

I - MESSAGE FROM THE MINISTER OF CANADA INTERNATIONAL TRADE DIVERSIFICATION

Despite his absence, following a busy schedule, the Honourable Jim Carr, Minister of Canada International Trade Diversification, whose WED entity was once again the main sponsor of the event, was keen to send the message below the Founder and CEO of ECCA, as well as the participants.

In addition to this, on May 25, 2019, the Honourable Jim Carr addressing a trade building message between Canada and Africa: Happy #AfricaDay!

Minister of
International Trade Diversification



Ministre de la
Diversification du commerce international

Ottawa, Canada K1A 0G2

MAY 6 2019

Mr. Justin Ondo Assoumou
Founder and Chief Executive Officer
Joama Consulting/ECCA
justin.ondo@joamaconsulting.com

Dear Mr. Assoumou:

Thank you for your correspondence of March 4, 2019, inviting me to participate in the second edition of the Economic Forum - Canada-Africa Trade Mission (ECCA) that will be held in Winnipeg from May 15 to 17, 2019.

The Government of Canada is committed to supporting Canada's commercial interests abroad. The government strongly believes that the African market, which is home to five of the world's ten fastest growing economies, represents significant potential for Canadian companies and we encourage them to further explore the opportunities that derive from it.

While I appreciate your invitation, I will unfortunately be unable to attend the event due to prior commitments. I encourage you to stay in touch with Canada's Trade Commissioner Service as a partner that shares the objective of developing trade relations between Canada and African countries. You can reach Ms. Yvana Nganou, Trade Commissioner for West and Central Africa at yvana.nganou@international.gc.ca or by phone at 343-203-4950.

I wish you all the best with the ECCA Forum.

Thank you for writing.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jim Carr'.

The Honourable Jim Carr, P.C., M.P.
Minister of International Trade Diversification

Canada

II- THE GOAL OF THE 1st ECCA 2018 FORUM - INFORMATION TO AFRICAN DIPLOMATS STATIONED IN CANADA

The name ECCA was born from the idea of materializing a project: Canada / Africa Trade Mission. This culminated in the establishment of a first economic forum held in Winnipeg from May 14 to 16, 2018, as it was important to climb this first step to activate this trade between Canada and Africa. This first event was therefore placed under the angle of information and launch.

After the first trip to Ottawa in 2017 of the Founder and CEO of Joama Consulting / ECCA, a second was held in 2018, this time accompanied by CDEM's Executive Director, Mr. Louis Allain and other officials of RDÉE Canada. The objective was to present this long-term project to the various African diplomatic representations stationed in Canada during the audiences granted.

Hence the presence of a delegation of African ambassadors to this first forum, including those of Burkina Faso, Nigeria and Gabon, as well as a delegation of elected Mali. On behalf of their group of ambassadors, they indicated that their trip to Winnipeg was a first to come and discover the opportunities of deep Canada. The objective of Joama Consulting / ECCA was therefore to invite African economic operators to seize business opportunities in Western Canada, starting with the province of Manitoba.

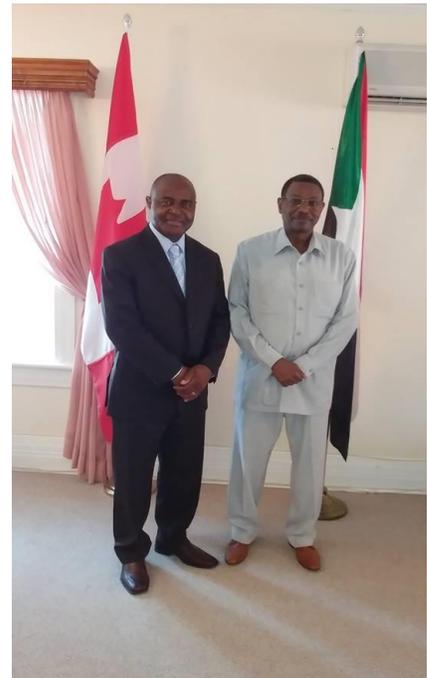
This launch was made possible thanks to the financial and material contribution of the CDEM, second sponsor of ECCA 2018/2019, and particularly of the federal department of Western Economic Diversification Canada, lead sponsor of ECCA 2018 / 2019. They had found this project very innovative.

Here are 3 images as examples of these visits to African diplomats in Ottawa:

The Ambassador of Benin

The Minister of Nigeria Trade H.C .

The Ambassador of Sudan



III- THE IMPORTANCE OF THE 2nd ECCA 2019 FORUM - PARTICIPATION OF SME

After the success of the 2018 event, a second forum was needed as this opportunity was to allow African SME entrepreneurs to meet their Canadian colleagues this time to build this bridge of trade between the two parties.

The following economic sectors in Manitoba were presented to them:

1-Advanced Manufacturing, 2-Aerospace, 3-Agri-Food, 4-Creative Industries, 5-Education, 6-Energy and the Environment, 7-Financial Services, 8-The Information and Communication Technologies, 9-Biological Sciences, 10-Minerals and Mining, 11-Tourism, 12-Transportation and Distribution.

In view of the interest generated by the first event, ECCA May 2019 received other sponsors: the Federal Department of Western Economic Diversification Canada (Main Sponsor for the second year), the CDEM, the World Trade Centre Winnipeg, the Accueil Francophone, the Canadian Museum for Human Rights and Radio Canada Ici-Manitoba.

As a result, the following general program has been established:

ECCA- ECHANGES COMMERCIAUX CANADA / AFRIQUE

PROGRAMME GENERAL ECCA2 MAI 2019

Mercredi 15 Mai 2019

- * 9h-12h15
A Canad Inns Destination Centre Windsor Park (1034 Elizabeth Rd) / Coordination- CDEM
- Conférence économique du forum ECCA Mai 2019
- * 12h30-13h45
A Canad Inns Destination Centre Windsor Park (1034 Elizabeth Rd) / Coordination- CDEM
- Déjeuner
- * 14h00-16h00
Dans la ville de Winnipeg
- Visites auprès de 2 compagnies de production dans la ville de Winnipeg-Part 1
- * 16h30-17h30
- Séance spéciale d'information pour l'immigration économique au Manitoba (En Français)

Jeudi 16 Mai 2019

- * 9h00 à 12h15
Dans les salles du CDEM (200-614, rue Des Meurons) / Coordination- World Trade C. Winnipeg
- Marché d'échanges commerciaux entre entrepreneurs manitobains/canadiens et africains
- Expositions, tables rondes- B2B, discussions de partenariat
- * 12h30 à 13h45
Dans les salles du CDEM (200-614, rue Des Meurons) / Coordination- World Trade C. Winnipeg
- Déjeuner
- * 14h à 16h30:
Dans la ville de Winnipeg avec la coordination des commanditaires
- Visites auprès de 2 compagnies de production dans la ville de Winnipeg-Part 2
- * 16h30 à 18h30
- Quartier libre : visite touristique à la fourche : souvenirs, café, promenade, snack,
- * 19h à 22h:
CCFM, Centre culturel franco-manitobain (340 Provencher Blvd)/ Coordination-Accueil Francophone
- Remise des cadeaux et dernières informations utiles
- Concert de l'afro-canadienne Djely Tapa, introduite par la franco-manitobaine Gèneviève Freynet.

Vendredi 17 Mai 2019

- * 9h 00-12h00 – Rendez-vous personnalisés
- * 12h30 à 13h45 – Visite à l'Hôtel de ville de Winnipeg, invitation du Maire Adjoint, Markus Chambers
- 14h-15h30 - Visite spéciale au Musée Canadien pour les Droits de la Personne- Participants visiteurs ECCA

FIN FORUM ECCA2 MAI 2019

And as started at the first event last year, the ECCA forums begin by a conference with a theme that guides the speakers. They present their points of view or discuss them with the audience. It was also a good time to meet the first partners.

IV-FIRST DAY, MAY 15, 2019 – ECCA CONFERENCE AND FREE TIME

This first day started with a conference. Here are some photos :

**Theme : «Grow with the economic and cultural diversity of Western Canada»
CANAD INNS DESTINATION CENTRE WINDSOR PARK**

Monique LaCoste
MC



CEO and Direct. Comm. Founder et CEO
World Trade Centre Wpg Joama Consult/ECCA



Panel 1: CEO CC MB
EDC, FDC, DrJosephbessing



GM of CDEM/others entrepren. CEO CCManitoba/Entrepr Afr. CEO Bee Maid Honey/Others entr.



Panel 2: Entrep. Cameroon, Togo, Burkina Faso and Joama

CEO Cerial Projects/CDEM/others

Manager Catim/ Sales Manager -Market. Raysolar/others



Under the coordination of CDEM, Mrs. Monique LaCoste, the MC of the conference, had found useful to put 2 panels, roundtables, namely, the panel 1 with the speakers expressing themselves better in English, and the panel 2 with the speakers speaking better in French.

Everyone had the opportunity to encourage both parties, Canada and Africa, to seize this bridge established by Joama Consulting / ECCA to further develop these opportunities. The audience was then invited to ask questions. These exchanges took place in the morning before the business lunch in this same hotel. The schedule for this conference was as follows:

ECCA 15 MAI 2019 - 1ère partie
Canad Inns, Windsor Park – 1034, Elizabeth Road
«Croitre avec la diversité économique et culturelle de l'Ouest canadien»

9h - Introduction (MC) Monique LaCoste
9h10 - M. Justin Ondo Assoumou
9h20 - Président du CDEM, M. Edmond LaBossière
9h30 – 10h - Mariette Mulaire et Éric Courcelles du WTC (30 min.)
PAUSE

TABLES RONDES
(45mn) Monique La Coste et les intervenants suivants :

PREMIÈRE TABLE (45 minutes)

Focuses on the challenges and obstacles to trade between Canada and Western Africa, or Africa in general. What opportunities are available in Manitoba for African businesses? How does our economic and cultural diversity lend itself to trade with Africa? What types of industries would Manitoba be interested in attracting?

Défis et obstacles au commerce entre le Canada et l'Afrique de l'Ouest et l'Afrique en général. Quelles sont les occasions qui se présentent ici au Manitoba pour les entreprises africaines? Comment notre diversité culturelle et économique se prête-t-elle au commerce avec l'Afrique? Quelles sortes d'industries le Manitoba s'intéresse-t-il à attirer?

Dr. Joseph Ngon Bessing, Education Consultant - Motivational Speaker, Représentant des entrepreneurs d'Arizona – États-Unis

M. Michael Forrest, Président de la Chambre de Commerce des Noirs-Canadiens

M. Alphonsus Utioh, Manager, Research & Development
Représentant du Food Development Centre à Portage la Prairie

M. Chuck Davidson, Président des Chambres de Commerce du Manitoba

M. Willy Fogang, Senior Account Manager, Exportation et développement Canada(EDC) –

DEUXIÈME TABLE (45 minutes)

M. Innocent Sindikubwabo, Conseiller de Joama Consulting pour les projets de développement en Afrique

Représentant du Burkina Faso

M. Victor Zongo, Directeur Général Fondateur de l'École Supérieure de formation en santé

Représentant du Togo

M. Keloutsoia Kombate, Directeur Général de la Sté International 2km Trans

Représentant du Cameroun

M. Paul Elvice SOKOUDJOU, Président Directeur Général de Jeffersons Group

It should be noted that for this 2nd economic forum ECCA, the first between entrepreneurs, Africans had registered with great enthusiasm from their countries of origin through various sectors of economic activities. Everyone was very motivated to come to Winnipeg and Canada with one main goal: to find at least one suitable partner in their field of activity and get started.

And during the registrations, it has been observed an evolution of the following way according to the participants, countries and sectors of activities. A journalist from Radio Canada, who has been following the activities of ECCA since 2018 and promises to continue to observe the trend, has presented a good analysis of this variation, whose entire publication is presented following this document. :

As of March 25, 2019, registered entrepreneurs:

* 63 African participants from small and medium-sized enterprises (SMEs)

* 15 Countries: Canada, USA, Cameroon, Burkina Faso, France, Nigeria, Togo, Mali, Gabon, Morocco, Tunisia, Tanzania, DRC, Congo Brazzaville and Benin

* 16 sectors of economic activity:

1 / -Education, 2 / -Health and Clinical Care, 3 / -Building, Construction and Public Works, 4 / - Food / Beekeeping (Livestock), 5 / -Transportation and Tourism, 6 / -Information and Communication Technologies, 7 / -Development of Software and Software Packages, 8 / -Energy and Environment, 9 / -Import-Export , 10 / -Engineering, 11 / -Mine and Minerals, 12 / -General Trade and Marketing, 13 / -Transport Customs / Consignment / Trade Representation, 14 / -Sales and Distribution of Cosmetics, 15 / -Wine, Spirits and food products, 16 / -Council for Economic Development

As of April 15, 2019, decrease of registered entrepreneurs:

* 48 African participants from small and medium enterprises (SMEs)

* 10 Countries: Canada, USA, Cameroon, Burkina Faso, France, Nigeria, Togo, Mali, Gabon and Benin

14 sectors of activity had emerged, including the following (Character, Entity, Country and Position):

1/- AGRICULTURE/ APICULTURE = 6

1- Jacques Georges Badjang, Les Mielleries Sarl, Cameroon
Executive Director

2- Sosthène Ngokila, Embassy of Gabon to Canada
Ambassador

3- Parfait Wilfried Doukaga Kassa, Ministry of Agriculture of Gabon
Diplomatic Advisor

4- Michael Ronoubigouwa Ambouroué Avaro, Ministry of Agriculture of Gabon
Executive Director of the Agricultural Development Agency (ADAG)

5- Alia Amiar, Ministry of Agriculture of Gabon
Executive Director of the Gabonese Food Safety Agency (AGASA)

6- Roger Nlome, Embassy of Gabon to Canada
Economic and Commercial Counselor

2/- ENERGY ET ENVIRONNEMENT = 3

- 1- Tchouante Giseline Aristide, General Froid & Électricité du Cameroun
Collaborator of the Executive Director
- 2- Ekue Carlos Glokpor, Larsco Entreprises, Togo
General Projects Manager
- 3- Pierre Paul Amegasse, Weatherford International, USA
Drilling Engineer

3/- EDUCATION = 5

- 1 – Victor Zongo, École Sup. de formation en santé " Notre Dame du Perpétuel Secours", Burkina Faso
Founder & CEO
- 2 - Christelle Azizet, GrowUpAfrica, France
Founder & CEO
- 3- Etse Abalo, Leaders de Nouvelle Génération, Togo
Executive Director
- 4- Kosivi Edem Akligo, Leaders de Nouvelle Génération, Togo
Director of Communication and Training
- 5- Joseph Ngon Bessing, Drjosephblessing, USA
Founder & CEO

4/- INFORMATION AND COMMUNICATIONS TECHNOLOGY = 7

- 1- Issa Mahamadou Maiga, Emergence Sarl, Mali
Executive Director
- 2- Mohamed Haidara, Société HD Services, Mali
Director General
- 3- Sidi Maiga, Emergence Sarl, Mali
Marketing Manager
- 4- Tiemoko Tamboura, Émergence sarl, Mali
Accountant
- 5- Joseph Kenneth Chinyereugo, Fobligh Nigeria Limited, Nigeria
Executive Director
- 6- Waklatsi-Kudzawu Kodjovi, E-Deal Express Sarl, Togo
CEO
- 7- Paul Elvice SOKOUDJOU, Jeffersons Group (Telecom, Hôtel and Real Estate), Cameroon
President & CEO

5/- TRUCKING AND SHIPPING = 1

- 1- Sawadogo Salame, ZSC Ltd, Canada
Executive Director

6/- CUSTOMS TRANSIT, CONSIGNATION AND TRADE REPRESENTATION = 1

- 1- Keloutsoia Kombate, Sté International 2km Trans, Togo
Executive Director

7/- MINES AND MINERALS = 1

1- Anthony Chijioke Okeke, Seaman Ventures Nigeria Ltd
Business Development Manager

8/- IMPORT AND EXPORT = 8

- 1- Abou Konate, Ets Daouda Diallo, Mali
Administrator
- 2- Hamala Sima, Hd services, Mali
Owner
- 3- Moussa Tounkara, Etablissement Moussa Tounkara, Mali
Trader
- 4- Samba Gakou, Ets Daouda Diallo, Mali
Administrator
- 5- Aly Sissoko, ETS ALY SISSOKO, Mali
Executive Director
- 6- Philippe Bagam Badamanossi Kakassina, Tet Sarl, Togo
Executive Director
- 7- Konoe Akossiwa, Tet Sarl, Togo
Administrative assistant
- 8- Balassouth Lamissidja Banque, Solutech Informatique, Togo
Executive Director

9/- WINE, SPIRITS AND FOOD PRODUCTS = 3

- 1- Barboza Kokou, Africa Wine Food, Togo
Manager
- 2- Lade Yawa Nelly Clarisse, Africa Wine Food, Togo
Director for the purchase of spirits
- 3- Akuetey-Doe Coffi Johann Neeskens, Africa Wine Food, Togo
Director of purchase of wines

10/- INVESTMENT = 2

- 1- Boubacar Sacko, Partenariat et des Investissements en Afrique, Burkina Faso
FEPAC/UA-Fédération Panafricaine des Associations et Clubs de l'Union Africaine.
Director
- 2- Doucoure Lassana, CAPFA-Compagnie Africaine des Productions Fruitières, Forestières et
Agricoles, Burkina Faso
Commercial Director

11/- CONSTRUCTION = 1

- 1- Alfred Pouamoun Numpuby Nji, ADEP.CO, Cameroon
Director of Administrative and Financial Affairs

12/- TRANSPORT / TOURISM / TAX AND LEGAL ADVICE = 1

1- Ferdinand Noudjeu, Grant Thornton Cameroon | Audit – Advisory – Tax and Legal, Cameroon
Senior Consultant

13/- COSMETIC PRODUCTS-SALES AND DISTRIBUTION = 1

1- D'Almeida Nancy-Lynn Kokoe Olufemi, Clara Cosmetics, Togo
President & CEO

14/- ECONOMIC DEVELOPMENT COUNCIL = 5

1- Alassane Kouanda, Confédération Générale des Petites et Moyennes Entreprises du Burkina Faso
National President-CG-SME

2- Jean Basile Nziako, Right Performance, Cameroun
Managing Partner

3- Gildas Armel Megatche Kouonang, Right Performance, Cameroun
Collaborator

4- Abiodun Oke, Cerial Projects Inc./Procurement & Supply Chain Consultant, Canada
Founder

5- M. Innocent Sindikubwabo, Joama Consulting/ECCA, Canada
Project Development Advisor

Finally, on May 14, 2019, at the opening of the forum, registered entrepreneurs:

* 10 African participants from small and medium-sized enterprises (SMEs)

* 5 Countries: USA, Cameroon, Burkina Faso, Togo and Mali

* 7 sectors of activity

Thus, it can be noted that most of entrepreneurs from Africa who were expected were unfortunately unable to arrive in Winnipeg. There are several reasons for this: difficulty obtaining visas, bad applications, incidents or last-minute changes.

But the good reasons for this difference, from 63 entrepreneurs initially registered to 10 who finally participated, were better explained by this Radio-Canada reporter, Ici-Manitoba. It should also be noted that this radio was also one of the sponsors of ECCA May 2019, thanks to the support of Mr. Patrick Rey, Head of the French Service of this radio. It has been promoting ECCA since 2018 through its programs including: the radio journal (Christian Riou and Abdoulaye Cissoko), de 6 à 9 (Louis-Philippe LeBlanc), l'Actuel (Martine Bordeleau) and even Television (Geneviève Murchison).

This is the entirety of this article written by journalist Abdoulaye Cissoko, CBC-Radio-Canada ICI-Manitoba, published on Wednesday, May 15, 2019, which has brought many useful lessons that will serve as a reflection for the organization of future ECCA forums Canada / Africa:

Forum ECCA : les entreprises manitobaines encore réticentes à faire affaire avec l'Afrique

<https://ici.radio-canada.ca/nouvelle/1170041/echanges-afrique-canada-forum-winnipeg-manitoba>



Comment inciter les entreprises manitobaines à explorer l'Afrique, alors que ce continent attire de plus en plus d'entreprises européennes et même chinoises? C'est l'un des objectifs du forum sur les échanges commerciaux entre le Canada et l'Afrique (ECCA) qui se déroule pour une deuxième année consécutive à Winnipeg. Mais le pari n'est pas gagné d'avance, car il y a des défis à surmonter de part et d'autre.

Lorsque Justin Ondo Assoumou, un ressortissant du Gabon installé depuis quelques années au Manitoba a eu l'idée d'organiser ce forum, son objectif était clair.

« Il s'agit pour nous d'attirer au Manitoba des entrepreneurs africains et d'inciter les gens d'affaires du Manitoba à aller en Afrique. Nous pensons que les entreprises canadiennes n'y sont pas suffisamment présentes », explique-t-il.



Justin Ondo Assoumou, organisateur du forum sur les échanges commerciaux entre le Canada et l'Afrique. Photo : Radio-Canada

Car vu du Canada et de l'Afrique, il y a des écueils à l'essor économique que les organisateurs veulent insuffler aux gens d'affaires d'ici et de là-bas.

Selon Justin Ondo Assoumou, pour les entrepreneurs africains, l'un des défis majeurs c'est l'accessibilité au marché canadien en raison de la difficulté à obtenir le visa. Il dit que sur la quarantaine d'entrepreneurs qui devaient venir de l'Afrique pour participer à cette rencontre, seulement une dizaine a pu obtenir le sésame pour se rendre à Winnipeg.

Quant aux entrepreneurs canadiens, M. Assoumou, remarque que certaines idées persistent à l'égard de l'Afrique. « Ils pensent que c'est loin et que c'est la pauvreté. Mais ce qui est évident, c'est qu'il y a un énorme potentiel. Et l'Afrique c'est le continent de demain », souligne-t-il.



Mariette Mulaire, présidente-directrice générale du World Trade Center Winnipeg. Photo : Radio-Canada

Mariette Mulaire, présidente du World Trade Centre Winnipeg reconnaît également que les possibilités sont nombreuses sur le continent africain. Pourtant, ajoute-t-elle, les entreprises manitobaines sont réticentes à y aller pour plusieurs raisons.

« Les plus grandes occasions d'affaires sont dans l'infrastructure, les constructions de ponts et de routes. Peut-être que cela intéresse plus les grandes entreprises que celles avec lesquelles nous travaillons », note-t-elle.

C'est ce qui explique, selon elle, le peu d'intérêt pour l'Afrique de la part de ces entreprises après le premier forum sur les échanges commerciaux entre le Canada et l'Afrique, l'année dernière.

« On avait quelques entreprises qui étaient intéressées à participer à un salon au Nigéria l'année passée. Ce qui aurait été la bonne façon de faire, car elles allaient être accompagnées par des diplomates sur place, mais finalement aucune d'entre elles n'a fait le déplacement », indique-t-elle.

Selon Mariette Mulaire, un autre facteur entre également en ligne de compte. « Ce sont des petites et moyennes entreprises qui n'ont pas nécessairement les finances pour supporter ces possibilités d'affaires, mais aussi les risques. Je pense qu'il faut continuer à faire de la sensibilisation », ajoute-t-elle.

Elle dit aussi observer la même réticence des entreprises manitobaines vis-à-vis de l'Europe, la Chine et l'Amérique du Sud ou encore de l'Inde, qui sont vues comme des marchés éloignés avec d'autres réalités et des langues différentes.

Lentement, mais sûrement

Louis Allain, directeur général du Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), l'un des commanditaires de ce forum, estime que les choses sont en train de changer.



Louis Allain, directeur général du CDEM Photo : Radio-Canada

D'après lui, la première année de l'ECCA a été surtout une rencontre diplomatique. « Il s'agissait de faire connaître le Manitoba et les gens d'affaires de la province aux corps diplomatiques de la plupart des pays de l'Afrique de l'Ouest. Cette année, ce sont des entrepreneurs qui nous rendent visite. Et c'est une occasion pour faire des alliances », fait-il remarquer.

Selon lui, il y a aussi un autre moteur qui impulse une énergie à cette relation : les ressortissants de pays africains francophones installés au Manitoba. « Ils connaissaient bien les deux terrains et peuvent accompagner les entrepreneurs locaux, et c'est une des forces du Manitoba », note-t-il.

L'entreprise manitobaine de dispositifs photovoltaïques Raysolar a d'ailleurs fait appel à Mohamed Doumbia, originaire du Mali, comme directeur du marketing pour l'assister dans ses projets de développement commerciaux au Mali, au Sénégal et en Mauritanie.

Ce dernier affirme que les entreprises canadiennes doivent absolument comprendre les cultures entrepreneuriales locales pour réussir.

« En Mauritanie, les affaires se discutent le soir à partir de 22 h. En règle générale en Afrique, ça prend aussi plusieurs rencontres préliminaires avant de commencer à négocier. Il faut établir la confiance, il faut leur faire comprendre qu'ils sont partenaires de l'entreprise et les choses se décident ensemble autour du thé », donne-t-il en exemple.

Il ajoute que certaines petites attentions ne doivent pas être oubliées. « Les salutations en Afrique ça peut prendre cinq minutes. On va prendre des nouvelles de tous les membres de la famille parce que c'est très important là-bas », explique-t-il.

Louis Allain affirme que de plus en plus d'entreprises manitobaines sont conscientes du potentiel en Afrique.

« Il y a certains créneaux qui commencent à intéresser nos entrepreneurs surtout dans des domaines comme l'innovation énergétique, le traitement des déchets et le réusinage des huiles usées. Il y a plusieurs projets potentiels qui émergent du Manitoba qui pourrait se retrouver en Afrique de l'Ouest », souligne-t-il.



Paul-Elvice Sokoudjou, homme d'affaires camerounais. Photo : Joris Ondo

Paul Elvice Sokoudjou est président directeur général de Jefferson Group, une entreprise camerounaise de distribution d'équipements de télécommunications. Il dit qu'il est important de savoir que l'Afrique n'est pas un pays, mais une multitude de peuples et de pays.

« On invite donc les entrepreneurs manitobains à cibler quelle est la part de l'Afrique qu'ils veulent, et après qu'ils aillent à la découverte des peuples de ces pays. Cela leur permettrait d'avoir une connaissance plus poussée des relations économiques gagnantes avec les Africains », suggère-t-il.

Selon Justin Ondo Assoumou, l'année prochaine l'ECCA devrait se tenir en Afrique. L'occasion de voir si la perception du continent auprès des gens d'affaires aura changé d'ici là.

«FIN DE CETTE PUBLICATION»

NB : Le lieu et les dates du prochain forum ECCA seront indiqués dans les prochaines semaines.

V- SECOND DAY, MAY 16, 2019 – B2B, ROUNDTABLES AND CONCERT

1/- B2B and roundtables

The activities of this second day of Canada / Africa trade mission first took place on the premises of CDEM at 614 Des Meurons Street. Participants had the opportunity to meet directly, B2B, roundtables and follow presentations by a number of Canadian professionals and entrepreneurs.

This component was overseen by the World Trade Centre Winnipeg, one of sponsors of ECCA May 2019.

Several Manitoba entrepreneurs had joined these trade discussions with their colleagues from Africa. We can cite as examples:

- * Carole Freynet-Gagné, CEO, Apprentissage Illimité Inc.
- * Ibrahima Diallo, President, Geo-Power Energy Solutions Inc. (GPES)
- * Jacqueline Remillard, CEO, COPACA (Cooperation Partnership Canada)
- * Mike Donaghy, President, Firetak
- * Mohamed Doumbia, Sales and Marketing Director , Raysolar
- * Tom Tessier, President, Solara
- * Mamadou Ndiaye, Manager, Catim

Canadian and African entrepreneurs had the opportunity to discover potential business connections between them to follow up and reach agreements over time. Here are some pictures:

Mr. Victor Zongo, Burkina Faso, with Ms. Jacqueline Remillard, CEO of Copaca (Cooperation Partnership Canada), and with a Director at the University of St. Boniface



Dr. Joseph Ngon Bessing, USA
at CDEM
Prof. Ibrahima Diallo et others entr.



Carlos Melo (CEO) and
Brenden Lawrence (Vice-President)
presenting a special oil



Dr. Joseph Ngon Bessing
visit at the University of St-Boniface



M. Mohamed Doumbia, Sales and Marketing
Director, Raysolar,
during a presentation at CDEM



Victor Zongo (Burkina Faso), Tom Tessier (Solara)
et Ekue Carlos Glokpor (Togo)
during a roundtable presenting a Canadian product



2/- Music concert with Djely Tapa and Geneviève Freynet

This part was supervised by the Accueil Francophone, one of the sponsors of ECCA May 2019. It is also important to note that this organization took charge of the housing of a group of artists who specially came from Montreal to Winnipeg for this forum.

Convinced that trade between Canada and Africa also extends into a multicultural environment, since both parties also have immense diversity resources that can complement these exchanges, it was found

necessary to organize a Canada / Africa music concert in the evening of this day.

For this, the committee invited the talented African-Canadian singer of Malian origin and resident in Montreal, Djely Tapa, with her group of musicians. To accompany and introduce her on stage, this honor was given to the Manitoba singer, Geneviève Freynet thus forming the image of Canada / Africa that needs to be expressed and encouraged otherwise.

It was also the moment when some African entrepreneurs were able to hand over their surprises to the authorities and economic operators who had this privilege; it was gifts. For absents, they were given to the President and the Executive Director of CDEM or to the representative of Accueil Francophone to transmit to the addressees.

It was a colorful evening of diversity of African products and characters.

In order to present another social and business side of African culture that consists of offering a present when visiting a special friend, the lucky recipients were:

The Minister of Canada International Trade Diversification, the Minister of Growth, Enterprise and Trade of Manitoba, the President of Manitoba Chambers of Commerce, the President and CEO of CDEM, the Director of the Accueil Francophone and the Founder & CEO of Joama Consulting / ECCA.

The African characters who donated these gifts have already been appreciated by ECCA officials.





VI- THIRD DAY, MAY 17 2019 – CITY HALL/ CANADIAN MUSEUM VISITS

Contrary to what was expected, as was the case in the first edition where the ambassadors had visited the production sites, he was finally opted not to do this edition. Rather, it has been found useful to give each entrepreneur more free time in order to make the most of contacts with his contacts.

Three visits were made: the invitation of the Deputy Mayor of the City of Winnipeg, the Canadian Museum for Human Rights and the Forks

1/- Invitation of Winnipeg Deputy Mayor Markus Chambers to Visit City Hall

The Deputy Mayor of Winnipeg, Markus Chambers, Municipal Counselor of St-Norbert-Seine River, was very honored to have been informed of the presence of African entrepreneurs who met their Manitoba colleagues in Winnipeg, invited this delegation to make a small meeting with him at his office, followed by a visit of the premises.

During these discussions, he thanked African entrepreneurs, who were accompanied by the CEO of CDEM, for choosing the city of Winnipeg to create business relations and feel free to contact him if necessary. He also appreciated the information for going to visit the Canadian Museum for Human Rights following the tour of their building.

Below, some of photos as a souvenir:



2/- Visit to the Canadian Museum for Human Rights offered to visitors

Also honored by the presence of African entrepreneurs for a business visit in Winnipeg, Mr. John Young, President and CEO of the Canadian Museum for Human Rights, and his staff, offered a tour to this delegation, always accompanied by the DG of CDEM.

As one of the sponsors of ECCA May 2019, the President & CEO of this Museum came in person at the end of the tour to greet his guests, thanking them for having visited this magnificent building which bears great names of African leaders such as Nelson Mandela, Martin Luther King, ...

Below some pictures:





3/- Visit to the Forks and last meal offered by the CDEM

In order to close these meetings, African entrepreneurs were invited to visit another tourist site in Winnipeg. It was the Forks. It is a commercial complex where we also find several small restaurants with particular aspects. The purpose of this visit to this site was to introduce other SMEs available in the City of Winnipeg to give them more ideas for opportunities.

And to give a special character of the African culture, where we enjoy eating in a group by serving the meal on leaves with wood, far from other kitchen utensils, the Executive Director of CDEM, who was accompanied by Mr. Mohamed Doumbia, also member of the organizing committee of ECCA, offered them this particular meal served on paper sheets, symbolizing African wood. A gesture highly appreciated by the natives of Africa. Some also took advantage of their stay at this Forks to buy some souvenirs for their respective families in Africa.

Below, some images of the Forks, a place of relaxation:





VII- BIRTH OF THE NGO ECCA-MB INC.-SPEECH BY CEO OF JOAMA C./ECCA

Before separating of participants, the Founder and CEO of Joama Consulting / ECCA confirmed the birth of the NGO ECCA-MB INC in the coming days. It will be a question of detaching this activity of Canada / Africa trade mission in strong progression and useful in support to the promotion and the export of the products and services Canadian to Africa, of his enterprise Joama Consulting. It will henceforth be under the management of a steering committee. As indicated by the Executive Director of CDEM: ECCA goes slowly, but surely!

After the forum with Ambassadors and the one with SMEs, the challenge of the next ECCA-MB forum, in Canada or in Africa, should be to also attract large Canadian and African companies to these trade meetings. The next organizing committee will look at it.

In addition, Joama Consulting / ECCA continues to invite, promote and seek out African entrepreneurs to come individually or collectively to Manitoba or Canada, at any time, and vice versa for Canadians to Africa, through visits business / prospecting, audiences, meetings, conferences, and project presentations.

Here is the speech that justified the birth of the NGO ECCA-MB INC .:

Speech by the Founder and Chief Executive Officer of Joama Consulting / ECCA

Thank you Monique LaCoste, for this presentation to my humble person.

Mr President of CDEM

Madam President of the World Trade Centre Winnipeg

Ladies and Gentlemen, Presidents and Executive Directors of Canadian and African Business and Economic Institutions

Ladies and gentlemen

I would like to send you greetings and wishes for a good 2nd ECCA Forum in Winnipeg from the following Canadian authorities whose absence today due to the professional obligations to be met according to their schedules:

- The Honourable James Gordon Carr, or Jim Carr, Minister of International Trade Diversification Canada

- The Honourable Mary Ng, Minister of Small Business and Export Promotion Canada

- The Honourable Blaine Pedersen, Manitoba Minister of Growth, Enterprise and Trade of Manitoba

- Mr. Markus Chambers, Deputy Mayor of the City of Winnipeg

On behalf of thirty registered African entrepreneurs coming to take part in this event, many of which unfortunately could not come following either the lack of a visa or a change of last minute schedule, I would like to express my sincere thanks and those of sponsors of this event namely:

- Western Economic Diversification Canada, lead sponsor of ECCA 2018 and 2019
- CDEM, World Trade Centre Winnipeg, Accueil Francophone and Canadian Museum for Human Rights and Radio Canada-Ici Manitoba for accepting our invitation.

By founding ECCA, Canada / Africa Trade Mission in 2017, I was convinced that African and Canadian entrepreneurs can sit down together to discuss business opportunities. In May 2018, ambassadors of Burkina Faso, Nigeria and Gabon, together with a delegation from Mali, had personally traveled to Winnipeg to touch the cultural and economic diversity of Western Canada. Everyone had invited Manitoba entrepreneurs to go to their respective countries to confirm these exchanges.

We believe that with the presence of these African entrepreneurs this morning, every Canadian entrepreneur has the opportunity to find direct contact and grow its business relationships. That everyone benefits until Friday, especially tomorrow morning in the premises of CDEM from 9 am, where will be held roundtables' B2B, but also tomorrow evening at CCFM, Salle Pauline-Boutal, from 7pm, at the Concert of Canadian-African singer of Malian origin, Djely Tapa, introducing by Manitoba, Geneviève Freynet.

However, I also know that my expectations, since the foundation of ECCA, have not been up to par, because I like perfection and good work. Africa is vast and full of wealth, opportunity. The products and services of Canadian entrepreneurs have our confidence, hence our presence here. But they are not yet very present in Africa as we would have liked.

And to achieve a good result and a better participation in the future ECCAs of great Canadian and African companies, I announce to have made the decision to transform ECCA, no more like an integral part of Joama Consulting Inc., my enterprise, but will be transformed in a few days in ECCA NGO of Canada / Africa Trade Mission.

As a result, I invite, in advance, Canadian entrepreneurs and authorities, starting with Manitoba, to be available to become a member of the ECCA Board of Directors when I contact you shortly. And the Canadian who will be appointed as Executive Director of ECCA can ensure the supervision of African entrepreneurs that we are. I will give you details of this change in couple days.

Once again, a big thank you to the governments of Canada and Manitoba, Global Affairs Canada and all of you here this morning for trusting ECCA. The future will tell us more.

So, ladies and gentlemen,

On behalf of ECCA, its sponsors, partners and volunteers, I wish you good long term exchanges.

God bless Manitoba, Canada and Africa, thank you.

Justin Ondo Assoumou

Founder and Chief Executive Officer

Joama Consulting / ECCA

Email: justin.ondo@joamaconsulting.com

Tel: +1 (204) 869-6652

VIII-THANKS

We would like to thank the following characters who have followed the evolution of this event and to have sent words of encouragement for this success, although many of them have not had the opportunity to take part personally because of their calendars:

- * The Honourable James Gordon Carr, ou Jim Carr, Minister of International Trade Diversification
- * The Honourable Mary Ng, Minister of Small Business and Export Promotion
- * The Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie
- * The Honourable Blaine Pedersen, Minister of Growth, Enterprise and Trade of Manitoba
- * The Honourable Ralph Eichler, Minister of Agriculture of Manitoba
- * The Honourable Rochelle Squires, Minister of Sustainable Development, Francophone Affairs and the Status of Women of Manitoba
- * Mr. Markus Chambers, Deputy Mayor of the City of Winnipeg
- * To the sponsors : DEO, CDEM, World Trade Centre Winnipeg, Accueil Francophone, Canadian Museum for Human Rights and Radio Canada-Ici Manitoba
- * To Canadian and African Entrepreneurs of ECCA May 2019
- *. To the volunteers of ECCA and to anyone from near or far supporting ECCA

- Above all, a special thanks to Mr. Louis Allain, Executive Director of CDEM, and Mr. Michel Loiselle, Senior Economic Development Officer, Western Economic Diversification Canada, for their support and accompaniment of ECCA May 2018 and ECCA May 2019. They believe in this long-term business opportunity project that has opened up between Canada and Africa with a team of people who know the terrain of the two parties, winner.

Strongly that the NGO ECCA-MB INC. in place, will improve the expectations of entrepreneurs, economic operators and Manitoba, Canadian, and African authorities.

SEE YOU NEXT YEAR, 2020!!!