RANKING

2015

Choiseul 100 AFRICA

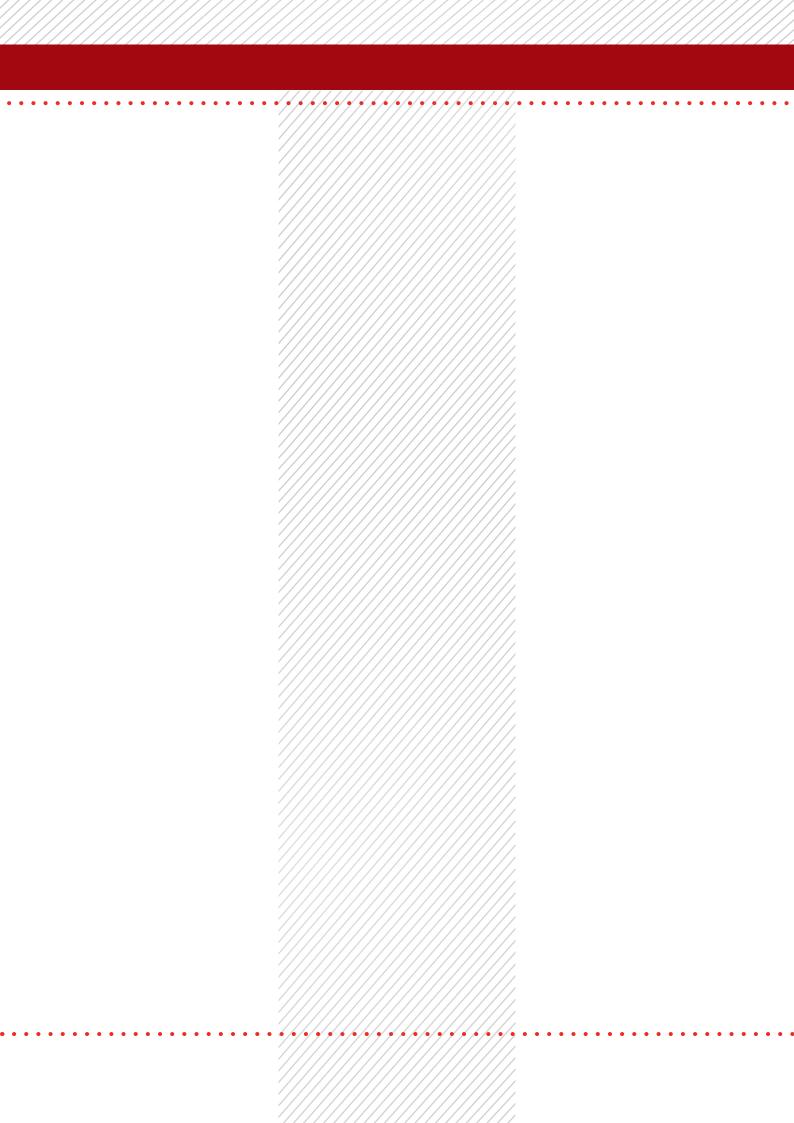
Economic Leaders for Tomorrow











Dr. Pascal Lorot

President, Institut Choiseul



A fter remaining to the rim of the global economy and the main financial and commercial flows for a long time, Africa is now considered as a central economic actor at a global scale. These last few years, it even became an essential driving force of global growth.

performing High activity spotted everywhere. Economic growth is gaining all parts of the continent. Africa is progressively stepping out of its dependency to raw materials and is rapidly becoming more diverse, by investing in higher added-value sectors. A middle class is rising in the meantime and is in demand for better consumer goods, products that used to be only for a restrictive elite until then. Centrality of Africa can also be attributed to its tremendous demographic dynamic — as one out of four individuals will be African by 2050 — and it is why infrastructures and equipments of all sorts are so much needed.

As a result, Africa is even more attractive to international investors. Capital flows to Africa thus reached 80 billions of US dollars in 2014. It should rise up to 100 billions in 2015.

This tremendous dynamic is linked to the emergence of a young economic leading class, well trained, with an open outlook, connected to global economic and information flows generated by globalization. Those young leaders are shaping a modern African economy, open to the world, with new opportunities flourishing everywhere these days.

Those young leaders are carrying the future of their continent. They send a great message of hope. Africa has taken a successful start indeed; it is willing to be part of global growth and activity!

This is the very reality the Choiseul 100 Africa intends to promote. As a unique ranking of young African economic leaders aged forty years old or below, the study intends to highlight these women and men who build today's Africa and prepare the one of tomorrow. By honouring them, by presenting them to the world, the way Africa is perceived is changing, it's becoming more positive and more accurate to what the continent is really today: a land full of future promise for humanity's history.

SUMMARY

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PRESENTATION

Choiseul 100 AFRICA

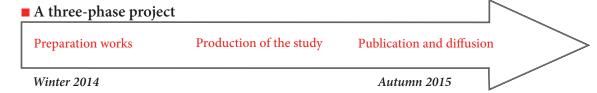
Economic Leaders for Tomorrow

The philosophy behind the study

The Choiseul 100 Africa is an annual study independently carried out by the Institut Choiseul. It identifies and ranks the young African leaders of 40 years old and below, who will play a major role in the continent's economic development in the near future.

The Choiseul 100 Africa is a result of a work conducted over several months: the Institut Choiseul contacted many experts and specialists on the continent to achieve this ambitious and unique study which draws up an inventory of the African economic forces.

Methodology of the study



■ Performance of the study

The Choiseul 100 Africa study was carried out by the Institut Choiseul between winter 2014 and autumn 2015 and was based on for main steps:

- the definition of the methodology and objectives,
- the update of the 2014 ranking,
- the search and selection of new profiles,
- the validation and preparation of the final ranking highlighting the 100 most promising young African business leaders.

■ The eligibility conditions

Only profiles that meet specific conditions have been selected:

- to hold the nationality of one of the 54 African states,
- to be 40 years old or below on the 1st of January 2015,
- to be an active contributor to the economic development of Africa.

■ The selection criteria

To rank selected profiles, several weighted criteria were taken into account such as: image and reputation, background and skills, power and function, influence and networks, and potential and leadership.

The total of the scores obtained in the different categories of criteria determines the position of each laureate in the final ranking. Profiles with less than 10% in any of the categories are eliminated.

The first 100 are ranked from the 1st to the 100th place. In the global study, available on the Institut Choiseul website (www.choiseul.info), a second list includes the profiles ranked between the 101st and the 200th place.

As the study was stopped on the 30th of June 2015, career developments after this date have not been considered.

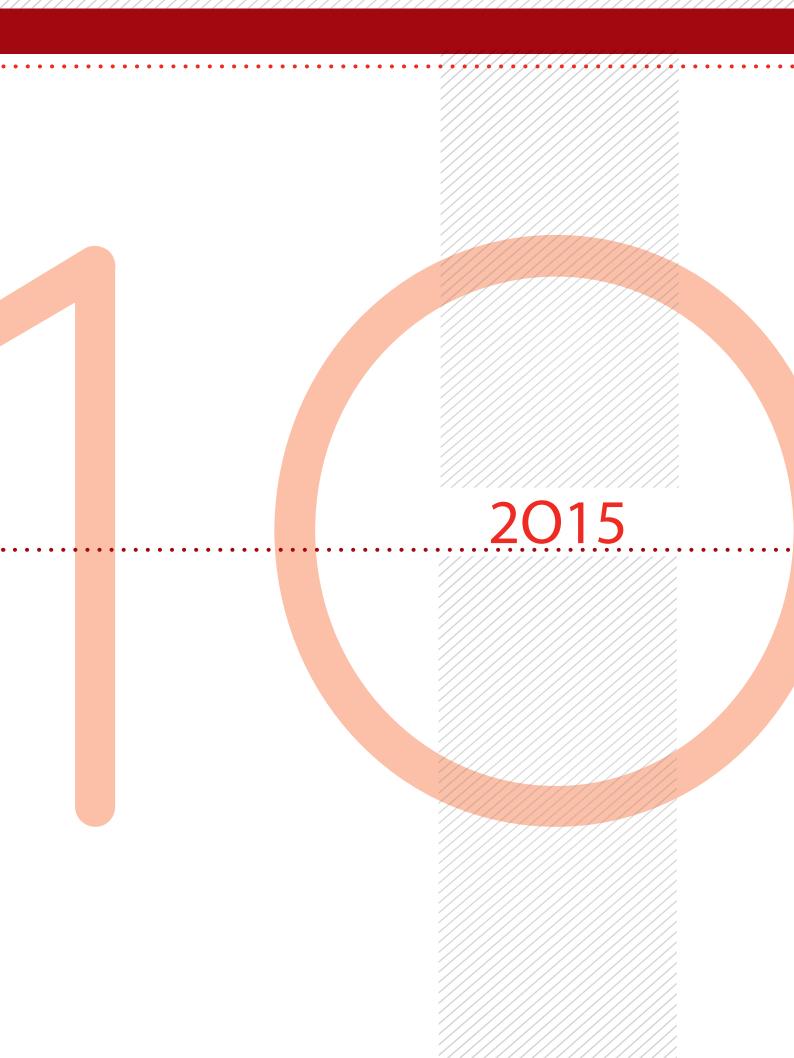
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Thanks

In the context of the realization of the Choiseul 100 Africa, the Institut Choiseul was supported by corporate partners that we want here to thank: Yves Rocher, Necotrans, Roland Berger and Louvre Hotels Group. Their support and their trust were essential in the realization of our works, in the publication and distribution of this study.





RANKING

Choiseul 100 AFRICA

Economic Leaders for Tomorrow

RANKING

Igho SANOMI II Nigeria Chief Executive Officer · University of Jos TALEVERAS GROUP • Executive Director, Sarian Oil (2000-01) **Mohammed DEWJI** Tanzania Chief Executive Officer • Georgetown University MeTL • MeTL (since 1999) Hisham EL KHAZINDAR 40 EGYPT • American University in Cairo, Harvard Chief Executive Officer • Executive Director of Investment Banking, Qalaa Holding EFG Hermes (2000-04) 39 Mehdi TAZI Morocco Chief Executive Officer • Télécom ParisTech, INSEAD SAHAM ASSURANCE MOROCCO • General Secretary, Saham Finances (2013-14) Hassanein HIRIDJEE 39 Madagascar President • ESCP Europe • Chief Executive Officer, First Immo (1999-2005) DTS - MOOV MADAGASCAR SOUTH AFRICA Nomkhita NQWENI • Rhodes University, Johannesburg University Chief Executive Officer · General Manager, ABSA CAPITAL Alexander Forbes Financial Services Holdings (2008-10) **Ken ETETE** 40 Nigeria Chief Executive Officer · London School of Economics, Harvard CENTURY GROUP • Country Representative, Bluewater Offshore Nigeria (2000-01) Paul-Harry AITHNARD Togo Head of Securities & Asset Management • University of Paris , HEC Montréal ECOBANK GROUP • Director of Investments, BBSP Inc. (2000-08) Marieme JAMME SENEGAL Chief Executive Officer • University of Lyon, EM Lyon **SPOTONE** • SpotOne (since 2001) Sébastien KADIO-MOROKRO **IVORY COAST** 34 Chief Executive Officer • University of Paris • Deputy Chief Executive Officer, Petro Ivoire (2008-10) Petro Ivoire

Fatiha CHARRADI Morocco Chief Executive Officer • Mohammadia Engineering School, Ponts ParisTech OCP Innovation Fund for Agriculture • Executive Officer at the presidency, OCP (2008-10) **Basil EL BAZ EGYPT** • Harvard Chief Executive Officer • Chief Executive Officer, CARBON HOLDINGS Egyptian Basic Industries Company (1998-2012) Rosario MBASOGO K. NGUIDANG Equatorial Guinea Vice-President • University of Moscow • Member of the Community Cell, CEMAC (2006-10) **CEMAC** Carole KARIUKI 40 KENYA Chief Executive Officer • University of Nairobi, Bowling Green State University • Programme manager, KEPSA (2005-09) KENYA PRIVATE SECTOR ALLIANCE Ashish THAKKAR Uganda Chief Executive Officer Autodidact Mara Group • Mara Group (since 1996) Peter NJONJO KENYA General Manager • Strathmore College, USIU Coca-Cola East Africa • General Manager, Coca-Cola Kenya (2009-11) Pascal HOUANGNI-AMBOUROUE GABON • University of Abertay Dundee, IDRAC Business School General Manager • Central Market and Development Manager, Bourse des valeurs mobilières d'Afrique centrale BVMAC (2007-12) Eric MBOMA • IEMI, ESCP Europe, Harvard, Chicago Booth Chief Executive Officer • Head of Africa Commercial Activities & Minerals Exploration, STANDARD BANK GROUP DRC BHP Billiton Singapour (2010-12) Jean-Paul MELAGA Cameroon General Manager • IEP Lyon, ESCP Europe Whitestone Finance • Head of Africa, Bank of Tokyo-Mitsubishi (2008-15)

39

• American University in Cairo, Wharton, Harvard

Egyptian Capital Market Authority (2005-07)

• Advisor to the Chairman,

Minoush ABDEL-MEGUID

Chief Executive Officer

Union Capital Inc.

EGYPT

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21	Chief Executive Officer	Ghana Institute of Management and Public Administration
	RLG Communications	Chief Executive Officer, Roagam Links (2001-04)
	Delphine MAIDOU	40 Burkina Faso
22	Chief Executive Officer	• University of Pittsburgh, Boston University
	ALLIANZ GLOBAL CORPORATE & SPECIALITY OF AFRICA	Head of Market Management, AGCS Canada (2009-12)
	Denis-Christel SASSOU-NGUESSO	39 REPUBLIC OF CONGO
23	Chief Executive Officer	Général Leclerc Military School
	SNPC DISTRIBUTION	General Administrator, Cotrade (2005-09)
	Badr ALIOUA	34 Morocco
24	Head of Private Banking	Polytechnique Paris, Ponts ParisTech
	Attijariwafa Bank	Business Analyst, Attijariwafa Capital Markets (2006-08)
	Joshua OIGARA	40 Kenya
25	Chief Executive Officer	University of Nairobi, Edith Cowan University
	Kenya Commercial Bank	Chief Financial Officer, Kenya Commercial Bank (2011-1)
	Genevieve SANGUDI	38 TANZANIA
26	Deputy General Manager, Sub-Saharan Africa	Macalester College, Columbia
	THE CARLYLE GROUP	General Manager, ECP Nigeria (2004-11)
AFE STATE	Busisa MOYO	39 ZIMBABWE
27	Chief Executive Officer	University of South Africa, University of Navarre Chief Evecutive Officer
E	United Refineries	Chief Executive Officer, Moyo Africa Financial Advisory (2008-11)
	Justin STANFORD	32 SOUTH AFRICA
28	General Manager	Autodidact
	4DI GROUP	• 4Di Group (since 2001)
	Adrien DIOUF	39 Senegal
29	General Manager	University of Paris, McGill
	Agence UMOA Titre	Head of Treasury Services, AfreximBank (2013)
	Safia HACHICHA	37 Tunisia
	General Manager	George Washington University, University of John Hopkins

• Executive Officer, Finance Ministry, Tunisia (2011-12)

SWICORP TUNISIA

Moulay ABBAS Mauritania Chief Executive Officer • University of Nouakchott **BMCI** • Chairman, Mauritanian Football Federation (2003-07) Sahbi OTHMANI Algeria General Manager • ESC Tunis, EDHEC Nice NCA-Rouiba • Sales Manager, NCA-Rouiba (2001-10) Saad SEFRIOUI Morocco 32 Deputy Chief Executive Officer • University of Paris, HEC Montreal Addoha • Operations Manager, Addoha Groupe (2011) Clare AKAMANZI RWANDA • University of Makerere, University of Pretoria General Manager • Deputy Chief Executive Officer, RWANDA DEVELOPMENT BOARD Rwanda Development Board (2006-11) 38 CAMEROON Bony DASHACO Chief Executive Officer • London School of Business and Finance, University of Ibadan Acmar Media Group • Acmar Media Group (since 2002) Miguel CARNEIRO ANGOLA Chief Executive Officer • Embry-Riddle Aeronautic University, IESE Baia de Luanda • Partnership Director, Baia de Luanda (2009-14) Ken NJOROGE 39 KENYA Chief Executive Officer • University of Strathmore CELLULANT • Chief Executive Officer, 3mice (1999-2003) Rania AL-MASHAT Sub-Governor for Monetary Policy Department • University of Maryland, American University in Cairo CENTRAL BANK OF EGYPT • Economist, IMF (2001-05) **Mohamed BRIDAA** Tunisia General Manager • University of Tunis El-Manar • Sales Manager, Microsoft North Africa (2008-11) Microsoft Tunisia Hadeel IBRAHIM SUDAN 31 General Manager • University of Bristol

Mo Ibrahim Foundation

• Mo Ibrahim Foundation (since 2006)

	Salim REBRAB	38 Algeria
. 1	General Manager	King's College, University of Lancaster, INSEAD
	Numidis	General Manager, Cevital Food (2003-09)
	Ismael KONE	38 IVORY COAST
2	General Manager	University of Toulouse, ESG
	Africa Sourcing	Business Manager, Bridge Bank Group Ivory Coast (2005-07)
F	Kamal BUDHABHATTI	38 Kenya
3	Chief Executive Officer	Autodidact
	Craft Silicon	Craft Silicon (since 2000)
	Khanyi DHLOMO	40 South Africa
4	Chief Executive Officer	University of the Witwatersrand, Harvard
	NDALO MEDIA	• Head of France Office, South Africa Tourism (2003-07)
	Sami MAINICH	39 Algeria
5	General Manager Maghreb	EMBA, ECPM Strasbourg
	Dow Chemical	Deputy Chief Executive Officer, Brenntag Algeria (2006-11)
	Ladi DELANO	34 Nigeria (
6	General Manager	Autodidact
	Bakrie Delano Africa	Chief Executive Officer, Solidarnosc Asia (2004-11)
	Elsie KANZA	39 Tanzania
7 8	Head of Africa	Williams College, University of Strathclyde, USIU
	World Economic Forum	• Economic Advisor, Presidency of Tanziana (2006-11)
	Ermias ESHETU	39 Етніоріа
Q D	General Manager	UMIST, Manchester Business School
E	ETHIOPIA COMMODITY EXCHANGE	Marketing & Corporate Services Director, Zemen Bank (2009-15)
	Gabriel CURTIS	40 GUINEA
Q	General Manager	McGill, Columbia
	APIP-Guinea	• Risk & Capital Manager, BNY Mellon (2013-14)
	Amy JADESIMI	39 Nigeria
	General Manager	Oxford, Stanford
	LADOL	Chief Financial Officer, LADOL (2005-09)

- 4		Michael King'ori MACHARIA	39 Kenya
51		Chief Executive Officer SEVEN SEAS TECHNOLOGIES	Strathmore UniversitySales & Marketing Manager, Comtech Systems (1998-2000)
		SEVEN SEAS TECHNOLOGIES	Volates & Islanketing Islanager, Connecti Systems (1770-2000)
\odot		Lamia TAZI	39 Morocco
52.		General Manager	• University of Liège
		SOTHEMA	Director attached to the Chairman Office, Sothema (1997-2000)
		Cyril ACHCAR	38 Mali (
53 7		General Manager	• ESC Rouen
		GROUPE ACHCAR MALI INDUSTRIES	• Deputy Chief Executive Officer, Groupe Achcar (2001-04)
		Alassane DOUMBIA	38 IVORY COAST
1	99	Vice-President	• ISC Paris
7		SIFCA	• Projects and Finance Director, Sifca (2008-13)
		Youssef CHRAIBI	38 Morocco
55	(25)	Chief Executive Officer	• HEC Paris
		Outsourcia	Senior Consultant, Umanis Consulting (2002-03)
4		Samir KAROUM	38 Algeria
56	100	Vice-President Systems & Infrastructures	• ESTP Paris
		ALSTOM MIDDLE EAST & AFRICA	Chairman, ALSTOM Algeria (2011-13)
		Nuradin OSMAN	40 Somalia
57	36	General Manager Middle East and Africa	University of Mogadishu
		AGCO Corporation	• Assistant to the Chairman, AGCO Corporation (2007-12)
		Majid IRAQI	37 Morocco
50	(ee	General Manager	University of Michigan
		Taqa Morocco	Chief Financial Officer, CMS Energy Morocco (2005-07)
		Ahmed Abou HASHIMA	39 EGYPT
50	9-	Chief Executive Officer	Suez Canal University
77		EGYPTIAN STEEL GROUP	• Egyptian Steel Group (since 2009)
		Magatta WADE	38 Senegal
		Magatte WADE	• ESG, Columbus University
OU		Chief Executive Officer Tiossan Skin Care	Chief Executive Officer,
		11000HI OKII OARE	Adina World Beat Beverages (2004-09)

		Eskandar TOOMA	37 Egypt
61		Chief Financial Officer	American University in Cairo, Adelphi University, Brandeis University
		Orascom Development Holding	Market Manager, Orascom Development Holding (2011-13)
	A MARINE	Vérone MANKOU	28 REPUBLIC OF CONGO
62	200	Chief Executive Officer	Associate Degree in Computer Science
02		VMK	Advisor, Ministry of Posts and Telecommunications, Republic of Congo (2009-12)
		Amine BERRADA-SOUNNI	40 Morocco
63	100	Chairman	• Duke
03		Fenagri	• General Manager, Cafés Ennasr (1997-2002)
		Monica KALONDO	38 Namibia
64		Chairperson	University of Namibia
UT		EBANK	General Manager, Stimulus Private Equity (2005-15)
		Sidy BANE	40 Senegal (
65	1	General Manager	University of Paris, SKEMA Business School
05	E	Puma Energy Zambia	• General Manager, Puma Energy Namibia (2012-14)
		James MWORIA	36 Kenya
66		General Manager	University of Strathmore, University of Nairobi
00		CENTUM INVESTMENT COMPANY	• Business Manager, TransCentury (2007-08)
		Adnane OUSSIDHOUM	38 Algeria
67	Janes !	General Manager	• HEM, IAE Toulouse
07		Avendis Group	General Manager Algeria, P&G (2011-13)
		Ralph OLAYE	39 Benin
68		Programming & Budget Director	Centrale, MIT, HEC Paris
00		African Development Bank	Head of delivery and performance, African Development Bank (2013-15)
		Raisibe LEPULE	38 South Africa
60	201	General Manager	University of KwaZulu-Natal, University of Stellenboch
U)		Transnet Property	Deputy General Manager: Transport Entreprises, Departement of Public Entreprises (2011-12)
		Moatlhodi LEKAUKAU	39 BOTSWANA
70		Moatlhodi LEKAUKAU Chief Executive Officer	BOTSWANA University of Cape Town

Jean-Louis MENANN-KOUAME Ivory Coast General Manager • ENCG Agadir, ESSEC **BICI IVORY COAST** • Deputy Head, BICI Guinea (2012-14) **Tony SMITH** CAMEROON Chief Executive Officer • University of Seattle • Project Manager, Microsoft (2009-11) LIMITLESS CORPORATION Alfred OMBUDO K'OMBUDO 35 KENYA Senior Economist • University of Nairobi, USIU • Coordinator EAC Market, World Bank (2009-15) EAST AFRICA TRADE HUB José Filomeno DOS SANTOS Angola Chairman • University of Westminster **FSDEA** • President, African Innovation Foundation (2010-13) Ori OKOLLOH Kenya • University of Pittsburg, Harvard Director of Investments • Strategy Director Sub-Saharan Africa, Omidyar Network Google (2011-13) Rachid KETTANI 33 **Morocco** Chief Financial Officer • Centrale Paris Attijariwafa Bank • Strategy & Development Director, AWB (2008-11) Tiaan BAZUIN Namibia Chief Executive Officer · North-West University · Listings Manager, Namibian Stock Exchange Namibian Stock Exchange (2011-13) Adelane MECELLEM ALGERIA Chief Executive Officer • University of Cape Town, Polytechnique Alger, Polytechnique Paris AXA Assurance Algeria • General Manager, AXA Assurance Dommage (2009-11) Tara FELA-DURUTOYE **Nigeria** Chief Executive Officer • University of Lagos House of Tara International • House of Tara International (since 1999) Amira ELMISSIRY ZIMBABWE 32 · Cardiff University, University of London Special Advisor to the President

African Development Bank

• Senior Legal Counsel - Private sector & microfinance operations,

African development Bank (2009-13)

		- LOWEN WHEE	
0.1	aê,	Fred SWANIKER	37 Ghana
81		Chief Executive Officer	• Stanford
7		African Leadership Academy	Consultant, McKinsey & Company (2001-05)
		Valentina DA LUZ GUEBUZA	34 MOZAMBIQUE
82.		General Manager	University of Maputo
		FOCUS 21	• Focus 21 (since 2001)
		Monica MUSONDA	40 Zambia
23		Chief Executive Officer	University of Zambia, University of London
		Java Foods	• General Counsel, Dangote Group (2008-11)
		Luca NEGHESTI	37 TANZANIA
R4	96	Chief Executive Officer	University of South Carolina
JT		Jefag Logistics Tanzania	General Manager, Omni Trade Group (2003-05)
Е			
		Ndidi NWUNELI	39 Nigeria
35 N		General Manager	• Wharton, Harvard
		LEAP Africa	General Manager, FATE Nigeria (2000-02)
		Moremi MARWA	38 TANZANIA
36	15°	Chief Executive Officer	University of Dar Es Salaam
		Dar Es Salaam Stock Exchange	Chief Executive Officer, Tanzania Securities (2010-13)
		Razia KHAN	37 Botswana
37 K		Africa Head of Economics	London School of Economics
E		STANDARD CHARTERED BANK	• Analyst, Standard Chartered Bank (2006-08)
		Bethlehem TILAHUN ALEMU	35 Етніоріа
QQ I		Chief Executive Officer	University of Addis Ababa, Harvard
30		BOSTEX PLC	Bostex PLC (since 2004)
		Alan KNOTT-CRAIG Jr.	37 South Africa
39		Chief Executive Officer	• University of Port Elizabeth
		Project Isizwe	Chief Executive Officer, WOA (2010-12)
		Anta Babacar NGOM BATHILY	30 Senegal
90 🛭	3	General Manager	York University, University of Paris, Sciences Po Paris
		SEDIMA GROUP	Strategy & Development Director, SEDIMA Group (2013-14)

		Vinny LINGHAM	36	South Africa
91	25	General Manager	• University of Cape Town, Da	amelin College
		Gyft	• Chief Executive Officer, Y	Tola Inc. (2007-11)
		Mamadou TOURE	39	CAMEROON
12		Chief Executive Officer	• EDHEC	CHMEROON
12		AFRICA 2.0	• Investment director, Sub- IFC (2004-11)	Saharan Africa,
		Henok TEFERRA	39	Етніоріа
12			· ·	
13		General Manager ASKY AIRLINES	 University of Nice, Universit Director Corporate Strate Ethiopian Airlines (2010- 	gy & Government Affairs,
		Kamil OLUFOWOBI	35	Nigeria
1			•	
)4 _		Director of Acceptance Development MasterCard West Africa	New Jersey Institute of Tech Head of Retail Products & United Bank of Africa (2)	& Sales Nigeria,
	Е			
		Cindy HESS	39	South Africa
)5	40	Chief Financial Officer	• University of Cape Town, Un	niversity of Western Cape
		PIONEER FOODS	• Financial Director, Sea H	arvest (2007-14)
		Greg MARCHAND	40	ZAMBIA
96		Chief Executive Officer	Morehouse College	
		GIZMOS SOLUTIONS ZAMBIA	Chairman, American Chamber of Co	ommerce in Zambia (2011-12)
		Chinwe AJENE-SAGNA	38	Nigeria (
7	6	West Africa Director	Dartmouth College, Harvard	1
)		JLL	• Head of French Internation JLL (2006-14)	onal desk,
		Mohamed Hechmi DJILANI	39	Tunisia
98	95	Chief Executive Officer	• HEC	
70		Hannibal Lease	Hannibal Lease (since 200)	01)
		Ferdinand MOUKO	36	CAMEROON
00	. 34	Country Manager	ESSEC Douala	GHADROON
ソブ		Danone Ivory Coast	Country Manager Centra Danone Africa (2010-15)	
•		V . I I MOVE THE LORD		
		Leticia N'CHO TRAORE	34	Ivory Coast

General Manager

Côte Ouest

• IUT Angers, INTEC Nantes, MDE Business School Abidjan

• Deputy General Manager, Côte Ouest (2011-12)

RANKING

Choiseul 200 AFRICA

Economic Leaders for Tomorrow

RANKING





Sherife ABDELMESSIH

• MIT

EGYPT

Chief Executive Officer

FUTURE ENERGY CORPORATION

• Future Energy Corporation (since 2009)





Akin AKINFEMIWA

Chief Executive Officer

FORTE OIL

Nigeria

• University of Ibadan, University of Hull

• Chief Operating Officer, Zenon Petroleum & Gas (2009-12)





Kayode AKINOLA

Head of African Operations

36

• Partner, Helios Investment Partners (2004-12)





Houda CHAFIL

40

Morocco

Nigeria

General Manager

Maghreb Titrisation

• Hassania TP, Ponts ParisTech

• Financial Strategy Director, CDG Développement (2007-11)





Moez CHAKCHOUK

Tunisia

· Sup'Com Tunis, ENI Tunis, University of Paris

· Chief Executive Officer, Tunisian Internet Agency (2011-15)





Yolanda CUBA

Chief Executive Officer

THE TUNISIAN POST

37

SOUTH AFRICA

• University of Cap Town, University of KwaZulu-Natal



Strategy & New Business Director Vodacom

• Startegy Director, SABMiller (2011-14)





Edwin DANDE

38

KENYA

• University Monmouth, Wharton Chief Executive Officer

· Chief Executive Officer, CYTONN INVESTMENTS British American Asset Managers (2011-15)







Mokhlis EL-IDRISSI

40

Morocco

Investment Manager

MorocInvest

• ESIG Rabat, SupInfo Casablanca, HEC Montreal • Investment Manager, BMCE Bank (2005-12)







Adel HADDOUD

Algeria



• Project Manager, McKinsey & Company (2008-12)





Tito MENDONCA

39

ANGOLA





Lafarge Algeria

• Business Development Manager, Angola Development Bank (2006-11)

**



Pape NDAW | 37 Se



GHANA

SENEGAI

Algeria

Burundi 🕽

Nigeria

Morocco

Head of Global Sales
COMMSCOPE

General Manager

Asphalt & Ink

• General Manager Africa, TE Connectivity (2014-15)

• University of Bordeaux, HEC Paris, Berkeley





Isis NYONG'O | 36 Kenya

30

Stanford, Harvard

• General Manager Africa, InMobi (2011-13)





Anne AMUZU

University of Kwame Nkrumah, MEST Ghana

Nandimobile (since 2010)





Sarah ASAFO-AGYEI

Africa Desk Director
Société Générale Private Banking

37 GHANAUniversity of KwaZulu-Natal, University of the Witwatersrand

• Director, Bank of Singapore (2013-14)





Olivier AVOA

Chief Executive Officer

Afrikap group

| 40

Ivory Coast

University of Abidjan, ESC Abidjan, Hult
Country Manager, Samsung Electronics Ivory Coast (2013-15)





Fatoumata BA

Managing Director

Jumia Nigeria

| 20

• University of Toulouse, Toulouse Business School

• Chief Executive Officer, Jumia Ivory Coast (2013-15)





Rafik BOUSSA

Chairman

GRANT THORNTON ALGERIA

33

• ESB Algeria

• Investment Director, AFC El Djazair (2007-11)





Christian BWAKIRA

General Manager

Visa Mauritius

| 39

• Mercer University, California State University

• Development Manager, Visa (2012-13)





Halima Aliko DANGOTE

Sales & Marketing Director

SUBLIME GROUP

34

• American Intercontinental University, Webster Business School

• Analyst, KPMG (2006-08)





Hicham EL AMRANI

Secretary General Confederation of African Football CIFS

35

CIES
Marketing Manager, Asian Football Confederation (2005-09)



	Ben Cheick HAIDARA	38 Burkina Faso
☆ 🥦	Managing Director	University of Ouagadougou, HEC Paris
5	Airtel Burkina Faso	Managing Director, Etisalat Benin (2011-14)
nts	Antoine KABURA	40 Burundi (
	Chief Executive Officer	University of Burundi, University of Rotterdam
Marasin.	API BURUNDI	SME Project coordinator, UNDP Burundi (2008-13)
	Ahmed KHALIL	33 Едүрт (
1	Chief Executive Officer	American University in Cairo, Harvard
	RAYA VENTURES INVESTMENTS	Business Development Manager, Raya Holdings (2009-
	Yassir LAMRANI	38 Morocco (
} \	General Manager	Sciences Po Paris
	Casanet SA	Media Department Director, Casanet (2006-13)
	Mpumi MADISA	34 South Africa (
	Business Development Director	University of the Witwatersrand
	BIDVEST SOUTH AFRICA	Sales & Marketing Director, Bidvest Prestige (2008-13)
	8	
	Denis MAKORI	35 Kenya
Y	Chief Executive Officer	Moi University
	Onfon Media	Chief Executive Officer, Comsoft Technologies (2003-07)
	Patrick MANDENGUE	39 CAMEROON
	Head of Central Africa	University of Douala, University of Wales
	Unilever	• Head of Product Marketing, Diageo (2011-14)
	Swaady MARTIN	37 Ivory Coast (
	General Manager	HEC Lausanne, HEC Paris, London School of Economics Marketing 8, Strategy Director, Paristack (2010, 11)
	Yswara	Marketing & Strategy Director, Pagatech (2010-11)
	Sara MENKER	31 Етніоріа (
	Chief Executive Officer	Mount Holyoke College, LSE, Columbia
48	GRO VENTURES	• Vice-President, Morgan Stanley (2004-12)
	Altin MONEIUN	127 - Niceppe /
	Akin MONEHIN	37 Nigeria

• University of Lagos, Dundee, Chicago Booth

• Head of Logistics Strategy, Shell Nigeria (2014-15)



Strategy & Business Planning Manager

SHELL QATAR GTL

• University of Nantes, University of Toulouse, HEC Paris

• Project Manager, PwC (2007-10)

	Ousseynou NAKOULIMA	39 Senegal
	Director of Country Programming GREEN CLIMATE FUND	 Polytechnique Paris, Mines ParisTech, Harvard Deputy Chief Executive Officer, BICIS (2012-14)
	Ismael NZOUETOM	32 CAMEROON
r à	Chief Executive Officer I-DISPO	 University of Bandjoun, Galilée Institute, CNAM Paris Consultant, Microsoft France (2007-10)
	Percy RADITLADI	38 Botswana
	Chief Executive Officer HOMEC INVESTMENTS	University of Cape Town Chairman, Botswana National Sport Council (2012-13)
	Hanneli RUPPERT	30 South Africa
ta 🎒	Chief Executive Officer Okapi	University of Arts London Okapi (since 2008)
	Gilbert SAGGIA	38 Kenya
	General Manager ORACLE KENYA	 University of Nairobi, University of Tulane Head of East Africa, Cisco Systems (2011-13)
	Varsay SIRLEAF	34 LIBERIA
	Chairman The Jovahn Group	Manhattanville College, University of Northwestern Investment Director, International Finance Corporation (2010-14)
	Adam ABATE	37 Етніоріє
	Managing Director Apposit	 Brown University Director of Information Technology, Kennedy School of Government (2001-07)
	Rakeb ABEBE	31 Етніоріа
☆	Chief Executive Officer GAWT International Business	George Washington University GAWT International Business (since 2006)
	Seth AKUMANI	31 Ghana
*	Sales & Business Development Director GENKEY SOLUTIONS	University of Ghana Chief Executive Officer, ClaimSync (2011-14)
	Renaud ALLOGHO-AKOUE	37 Gabon



Secretary General

GROUPE OGAR

		Ally ANGULA	35 NAMIB	IA (
		Managing Director	• University of Namibia, University of KwaZulu-Natal	
Y		LEAP INVESTMENTS	• Partner, KPMG Namibia (2006-13)	
		Esi ANSAH	35 GHAN	JA (
		Chief Executive Officer	Florida State University, University of Chicago, Rutgers U	niver
		Axis Human Capital	Axis Human Capital (since 2008)	
		Gisèle ASSEMIAN	35 Ivory Coas	ST
		Managing Director	London School of Management	
		THE CORPORATE SQUARE	Administrative Manager, Randgold Resources Ivory Coast (2008-11)	
		Omar ASSOWEH	39	TI
8	66	General Manager	University of Pau, University of Toulouse	
1		SIDH	• Project Manager - Enterprises, BCIMR (2005-12)	
		Stone ATWINE	32 Ugani)A
		Chief Executive Officer	Mbarara University	
		REDCORE INITIATIVE	General Manager, Payment Solutions Kenya (2011)	-13)
		Ally Edha AWADH	32 TANZAN	IA
		Chief Executive Officer	Autodidact	
		Lake Oil Group	• Lake Oil Group (since 2006)	
		Abayomi AWOBOKUN	36 Niger	IA
4		Chief Executive Officer	• University of Ibadan, University of Surrey	
		Oando Downstream	Chief Executive Officer, Oando Marketing (2011-1)	.2)
		Yemi BABINGTON-ASHAYE	40 Niger	IA (
(8		Director, Global Shapers Community	• Richmond, Emile Woolf College, Harvard, MIT	
		World Economic Forum	• Project Manager, GE Capital London (2011)	
3		Nabil BACCOUCHE	37 Tunisi	$[\mathbf{A}]$
-	75	Head of International Roaming & Mobile Services	• University of Louvain	
1		ETISALAT	• Head Middle East & Africa, Syniverse (2011-14)	
		Youssef BARRADI	120 Mazasa	10-1
		Toussel BARRADI	39 Moroco	U

• INP Grenoble, EM Lyon

• Brand Manager, Procter & Gamble North Africa (2009-10)

Strategy & Marketing Director

Lesieur-Cristal

	Bagoré BATHILY	40 Senegal
	General Manager	University of Louvain, University of Liège
	LLB	• Veterinary (2003-06)
	Nayé Anna BATHILY	39 Senegal (
	Head of Global Parliamentary Relations	University of Maryland, Harvard
	World Bank	• Parliamentary liaison, World Bank (2004-12)
	Madjissem BERINGAYE	30 CHAD
35	General Manager	University of Paris
	BNM & Associés	• Brand Manager, L'Oréal Paris (2010-12)
	Mohamed Alami BERRADA	36 Morocco
2.5	General Manager	ESSEC-Mannheim, Hertie School Berlin, Harvard
	YASMINE IMMOBILIER	Deputy General Manager, CIB Group (2002-06)
	Philip BESIIMIRE	38 UGANDA
	Chief Executive Officer	University of Makerere
	MTN South Sudan	Market Manager, MTN Zambia (2012-13)
	Eric BOUNDONO	35 GABON
	Chief Executive Officer	• ESG Paris
	Vocalcentre	Vocalcentre (since 2008)
	Joaquim CATINDA	39 Angola
	Chief Executive Officer	Private University of AngolaFinance and accounting Manager,
	Kixicredito	Development Workshop (2002-08)
	Anabela CHAMBUCA	37 Mozambique
	Chief Executive Officer	• University of Coimbra
	Mozambique Stock Exchange	Deputy national director, National directorate of budge Ministry of Finance of Mozambique (2010-12)
	Erik CHARAS	40 Mozambique
	Managing Director	University of Cape Town
	Charas LDA	• Chief Executive Officer, VidaGas (2003-07)



Donovan CHIMHANDAMBA

35

ZIMBABWE





• Head of strategic projects funds, National Empowerment Fund (2008-11)

RANKING

	Daouda COULIBALY	34 Mali (
	Chief Executive Officer	• University of Paris
	Trainis	• Trainis (since 2008)
	Sangu DELLE	27 Ghana
	Chief Executive Officer	• Harvard
	Golden Palm Investment	Golden Palm Investment (since 2008)
	Paulino DIAS	38 CAPE VERDE
	Chief Executive Officer	• Fluminense University, Oxford
	PD Consult	Project Manager, Creditinfo Group (2011-12)
	Sirandou DIAWARA	40 MALI
	Chief Executive Officer	ENSA Paris, Charenton Architect School
	SO DA	• SO DA (since 2005)
	Mohamed EL DAHSHAN	33 Едүрт
(96	West Africa Chief Economist	University of Cairo, Science Po Paris, Harvard Middle Foot Project Manager
	African Development Bank	Middle East Project Manager, Harvard University Finance Lab Research Initiative (2012-1)
	Mohamed EL FADEL KANE	32 Ivory Coast
	Managing Director	University of Paris, Kogod School of Business
	EDC Investment Corporation	Head of Structured Finance, Ecobank Group (2013-14)
	Folahanmi FAGBULE	33 Nigeria
	Investments Director	• University of Lagos, Lagos Business School
	Africa Finance Corporation	• Head, Origination, AFC (2011-14)
	Geoffrey GANGLA	38 Kenya
	General Manager	University of Strathmore, University of Kenyatta
	Pamoja Capital	• Investment Director, Equity Investment Bank (2009-10)
	Bridgette GASA	37 South Africa
		•
	Managing Director	University of Port Elizabeth, University of KwaZulu-Natal The first transfer of American Advances of Mariana and Mar
	Managing Director THE ELILOX GROUP	 University of Port Elizabeth, University of KwaZulu-Natal Infrastructure development Manager, Coaga Development Corporation (2005-08)

• Polytechnique Abidjan

Co-Director West Africa, Voxafrica (2012-13)



Chief Executive Officer

A+ coaching

	Nassim HALLAL	40 Algeria
	Business Intelligence Manager	• Polytechnique Alger, Algerian Petroleum Institute
	Sonatrach	Deputy Director to the Chairman Office, Sonatrach (2010-12)
	Cédric HOMBOUHIRY	31 Gabon
	Managing Director	• University of Paris, EIGSI La Rochelle, EPF Sceaux
	XLS Systems	Director Middle East & Africa, XLS Systems (2013-14)
	Abasiama IDARESIT	35 Nigeria
000	Chief Executive Officer	Manchester Business School, London School of Economics
	WILD FUSION	• Head of Africa, Wild Fusion (2008-14)
	Davith KAHWA	39 TANZANIA
00	Chief Executive Officer	University of Dar Es Salaam
	Creditinfo	• Chief Executive Officer, Equip GRC (2007-14)
	Peter Marrah KAMARA	39 Sierra Leone
	Chief Executive Officer	Cambridge College
	The Credit Recovery Agency	• Financial Controller, NPCU/IFAD Sierra Leone (2010-13
	Steven KAPOLOMA	38 MALAWI
	Director of Corporate Affairs	University of Malawi, University of Botswana
	Malawi Revenue Authority	Public Affairs Manager, Malawi Revenue Authority (2006-12)
	Thierry KIENTEGA	31 Burkina Faso
	Head of new projects	Chouaib Doukkali University, Télécoms Rennes
	CFAO	• Afromania (2010-15)
	Sofiane LAHMAR	37 Algeria
	Investment Manager	University of Paris, Brandeis Business School
	Development Partners International	Co-Chief of Investment, Kingdom Zephyr Africa (2005-10)
	Joseph MAHOUTIN AKLÉ	31 Benin
25	Chief Executive Officer	CNAM Paris
	Chief Executive Officer SUDCOM	CNAM Paris Commercial Director, Atlantique Télécom Togo (2009-10)

• University of Tunis

• Proclean (since 2003)



Chief Executive Officer

PROCLEAN

Yannick MBIYA NGANDU Regional Director TRUST MERCHANT BANK Radhia MCHIRGUI Chief Executive Officer 3E - ENERGY AND ENVIRONMENT ENGINEERING Alpha MENGISTU General Manager Spirits DIAGEO ETHIOPIA Sanda Manager	of Michigan tion (since 2003) DRC of Louvain, Laval University coordinator, Trust Merchant Bank (2010-11) TUNISIA versity of Stuttgart 2003) ETHIOPIA of Pennsylvania, Harvard
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Regional Director TRUST MERCHANT BANK Radhia MCHIRGUI Chief Executive Officer 3E - ENERGY AND ENVIRONMENT ENGINEERING Alpha MENGISTU General Manager Spirits DIAGEO ETHIOPIA Khalid MISELLATI General Manager BURKINA COMMERCIAL BANK Lindiwe MTHIMUNYE-BAKORO Chief Financial Officer PETROSA Ken MWENDA GIKUNDA SUMMENDA GIKUNDA Chief Executive Officer Queen's U Queen's U	of Louvain, Laval University Coordinator, Trust Merchant Bank (2010-11) TUNISIA Persity of Stuttgart 2003) ETHIOPIA
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Khalid MISELLATI General Manager BURKINA COMMERCIAL BANK Lindiwe MTHIMUNYE-BAKORO Chief Financial Officer PETROSA Ken MWENDA GIKUNDA Chief Executive Officer Queen's U	
General Manager BURKINA COMMERCIAL BANK Lindiwe MTHIMUNYE-BAKORO Chief Financial Officer PETROSA Ken MWENDA GIKUNDA Chief Executive Officer Queen's U	trategy, Diageo Ethiopia (2013-14)
BURKINA COMMERCIAL BANK • Head of S Lindiwe MTHIMUNYE-BAKORO Chief Financial Officer PETROSA • University • Chief Officer Bakoro G Ken MWENDA GIKUNDA Chief Executive Officer • Queen's U	Libya
Lindiwe MTHIMUNYE-BAKORO Chief Financial Officer PETROSA Ken MWENDA GIKUNDA Chief Executive Officer Queen's U	of Cairo
Chief Financial Officer PETROSA Chief Officer PetroSA Ken MWENDA GIKUNDA Chief Executive Officer Oueen's U	ub-Saharan Africa, UBAF (2011-13)
Chief Financial Officer PetroSA Ken MWENDA GIKUNDA Chief Executive Officer Queen's U	South Africa
Ken MWENDA GIKUNDA Chief Executive Officer Sakoro C	of the Witwatersrand, University of Cape Town
Chief Executive Officer • Queen's U	erating Officer, Sapital Partners (2007-12)
	Kenya
EMOBILIS • Business I	niversity, University of Victoria
	evelopment Manager, Barclays Bank Kenya (2008-11
Iman NAGUIB 37	
Chief Financial Officer • Cass Busi	Едүрт
La Mancha • Investme	
Thierry N'DOUFOU 36	
Office Directive Officer	ness School
QELASY • Chief Ex Internati	ness School Int Director, Accelero Capital (2011-12) IVORY COAST Tan, Telecom Academy



	Babalwa NGONYAMA	40 South Africa
	Chief Executive Officer SINAYO INVESTMENT HOLDINGS	University of Transkei, Bond UniversityChief Financial Officer, Safika Holdings (2009-12)
36	Patrick NGOWI	29 TANZANIA
	Chief Executive Officer HELVETIC GROUP	• University of Denzhou• Helvetic Group (since 2007)
2 6	Harinjaka RATOZAMANANA	36 MADAGASCAR
	Chief Executive Officer HABAKA	University of Aix-Marseille Web Consultant, Goto Madagascar (2011-12)
	Kabir RUHEE	37 Maurice
	Chief Executive Officer ROGERS TECHNOLOGIES	 University of Aix-Marseille, INSA Toulouse Chief Executive Officer, Enterprise Information Solution (2009-12)
	Sibongile SAMBO	40 South Africa
	Chief Executive Officer SRS AVIATION	 University of Zululand, University of South Africa Human Resources Director, De Beers Consolidated Mines (2003-04)
	Owen SILAVWE	33 ZAMBIA
	Managing Director COPPERBELT ENERGY CORP	 University of Zambia, Chalmers University Director of Operations, CEC (2013-14)
	Anisse TERAI	30 Algeria
	Investment Director ISLAMIC DEVELOPMENT BANK	• HEC Alger, Sciences Po Paris, ENA, Harvard • Assistant Dean, Sciences Po Paris (2011-12)
	Danladi VERHEIJEN	38 Nigeria
	Chief Executive Officer VEROD CAPITAL MANAGEMENT	Calvin College, Harvard, Stanford Corporate Finance Leader, Citibank Nigeria (2006-08)
	Mpho VUMBUKANI	40
	Managing Director STANDARD LESOTHO BANK	 University of Lesotho, Henley Management College Chief Executive Officer, Lesotho PostBank (2005-12)



Mohamed YACOUBI

39

Morocco







• Managing Director Luxury Department, Palmeraie Développement (2011-14)

PARTNERS



Economic Leaders for Tomorrow

PARTNERS

The word from

Bris Rocher

Chief Executive Officer, Groupe Rocher



rwenael Saliou

Our ambition for Africa

A frica's rapid growth is changing the rules of the game. Like the economic growth, the next decades might be strongly shaped by demographic expansion in Africa.

In fact, Africa's population has risen from fewer than 200 millions inhabitants in 1950 to one billion today, increasing to two billions by 2050.

Furthermore, during the past ten years, African economic growth rose up to an average 5 %. The equivalent of the Indian sub-continent is in development at the gates of Europe.

Today, the youth claims its rights and does not hesitate to commit itself into patriotic movements. These young Africans aspire to be consumers of globalization and to engage into a socially successful path. And concretely the continent represents 4% of global wealth, with predictions up to 10% by 2050! Africa would then be wealthier than Europe.

In fact, the trade based on raw materials exportations is progressively replaced by diverse economies that are fed by a growing internal market.

What is encouraging is the fact that 80% of non-cultivated arable land are in Africa, which could make it the world's reservoir.

The Groupe Rocher intends to take part in this development. Passionate about the botanical world, our ambition at Yves Rocher has always been to work in harmony with the environment, as each tree and each plant does in nature.

This vision, dedicated to the beauty of women began in the beautiful land of La Gacilly, France, and guides us every day across the world and is embodied in our botanical beauty.

Developed since 1959 by Mr. Yves Rocher, this botanical cosmetic is working on reproducing life mechanisms of plants in efficient and respectful beauty products, thanks to our botanical an scientific expertise.

The Groupe Rocher's ambition is to support women keen to achieve personal wellbeing across Africa.

I welcome the initiative taken by the Institut Choiseul, which is nurturing talents in order to reinforce this incredible movement for the continent, but also for our planet.

The word from

Grégory Quérel

Chief Executive Officer, Necotrans



To share the same African ambition

Each year since the early 2000s has consistently shown that Africa entered the third millennium with strength, dedication and success. As Europe is stuck in recovery mode, as the Chinese engine is showing signs of fatiguea and as North America is tentatively restarting, Africa keeps leading the ranking of the world's fastest growing economies! In 2015, the continent will reach a growth rate of 4.5% compared to a global average of 3.3%, according to the IMF.

Certainly, as the old African saying goes, «growth cannot be eaten», but history shows that no developing country can build roads, schools, hospitals, ports, airports ... without high growth. Growth is the basic condition for economic take-off and better living conditions of the population. Africa is at the crossroads.

The Necotrans group has been active on the continent for thirteen years and is proud to participate in what some experts are characterizing as an «African emergence». Necotrans' ambitions are supported by the dynamism of Africa, where it makes 95% of its turnover. With over 3,500 employees and a presence in 31 countries, Necotrans is willing to actively contribute to the continent's development. This reciprocity is at the heart of our «African DNA».

Since 2014, our group has experienced strong growth with new investments, most particularly with the bulk terminal in Dakar (Senegal) and the river port of Brazzaville (Republic of Congo). In September 2015, Necotrans also won the tender for the concession of the multipurpose terminal for the port of Kribi, in Cameroon. Each time, our firm has joined forces with local partners. We are convinced that the time of privileges is over. We are also committed to creating value in Africa for Africa. The logistical challenges are immense: there is no longer time for little calculations or for rent seeking. Africa and every economic actor must share the same ambition.

The poor quality infrastructure, of particularly in transport, costs Africa at least two points of growth each year and reduces business productivity by about 40%. However, there is no fatality. International finance is now ready to come and invest. The promise of increased traffic of goods to and from Africa invites us to be proactive. The volumes that pass through African ports will increase from 265 million tonnes in 2009 to over 2 billion in 2040, according to the African Development Bank (AfDB). Necotrans is determined to meet these challenges with the new African policy makers for a shared future.

The word from

Michel Jacob

Managing Partner South-West Europe and Africa, Roland Berger



Roland Berger and Africa

A frica has emerged onto the global scene as a pole of global growth, supported by reforms, demography, and a specific entrepreneurial spirit. For these reasons, Africa attracts more and more decision-makers' attention.

Founded in 1967, Roland Berger Strategy Consultants, one of the leading global consultancy firms, and the only one of European origin, has been very active in Africa for several years. Based on its international experience, the firm now operates in more than 25 countries on the African continent. Its dedicated team to Africa and its two offices on the continent are composed of experts in many industries and fields.

Its strategy is now based on three pillars, meeting specific characteristics and challenges of the African continent.

Because many African countries are in desperate need of changing their business models and improving skills of their senior civil service, Roland Berger Strategy Consultants provides support to departmental strategies and State modernization solutions, as well as a support for large infrastructure projects: transition to a knowledge economy (education, training...), access to water, management of rural-urban migration, access to health coverage, are all crucial issues where tailored solutions must be proposed.

Because Africa's economic development is today based on a few key sectors, mature and highly internationalized such as energy, finance, consumer goods and telecommunications, Roland Berger helps companies in building their African strategy, especially to enable the skills transfer to the specificities of the African continent.

Finally, because the growth and development in Africa have strong distinctive features, Roland Berger disseminates its African expertise towards international institutions and to its clients.

The point of view of the firm on a sustainable growth path for the continent will be developed in one of the next editions of the ThinkAct Series by Roland Berger.

The word from

Matthieu Evrard

Chief Development Officer, Louvre Hotels Group



Louvre Hotels Group strengthens its footprint in Africa

Accompanying the continent's growth, African hospitality market offers more opportunities than ever, at business tourism level but also for leisure tourism customers. From North to South, hotel players are challenged to accommodate sizeable traffic and to offer adapted infrastructures and services to answer the needs of travelers – not only international but also intra-African.

As a major international hotel industry player present in 48 countries, we operate 1,126 hotels under the brands Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. With 31 hotels and 6,474 rooms in the region, Louvre Hotels Group has placed Africa at the heart of its development strategy and ambitions to become a leading hospitality group locally.

With a strong network in North Africa, Louvre Hotels Group aims to be present in all main cities in sub-Saharan Africa within the next 5 years. In 2015, we have entered new markets, focusing on countries with a large number of business customers. The Group is mainly present with its 4-star Golden Tulipbrand, offering world-class services while adapting to the local cultures and flavors.

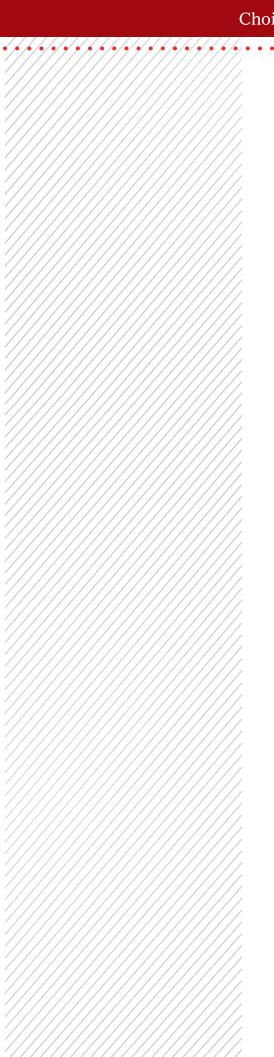
North Africa is a mature market for the Group both in leisure and business tourism. Our development has focused on Maghreb countries with the opening of hotels dedicated to business customers. We also opened a new facility in Cairo, Egypt and our newly opened 5-star hotel Royal Tulip hotel in Tangiers will host one of

the most prestigious spas in the country.

In 2014-2015, our sub-Saharan Africa development programs focused on the East of the region allowing us to enter Rwanda and Ethiopia this year as well as Kenya in the end of the year. We also endeavored to strengthen our offer in Tanzania where we have several projects under development in Dar Es Salaam and Zanzibar. In 2016 we will continue our expansion into East Africa with openings planned in Kenya.

West Africa has experienced unprecedented growth in hotels development this year. Louvre Hotels Group consolidated its positions with the opening of five hotels in Ghana and Nigeria, where we are already operating several benchmark hotels, especially for conferences, including the Golden Tulip Hotel in Accra. In 2016, we should expand our presence in the region with the entry into new markets such as Senegal, Benin and Mali. Ivory Coast and Cameroon – two essential countries – are expected to welcome operations in 2017. We are also aiming to create a footprint in South Africa and Mozambique.

All our projects –in collaboration with African and international institutional investors – are driven by a solid commitment to share our expertise, train local staff and contribute with our experience and distribution capabilities. This way, the group contributes to Africa's local content and sustainable development.



PARTNERS

The Yves Rocher Group is a cosmetics company founded in 1959 by Yves Rocher. Family group controlled by the family of founder for 96%, the group has nearly 16,000 employees and 220,000 franchisees (beauticians or delegates) that allow it to distribute more than 500



million products per year worldwide. With its eight brands – Yves Rocher (preferred company of French since 2008), Petit Bateau, Stanhome, Dr Pierre Ricaud, Daniel Jouvance, Kiotis, ID Perfumes and Flormar – the Group achieved a turnover of 2.2 billion euros in 2013. International group active in the markets of cosmetics, textiles or even home maintenance products, Yves Rocher is present in more than 20 countries on five continents and has attracted more than 40 million women through the world (one in three women in France).

• • • • • • •

Founded in 1985, Necotrans group is a key player in international logistics with a turnover of more than €950 million and 3,500 employees spanning 126 branches. Present in



5 continents and 42 countries, Necotrans is involved, among other activities, in freight forwarding, port handling and oil logistics. Through its offices in major ports and landlocked countries, the Group offers global door-to-door solutions of integrated services. Strongly present in emerging countries, Necotrans is the second logistics network in Africa. With 30 years of experience, the Group intends to continue its development and especially to consolidate its presence in Lusophone and Anglophone African countries, as well as in India, Singapore, Thailand and Brazil.

Louvre Hotels GROUP

Louvre Hotels Group is a leading player in the hotel industry and Europe's 2nd-ranking hotel group with about 1,120 hotels in 47 countries and €1,6 billion turnover under the brands in 2013. Founded in 1976 and owned by Starwood Capital Group

since 2005, Louvre Hotels Group is headed by Pierre-Frédéric Roulot. The Group features a comprehensive hotel offer ranging from 1- to 5-star and includes 4 well-known brands: Première Classe, Campanile, Kyriad, Golden Tulip. It stands out on account of its ambitious international growth strategy, especially since it partnered with Golden Tulip in 2009. The Group primarily targets emerging markets. Regarding its traditional market, Louvre Hotels Group depends on the so-called "Asset Bright" asset management strategy, a scheme for enhancing the value of its subsidiary hotels that focuses on the selling, renovating and recentering of its hotel properties in major conurbations.

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Founded in 1967, Roland Berger Strategy Consultants is one of the leading firms in strategy and management consulting and the only European firm in this industry. Our firm advises Top Management and Boards of the large European and International

companies on subjects such as strategy, management, performance improvement and aims at providing innovating solutions, with a particular focus on concrete, measurable results. Our team of 2,400 employees spans over a network of 50 offices in 36 countries in the world, which allows us to support large international companies on key issues combining a local approach with an international vision.

ANALYSIS



Economic Leaders for Tomorrow

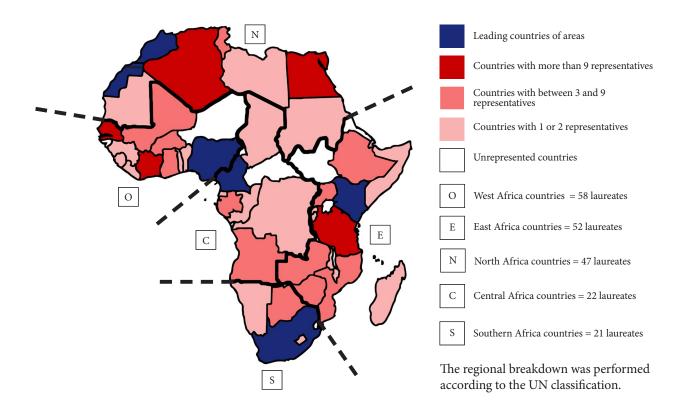
This 2015 edition of the Choiseul 100 Africa includes 52 newcomers. It is now composed of 44 different nationalities. The perspective of the results obtained on this new basis of 200 young leaders provides an inventory of the major economic evolutions and trends on the continent.

Three major growing regions

Today, three out of the five regions of Africa appear to be particularly performing. West Africa and East Africa place each in order 58 and 52 representatives in the ranking, when North Africa counts 47 laureates. These regions are carried by the development of «engine states» such as Nigeria, Kenya and Morocco, countries that form, with a few neighboring countries, strong dynamic areas of growth. Ivory Coast and Senegal in the West, Tanzania end Ethiopia in the East, Egypt and Algeria in the North, rely on a solid basis to realize their full economic potential, and are actively involved in the expansion of their entire regions.

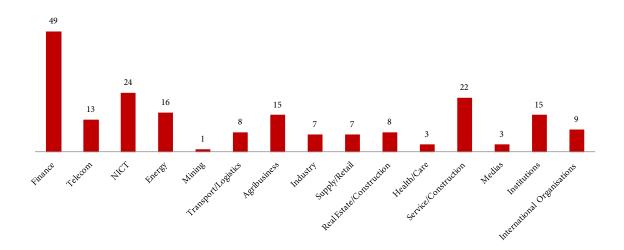
Behind them, Central Africa (22 laureates) and Southern Africa (21 laureates) seem to be slowed down by a less favorable environment. That is the case, for example, of South Africa (2 less laureates compared to 2014) or Angola (only 4 representatives).

It is worth mentioning that Cameroon, Ghana and Tunisia figure more than five representatives. Their economic performance set them as strong economic actors to come in their region of reference.



Financing growth

The Choiseul 100 Africa also highlights the transformation of business practices on the continent, and in particular the evolution of sectorial structures. If priority is nowadays given to financing growth — as pointed out in a study realised by the Institut Choiseul on this topic last February, in partnership with Havas Worldwide, and to which have participated the highest international financing institutions — the tremendous needs in infrastructures require the set up of financing platforms with new capacities. The 2015 edition thus presents 49 laureates from the finance sector, of which 17 represent African investment firms dedicated to Africa.



Renewing existing models

Furthermore, the service sector is expending and is sustaining the fast mutations of all African markets. The energy, telecoms and agribusiness sectors are also at the core of future challenges. Modernization of their infrastructures is actually one of the most determinant factors of the acceleration expected for the development of intracontinental trade.

These new trades and mutations of business models require to renew organizations and governance. African institutions are currently in full restructuring and are making a real effort to coordinate trade areas in order to stimulate growth and development.

Innovating

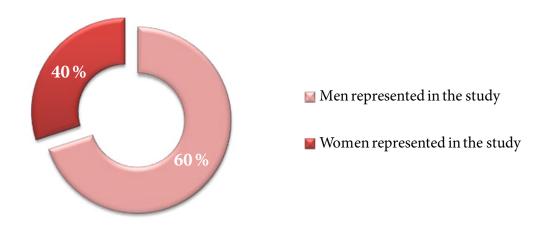
New information and communication technologies (NICT) are also a sector among the leading ones. Well reflected by Kenya, where about 30 % of the GDP is made through mobile payment, Africa seems to embody a technological leap. All over the continent, young leaders innovate and offer high-end technology solutions to meet with the needs of new consumers.

ANALYSIS

This innovating mind drives young entrepreneurs too, in every sectors. No less than 64 of them are ranked in this Choiseul 100 Africa 2015, whether they are business-starters, founders of investment firms for development, or leaders of family corporates they turned into major industrial conglomerates.

A better future

Those young economic leaders work every day, at their scale, for the development of Africa and draw a better future for all the continent. This future is also more and more written by women. The ranking counts no less than 60 young African women whose career path and success open the way to real optimism regarding women's role in the continental economy.



A dynamic and long-lasting network

In order to develop a global vision closer to the economic reality on the ground - that are often very far from perceptions and pre-existing opinions - throughout the year, the Institut Choiseul works to strengthen its network of experts and specialists and to foster meetings between great economic leaders.

To achieve this goal, two prestigious meetings that are gathering the Choiseul 100 Africa laureates are held every year, on a periodical basis, alternately in Europe and in Africa. In this way, a new kind of relation is created between France, Europe and Africa, with a non-partisan and constructive approach, for the benefit of a long-lasting and shared growth.

About the Institut Choiseul

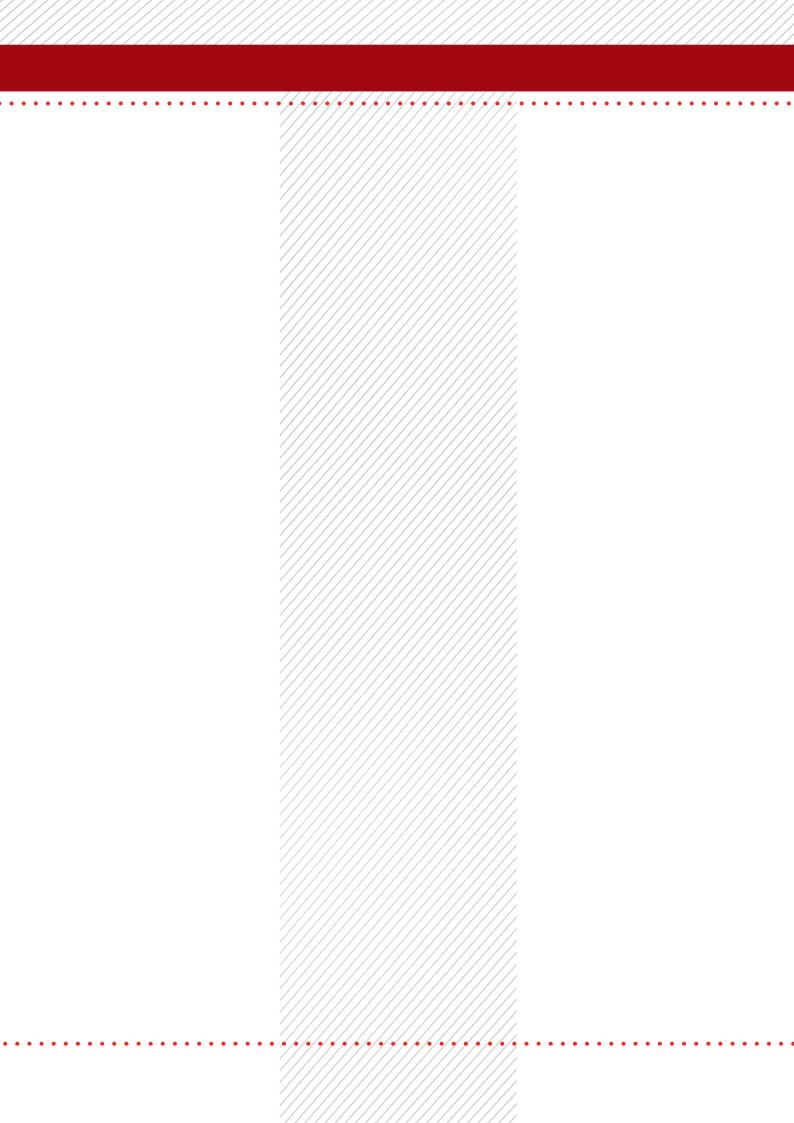
The Institut Choiseul is an independant Think Tank dedicated to the analysis of international strategic issues and global economic governance.

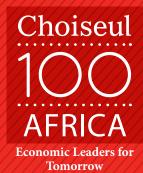
Based in Paris, its ambition is to create independant spaces for dialogue at the crossroads of the political and institutional worlds, between the economical realm and the sphere of ideas, in order to fertilize the debates on contemporary issues.

By organising prestigious events and informal meetings between the main leaders in Paris, Brussels or Africa, by streaming its publishings among key decision-makers and influent opinion leaders, the Institut Choiseul continually feeds the economical and political actors' decisions.

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