



## PROGRAMME

# MIDDLE EAST AND NORTHERN AFRICA: A REGION IN COMPETITION, CONFLICT AND CHANGE

DAY 1: TUESDAY, SEPTEMBER 26, HOTEL AT SIX STOCKHOLM

## MORNING SESSIONS 09:00-12:15

### Business Sweden in the Middle East and Northern Africa – We help you grow international revenue

Welcoming words by Ms. Ylva Berg, CEO and President Business Sweden

#### Introductory words

H.E. Ms. Ann Linde, Minister for EU Affairs and Trade

#### When Social, Political and Economic Forces Unite, Sparks Fly in the Middle East

In the Middle East and North African region, threats of political instability are both real and imagined. Differentiating between the two is no easy task. Two narratives split the region: on one side, a positive view, which paints a picture of a blossoming economic future, accompanied by a renewed drive for reforms exemplified by state driven visions like the Saudi Arabia Vision 2030. On the other side, the region is perceived as one plagued by the largest humanitarian crisis of our times. Learn how recent social, political and economic reforms are shaping the future of the Middle Eastern and North African market place.

- ▶ Speaker 1: Salman Shaikh, Founder and CEO, The Shaikh Group Lead speaker
- ▶ Speaker 2: Jan Eliasson, Former Deputy-Secretary-General of the United Nations
- ▶ Speaker 3: Dr. Fahad Alturki, Chief Economist and Head of Research, Jadwa Investment

#### Breaking the barriers to higher economic growth

The transformation of the region into a leading digital economy is underway, to large extent driven by consumers. Digitalisation changes the way people live work and produce, which in turn pressures companies to adapt and develop to remain relevant. Our Swedish organizations are not isolated from this dynamic environment and they should not be. Learn where the future growth will come from and how your company can stay ahead of the curve. Listen to outstanding business figures in the Middle East and North Africa region to understand how their successful companies have grown, and how they are adapting today. The future looks promising.

- ▶ Lead speaker: Lars Lidén, Founder, Gulfrock
- ▶ Panellist 1: Özgür Altug, Chief Economist, BGC Partners
- ▶ Panellist 2: Lamia Bazir, Government Officer and Civil Society Actor, Kingdom of Morocco
- ▶ Panellist 3: Dr. Khaled Ismail, Founder and Chairman of Kiangel

## REGIONAL AMBASSADORS' LUNCH 12:15 - 14:00

Meet and network with Swedish and local Ambassadors from the Middle East and Northern Africa region

## AFTERNOON WORKSHOPS 14:00 - 15:30

Technical workshops held in parallel

### 1) Strategies for entering markets – Distributor enhancement and localisation strategies

Forty-seven percent of all Swedish exports are enabled through distribution, but only thirty-five percent of the exporting Swedish companies are satisfied with their distributors. This points to a need for careful selection of trade partners as well as continuous and engaged relationships with existing ones. Requirements for distribution approaches in the MENA region are getting more complex.

In this session, we look at the factors you need to understand better in order to maximise the efficiency of your distribution networks in MENA markets, including the challenges that your distributors are facing in their daily operations.

- ▶ Lead speaker: Manik Karn, Manager for Business Development, Business Sweden
- ▶ Panellist 1: Per Stümer, Managing Director, Scania Liaison Office Turkey
- ▶ Panellist 2: Ashraf Thayyil, Chief Executive, Bridgeway Medical Systems
- ▶ Panellist 3: Philippe Kubbinga, Regional Director Middle East & Africa, Axis Communications

### 2) Doing business in Sharia compliant business environments and the development of Islamic Finance

The worldwide market for Islamic financial services and Middle Eastern economies have grown dramatically over the last ten years. Several economies in the Islamic world are fully Islamic on the retail side and see a rapid increase in demand for Islamic solutions on the corporate side. From Swedish export companies' point of view, there is an increasing demand for better understanding the Sharia compliant business environments as well as Islamic export and project finance solutions, as trade with the Middle East continues to grow. In addition, investors eyeing foreign markets, such as Sweden, are demanding suitable Sharia compliant/Islamic financial solutions. Hence, there are numerous business opportunities for Swedish companies and banks to explore.

- ▶ Lead speaker: Faisal Attia, Head of Emerging Markets, DWF
- ▶ Panellist 1: Dr. Mansur Noibi, Director Legal Department, Islamic Development Bank
- ▶ Panellist 2: Craig Nethercott, Partner, Latham & Watkins

### 3) Digital marketing – Creating a brand in the Middle East and Northern Africa

In countries with a large pool of young citizens, high mobile penetration and social media usage, companies need to have a well-positioned brand and communicate through the right channels in order to reach their target audience.

This workshop will look at how demographics and societal structures in the region are related to increased brand awareness and how to position one's brand in a region that is undergoing rapid digitalisation. Specifically we aim to look at trends in digital marketing and how Swedish companies need to consider their brand promotion to remain relevant.

- ▶ Lead speaker: Charlotte Rylme, Vice President Marcom & Digitalisation, Business Sweden
- ▶ Panellist 1: Hussein Dajani, General Manager Digital Marketing (AMI), Nissan Motor Corporation
- ▶ Panellist 2: Magdy Shehata, Chief Marketing Officer, FunRock

## DRINKS RECEPTION AND NETWORKING 18:30 - 19:30

Mingle and listen to an inspirational speaking dialogue

- ▶ Inspirational speaker: Marie Englesson, CEO and founder, Atsoko

## MEA SUMMIT GALA DINNER 19:30 - 21:00



## PROGRAMME

# SUB-SAHARAN AFRICA: A REGION OF GROWTH AND DEMAND FOR BUSINESS INNOVATION

DAY 2: WEDNESDAY, SEPTEMBER 27, HOTEL AT SIX STOCKHOLM

## MORNING SESSIONS 09:00-12:15

### Business Sweden in Sub-Saharan Africa - We help you grow international revenue

Welcoming words by Ms. Ylva Berg, CEO and President of Business Sweden

### Business in Africa: A continent of opportunities to be seized if you know how to catch them

There is no rest for the wicked in the land of opportunities! Sub-Saharan Africa has had an exaggerated risk perception in the past based on the limited understanding of its realistic trade and investment prospects. Understand the opportunities that drive business in a region that reports an average GDP growth rate of between 4-8% per annum.

Listen to one of Africa's most outstanding business speakers on how to stay ahead of the curve and identify points of intersection between your expertise and consumer needs in Sub-Saharan Africa. The session will demonstrate how the political, economic and demographic shifts on the continent are laying the foundation for future growth by offering a mix of improved business climates and growth perspectives that match or outpace that of other countries.

- ▶ Lead speaker: Vusi Thembekwayo, Chairman Watermark Africa Fund
- ▶ Panellist 1: Joyce-Ann Wainaina, Chief Executive, Citibank East Africa
- ▶ Panellist 2: Sandra Uwera, Chief Executive, COMESA Business Council
- ▶ Panellist 3: Phyllis Wakiaga, Chief Executive, Kenya Association of Manufacturers

### The emerging middle class, urbanisation and new consumption trends in Sub-Saharan Africa

Accelerating urbanisation rates are changing business landscapes and consumer preferences. What does the growth of mega cities mean for technological innovation, purchasing power and product demand? Understand the new requirements placed on companies, production and distribution in a landscape undergoing constant change.

This session will provide insights on the unique aspects of the Sub-Saharan Africa middle class and the opportunities for growth.

- ▶ Lead speaker: Andrew Waititu, CEO, GE Healthcare East Africa
- ▶ Panellist 1: Kamal Bhattacharya, Chief Innovation Officer, Safaricom
- ▶ Panellist 2: Marie Englesson, CEO and founder, Atsoko

## REGIONAL AMBASSADORS' LUNCH 12:15 - 14:00

Meet and network with Swedish and local Ambassadors from Sub-Saharan Africa

## AFTERNOON WORKSHOPS 14:00 – 15:30

Technical workshops held in parallel

### 1) Growing in complex markets: Understand your market before you develop a go-to-market strategy

African markets are complex and unique. Consumer behaviour varies between regions and countries, preferences depend on client segments and competitors can be a good indicator for what works locally. Common factors for successful market entries include a well thought out go-to-market strategy and tailored product delivery catered to local preferences and needs of your customers. If you do not understand your customers, do not be afraid to find out now.

This workshop will focus on getting the market-entry puzzle right. Often, this means stepping away from the import/export model, and taking on a more active role to understand future markets, why you have grown in the past and how you are most likely to grow in the future.

- ▶ Lead speaker: Sara Reith, Retail Marketing Lead, Samsung Electronics Africa
- ▶ Panellist 1: Fredrik Morsing, Managing Director, Scania West Africa
- ▶ Panellist 2: Lawrence Githinji, Regional General Manager, Atlas Copco East and Central Africa

### 2) How to finance your market entry and protect yourself from financial risk taking

Learning to reduce the risk of doing business is often a central requirement for a successful business model. Complex markets require financial muscles, not just to handle costs of market entries and expansion, but also for managing the high risks related to payments and credit. Nevertheless, only 5.7% of credit granted from EKN, the Swedish National Export Credits Guarantee Board, was used by SMEs, and only 17% of Swedish SMEs that export to emerging markets ensured their payments.

This session will take an in-depth look at what the dangers and pit falls related to financial management of your business in Sub-Saharan Africa are. What financial capacity do you need to stay operational long-term and to ensure you are protected against defaulting creditors? What are the bright spots you can take advantage of, assisted by trade finance tools and risk mitigation actors in Team Sweden and locally?

- ▶ Lead speaker: Magnus Furuholm, Chief Representative Johannesburg, Swedbank
- ▶ Panellist 1: Staffan Ahl, Director, Swedpartnerships
- ▶ Panellist 2: Ove Englund, CEO, Morgårdshammar

### 3) Increase your sales efficiency: Dare your distributors and ensure efficient sales processes

If your company focuses on growth, one of your biggest low-hanging fruits is to make your sales channels more efficient. Today, 47% of Swedish exports are enabled through distribution. However, only 35% of the Swedish exporting companies are satisfied with their performance. Dissatisfaction mostly comes from a sense of inefficiency, lack of transparency or incomprehension of each other's way of doing business. If your company is facing these challenges, this workshop is for you.

In this workshop, we will demonstrate how to realise the full potential of your sales channels in Sub-Saharan Africa, including distribution networks. Optimising sales channels in emerging markets is a different ball game to developed markets. The former often means a greater need for more frequent follow-ups and evaluations of performance against KPIs and sales cycles.

- ▶ Lead speaker: Marc Zander, CEO and Partner, Africon GmbH
- ▶ Panellist 1: Lina Jorheden, Country Manager, Atlas Copco Eastern Africa
- ▶ Panellist 2: Manik Karn, Manager for Business Development, Business Sweden



## SPEAKER PROFILES

# MIDDLE EAST AND NORTHERN AFRICA: A REGION IN COMPETITION, CONFLICT AND CHANGE

DAY 1: TUESDAY, SEPTEMBER 26, HOTEL AT SIX STOCKHOLM

## MORNING SESSIONS

### **Dr. Fahad M. Alturki, Chief Economist and Head of Research, Jadwa Investment**

Dr. Fahad M. Alturki, currently Chief Economist and Head of Research, at Jadwa investment Company in Riyadh has a strong background in economics. Dr. Fahad manages the economic research department and publishes regular reports on issues related to global economics and the world oil market. Furthermore, Dr. Fahad has experience as an Economic Specialist at the Saudi Arabian Monetary Agency. At MEA Summit 2017, Dr. Fahad will discuss the Gulf macroeconomic trends and how they might influence your company.



### **Jan Eliasson, Former Deputy-Secretary-General of the United Nations**

Jan Eliasson is a well-known Swedish and international diplomat. He was the Deputy Secretary-General of the United Nations between 2012-2016. He was elected President of the United Nations General Assembly, for its sixtieth session 2005-2006. Eliasson served as Swedish State Secretary for Foreign Affairs from 1994 to 2000 and as Swedish Minister for Foreign Affairs in 2006. In the UN he has been mediator in the Iran/Iraq conflict, in the Nagorno-Karabakh conflict and in Darfur Sudan, and active for the UN in countries such as Somalia, Mozambique and the Balkans. The Swedish Government has appointed Ambassador Jan Eliasson as the new Chairman of the SIPRI Governing Board.



### **Dr. Khaled Ismail, Founder and Chairman of Kiangel**

Dr. Khaled Ismail is the founder and Chairman of Kiangel, a not-for-profit angel investment fund investing in early-stage start-ups in Egypt. Between 2014 and 2015, Dr. Khaled was member of the Egyptian Presidential Advisory Board on Economic Development. He has a strong background within ICT and he served as Senior Advisor of the Egyptian Minister of CIT during 2004-2007. His previous roles also include Managing Director of Intel Mobile Communications, founder of SySDSoft, an Egyptian engineering company that ranked among the top in the world in its field and acquired by Intel in 2011. Khaled holds a Ph.D. from MIT and he has published over 160 papers in international journals and holds 22 US patents.



### **Lamia Bazir, Government Officer and Civil Society Actor, Kingdom of Morocco**

Advocating for women's empowerment - she has it all: a stellar education from Columbia University, Sciences Po Paris, and Harvard, experience as a representative at the UN ECOSOC, missions for the Arab League and Transparency International, and a UN/MBC Volunteering Award in 2015. At the age of 26, she works for the Head of the Moroccan Government on economic growth, conducts research on women and leads a foundation promoting leadership among rural women and girls.





### **Lars Lidén, Founder and Owner, Gulf Rock Engineering L.L.C**

Lars Lidén is a Swedish mining engineer with over 43 years of experience in the Middle East. In his 15-year tenure with Nitro Nobel as a sales manager for commercial explosives, Lars spent 5 years stationed in Iran covering the Gulf region. After moving to Dubai in 1979, and recognizing the demand for specialized rock excavation in the U.A.E., Lars established the first drill and blast company in the Emirates for Nordstjernen AB in 1985. Gulf Rock Engineering LLC was subsequently acquired by Lars in 1990 and has since experienced continuous growth due to the region's demand for civil engineering projects.



### **Salman Shaikh, Founder and CEO, The Shaikh Group**

Salman Shaikh has an outstanding track record in international relations from the United Nations, Brookings Institution as well as Political Advisor to the Secretary-General's Personal Representative to name a few. His expertise lies in conflict resolution, domestic policy, and geopolitics of the Middle East. He has been featured in key publications and broadcasts, including CNN, BBC, Sky New, Al Jazeera and NBC. With years of experience in the Middle East, Salman will shed light on the political reforms taking place in the region.



### **Özgur Altug, Chief Economist, BGC Partners**

Özgur Altug holds a MA in Economics from Marmara University and he is now about to complete his PhD at the Banking Department at the same university. He joined the private sector in 1998 and joined HSBC in 2001 as Senior/Chief Economist until 2004. For the following five years, he was the Chief Economist of Raymond James Securities. Since 2009, he now works for BGC Partners Securities as Chief Economist. He is frequently quoted in international and local press on Turkey and has written several columns in the daily Milliyet, Dunya and the Businessweek magazine. Extel and Institutional Investor surveys awarded him Best Economist covering Turkey in 2015 and 2016.



## **AFTERNOON WORKSHOPS**

### **Ashraf Thayyil, Chief Executive, Bridgeway Medical Systems**

Ashraf is the Chief Executive of Bridgeway Medical Systems. Bridgeway has offices in UAE, Qatar and India. He comes with a strong Biomedical background with more than 30 years of experience in the Medical Device Industry. His core skills lie in Governmental Contract Negotiation, Medical Equipment Planning and Distribution & Supply Chain Management in the Middle East. He is instrumental in launching several Swedish brands in the UAE, Qatar and growing them to super brands in the region. His vast knowledge in the Arabian culture and business intricacies of Middle East is a key motivator for the new entrants in the market.



### **Manik Karn, Manager for Business Development, Business Sweden**

Manik Karn has over thirteen years of experience in management consulting and international business development. He has been with Business Sweden since 2008, where he has led both the China and India office. He currently leads the Business Development unit within Business Sweden. Manik Karn has handled several complex multi-market assignments for clients, managed multiple project teams from different offices and lived and worked in India, China, ASEAN and Africa. With his background and long-time experience from emerging markets, Manik will discuss how you can ensure that you get most out of your distributors for a continuously efficient relationship.



**Per Stümer, Managing Director, Scania Liaison Office Turkey**

Per Stümer started his journey with Scania in 1994 working with their financial systems up until 2002- Before returned to Scania in 2011, Per worked several years as Managing Director in the tourism industry. Between 2011 and 2014 Per then served as Area Manager for Scania Trucks in the European Region. In 2015, he took the role as Scania's Country Manager of Turkey with the responsibility of all commercial interfaces between Scania and the Turkish market. Late 2016 Scania Liaison Office Turkey was formed to align the interface between Scania and the local distributor, Dogus Otomotiv, to fully take advantage of the market potential. At the summit, Per will discuss Scania's journey in Turkey and the opportunities and challenges of managing industrial and cultural interfaces.

**Hussein Dajani, General Manager Digital Marketing (AMI), Nissan Motor Corporation**

Hussein has over 16 years of marketing communication experience leading and building integrated marketing practices within multinational agencies and client side (Fortune 500 companies - Virgin Mobile and Red Bull), across the Middle East and Africa region. Hussein was among the first batch to receive the renowned WPP Young High Potential Leaders award and was voted by the Huffington Post as among the 10 people changing the marcomm landscape in the MENA region. At present, Hussein joins Nissan as General Manager Digital Marketing for AMI region (Africa, Middle East, Turkey, and India). Hussein is also a speaker at various conferences throughout the EMEA region, a weekly guest speaker on numerous TV and Radio stations, and a monthly contributor to AMEinfo and Communicate Magazine.

**Faisal Attia, Head of Emerging Markets, DWF**

Faisal Attia is an experienced dispute lawyer based in Dubai, UAE. His practice concentrates on conducting arbitration and litigation for complex construction and commercial disputes across the MENA region. He is frequently called up to advice on the interpretation of Middle Eastern laws and he is acting as an expert witness on UAE Law in foreign court proceedings. Faisal was previously appointed as State Counsel for the Egyptian Government where he acted in high-value construction and investor-state disputes and represented Egypt in a number of international arbitral proceedings. He has also worked in London and Kuwait before moving to Dubai in 2011. In addition to practicing law, Faisal is a visiting law lecturer to universities in Europe and the Middle East, where he teaches the law of Islamic finance and international commercial arbitration.

**Philippe Kubbinga, Regional Director Middle East & Africa, Axis Communications**

Philippe has over 15 years of extensive marketing and sales experience in different locations across the world, including, among others, China, Singapore, Africa and the Middle East. His long career started after graduating from Technische Universiteit Eindhoven in the Netherlands and for the moment he is managing the strategic direction at vAxis Communications as a Regional Director, in order to grow the business and organization in the Middle East & Africa. Prior to joining Axis in 2015, Philippe was part of Nokia in South Africa as the General Manager and subsequently moved to Dubai in 2010 as the Sales Director for Operator accounts in the MEA Region where he managed and optimized diverse distribution structures while focussing on value propositions aimed at the Operators and consumers.



**Magdy Shehata, Chief Marketing Officer, FunRock**

Magdy is an excellent web designer and marketing expert, with experience from working both in the Middle East and in Sweden. His academic merits comes from the Royal Institute of Technology in Stockholm where he has received a Master's degree in Entrepreneurship and Innovation Management, and where he right now is pursuing a Ph.D. in Philosophy. During his professional career he has done a lot, including among others; founding a company in Egypt and being the Marketing Manager for Truecaller in the MENA-region. Since September 2016, he is the Chief Marketing Officer at FunRock.

**Dr. Mansur Noibi, Director Legal Department, Islamic Development Bank**

Dr. Noibi, is currently the Director for the Legal Department at the Islamic Development Bank in Jeddah. He has previously served within the legal field for over 8 years, giving him strong competences within domains such as law, corporate finance, project finance and banking. He has earlier also gained vast experience of different types of projects operating in the sphere between public and private sector.

**Craig Nethercott, Partner, Latham & Watkins**

Craig is a partner in the Finance group of Latham & Watkins and is Co-chair of the global Islamic Finance Practice. Throughout his professional career he has gained extensive experience in project finance, banking, capital markets and Islamic finance. He has on multiple occasions advised on transactions in Europe, the Middle East, Africa and Asia and was also a co-editor to the treatise "Islamic Finance: Law and Practice" published in March 2012 by the Oxford University Press.

**Charlotte Rylme, Head of Sales & Marketing, Business Sweden**

Charlotte has been through a long and extensive career within Business Sweden, which now has given her the opportunity to work in the management team with the main focus of developing the company's marketing & communication by aligning it with its digitalisation journey. Earlier she has been both Trade Commissioner and Country Manager for several different countries in Asia. Before joining Business Sweden she gained experience from private sector by working in different disciplines, for example finance, management consulting and business development.





## SPEAKER PROFILES

## MORNING SESSIONS

# SUB-SAHARAN AFRICA: A REGION OF GROWTH AND DEMAND FOR BUSINESS INNOVATION

DAY 2: WEDNESDAY, SEPTEMBER 27, HOTEL AT SIX STOCKHOLM

**Andrew Waititu, CEO, GE Healthcare East Africa**

Born and raised in Kenya, Andrew Waititu is the CEO of GE Healthcare in East Africa. His dual passion for Africa and ICT has seen him hold several leadership roles across the continent, including at IBM, Microsoft and SAP. He is also the sitting Vice Chair of the ICT sector committee of the Kenya Private Sector Alliance. His drive to extend ICT as a key pillar in solving everyday challenges in Africa saw him join the healthcare space as the CEO of GE Healthcare in East Africa in 2016 where he is involved in the execution of transformative healthcare projects and the digital industrial strategy within the company. Andrew holds a Masters in Computer Science from University of Liverpool.

**Joyce Ann-Wainaina, Chief Executive, Citibank East Africa**

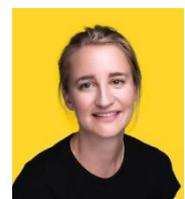
Joyce Ann Wainaina is the CEO for Citibank N.A. Kenya and East Africa. In East Africa, Citi operates a Corporate and Investment Bank focused on Global Institutions, Local Corporations, Public Sector entities and Financial Institutions, with emphasis on sectors such as Manufacturing, Telecommunications, Services, Agriculture, Energy and Infrastructure financing. She has an extensive career of over 26 years with Citibank and has held senior positions in East Africa, South Africa and Zambia. Joyce-Ann holds a B.S Finance Degree from Duquesne University Pittsburgh, USA and M.S Financial Economics Degree from University of London (SOAS).

**Dr. Kamal Bhattacharya, Chief Innovation Officer, Safaricom**

Dr. Kamal Bhattacharya is since early 2017, the Chief Innovation Officer at Safaricom, Kenya's leading telecommunications company. Previously, Kamal was the interim CEO of iHub, formerly known as IBM Research – Africa lab. Prior to moving to Kenya, Kamal held various leadership roles at IBM Research in both the US and India, the company he started working with soon after completing his PhD in Theoretical Physics from Göttingen University, Germany.

**Marie Englesson, CEO and Founder, Atsoko**

Marie Englesson is the Swedish entrepreneur and CEO of Atsoko, which she founded in Dar es Salaam, Tanzania in 2012. From one beauty outlet in 2012, Atsoko, is now a chain of five cosmetic stores in Dar es Salaam as well as an e-commerce channel. Prior to starting her own beauty business in Tanzania, Englesson worked for the Tele2 Group, a large European telecom operator based in Stockholm. She also held a role as Category Manager for Milicom International, managing large tenders and contract management assignments for the company's operations in Rwanda, Senegal and DRC.





### **Phyllis Wakiaga, Chief Executive, Kenya Association of Manufacturers**

Phyllis Wakiaga is the Chief Executive of the Kenya Association of Manufacturers, a leading business association in Kenya with over 800 members. Prior to her role as CEO, she was heading the Policy Research and Advocacy unit at the same organisation. In her role, she has effectively developed the Enforcement Manual focusing on combating illegal trade in Kenya in cooperation with the National Council on the Administration of Justice as well as having been part of the County Money Bills Project together with the Commission on Revenue Allocation. Phyllis also represents the Kenya Association of Manufactures on the Board of the Kenya Electricity Generating Company, Kenya Industrial Property Institute, Anti Counterfeit Agency and COMESA Business Council.



### **Sandra Uwera, Chief Executive, COMESA Business Council**

As Chief Executive of the COMESA Business Council, Sandra brings with her 17 years of management experience with a strong focus on private sector development in Africa. Her work involves strategic planning, business policy advocacy and corporate governance for companies operating within the 19 states that make up the COMESA region. With her insights on how industries perform along their value and supply chains, Sandra will highlight best practice models for doing business in Africa.



### **Vusi Thembekwayo, Chairman, Watermark Africa Fund**

Entrepreneur, innovator and rock star of public speaking –Vusi Thembekwayo rewrites the rules and empowers with new knowledge, research findings, models and tools that can be applied to achieve leapfrog results in business which is demonstrated in his successful business ventures. Vusi ran a USD 30M division in a USD 1.3B multi-national where he achieved the highest EBITDA within the group and today is the youngest director of a listed company in South Africa. Today he is the MD of a boutique investment and advisory firm that assists medium, large and listed businesses to achieve step-change results through their people. Vusi has won several international awards for public speaking. His areas of expertise are Sales, Strategy and Leadership



## **AFTERNOON WORKSHOPS**

### **Fredrik Morsing, Managing Director, Scania West Africa**

Fredrik Morsing is the Managing Director of Scania West Africa Ltd, the wholly owned subsidiary within the Scania Group and the only truck manufacturer with direct presence in West Africa. At the MEA Summit, Fredrik will share how he and Scania have successfully delivered competitive solutions without compromising on quality in emerging markets. The company is currently increasing their presence in the region and strategically selecting their target markets based on market conditions and potential.



### **Lawrence Githinji, Regional General Manager, Atlas Copco East and Central Africa**

Lawrence Githinji has nearly 20 years of experience within the energy and machinery sectors, working out of Europe and extensively within Africa. Since 2013, he is the Regional General Manager for Atlas Copco's operations in East and Central Africa. He has widespread experience with new product development projects, improving and promoting products catered to Atlas Copco's customers' needs, from idea formulation to successful global rollout.



**Lina Jorheden, Country Manager, Atlas Copco East Africa**

With a background in treasury and finance, Lina Jorheden initially transferred to East Africa as Business Controller for Atlas Copco in Tanzania, a company she had been with since 2006. Since four years back, she is now the Country Manager for Atlas Copco with responsibility for the Mining and Rock Excavation business in East Africa, covering 14 countries in the region. Lina has achieved impressive results in the region, improving profitability with over 40% and in 2015 she was named “Female leader of the future” by the Swedish Managers’ Association “Ledarna”.

**Magnus Furuholm, Chief Representative Johannesburg, Swedbank**

Since 2014, Magnus Furuholm is the Chief Representative of Swedbank’s office in Johannesburg, South Africa. Magnus has extensive experience from the banking sector initially starting as Country Risk Analyst for SEB in 1995 and later Area Manager at the same bank. Magnus then continued as Senior Client Executive at Swedbank before heading his current role. In his career Magnus has had broad exposure to the Middle East and Africa region and from Swedbank’s offices in Johannesburg, Swedbank maintains close relations with key banks across the Sub-Saharan markets such as Angola, Nigeria and Zambia.

**Marc Zander, CEO and Partner, Africon GmbH**

Marc Zander is the Managing Partner and CEO of Africon GmbH, a German based consulting company with sole focus on the African continent. With more than 17 years of living, working and doing business in Africa with international organizations such as the MAN Group and Wincor Nixdorf, Mr. Zander developed a strong understanding for the region. His belief in the continent’s potential, the increasing interest of companies who are hesitating but willing to enter into business relations with Africa as well as his entrepreneurial spirit led him to found Africon in 2010. The company has since then built up a portfolio of large international clients to small and medium sized German companies. The regional focus on Nigeria, Ghana and Kenya, its hands-on approach in customer relations and local research, as well as Mr. Zander’s thorough belief that Africa needs African solutions distinguishes africon from other existing consultancies.

**Sara Reith, Retail Marketing Lead, Samsung Electronics Africa**

Sara Reith has close to a decade of marketing experience across Sub-Saharan countries first with blue-chip FMCG Procter & Gamble and now in Consumer Electronics with innovation giant Samsung. Sara is a brand-building expert with a unique skill-set and passion for building world-class businesses in Africa that serve and improve consumers’ lives. Sara will share her experiences on how to cater to customer needs in such emerging markets through careful strategizing, focusing on local requirements and global acceptance.

**Staffan Ahl, Director of Swedpartnerships, Swedfund**

Staffan Ahl has about 20 years of experience from financing investments and projects in developing and emerging economies. Since 2009, Staffan is responsible for Swedpartnership, which is Swedfund’s offer and financing program aimed at Swedish small and medium sized companies that start up business partnerships or establish their businesses on of the markets where Swedfund is active. Staffan will offer his insights on how to provide financing to SME-companies for private sector ventures in developing and transition economies in order stimulate growth, combat poverty and achieve sustainable development.



**Ove Englund, CEO, Morgårdshammar**

Ove has over 30 years of marketing and sales experience after working as the Sales and Marketing Director at Sund Birsta. With a degree from Luleå University of Technology, he laid the groundwork for a long career related to industry manufacturing and machinery, and today he represents Morgårdshammar as its CEO. At Morgårdshammar he recently managed to secure a contract worth 700 MSEK in Angola, thanks to support from the Swedish Export Credits Guarantee Board. This experience and a lot more, will be covered in his participation in workshop 2 “How to finance your market entry and protect yourself from financial risk taking” at the MEA Summit 2017.

