

Presentation life and career

Thomas Seghezzi

31 January 2019

Rotary Club Genève-International



rainbowunlimited gmbh

doing business with africa



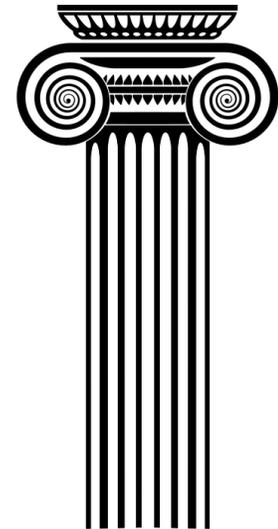
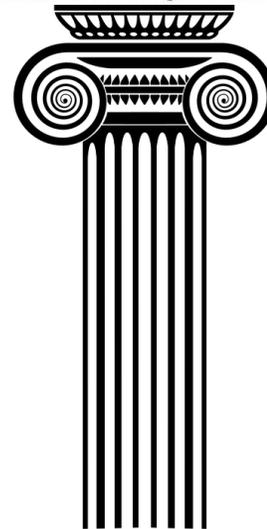
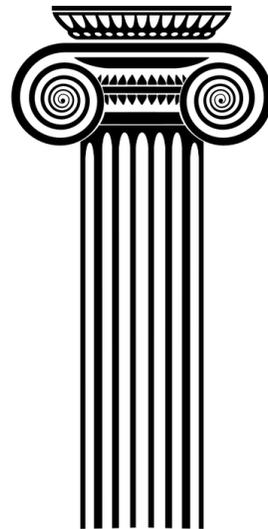
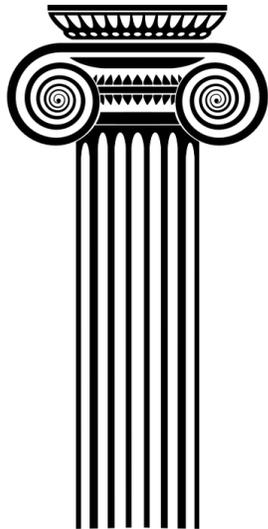


rainbow unlimited gmbh

doing business with africa

Our mission is to introduce, promote and facilitate business between Switzerland and Africa. We do this by engaging in three different business areas:

- **Own projects** in selected African countries;
- Organisation of **business promotion events** in Switzerland and Africa;
- **Operational management of associations/organisations** which promote business links between Switzerland and Africa;





The Swiss-African Business Circle

- The Swiss-African Business Circle (SABC) is the **leading independent association promoting business contacts and links between Switzerland and Africa**. It provides its members with an influential network and a unique platform dedicated to the exchange of expertise, experience, projects and ideas, thereby fostering partnerships and opening new business perspectives. In doing so, **the association advocates for Africa as an important business destination** amongst the Swiss business community.

Operational management since 2010: rainbowunlimited gmbh
doing business with africa



SABC Key facts & figures

- **85 members across key sectors** including healthcare, business services, Inspection & Certification, Energy, Banking, Engineering & Infrastructure, Finance, Building & Construction, Agribusiness, Consumer Goods, Media & Communications, Transport & Logistics, Education, Manufacturing & Equipment
- **Approximately 90'000 staff employed in Africa** by SABC member companies
- **Over 120** own & supported events since 2010
- **3 annual flagship events:** meeting Swiss and African Ambassadors, Africa Business Day
- **2'000 participants at own events** across 10 cities in Switzerland since 2010
- **SABC Board:** **Verena Utzinger**, SERV (President); **Dirk Bogner**, Endress+Hauser (member of the Board); **Jean-Pierre Gerber**, Bellevue Asset Management (member of the Board); **Kurt Lötscher**, ABB (member of the Board); **Gil Martignac**, Castel Group (member of the Board); **Alexis Poitevin**, Cotecna (member of the Board); **Urs Rothen**, Daucom (member of the Board); **Leonard Stiegeler**, Ringier Africa (member of the Board)



Amongst our members





KIGALI

25-26 March 2019

HOST COUNTRY



CO-HOST



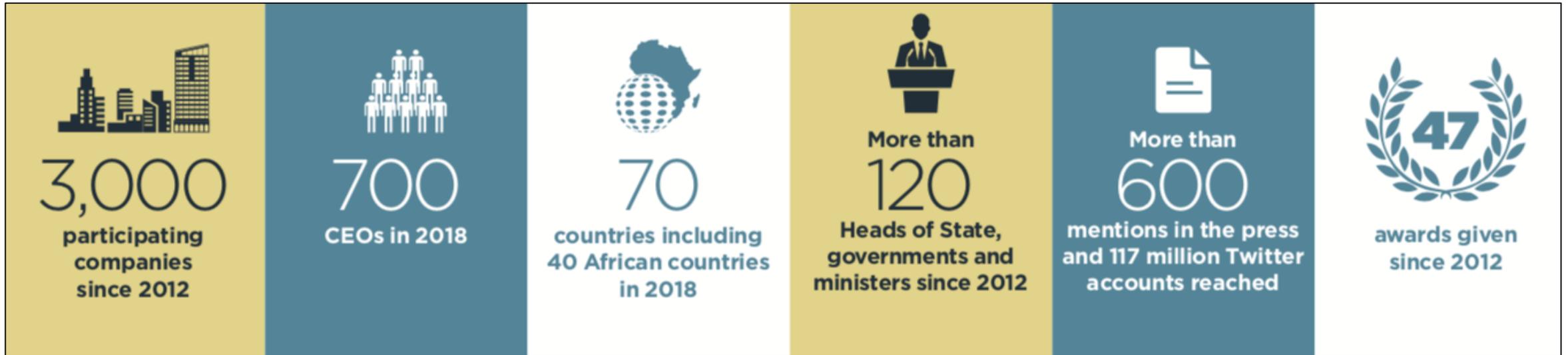
ORGANIZERS



PRESENTATION VIDEO



FACTS & FIGURES





OUR AUDIENCE

The **AFRICA CEO FORUM** brings together:

- African Business Leaders (Chair of the Board, Managing Directors, CEOs)
- International investors
- African Senior Government Officials: Heads of State, Heads of Government, Ministers, Heads of Investment Promotion Agencies
- Heads of major Financial Institutions

Our participants come **from all over Africa** (anglophone, francophone and lusophone Africa), and represent **key economic sectors that drive Africa's growth**: energy, finance, infrastructure, telecoms, agribusiness, education, health and innovation amongst others.

45% of CEOs manage companies with an annual turnover of over € 100 million

The platform where business deals happen: "80 % of participants identify or close business deals"



WHERE BUSINESS DEALS HAPPEN

A look back at major deals during previous editions:



- ✓ **Bollore Transports & Logistics** announces a €300 million investment in Africa for 2018.
- ✓ **Afreximbank** confirms its US\$1.5 billion arrangement for investment promotion in Zimbabwe.
- ✓ **Ghana** and **Côte d'Ivoire's** Heads of State sign an agreement on cocoa.
- ✓ **International Finance Corporation** and the **China–World Bank Partnership Facility** announces efforts to increase cross-border partnerships.
- ✓ **BUA Group** announces the listing of its cement company on the Nigerian stock exchange.
- ✓ **Emerging Capital Partners** signs the sale of its 26% capital of **NSIA** for a record amount of €110 million to the **National Bank of Canada** and **Amethis**.
- ✓ **Advens Geocoton** signs a partnership with **URBASOLAR** in order to create **URBASOLAR AFRICA** and creation of **REA (Networks and Energies of Africa)**.
- ✓ **European Investment Bank** announces a US\$25 million financing with **d.light design** to strengthen access to energy in Africa.
- ✓ **Eranove** signs a €100 million project with Libreville, Gabon.
- ✓ **Orange Energie** announces the launch of its solar solution in Burkina Faso, and further ahead in Senegal, Mali, Guinea and Côte d'Ivoire.



A SELECTION OF OUR PARTNERS OVER THE YEARS



INTERNATIONAL MEDIA COVERAGE





Swiss hospitality schools in Africa

Rainbow unlimited gmbh started focusing on the African hospitality skills sector as early as 2013. The underlying approach from the beginning was to offer the same top level vocational training as in Switzerland, but in the countries where the students are, and to a fraction of the costs applicable abroad. Early on, rainbow unlimited joined forces with **Swiss Alpine Center**, a renowned Swiss hospitality school that has its head office and on-line campus in Switzerland. In 2015, in its role as business development partner for Swiss Alpine Ceinter, rainbow unlimited facilitated the setting up of a new campus in Kenya in partnership with a local hotel group. Since then, the school – Boma International Hospitality College (www.bihc.ac.ke) offers professional certification, diplomas and in some cases, links to universities to offer degree programs to suit a wide range of career goals. The college has grown from 37 to 500 students in just 2 ½ years.

To accelerate the process of setting up hospitality schools on the continent, rainbow unlimited has joined forced in January 2019 with **B.H.M.S. Switzerland**. B.H.M.S., located in the heart of Luzern, is a member of the Bénédict Switzerland group of schools, founded in 1928, whose mission is to provide higher education for adults with a desire to succeed. Bénédict School is one of Switzerland's largest private educational organizations and is educating each year more than 15,000 full and part time students.

B.H.M.S. and rainbow unlimited have established a preferred partnership to develop service sector education and training in Africa. This includes the setting up and running of hospitality education institutes with local country-specific African partners as well as support for the hotel industry with in country training and development programmes designed to enhance the skills and knowledge of service sector employees.

For more information about B.H.M.S. please consult www.bhms.ch.

UPCOMING EVENTS

- ▶ Africa Business Day: 22 June 2018, Stein (AG)
- ▶ Swiss-African Business Circle Event Programme

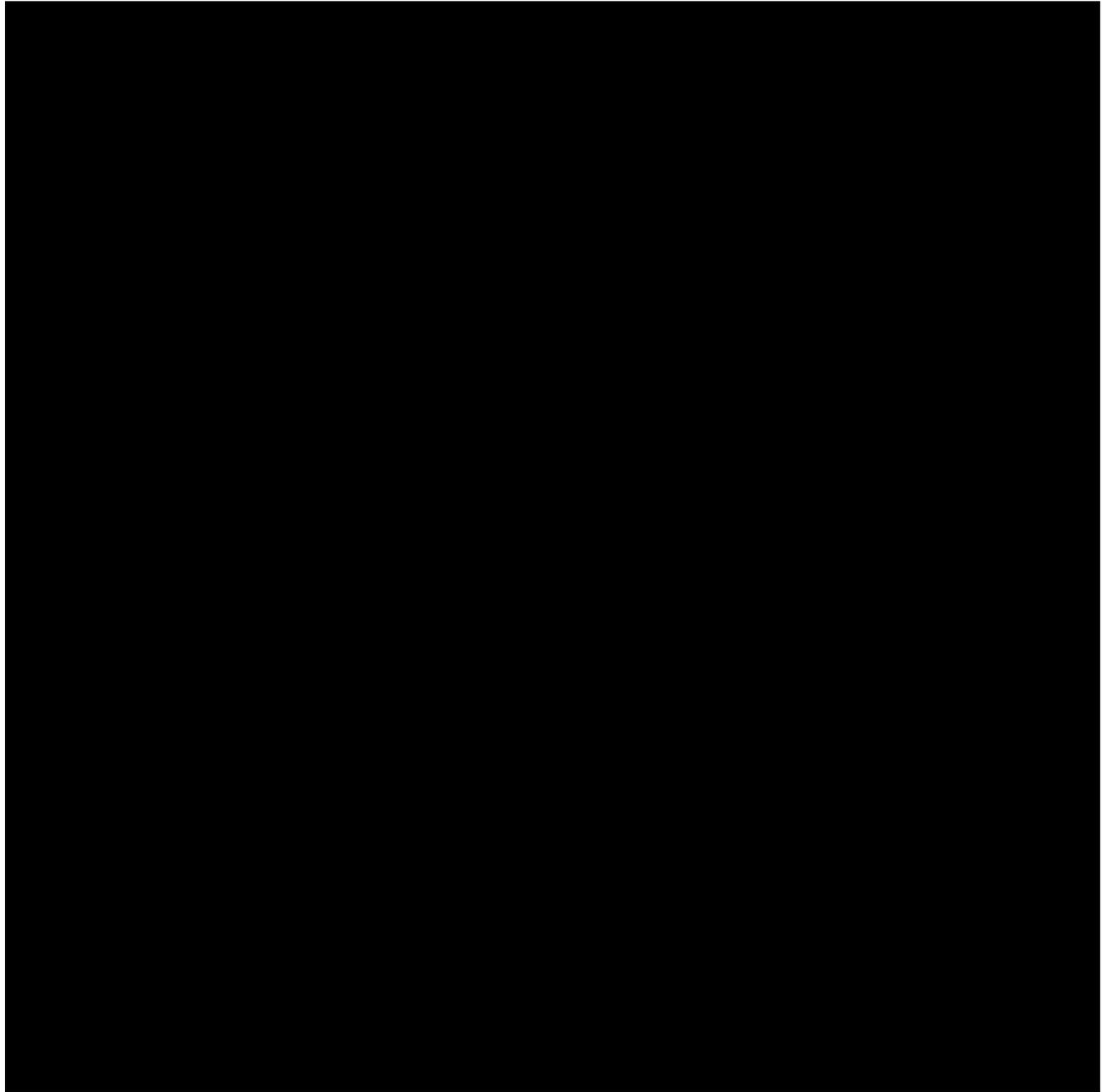






Signing of contract February 2015

The Boma International Hospitality College (BIHC) that is fully owned by the Kenya Red Cross Society (KRCS) held its first ever graduation ceremony on 22nd November, 2017 at the KRCS headquarters in South C, Nairobi. A total of 50 students graduated on that day.







Exclusive Africa Investment Platform

rainbow unlimited have been promoting business links between Switzerland and Africa as well as managing our own projects on the continent for over 10 years. Over this period, numerous investment projects from Africa have landed on our desk as have equally numerous requests from potential investors looking for "good" projects in which to invest in Africa.

rainbow investment platform was launched in December 2015. The platform brings together Swiss, Swiss-based and other reputable investors with projects owners in Africa. The platform is exclusively open to registered investors and target companies. We focus on investments in equity, quasi-equity and debt ranging from USD 5 million to USD 50 million.

Since 1 May 2018, rainbow unlimited has partnered with **diabs**, a Swiss-based investment advisory firm, to provide buy-side and sell-side advisory services to investors and target companies.

For more information or questions about the platform send an e-mail to platform@rainbow-unlimited.com.

