

# DMA Investment Programme for the Government of Côte d'Ivoire



## Background

In the second quarter of 2013 following a series of meetings and communications DMA were appointed by the Government of Côte d'Ivoire through its UK Embassy to organise its UK inward investment drive and activities which would be centred around a major London investment Forum to be staged later in the year. DMA had the full support of the UK Foreign & Commonwealth Office (FCO); and other associates were the British Council for Africa (BCA), the Royal African Society, the City UK, and British Expertise. The UK-Côte d'Ivoire Trade & Investment Forum took place on 30th October 2013 at the Sheraton Place Park and was attended by over 500 delegates. The Ivorian government delegation was headed by HE Prime Minister, Daniel Kablan Duncan, who along with a number of senior government ministers addressed the conference; presentations were also given by private sector investors in Côte d'Ivoire across its key sectors, all of whom sponsored the event. They included Aggreko, Diamond Bank, Ransgold Resources and Endeavour Mining.

## Our Work

Once DMA had been tasked with hosting the Ivorian government visit and organising the event we set about achieving its mandate to deliver a world-class event which would be of lasting value to Côte d'Ivoire and bring sustainable investment into the country. The following steps and deliverables were put in motion:

- Used our extensive market experience, expertise and database to compile a list of the most appropriate delegates to invite to the forum;
- Designed a programme for the event with the full

cooperation of the Government of Côte d'Ivoire;

- Embarked on a dedicated sponsorship campaign to obtain financial support for the visit from private sector stakeholders in Côte d'Ivoire. Sponsorship packages ranged from Platinum to Bronze and included options such as one-to-ones with Ivorian cabinet ministers; presentation slots in the forum programme; attendance at round table meetings with ministers etc; invitations to a private dinner with the Government of Côte d'Ivoire the night before the event;
- Engaged in marketing and promotional activities through media channels/networks and through our partners in the run up to the event;
- Produced a bespoke 2013 investment report for the conference delegates and the Government of Côte d'Ivoire; including up-to date economic indicators at the time of writing, and thorough analysis of the country's key economic sectors;
- Managed general logistics such as venue hire; catering etc; and organising scheduled meetings between sponsors and ministers etc;
- Designed and produced branding for the event as well as assisting participants with branding and materials requirements;
- Oversaw and managed the forum itself as well as any affiliated activities, both before and after.

## The Outcome

The UK-Côte d'Ivoire Trade & Investment Forum 2013 was considered a great success by all involved and the day itself ended with the establishment of the UK-Côte d'Ivoire Business Council; signed by HE Prime Minister, Daniel Kablan Duncan. And earlier this year (April 2015), in part building on business-government partnerships that developed from the 2013 visit, DMA took an investment mission to Abidjan, including high-level representatives from some of the World's biggest companies, to meet with Ivorian government ministers through bilateral meetings and working groups etc. The aim of the mission was to secure new investments in Côte d'Ivoire as well as deepen current ones. The mission was a very productive one and it is anticipated that it will lead to significant investments in a rapidly emerging economy.

*For more information about our work, please speak to a member of our team or email James McKay at [james.mackay@developingmarkets.com](mailto:james.mackay@developingmarkets.com).*