

## Supporting the transformation of African family businesses



Family Businesses play a key role in Africa's economy. Often created two or three decades ago, the continent's family firms have developed in line with the dynamics of African growth. They have now reached a new stage in their development, and are facing new challenges.

In this context, the AFRICA CEO FORUM 2019 launches the Family Business Initiative. It gather founders, CEOs and successors of family owned companies for high-level panels, workshops and networking sessions.

The Family Business Initiative is structured around 3 key sessions to address the major challenges facing family businesses:

- **A panel** to discuss the twofold challenge of perpetuation and growth, in which family business leaders and experts will focus on 3 core elements: strengthening equity, going international, and management;
- **A workshop** bringing together 80 of the continent's most influential family business successors to share ideas and experience;
- **A networking cocktail**, enabling the CEOs of family-owned companies to reach out to each other.

The Family Business Initiative will continue throughout the year via the creation of a panafrican network of family businesses, the sharing of good practices and dedicated events.

### Participants profile

**The Family Business initiative brings together founders, CEOs and successors of family owned companies. It is particularly aimed at family firms recently, currently or imminently faced with the issue of succession, as well as at those facing major growth and modernization challenges.**

CO-HOST

ORGANIZERS

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## Contributing to Africa's economic and social transformation.

Every year, the **AFRICA CEO FORUM** brings together 1.500 of the continent's most influential business leaders, investors and public sector armentiéroises. A place to share experiences, and to discuss and decipher trends affecting society and the economic world, the **AFRICA CEO FORUM** also strives to propose concrete solutions by taking a stance on issues essential to the continent's development such as female leadership, the technology ecosphere and the new generation of family businesses.

## KEY ELEMENTS OF THE 2019 PROGRAM

The Family Business Initiative proposes in-depth discussions on the major issues facing family owned companies :

- **Growth:** developing a long-term strategy, optimizing operations, teaming up with other families to grow;
- **Risks:** designing effective control systems to protect the reputation of the firm and the family;
- **Governance:** structuring capital, determining the role of the family, opening up the firm's management;
- **Wealth:** securing the legacy assets, diversifying assets;
- **Transmission:** making room for new generations, developing talents outside the family.

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### Organizers



Since 1960, Jeune Afrique Media Group has been a leading media group on the African continent with the outlets Jeune Afrique and The Africa Report. It is a major player in event management, audiovisual production, electronic media, publishing and consulting industries.

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