



INFO SHEET

Version of the 6<sup>th</sup> December 2021

# BLUE INVEST AFRICA

15 -16 MARCH 2022

#BlueInvest Africa

SEYCHELLES







ORGANISED BY THE EUROPEAN UNION IN COLLABORATION WITH THE  
GOVERNMENT OF THE REPUBLIC OF SEYCHELLES

UNDER THE HIGH PATRONAGE OF H.E. WAVEL RAMKALAWAN, PRESIDENT OF THE  
REPUBLIC OF SEYCHELLES

#### Dates

15th - 16th March 2022 – BlueInvest Africa event.

14th March 2022 – “Behind the Doors” event (*for investors, upon invitation only*).

#### Venue

Republic of Seychelles, Mahe island, Eden Bleu Hotel.

## CONTEXT AND OBJECTIVES

The **blue economy** is a very broad concept that encompasses all maritime activities and sectors, both traditional—like fisheries—and emerging—like blue biotechnology—, whether they are based in the marine environment (*e.g. shipping, energy generation*) or on land (*e.g. coastal tourism, ports, land-based aquaculture*). If compared to a national economy, global blue economic would be the seventh largest in the world, providing millions of direct jobs and generating significant revenues.

Both Africa and Europe have identified blue economy as a key sector to develop their socio-economic aspirations and achieve the different **goals of the 2030 Agenda, notably SDG 14 (Life below water)**. Continental strategies have been developed in the last decade, and many countries have put forward blue economy policies.

The potential of the blue economy is huge. If put on a sustainable path, the blue economy can become a font of actions and ideas creating innovation, protecting natural resources and supporting a fast and lasting recovery from the pandemic.

Against this background, **BlueInvest Africa** will provide an opportunity to put forward the African know-how and local skills, business projects and initiatives. The event will be a **meeting and exchange point** for investment parties, pooled across Europe and Africa, with innovators and entrepreneurs, small-scale businesses and start-ups operating in Africa with the common interest to generate concrete business opportunities, develop sustainable products and services in blue economy sectors. Matchmaking between investors and entrepreneurs, in the form of pitching sessions, will be at the core of the event.

BlueInvest Africa will take place in **Seychelles**—a leading country in the development of the blue economy. The event results from a partnership between the European Union and this African country that has put the blue economy at the core of its development. This event will be in line with the principles of EU-Africa cooperation, as defined inter alia at the occasion of the forthcoming EU-African Union Summit. Those principles rely on addressing the needs of the African population not just in terms of food security but also on sustainable development and growing economic opportunities available to all.



# OPPORTUNITIES

BlueInvest Africa targets the registered African start-up business companies that are already operating in the various sub-sectors of the blue economy; it targets as well the African Small Micro and Medium sized businesses (SMMEs) not yet officially established in an African country but bearing an innovative idea subject to further commercial development within the African market.

**For start-up companies and SMMEs**, BlueInvest Africa will provide:

- › A unique opportunity to meet other African project holders and SMMEs engaged in blue actions;
- › A platform for receiving direct advices from several captains of industry operating in Africa;
- › Several side-events on access to financing; award for pitchers; direct contacts with development banks and other financial institutions;
- › Coaching and mentoring sessions, networking at large.

**For investors:**

- › Company publicly named and advertised by the event organiser in the blue business;
- › Business opportunities to invest in blue economic projects for sustainable livelihoods;
- › A unique event for appraising the climate of African business;
- › A direct access to the African countries which already geared up their blue business agenda;
- › European and African entrepreneurs for joint future business opportunities;
- › Meeting with the selected African pitchers with already prepared investment packages.

# PRACTICAL INFORMATION

150 on-site participants as well as remote attendees from Africa and Europe, including **investors and entrepreneurs**, will **generate business contacts and opportunities**, discover business projects from the field, exchange best practices and ideas, develop a network of potential partners.

With this **first-ever BlueInvest edition out of Europe**, the objective is to showcase the African potential, foster entrepreneurship and participation of the private and public sectors in the fast-developing sector of blue economy in Africa and promote innovative sustainable solutions.

International media and press will be invited to cover the event.

The targeted audience will be:

- › Private sector, African start-up companies active in the blue economy, including small-scale businesses;
- › International financial institutions, public and private institutional investors;
- › International, national and regional organisations (private business platforms in countries);
- › Research institutions, incubators and innovators.

The programme of this two-day international B2B hybrid event will consist of **pitching sessions, site visit** to a Seychellois blue economy project, **B2B meetings**, exhibition showcasing **small-scale African projects** and **networking** moments between participants which will enable them to meet a maximum of potential future partners. Please, find more information in the provisional agenda attached below.



## On-site participants:

1. Sponsored (*travel and accommodation covered*)
  - › Pitchers: 30 pitching companies chosen via a selection process. Pitching applications from all the African countries will be considered as receivable.
  - › Small-scale businesses representatives.
  - › Ted-talkers: 3 Ted-talks foreseen.
  - › Moderator.
2. Non-sponsored
  - › Investors and other private sector's operators.
  - › Press and media.
  - › Representatives from public authorities.
  - › Other attendees.

## Online participants:

All sessions will be live streamed and interactivity tools and live interpretation will allow online attendees to access the content of the event. The match-making app will enable on-site and online participants to interact and network.

## Participants expected arrival:

Sunday 13th March or Monday 14th March.

## Transfers will be organised as follows:

1. From and to the airport and Hotel/other (*based on the arrival/depart schedule*).
2. From and to hotel/other and Behind the Doors event venue (*upon invitation, for investors only*).
3. From and to hotel/other and organised site visit.

## Event languages:

English and French will be the event languages. Interpretation (*English <> French*) will be available during the event for on-site and remote attendees.

**More information available on the Event Website.**







# PROVISIONAL AGENDA



TUESDAY, 15TH MARCH 2022	
08h30 – 09h00	Participants' welcoming and registration
09h00 – 10h00	<b>Opening ceremony</b> > Opening speeches, introduction to Blue Invest-Africa, point on logistical organisation, presentation of the digital tools available for participants during the conference.
10h00 – 10h15	Group picture
10h15 – 10h30	Coffee break
10h30 – 11h20	<b>First pitching session (5 pitchers)</b>
11h20 – 11h40	<b>TED Talk 1 First success story</b>
11h40 – 12h30	<b>Second pitching session (5 pitchers)</b>
12h30 – 14h00	Networking lunch and exhibition ( <i>showcasing small-scale businesses</i> )
14h00 – 17h00	<b>Site-visit</b> Transfers to Broodstock Acclimation and Quarantine Facility (BAQF)
	<b>Prearranged B2B meetings</b>
17h00 – 17h20	<b>Closing Remarks</b>
17h30 – 18h30	<b>Networking cocktail</b>

WEDNESDAY, 16TH MARCH 2022	
08h30 – 09h00	Registration
09h00 – 09h50	<b>Panel discussion/dialogue 2 (Plenary session)</b> <b>Innovative financing mechanisms</b> focused on: <ul style="list-style-type: none"> <li>&gt; Unique blue bonds issuance in Seychelles</li> <li>&gt; Blended finance</li> <li>&gt; Development impact bonds</li> <li>&gt; Debts swap, crowd-sourcing</li> <li>&gt; Diaspora and equity financing &amp; contingently recoverable grants</li> </ul>
09h50 – 10h10	<b>TED Talk 2 - success story 2</b>
10h10 – 11h00	<b>Third pitching session (5 pitchers)</b>
11h00 – 11h20	Coffee break
11h20 – 11h40	<b>TED Talk 3 - success story 3</b>
11h40 – 12h30	<b>Fourth pitching session (5 pitchers)</b>
12h30 – 14h00	Networking lunch and exhibition ( <i>showcasing small-scale businesses</i> )
14h00 – 14h50	<b>Fifth pitching session (5 pitchers)</b>
	<b>Small scale business side-event: Speed geeking session</b> Networking and discovering best practices and tools from other African small-scale and family businesses
	<b>Prearranged B2B meetings</b>
14h50 – 15h10	Coffee break
15h10 – 16h00	<b>Sixth pitching session (5 pitchers)</b>
15h40 – 16h00	Coffee break
16h00 – 16h30	<b>Recognition</b> award for best pitcher(s) selected via App
16h30 – 17h00	<b>Closing ceremony:</b> Key take-aways, reflections and next steps, closing speech
17h00 – 17h45	<b>Press Point</b> TBC