Regions & President of the Region of Guelmim Oued Noun, Morocco

#### **Ziad Younes**

CEO, BUTEC, Lebanon

### *Moderator:*

#### **Fred Swaniker**

Founder, Sand Technologies

📍 Agdal Ballroom

**12:00**  
**13:00**

## **IN FOCUS SESSION: A GRASSROOTS RESPONSE: INVESTING IN EARLY-STAGE STARTUPS IN EMERGING MARKETS**

While emerging markets are attracting more investors, new opportunities arise for major growth across important sectors. This session will look at how early-stage VC investments support local ecosystems, boost innovation, and drive impactful change in areas such as financial technology, renewable energy, infrastructure, logistics, and consumer tech. In this context, how can VC investments help build strong foundations for sustainable growth? How will scalable solutions and high-impact opportunities channel sufficient resources and expertise through each stage of development ?

### **Speakers:**

#### **Hussain Abdulla**

Partner, Golden Gate Ventures, Qatar

#### **Obaid Amrane**

CEO, Ithmar Capital, Morocco

#### **Alexander Wiedmer**

Managing Partner, Rasmal, Qatar

#### **Roo Rogers**

CEO, Utopia Capital, United Kingdom

#### **Hamad Al Hajri**

CEO, Snoonu, Qatar

### *Moderator:*

#### **Khadija Ihsane**

Senior Anchor, Medil TV

📍 Medina Room



**13:00 | NETWORKING LUNCH BREAK – LE GRAND JARDIN**  
**15:00**

**15:00 | PUBLIC-PRIVATE PARTNERSHIPS AND THE MISSING “P”:**  
**16:00 | CAN PHILANTHROPY HELP DRIVE INNOVATION?**

In the quest for sustainable development, public-private partnerships (PPPs) have emerged as powerful engines of progress, yet philanthropy, the missing “P”, can significantly enhance their impact. By shining a light on the missing “P”, this session aims to inspire new ways of thinking about PPPs, as multi-dimensional partnerships that leverage philanthropy for transformative change. The panel will also address cultural differences between regions and institutions, and how to mobilise philanthropic capital in order to support investment in innovation.

**Speakers:**

**H.E Maryam Al-Misnad**

Minister of State for International Cooperation, Qatar

**Roy Swan**

Head of Mission Investments, Ford Foundation, USA

**Ndidi Nwuneli**

President and CEO, ONE Foundation, Nigeria

*Moderator:*

**Gaby Sulzberger**

Senior Advisor, Centerbridge Partners

📍 Agdal Ballroom

**15:00 | IN FOCUS SESSION: AI & RETRAINING THE WORKFORCE:**  
**16:00 | BUILDING THE NEXT GENERATION OF TALENT**

Africa is on the verge of a technological revolution that will create new ways of working and value new skills and credentials. In the context of the “Brain Drain” facing the continent, Africa’s workforce needs to reinforce its competitiveness through rapid adaptation to the new business landscape shaped by AI and machine learning. The session will show how to take advantage of Africa’s wealth in talent through specific educational programmes dedicated to new technologies.

**Speakers:**

**Rafiq El Alami**

Head of Digital Innovation Center of Excellence, UM6P, Morocco

**Sheikh Mansoor Khalifa Al Thani**

CEO, MBK Holding, Qatar

**Ghalia Benabdeljelil**

CEO, Saham Foundation, Morocco

**Bongani Sithole**

CEO, 54 Collective, South Africa

*Moderator:*

**Zaid Belbagi**

Managing Partner, Hardcastle Advisory

📍 Medina Room



**16:00 | DOES SPORT STILL UNIFY? NAVIGATING BETWEEN THE  
17:00 | WORLD CUP & OLYMPICS**

In a world often divided by politics, economics, and social challenges, global sporting events like the Olympics and the World Cup stand out as rare occasions to bring together billions of people across cultures and borders. As the world grows more and more polarised, does sport still have the power to unify? By examining case studies from recent events, this unique conversation will uncover how sports can continue to unify and how to translate that potential into long-term regional and community benefits.

Keynote address by **Nawal El Moutawakel**

**Speakers:**

**Nawal El Moutawakel**

Vice President , International Olympics Committee, Morocco

**Hassan Al Thawadi**

Secretary General, Supreme Committee for Delivery and Legacy, Qatar

**Amadou Gallo Fall**

President, Basketball Africa League, Senegal

*Moderator:*

**Mohammed Saadon Al Kuwari**

*Bein Sports Anchor*

In partnership with:



📍 Agdal Ballroom

**17:00 | PLENARY SPECIAL: "THE POWER OF CULTURE"  
18:00 |**

In this dynamic session, featuring leaders from the creative industry across Africa and the Middle East. This session will explore how both continents' rich heritage, diverse artistic expressions, and innovative spirit are shaping global trends and redefining narratives. This session will also tackle the critical question of resource allocation for culture and handicrafts and how to build a sustainable business model for social economy.

**Speakers:**

**HE Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani**

Chairperson of Qatar Museums, Qatar

**Omoyemi Akerele**

Founder, Lagos Fashion Week, Nigeria

**Idris Elba**

International Actor and Businessman, United Kingdom

*Moderator:*

**Raïssa Okoï**

*Senior Africa Anchor*

📍 Agdal Ballroom

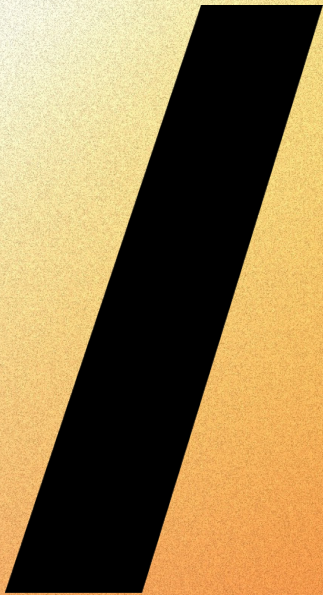


**20:00** | **GALA DINNER AT BAHIA PALACE BY QATAR**  
**22:00** | **INVESTMENT AUTHORITY**

*By- Invitation Only*







**DAY 02**



**DAY 02  
NOVEMBER 17**

## **INVESTING IN INNOVATION**

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**08:00 | NETWORKING BREAKFAST  
09:00 |**

📍 The Patio and Agdal Foyer

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**09:00 | INVESTMENT SPOTLIGHT:  
09:30 | FEATURING HOST COUNTRY: MOROCCO**

**Speakers:**

**Mehdi Tazi**

Vice-President, Confédération Générale des  
Entreprises du Maroc (CGEM)

**Ali Seddiki**

Managing Director, Agence Marocaine de  
Développement des Investissements et des  
exportations (AMDIE)

*Moderator:*

***Khadija Ihsane***

*Senior Anchor, Med1 TV*

📍 Agdal Ballroom

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**09:30 | IN CONVERSATION - FEATURING SPECIAL GUEST  
10:00 |** with **Lauren Dreyer**, Vice President, SpaceX, USA

📍 Agdal Ballroom

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**10:00 | AFRICA ON STAGE:  
11:00 | FILM AND THE SOUNDTRACK OF BUSINESS**

Africa's creative industries are experiencing a remarkable renaissance, and are achieving global recognition with iconic artists and productions rising to global fame thanks to the platform economy. Despite limited access to capital, the continent's cultural entrepreneurs, thanks to their ingenuity and commitment, are not only elevating the continent's influence but also driving significant economic growth, with an industry valued at over \$14 billion. By sharing with the audience the amazing stories of their personal journey and endeavours, they will shed light on Africa's next thriving industry.

**Speakers:**

**Sheikha Hala Al Khalifa**

CEO, Nuwah Foundation, Bahrain

**Maestro Armand Diangienda**

The only African international orchestra conductor and founder of the Kinshasa Symphonic Orchestra, DRC

**Sipho Dlamini**

CEO, Gamma, Africa & Middle East, South Africa

**Ozward Boateng**

Founder, Ozward Boateng Brand, United Kingdom

*Moderator: Anita Erskine, CEO, Erskine Communications*

📍 Agdal Ballroom

**10:00 | IN FOCUS SESSION: INNOVATION & THE FUTURE  
11:00 | OF HEALTH**

Technological innovations are driving a healthcare revolution, offering new opportunities to transform the delivery and experience of medical services globally. In Africa, these advancements could significantly enhance access to care, improve patient outcomes, and reduce healthcare costs. This session will explore how cutting-edge technologies are already impacting Africa's healthcare sector and enabling solutions in areas like telemedicine, diagnostics, and predictive healthcare strategies.

**Speakers:**

**Lamia Tazi**

CEO, Sothema, Morocco

**Dr. Salma Tammam**

CEO, Reme-D, Egypt

**Ezzat Abuajineh**

Deputy CEO, Khulud Pharmacy, Qatar

*Moderator:*

**Sewu-Steve Tawia**

*Managing Partner, Jaza Rift Ventures*

📍 Arancino Room



**10:30** | **STARTUP PITCH SESSION**  
**11:30**

In partnership with:



📍 Medina Room

**11:00** | **HOW TO COMBINE TECH, FINANCIAL REFORMS, AND**  
**12:00** | **INFRASTRUCTURE FOR MEANINGFUL INVESTMENT IN**  
**EMERGING MARKETS**

Over the last two decades, Africa was able to leapfrog its tech development thanks to the rapid rise of mobile networks. Yet, the continent still stands at the crossroads of a digital revolution, where emerging technologies and economic necessities need additional massive investments in infrastructure, connectivity and logistics. This high-level conversation will dive into the critical role that infrastructure plays in unlocking Africa's full economic potential, as well as emerging technologies, such as AI, blockchain, and fintech platforms, which can bridge infrastructure gaps and help create more resilient systems.

**Speakers:**

**Mehdi Tazi Riffi**

CEO, Tanger Med Group, Morocco

**Mira Al Attiyah**

CEO, QNB Capital, Qatar

**Yousuf Mohamed Al-Jaida**

CEO, Qatar Financial Centre, Qatar

**Bridgette Motsepe**

Ambassador, Pan African Parliament, South Africa

*Moderator: **Zaid M. Belbagi**, Managing Partner, Hardcastle Advisory*

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Qatar Financial Centre

📍 Agdal Ballroom



**11:00  
12:00**

**IN FOCUS SESSION: CAN EDTECH LEAPFROG EDUCATION SYSTEMS AND REFORMS?**

In Africa and the Middle East, EdTech stands as a powerful solution with the potential for leapfrogging traditional educational barriers, providing avenues for systemic and transformative change. Besides technological innovations, this discussion will also elaborate on the collaboration across regions, especially between Africa and the Middle East, to build resilient and efficient education reforms including the parameter of EdTech for an improved future for all through education.

Keynote speech by **Selma Talha Jebri**, Research Director, WISE

**Speakers:**

**Stavros Yiannouka**

CEO, World Innovation Summit for Education (WISE), Qatar Foundation, Qatar

**Houda Ghozzi**

Founder Open Start-up International. Tunisia, Senegal, Morocco

**Yassine Laghzioui**

CEO, UM6P Ventures, Morocco

**Ajibola Odukoya**

COO, AfriLabs, Nigeria

*Moderator: Elyas Felfoul, WISE Partnerships Director*

In partnership with:



📍 Arancino Room

**12:00  
14:30**

**NETWORKING LUNCH BREAK - LE GRAND JARDIN**

**14:30  
15:30**

**TURNING AFRICA INTO A GLOBAL FOOD BASKET**

For the first time since the end of the cold war, food security is at the centre of the global conversation, with the come-back of inflation and the increased pressure induced by climate change on agriculture production. How can emerging countries mitigate the risks and maximise the potential of agriculture while preserving the planet ? What's the new generation of strategic investments and innovations required to unlock Africa's potential to become the world's central bank for food security ? Experts and leaders from both the public and the private sector will discuss in this plenary session the ways and means to build the next global food basket.

**Speakers:**

**Margarita Louis Dreyfus**

Chairperson, Louis Dreyfus Company, Switzerland

**Ahmad Hussain Al Khalaf**

Chairman, Agrico, Qatar

**Jai Shroff**

CEO, UPL, India

*Moderator:*

**Prof. Damilola S. Olawuyi**

*Professor and Associate Dean of Research, Environmental Law, HBKU & UN Chair*

📍 Agdal Ballroom



**14:30 | STARTUP ROUNDTABLE**

**15:30** (By invitation only)

📍 Hivernage

**15:30 | CLOSING PLENARY : THE RISE OF BLEISURE TOURISM**

**16:30**

The COVID-19 pandemic accelerated the rise of “Bleisure” tourism, where travellers combine business and leisure while working remotely. This trend offers emerging markets such as Africa and the Middle East a unique opportunity to develop sustainable, high value-added tourism. In response to growing environmental and social concerns, this session will explore how the region can adapt by offering eco-friendly services and infrastructure that meet the demands of modern travellers.

**Speakers:**

**H.E Saleh Al Khulaifi**

Assistant Undersecretary for Industry Affairs and Business Development, Ministry of Commerce and Industry, Qatar

**Imad Barrakad**

Managing Director, SMIT, Morocco

**Olivier Granet**

Co-CEO, Kasada Capital Management, South Africa

*Moderator:*

**Abdelmalek Alaoui**

CEO, Guepard Group

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UNITED DEVELOPMENT CO.

📍 Agdal Ballroom

**16:30 | KEY TAKEAWAYS BY QATAR LEADERSHIP CENTER**  
**17:00 | & UM6P STUDENTS**

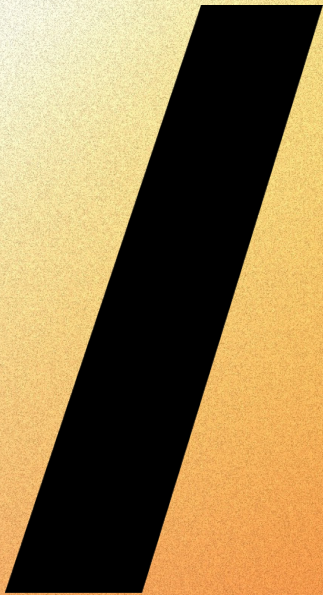
📍 Agdal Ballroom

**17:00 | CREATIVE ROUNDTABLE** (By invitation only)

**18:00**

📍 Dar El Basha Museum





**DAY 03**  
**OPTIONAL**



**DAY 03  
NOVEMBER 18**

**OPTIONAL**

**09:30 | MOHAMMED VI POLYTECHNIC UNIVERSITY  
12:30 | (UM6P) VISIT**

Optional visit to UM6P for interested delegates to see examples of tech innovation in one of the leading Universities in Africa.

**ALL DAY - THE MARRAKECH EXPERIENCE**

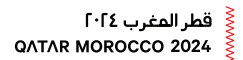
Explore a curated itinerary of Marrakech.

**DEPARTURES**

**HOST COUNTRY**



**STRATEGIC PARTNERS AND SPONSORS:**



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