

AUSSENWIRTSCHAFT FORUM MARSHALLPLAN FOR AFRICA?

EVENT SUMMARY

AUSTRIA IST ÜBERALL.

The image shows an aerial view of a city, likely Nairobi, Kenya, with a large red diagonal graphic overlay that partially obscures the cityscape. The text 'AUSTRIA IST ÜBERALL.' is positioned in the upper left corner of the image area, enclosed in a dotted rectangular border.

IMPRESSUM

MEDIENEIGENTÜMER & HERAUSGEBER

WIRTSCHAFTSKAMMER ÖSTERREICH

AUSSENWIRTSCHAFT AUSTRIA

Wiedner Hauptstraße 63 | Postfach 150 | 1045 Wien

T +43(0)5 90 900-3923

E aussenwirtschaft.projekte@wko.at

w wko.at/aussenwirtschaft

VERANSTALTUNGSFOTOS

Marko Kovic



Gefördert im Rahmen der Internationalisierungsoffensive go-international,
einer Förderinitiative des Bundesministeriums für Wissenschaft, Forschung
und Wirtschaft und der Wirtschaftskammer Österreich.

TABLE OF CONTENTS

MARSHALL PLAN FOR AFRICA

A NEW PARTNERSHIP BETWEEN EUROPE AND AFRICA	03
Christoph Leidl	

HIGHLEVEL KEYNOTES

THINK TOGETHER, WALK TOGETHER	07
Abze Djigma	

AFRICA IS OPEN FOR BUSINESS	08
Amita Misra	

PARTNERSHIP, SYNERGIES AND JOINT EFFORTS	09
Ghazi Jomaa	

ACTION AREAS

PRIVATE INITIATIVES – PUBLIC SUPPORT	12
--------------------------------------	----

SUCCESS FACTOR VOCATIONAL TRAINING	14
------------------------------------	----

INTEGRATIVE SOLUTIONS FOR ENVIRONMENT, WATER, RENEWABLE ENERGY, AGRICULTURE AND FOOD	16
---	----

FINANCING INFRASTRUCTURE PROJECTS	18
-----------------------------------	----

IMPROVING HEALTH – A MORAL AND ECONOMIC REQUIREMENT	20
---	----

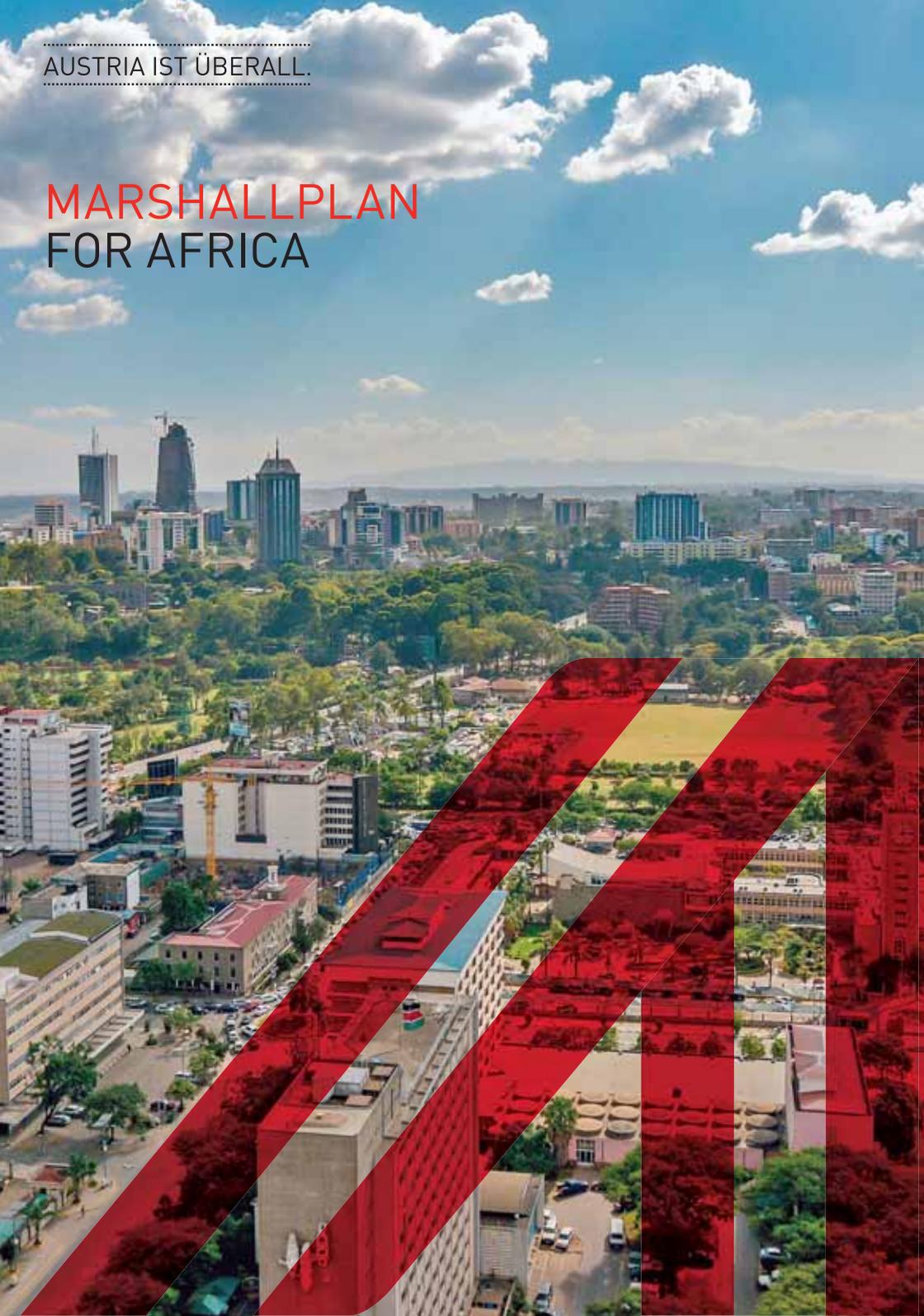
OUTLINE: OUR COMMON MISSION AND RESPONSIBILITY

MAKE MIGRATION BETTER FOR THE FUTURE	23
Michael Spindelegger	

AN AFRICA OF OPPORTUNITIES	24
Kandeh Yumkella	

AUSTRIA IST ÜBERALL.

MARSHALLPLAN FOR AFRICA



A NEW PARTNERSHIP BETWEEN EUROPE AND AFRICA

CHRISTOPH LEITL

As streams of refugees make their way across the Mediterranean to Europe, there can be no doubt of the urgent need for closer cooperation with our African neighbours. The idea of a new Marshall Plan is often touted as a means of making real progress. But if we want to build on the development work that is already underway, we have to remind ourselves of a few basic facts:

Firstly, the original Marshall Plan was fundamentally different to the support Africa has received over the last four decades. The Marshall Plan of the late forties and early fifties took the form of loans to European companies. The companies repaid the loans to their local governments, who then used the money to finance major infrastructure projects – the construction and expansion of ports, roads, railways and power stations that fostered the local economy.

By contrast, development aid to Africa has almost always gone directly to governments, financing development projects without the involvement of local businesses. But projects that offer lasting benefit cannot simply be bought. Rather, real investment potential has to be created – and the only people that can do that are companies. Even the best investment programme in the world is doomed to failure if the business and investment environment is not conducive.

Yet the biggest difference between the Marshall Plan and aid to Africa is much simpler: the Marshall Plan worked. The success of development aid to Africa, on the other hand, still leaves room for improvement.

Times have changed. Today, Europe's relationship with Africa is characterised by challenges that demand something far beyond solidarity and the type of development cooperation we have engaged in to date. Now is the time for us to truly harness our full potential. The current wave of mass migration presents us with the huge task of securing global peace, freedom and prosperity. In Africa especially, it is for hundreds of millions of young people the key to a brighter future in their native countries. Some direction – one might argue: a little too much direction – was provided



Christoph Leitl: "We need ideas urgently! This conference is a start, but certainly not the end."

by last autumn's international adoption of the Sustainable Development Goals.

One thing is beyond doubt: without a thriving economy, without successful companies, without international investors, without infrastructure, without skilled workers and without regional trade, the future for Africa's young people doesn't look all that bright. Getting where we need to be means joining forces, coordinating investments and vigorously promoting free trade.

JOINING FORCES

Where some see overpopulation and difficulty, optimists see a demographic development we need to use to our advantage. Africa's great youth population represents an opportunity. Let us not forget that these are ambitious young people – they all too often simply do not have the means to achieve their potential. It is a particular tragedy that it is precisely the most capable who leave Africa in search of a better life in Europe.

At the same time, education and training is an area where Austria has much to offer. Our successful dual education system is rightly revered all over the world, and numerous countries have turned to Austria to work with us and learn from our experience. At the same time, it is more than ever incumbent upon Austria to export its educational model. That works best where Austrian companies

can enjoy a forward-looking environment, and when the various institutions involved can all contribute their particular strengths towards the achievement of a common goal.

But this isn't just an issue for Austria – it is a question that needs a European approach. The need to design ODA programmes around the key areas of expertise of our different countries and pursue targeted cooperation with other European agencies has never been more pronounced: by joining forces, we maximise the impact of our efforts. And this catalytic effect need not only apply to vocational training – similar opportunities lie in sectors such as health, renewable energy, food and water. Leveraging the potential of cooperative projects between national aid organisations should primarily be a job for the European Commission – rather than initiating all these parallel activities itself. We hope that in the process of globalisation the cooperation of politics will create a framework we need urgently in all parts of the globe.

As suggested, the commercial sector is an important partner in all this. If we really want to support African countries in creating economic growth and employment, then we need to emphasise partnerships in many more areas than we currently do. Only then will there be attractive

opportunities to invest those much talked-about and ultimately necessary billions in a way that is both sensible and of lasting benefit.

We therefore welcome the External Investment Plan proposed on September 14th 2016 by the European Commission as a way of developing more effective partnerships that go beyond classical development assistance. The new European Fund for Sustainable Development will leverage financing by the private sector and unblock bottlenecks to private investment by offering guarantees for investing in contexts that are politically more risky than others. We believe that this is an important step towards closer collaboration between Europe and Africa.

SENSIBLE, EFFECTIVE INVESTMENTS ARE COORDINATED INVESTMENTS

Every year, the international financial institutions provide many billions worth of investment funding – a significant and rising proportion of which is directed towards Africa. Financing infrastructure development projects remains central. The logic looks sound: improve infrastructure, and companies will follow. Yet whether it is really that simple is increasingly being called into question – and rightly so. For without a dynamic economy, there is little to be gained from even the most impressive



port or widest motorway. Rather, investing in infrastructure has to go hand in hand with investing in the wider economy. There are already good examples of individual initiatives where the IFIs have successfully realised this approach. Going forward, I think we should build on these further.

The role of the international financial institutions in developing the private sector has – particularly since the financial crisis – become even more significant. The problem is very often not that the various funds don't have the necessary means, but that the right investment opportunities are not there – there are not enough strong, growing companies or bankable projects.

While the IFIs have set up platforms to facilitate coordination, there is still much to be done. This applies not only to the development of the private sector, but above all to investment in infrastructure. Publicly-funded infrastructure projects require coordinated, joint planning over a number of years – their parts ultimately resulting in a whole that is the product of their joint financing. Another point that emerges from more than one project is the importance of financing what it is actually needed – and not just funding the projects backers want to support. The African mobile telecommunications sector is an example of how effective such investment in key areas can be, and of the opportunities it creates for African entrepreneurs – opportunities they are already grasping and which they will continue to take advantage of.

IF WE WANT TO CREATE CONNECTIVITY, WE HAVE TO PROMOTE FREE TRADE

Too often, connectivity in Africa still only means a connection to the nearest shipping port. Yet in many cases, creating an overland connection to a neighbouring country would be at least as beneficial. The European Commission should continue its efforts to encourage regional free trade agreements, especially with Africa – building on what has already been achieved by ECOWAS and EAC. African companies need an expanded home

market in order to be able to compete internationally, and having one is a precondition of their being able to access European markets effectively.

Right now, this is particularly relevant to Europe's partnership with Morocco, Algeria, Tunisia, Libya and Egypt. The goal of creating a NAFTA-like zone that will promote stability and prosperity all the way from the Sahara to the North Sea is one that we should pursue with renewed vigour. Starting with a liberalisation of agriculture, trade and the service industries, Europe must be able to create an attractive investment area in North Africa. The outward processing industry is just one of example of a sector that would benefit from the resulting improvement in competitiveness on both sides.

Looking further ahead, a Euro-Mediterranean free trade zone would massively accelerate progress on the African Union's next big project, namely a continental free trade agreement. The agreement is due to really start taking shape next year, and – once fully up and running – promises to deliver a major boost to economic growth.

Not for nothing is the Marshall Plan still considered history's single most successful programme for securing peace and prosperity. George Marshall's achievement can be summarised in three core elements: strengthening local companies, facilitating investment, and putting the emphasis on regional integration. These are exactly the things that Africa needs today.

In the light of these new calls for a Marshall Plan for Africa ADVANTAGE AUSTRIA, the foreign trade promotion organisation of the Austrian Federal Economic Chamber (WKO) hosted a forum on September 5th 2016 to discuss the role of the private sector for dynamic growth and development in Africa. This compendium will give you an overview of the highlights and questions raised during this event by the many renowned guests from both Europe and Africa. Because we need ideas urgently! This conference is a start, but certainly not the end.

AUSTRIA IST ÜBERALL.

HIGH LEVEL KEYNOTES



HIGH LEVEL OPENING B

- **Christoph LEITL** - President
Austrian Federal Economic Chamber
 - **H.R.H. Princess ABZE DJIGMA**
Abze Solar S.A. Mali and Board Member
 - **Amita MISRA** - Director of the De
Regional Programmes in Africa and
 - **H.E. Ghazi JOMAA** - Ambassador
President of the African Group of An
- Host: Bettina Kerschbaumer-Schra

AUSTRIA IST ÜBERALL

THINK TOGETHER, WALK TOGETHER

ABZE DJIGMA

As a direct descendant of the warrior and princess Yennenga of Burkina Faso, Princess Abze Djigma sees a legacy for herself to empower the people of her country and the African continent. The only way to do so is by seeing them as equal partners, by educating them and hence giving them the means to help themselves. "Without education I wouldn't be able to stand here today, to be a designer and engineer creating products that suit the needs of my people", she says.

Being assigned to be the ambassador for renewable energy in her country by the government of Burkina Faso she also advocates for the importance of energy for development. "In Sub-Saharan Africa the sun is burning – and it is a blessing because we can turn it into power and empower ourselves!" Princess Djigma's initiative MAMA-LIGHT®, a worldwide programme providing access to affordable energy for women, small businesses and children was selected by the United Nations as one of 14 global breakthrough solutions for achieving the Sustainable Development Goals.

The times where Africans held out their hands for development funds are over – it is time for real partnership and investment. Princess Djigma calls out to the private sector and the Austrian company representatives in the room to partner with African businesses. "Don't be afraid to come to francophone countries, as you can see I speak English fluently", she points out. She welcomes the opening of the ADVANTAGE AUSTRIA representation in Kenya in October, and hopes for a similar step in West Africa – a region that is to date serviced by the offices in Casablanca and Lagos.

Yet to bring the much-needed investment, what it takes is also an adaptation of financial tools. In Burkina Faso, 45 per cent of gross domestic product is coming from the informal sector and the private sector as a whole is relying on the informal economy. In reaction to these circumstances and to upgrade millions of small and medium enterprises,



Abze Djigma: „It's not about charity, it's about business!"

Princess Djigma launched the Global Expertise Hub for the Informal Sector in May 2016 - a center that facilitates the empowerment of informal firms by making information accessible for all stakeholders and by catalysing action-oriented activities. "We want to empower SMEs to make sure much-needed funds go to those who are really the pillar of our economy", she says.

Above all, Princess Djigma emphasises the huge potential of Africa: its young people. Millions of jobs will have to be created to really bring the African economy to the next level. And of course, education is key. "If you make an investment and people are not able to maintain it – there is no sense to invest in the first place. It is not about charity, it's about business!" She welcomes the idea of a Marshall Plan for Africa but poses the question: "By designing it, what is your expectation? And what will be the acceptable conditions for Africa if you bring that new tool in the market?"

"We need to find a solution together. If we think together, we will be able to go further", Princess Djigma emphasised in her final and empathetic statement.

H.R.H. PRINCESS ABZE DJIGMA is a Mossi Princess from Burkina Faso. She is the initiator and leader of the MAMA-LIGHT® Initiative for Sustainable Energy, founder and CEO of AbzeSolar S.A. as well as the initiator of the Global Expertise Hub for the Informal Sector.

AFRICA IS OPEN FOR BUSINESS

AMITA MISRA

Do we need a Marshall Plan for Africa? This question discusses a whole new dimension of development cooperation with Africa, specifically with the involvement of the private sector. Over the past 15 years Sub-Saharan African economies have expanded at a rate of about five per cent a year. And several countries moved upwards to middle-income status. "The future looks bright with growing African ownership and the Pan-African call that Africa needs to shape its own future", Amita Misra from the United Nations Industrial Development Organisation points out in her keynote.

She highlights the African Union's Agenda 2063, a strategic framework for the socio-economic transformation of the continent over the next 50 years. To her, the Agenda 2063 is not only aspirational, but sets a clear action plan for using the continent's ample means and resources for its own development with clear deadlines of implementation. It was positive action of the common African position that facilitated the adoption of the Sustainable Development Goals and the corresponding Agenda 2030 last year. Hence, the goals and targets of both agendas are aligned and interrelated and increasingly recognise the role of partners in fast-tracking development.

However, Ms Misra states, there are still large challenges that the African continent faces. It is home to the largest number of least developed countries – 34 out of 48. Its rapidly growing population is estimated to reach two billion by 2050, which can either be viewed as a demographic dividend or a cause of future social and economic unrest. Africa's low participation in global trade, poor connectivity across countries and low levels of infrastructure are just some of the constraints to structural transformation of Africa's economies. Africa's growth is still highly dependent on commodity prices. In fact, the manufacturing sector's contribution to the continent's total economy actually declined from 12 to 11 per cent, leaving it the smallest share of any developing region.



Amita Misra: „We need to examine whether the model of a Marshall Plan is suitable for Africa.“

Given these circumstances, it is indeed necessary to reflect on the possibility of a Marshall Plan for Africa. The Marshall Plan for Europe had some key elements – such as loans, focus on the development of infrastructure, economic policy reforms and regional coordination mechanisms – for its proper implementation triggering growth and creating an environment for sustained development. "It would be worthwhile to examine today if similar policies and instruments could do the same for Africa or if we need something different", she states.

As the UN-specialised agency for industrial development UNIDO is mandated to promote and accelerate inclusive and sustainable industrialisation as a vehicle for creating highly skilled jobs and eradicating poverty. In recent months, African leaders have repeatedly stated that Africa is open for business with the private sector and that financing is one of the most important issues for industrialisation. "New partnerships can not only bring much-needed resources but also connect African countries with global value chains, provide mechanisms for rapid learning and innovation, the upgrade of skills, and finally bring green and clean industrialisation," Ms Misra concludes.

AMITA MISRA is the director of the Department of Regional Programmes and Field Representation at the United Nations Industrial Development Organisation (UNIDO). Prior to joining UNIDO in 2004, she served in Indian federal, state and municipal governments and in major public sector enterprises.

PARTNERSHIP, SYNERGIES AND JOINT EFFORTS

GHAZI JOMAA

Ghazi Jomaa addresses the audience in his capacity as the chairman of African ambassadors in Austria and makes his opinion clear from the start: „Yes, Africa needs a Marshall Plan urgently.“ He even believes that it should have been launched half a century ago, directly after the wave of independence of African states. Despite the gains made through the implementation of the Millennium Development Goals and the New Partnership for African Development (NEPAD) the situation of Africa today in terms of human and economic development is still worrisome to him.

With a population of over 910 million people and a poverty rate of about 48.5 per cent Sub-Saharan Africa’s challenges and needs are huge, including weak agricultural productivity, limited diversification of economic activities and lack of financing – all of which bodes challenges to the implementation of both the new global Agenda 2030 and the continent’s very own Agenda 2063. “African countries and their partners need to identify a way to address these challenges and to seize opportunities. This is important to preserve development gains and for accelerating progress towards sustainable development”, Mr Jomaa reminds the audience.

In light of this, there is an urgent need to both reorient international development assistance towards the productive sector as well as to catalyse private financing towards productive capacity development. The private sector – national and foreign – is of crucial importance for economic growth and prosperity of Africa and the achievement of the sustainable development agenda. Unfortunately, Africa’s share in global foreign direct investment fell sharply to 3.1 per cent in 2015. “This is too little for creating the crucially needed jobs for the young African generation and for boosting economic growth”, he points out.

African governments need to foster private initiatives and establish the legal framework for the private national and international sector. However,



Ghazi Jomaa: “Africa does need a plan for sustainable development that you can call a Marshall Plan.”

international companies have to be more dynamic and seize the opportunities offered by African economies. “It is a win-win situation: We should not consider Africa as a rich continent only in terms of natural resources but also by means of its human resources and qualified people”, Mr Jomaa says.

Given the high share of agriculture in Africa’s employment, it comes to mind how urgent Africa needs an industrial, digital and knowledge revolution. Knowledge acquisition through education and learning is not only important for unleashing human potential but also critical for the dynamic transformation of the economy. “I believe Africa does need a plan for sustainable development that you can call a Marshall Plan. That means a plan with the required human and financial resources to enable Africa to get rid of the ghosts of its past like civil wars, famines, illiteracy or pandemics, and to build a new continent, well connected and integrated within the region and with the global economy”, Mr Jomaa concludes. To him, partnerships, synergies and joint efforts between African and developed countries will be the key for keeping up the hope and trust of young African people and to encourage them to stay and work in Africa – today and in the future.

H.E. GHAZI JOMAA is the Ambassador of Tunisia to Austria and Permanent Representative of Tunisia to the OSCE, the United Nations Office in Vienna and other international organisations. Furthermore, he is the chairman of the African Group of Ambassadors in Vienna.

AUSTRIA IST ÜBERALL.

ACTION AREAS



Africa today is fundamentally different from the Europe that was to be rebuilt by the original Marshall Plan after World War II. Unlike in Europe, where destroyed structures have been reconstructed, many African countries are facing wide gaps in fields such as access to energy, water and sanitation or providing high-quality education and inclusive and accessible basic health care. Companies can play a considerable role in closing these gaps – a logic that the original Marshall Plan was based on. Current efforts to reshape Africa's future should be thinking in a similar way.

The forum "Marshall Plan for Africa?", facilitated by the Austrian Federal Economic Chamber's foreign trade promotion organisation ADVANTAGE AUSTRIA picks up five perspectives in its panel discussions:

PRIVATE INITIATIVES – PUBLIC SUPPORT

Linking private initiatives and public support can help leverage the dynamics of a vibrant private sector. Panel 1 discusses possible ways of cooperation and the importance of a conducive investment climate for triggering private initiatives.

SUCCESS FACTOR VOCATIONAL TRAINING

The Austrian system of dual vocational education and training is a role model for many countries when it comes to foster a skilled and educated local workforce. Panel 2 highlights the potential this model could hold for African countries and how international companies can benefit from current trends in education.

INTEGRATIVE SOLUTIONS FOR ENVIRONMENT, WATER, RENEWABLE ENERGY, AGRICULTURE AND FOOD

Integrated solutions are in high demand in many fields. Know-how and sustainable products from Austria are also popular in Africa – but what are the particular challenges and ways forward when it comes to energy access or environmental technology? Panel 3 tries to provide some answers.

FINANCING INFRASTRUCTURE PROJECTS

How can infrastructure projects be financed? Austrian companies are often suppliers for large infrastructure projects, yet what are the challenges in bringing projects from paper to implementation? Panel 4 discusses current funding opportunities and identifies gaps and trends in this area.

IMPROVING HEALTH – A MORAL AND ECONOMIC REQUIREMENT

The health sector is a key area for African development. In Panel 5, experts discuss what it takes to curb diseases and promote good health in Africa and why an investment in health is not only important but also good business.

PRIVATE INITIATIVES – PUBLIC SUPPORT

In his opening statement, Günter Nooke recalls that Europe is under pressure – both from within and from the outside. Internal imbalances, weak economies and massive migration flows require a strategic response. Europe and Africa are at the same time divided and connected by the Mediterranean Sea – kickstarting development, stability and growth particularly in North Africa should hence be a top-priority of Europe. “Whatever happens in Africa will affect us. Therefore it is in our interest that Africa is doing well”, he states. According to Mr Nooke, this requires the goodwill and self-interest of African and European states as well as the European Commission. “What is needed is a European agenda with clear communication of our own interests and a commitment that holds for decades and not just until the next multilateral summit”, he adds.

Is that a new Marshall Plan for Africa? Mr Nooke is sceptical whether this is the right term. “What we mean is rather a partnership for prosperity and growth. The historic Marshall Plan was a paternalistic offer with a lot of money and conditions – should that become the new role model for future relations with Africa?” Africans can think and act for themselves, hence the discussion should focus on fields of common interest, on where donor money can have the highest impact and on how to promote and leverage private investment. To be successful a Marshall Plan needs to be developed together with African countries and institutions. “We cannot develop Africa from the outside – the agents of change must be the Africans themselves”, Mr Nooke closes with a powerful statement.

In the following discussion, Heinz K. Becker recalls an expert conference he initiated at the European Parliament in May 2016, which served as a trigger for choosing the topic for this forum. “Knowing that we need migration, we haven’t yet found the right model to handle the effects that migration has on Europe.” He sees a European responsibility and

need to create perspectives for African people. This requires tremendous efforts. He agrees that the historic Marshall Plan was closely supervised by the United States, but disagrees with Mr Nooke by saying that this must also be the rule when offering money to Africa, where institutions are often unstable and prone to corruption. This asks for structures in the partner countries – according to Mr Becker European offices everywhere in Africa are needed to monitor the use of funds of a new Marshall Plan. “We are the ones who decide – the return on investment must go to Europe”, he calls for strict conditionality requirements.

As the only African panelist in this session Zouera Youssoufou, CEO of the continent’s largest private foundation, found herself surprised to hear that Africa is (still) perceived as a continent that has to be helped. According to her, this is the wrong per-

spective given that there is not a single country on earth that has been developed by aid. There is also another Africa! Working for the richest man in Africa, Aliko Dangote, whose company group is the second-largest employer in Nigeria, she finds herself at the forefront of philanthropic engagement in West Africa and is frequently confronted with the need for a paradigm shift.

“Africans do have the capacity to take care of themselves. If we put in place the right policies to enable

more companies like Dangote to develop in the country and the whole continent, then a lot of the issues we are talking about here will be resolved.” Hence, investments should not be made in the form of aid packages but rather as actual investments in the hundreds of millions of Africans’ skills. For her, the idea of a Marshall Plan has a place, but would have to be implemented in a way that fits the current times without copying a historic model that had a very specific goal at a very specific time. Ms Youssoufou’s ambition is clear: “Let’s change the narrative about Africa!”

Stefan Szyzkowitz from the Austrian energy company EVN applauds to Ms Youssoufou’s



Günter Nooke: “The agents of change must be the Africans themselves!”

narrative and adds a private sector perspective to the discussion. As an infrastructure company, long-term security and guarantees are crucial as returns are only generated in the long-run. He manifests the problem in African infrastructure projects in the fact that a triangular relationship is needed between the investor, the client and a third partner who assumes part of the risk. "This is why it is crucial that we develop new concepts – maybe not one size will fit all, but investor protection is a key aspect", he states. To him, development is something investors should care about: "The contract is the start, not the end of an investment and hence developing a partnership with local communities is key to make a project successful and sustainable."

Another aspect highlighted in this first session came from the Grande Dame of start-ups, Selma Prodanovic. She sees her role in the panel to be the voice of the entrepreneurs of Africa: "There is huge potential – youth, energy, creativity! A real entrepreneur is a problem solver who starts a business to do so. All the problems we see in Africa should be viewed as opportunities", she advocates. Yet in order for start-ups to become a source for good, a certain amount of 100 per cent-risk investment



PANEL 1: Peter Launsky-Tieffenthal, Zouera Youssoufou, Günter Nooke, Walter Koren (host), Heinz K. Becker, Stefan Szyszkowitz, Selma Prodanovic

is needed and new ways in education to foster entrepreneurial thinking on the continent. Her view on a Marshall Plan: "Whatever you want to call it, we need huge investments and a different mindset. There is no reason why the next multi-billion rated company shouldn't be African", she closes.

Peter Launsky-Tieffenthal from the Austrian Ministry for Europe, Integration and Foreign Affairs underlines what has been said by his co-panelists: "Education is key, especially in relation to current migration issues. What makes most people migrate is the lack of perspective for their own or their children's education." However, one should not forget that one element of a conducive environment is stability – solving conflicts creates another important basis for doing business in Africa.

HEINZ K. BECKER has been a member of the European Parliament since 2011. In May 2016 he initiated an experts conference regarding a Marshall Plan for Africa and pursues the topic very actively.

WALTER KOREN is Director General of Advantage Austria. Prior to his appointment in 2002, he was Austrian Trade Commissioner to Mexico and Deputy Trade Commissioner in Japan, Iran and Guatemala.

PETER LAUNSKY-TIEFFENTHAL is Director General for Development Cooperation and Humanitarian Affairs at the Austrian Federal Ministry for Europe, Integration and Foreign Affairs.

GÜNTER NOOKE is the German Chancellor's Personal Representative for Africa in the Federal Ministry of Economic Cooperation and Development (BMZ).

SELMA PRODANOVIC is an internationally awarded entrepreneur and philanthropist and the founder of the Brainswork Group, a consultancy for start-ups and new business creation.

STEFAN SZYSZKOWITZ is the CEO of the energy utility company EVN and a member of the Advisory Council on Development Policy at the Federal Ministry of Europe, Integration and Foreign Affairs.

ZOUERA YOUSOUFOU is the Managing Director of Dangote Foundation, based in Lagos. Prior to that she was the World Bank Country Manager for Gabon, Equatorial Guinea and São Tomé and Príncipe.

SUCCESS FACTOR VOCATIONAL TRAINING

Vocational education and training (VET) is seen as an important impetus to increase employability and contribute to the development of a country. As CEO of the Schultz tourism group, Martha Schultz has ample experience with dual education. In her opening statement she emphasises: "To take advantage of Africa's demographic dividend you need two ingredients: skilled labour and jobs. This is where companies come in." The work-based learning by doing approach is what makes VET so unique and there is a clear connection between vocational training and youth employment: Where collaboration between schools and companies is closest youth unemployment is lowest.

"In our company we train youths in more than 13 different vocations – from cooks and office assistants to cable car technicians, our apprentices are being trained to become skilled professionals and ambassadors for our company and its services", Ms Schultz says. In Africa, systems comparable to the Austrian VET are scarce – education systems are mostly still under strict control of the ministries of education, but cooperation with the private sector is coming more and more into focus. Ms Schultz names the example of Ethiopia, which has made VET a priority in its national transformation plan and has identified the need to align curricula with the actual needs of the industry. To move VET in Africa forward, the ADVANTAGE AUSTRIA office in Johannesburg is currently assessing a pilot project with a group of Austrian companies to introduce elements of dual education and work-based learning in the region. "Now is the time to start such projects in Africa. Let's take this chance to build bridges", she concludes.

Reinhard Heiserer adds his perspective from Don Bosco, an organisation which operates about 1,600 training centres around the world, 100 of which are located in Africa. Their courses are not primarily driven by company interests but by the aim to give young people an opportunity for a better future. However, he agrees: "Of course

nowadays you have to bring both interests together – hence we have a lot of cooperations, for example with VW or Knorr-Bremse." A major problem he sees for his organisation is that companies are naturally looking for the best talents and best equipment – Don Bosco however works with underprivileged youths, not with top-tier students. "We face some difficulties in running our centres at such a high standard with limited funds", he says. In addition, the low image of manual labour in many countries is a problem: "We already had to close training centres because there was no one to train. Young people today want a white-collar job and don't want to become an electrician or mechanic. We should appreciate these professions more – both in Europe and in Africa – and also pay them accordingly", Mr Heiserer claims.

Having set up training centres in Africa – most recently in Ghana – Horst Bernard from VACE Engineering can add another challenge from a company's perspective: "Qualified trainers are the famous salt in the soup – you cannot run a training centre without a qualified trainer, apprentices cannot learn more than a trainer can teach them", he laments. In addition, the status of teachers in society is sometimes not as high as it should be – frequently trainers left their posts for a job in industry. Another pivotal aspect is the practical orientation of such dual education, which cannot be taken for granted. Practical exercises take a lot of effort and devotion, the maintenance of machines and the preparation of tasks – in some countries VACE had to convince both teachers and students to give the practical part of the training programme the necessary attention. "Without practical orientation, VET makes no sense", Mr Bernard says.



Martha Schultz: "Now is the time to start VET projects in Africa."

Steffen Gunnar Bayer from the Association of German Chambers of Industry and Commerce (DIHK) has witnessed the challenges of companies first-hand. Finding qualified labour is a huge challenge in many countries – where local educational structures are insufficient, companies

often develop their own local training programmes, frequently in clusters such as Lufthansa, BASF, MAN and Thyssen-Krupp in Namibia and South Africa. Sometimes there is a VET aspect to it, which Mr Bayer welcomes as a core prerequisite for sustainability and success: “No one knows better about the required knowledge, skills and competences than the companies themselves”, he says. Every year the German economy spends 25 billion euros on dual education because companies know that it is an investment in their own competitiveness and future. Mr Bayer talks of the triple-win: VET is good for companies (they train their own people), good for apprentices (rising employability and training relevant on the labour-market) and good for the public sector (costs are shared). “For that reason it is not only important to raise the image of VET but also to encourage more companies in other countries to understand it as an investment for the future”, Mr Bayer states. To him, the “together” is essential – collaboration of institutions and the private sector is the key to success.

A further discussion point regards the role of digital formats in vocational training systems. Mr Bayer does not see a role for online courses in this regard as the main deficiency lies in solution-oriented learning and problem solving capabilities, hence capacities that can hardly



PANEL 2: Reinhard Heiserer, Steffen Gunnar Bayer, Martha Schultz, Martin Ledolter (host), Horst Bernard

be obtained online. “Practical learning is the unique selling point of VET! Knowledge and skills are obtained directly within work processes in combination with classic school learning”, he points out. In many countries it is not only the awareness for the advantages of a dual system that is missing, but also the state has to define the framework conditions and be confident enough to let the companies do training programmes the way they think is best.

Another appeal comes from an African guest in the audience: “Vocational training has a bad image with our youth. Especially for girls we need role models who show that it is possible to be female and an engineer. And to show that you can earn your money with your hands, show that you are contributing to society. This is our homework: to change this image. Because if we want to upgrade our agriculture in Africa, we need to market the necessary skills better.”

STEFFEN GUNNAR BAYER is Director for German Vocational Education and Training Abroad at the Association of German Chambers of Industry and Commerce (DIHK).

HORST BERNARD is Vice President Education & Training at VACE Engineering, a full-service provider of highly specialised mechanical engineering and related consulting and project management.

REINHARD HEISERER is the Managing Director of Don Bosco – Jugend Eine Welt, an international youth aid organisation guided by Christian values.

MARTIN LEDOLTER is the Managing Director of the Austrian Development Agency. He is a legal expert who used to serve as a senior political advisor to the Vice Chancellor and Minister of Foreign Affairs.

MARTHA SCHULTZ is the Vice President of the Austrian Federal Economic Chamber and CEO of Schultz Gruppe, managing several ski resorts, hotels, restaurants and travel agencies in Tirol, Austria.

INTEGRATIVE SOLUTIONS FOR ENVIRONMENT, WATER, RENEWABLE ENERGY, AGRICULTURE AND FOOD

In her dynamic impulse statement to open Panel 3, Monika Weber-Fahr, Chief Operating Officer of the Sustainable Energy for All Initiative, lays out seven points as a framework to think about the challenges surrounding environment, water, renewable energy, agriculture and food. According to her, the original Marshall Plan was about chain reactions: investing money in a way that would trigger a subsequent development of industry, trade, education, health systems etc. "Whether you talk about the sustainable development goals or addressing issues like water, energy, food, questions around education – you cannot lineally do one thing after the other. Rather, it is a multidirectional chain reaction. There are trade-offs and synergies in addressing one topic over the other", she says.

Ms Weber-Fahr advocates for more cooperation in light of today's many challenges and climate change in particular. "The unifying feature of ship accidents showed that humanity in people collapses once limits to rescue options are realised!" With climate change, it is a similarly close call, hence we should examine closely the type of energy mix we want to expose ourselves to. What we have is a chance in a lifetime: "We are the first generation that has a chance to eliminate poverty and the last generation that can do something about climate change. So the transition really is about renewable energy, about energy access and energy efficiency", she points out.

Talking about renewable energy in developing countries is not primarily about climate change but about access to energy and what opportunities this brings for in terms of transforming communities. The significant gap in access to electricity is also a considerable business opportunity in Africa. Today, more investments in renewable energy take place in developing countries than in industrialised states. What is needed is a deal flow, de-risking measures and improvements in governance in the energy sector. "As long as we keep our eyes

on marshalling the evidence, then we can make considerable progress together", she closes.

In the subsequent discussion, Otto Roiss, CEO and owner of the company Röhren- und Pumpenwerk Bauer, agrees with the presented picture of a chain reaction. He advocates for a holistic view on the natural cycle of resources: "We always need water, no matter what we deal with – yet in many areas we don't have enough of it because we use it the wrong way. We need to bring the energy and resources we use back into the circuit." To solve global challenges, all factors have to be of the best quality – from machines to equipment and human resources. He sees a challenge in the prevalent focus on prices: "Cheap is not the first priority – quality thinking has to take over." Mr Roiss further highlights the problem of corruption in most publicly driven projects. Global funds are sufficient, it is just a question of where the money actually flows to.



Monika Weber-Fahr: "We are the first generation that has a chance to eliminate poverty and the last generation that can do something about climate change."

Anton Martens, CEO of Abze Solar, adds his perspective on managing the value chain of Abze Solar's product range. "I thought I knew how business worked before I started working in Africa", he admits. His main learnings were that transport had to be organised from scratch in the light of limited roads and railways, that respect for business partners' culture was key and that a high-quality product from Europe might still be unsuitable for the African

market. "In Mali or Burkina Faso it rains as much as in the Netherlands, but within a few days. The sun is burning and the Sahara sand is a constant companion. We had to rebuild all our products to make them fit for the local situation", he says. To Martens, local maintenance and investment in the training of people are key and financing options are essential, but scarce. "In practice it is very difficult to get access to money. As an African company you can borrow money, but with 35–40 per cent interest. If we want to partner, we need to do so directly with SMEs and the people on the ground. Let's try to

find appropriate tools to invest in them”, Mr Martens concludes.

Zouera Youssoufou sees similar issues: “When people come into a country with preconceived opinions of how things should work – there will be trouble. The challenges in every country are different. A perfect product in Austria is not going to be a perfect product in Senegal.” In order for business to work in an intelligent way, business people in Europe have to talk to their counterparts in African countries. “The language of business is the common language”, she states. In terms of the challenge of corruption, she emphasises that for every corrupt act there is a corruptor and a corruptee. “I can’t corrupt you if you have more money than I do.” To her, focussing on the negatives is what drives people away. The successful Dangote group should serve as an example, that it is possible: “We invest only in Africa, we don’t spend money outside Africa – and yet it is working.” Ms Youssoufou ends with a powerful statement: “Africa is no dark hole of despair that needs a Marshall Plan to be saved. If we take the time to understand the markets and the needs of the people, these partnerships between companies in Africa and from abroad and with development banks and institutions are what is going to get us the result we are looking for.”



PANEL 3: Anton Martens, Zouera Youssoufou, Monika Weber-Fahr, Monika Langthaler-Rosenberg (host), Otto Roiss, Christoph Kannengiesser

Christoph Kannengiesser from the German-African Business Association describes his approach: “We don’t talk about Africa but to Africans, we don’t advise them but rather ask what they need and tell them what we can offer to solve some of their challenges.” His work is also political, discussing what can be done to reduce some of the bottlenecks faced by German companies in terms of financing and risk sharing. He suggests: “Why don’t we talk about a subsidy for companies investing in Africa? We have no concerns about subsidising electric mobility or housing, but when we talk about creating incentives for making business in Africa, we are suddenly afraid that this could distort competition.” Mr Kannengiesser sees a potential in such much-debated subsidies and advocates for making this a topic at the next G-20 summit which will be chaired by Germany.

CHRISTOPH KANNENGIESSER is the CEO of the German-African Business Association. Prior to this he was deputy head at Konrad-Adenauer-Stiftung.

MONIKA LANGTHALER-ROSENBERG is the founder and Managing Director of the communications consultancy Brainbows. Until 1999 she was member of the Austrian parliament representing the Greens Party.

ANTON MARTENS is the Managing Director of Abze Solar. He is an expert in climate change and disaster risk reduction and an advisor to the Dutch government on resilient cities.

OTTO ROISS is the CEO and owner of Röhren- und Pumpenwerk Bauer, an Austrian provider of irrigation, separation and slurry technology as well as waste water management in the non-agricultural sector.

MONIKA WEBER-FAHR is Chief Operating Officer of the Sustainable Energy for All Initiative. She has worked for over twenty years in international development finance and management consulting.

ZOUERA YOUSOUFOU is the Managing Director of Dangote Foundation, based in Lagos. Prior to that she was the World Bank Country Manager for Gabon, Equatorial Guinea and São Tomé and Príncipe.

FINANCING INFRASTRUCTURE PROJECTS

Everywhere in the world, infrastructure is a pre-requisite and enabler for business. Heike Rüttgers from the European Investment Bank talks about the contribution of infrastructure to recent growth in Africa in her opening statement to Panel 4. During her time in West Africa in the 1990s she witnessed the incredible progress in telecommunications, creating new business opportunities and a whole new dynamic. However, infrastructure needs in Africa are still huge – according to the World Bank investments of more than 90 billion dollars per year are needed. “Of course development aid cannot and should not mobilise this sum on its own. A lot can and should be mobilised from the private sector”, she emphasises. Indeed, she insists on the notion of addressing infrastructure also from within a country, not just with resources and preconceived solutions from the outside.

The general country environment plays a considerable role in facilitating progress.

“We see today what kind of projects are possible in countries that have done their homework and have set the legal framework for public-private partnerships to happen. If you see what can be done today in Kenya then I would wish that some other African countries would go the same road”, she says. While creating the needed business environment is key, ultimately risk is the predominant question when it comes to financing. “It is not money that is lacking, it is what we call bankable projects”, Ms Rüttgers says. The role of institutions like the EIB is to develop methods for de-risking and to act as a catalytic investor. The magic word still seems to be blending, i.e. combining grant funds with loans. “To make it compatible for the private sector, we need to find the right level of blending for any individual project.” There is not one leverage factor to make a good blending of projects – you have to take a project-by-project approach. Power projects require a different setting than other sectors. It also depends on the level of innovation and development needed to make a project happen. Hence, the EIB is going a step further by introducing

impact financing, assuming a greater level of risk for a higher development impact. “What we want to create in Africa is really economic resilience and by that a general improvement of the business environment”, Ms Rüttgers concludes.

Joachim A. Tchakote from the African Development Bank adds the perspective of his institution, which tries to mobilise resources to facilitate infrastructure investments, public-private partnerships and dialogue between countries on bridging the infrastructure gap in Africa. The AfDB is aware of the importance of managing risks better in the future, however the bank cannot address market issues for investors.

For Martin Koubek, regional director at Andritz Hydro, the most important problem to solve is access to reliable and sustainable energy. Today, the whole of Sub-Saharan Africa uses the same amount of electricity as the city of New York. “And this is also our problem in the region”, he highlights. He doubts whether a Marshall Plan for Africa would help in this matter: “Every country has its own national development plan, which says how many Megawatt will be installed in the coming years – but the problem is that it is not implemented. The plan from 2010 is the same as the one from 2015 – except for the date.” This problem is not only common in the energy sector, but also in other infrastructure areas. Mr Koubek calls for more action to convert visions into actual implementation.

Coming to the role of the European Commission, Marc Stalmans outlines how the EC tries to move from financing infrastructure on a project-by-project basis to a new way of financing jointly with other institutions. “Currently the European Commission is spending around one billion euros of grants in Sub-Saharan Africa per year – so we only have the means of solving 1.5 per cent of the aforementioned investment problems in Africa”, he puts things into perspective. He also argues for trying to open the



Heike Rüttgers: “We are not lacking money, we are lacking bankable projects.”

focus of financing for infrastructure, talking about blending grants with loans. In reaction to the migration crisis Europe introduced the Juncker plan for infrastructure investment, which made more money available for this matter within Europe. "What we are trying to do now is to put all new financing instruments together to create more jobs in Africa and take on board the 17 Sustainable Development Goals. Our advantage is that we have delegations in all 54 African countries, so it is easier for us to implement projects with our partners", Mr Stalmans says.



PANEL 4: Marc Stalmans, Roman Himmler, Karen Wendt (host), Heike Rüttgers, Joachim A. Tchakote, Martin Koubek

For Roman Himmler, responsible for business development at Kapsch TrafficCom, energy and transport are the basic sectors that need to be built up on the African continent. Kapsch is invested in a few African countries and has 1,400 employees in Africa. "We see a lot of potential and get approached frequently because the good news is: a lot of people know what should be done", he says. He also sees a problem in the time lag between vision and implementation. "Sometimes cities knew 2010 what they needed, but it took them years to secure the necessary funding. You have to chase money for so long, that the parameters change until you find it.", he says. To obtain financing for infrastructure projects is particularly difficult in Africa given the

many preconceptions and the lack of commercial long-term financing on the continent. Private market-driven projects need new forms of combined project financiers and developers to make sure that infrastructure projects that are not fully commercially viable but make perfect sense from a wider country or regional perspective can be implemented. "Do we need a Marshall Plan for Africa? For energy and transport: yes! This is something the EU should think about in a much more defined way to get Africa moving", Mr Himmler concludes.

Ms Rüttgers adds to that by referring to the Africa Energy Guarantee Facility, which aims at making more small- to medium-sized projects bankable by increasing the reinsurance capacity in Africa. "We need more local capacity to make these projects happen and make sure to develop the local financial sector to ultimately assume that role", she says.

ROMAN HIMMLER is a Business Development Manager at Kapsch TrafficCom. Kapsch is providing intelligent transport solutions such as toll collection and traffic management systems.

MARTIN KOUBEK is the regional director for Africa at Andritz Hydro. He has previously been responsible for the Southeast Asian region.

HEIKE RÜTTGERS is Head of Development and Impact Finance within the Lending Directorate at the European Investment Bank (EIB), where she has been working since 1995.

MARC STALMANS is an experienced official at the European Commission in the field of development cooperation with a focus on infrastructure development and transport cooperation.

JOACHIM A. TCHAKOTE has been Head of Operational Risk at the African Development Bank (AfDB) since 2008. He joined the AfDB in 1992 after working in external audit firms for nine years.

KAREN WENDT is an entrepreneur, investor, philanthropist, lecturer, researcher, coach and author advocating for responsible investment banking and positive impact investment.

IMPROVING HEALTH – A MORAL AND ECONOMIC REQUIREMENT

George Marshall used the word health only once in his famous speech 1947: when talking about economic health. Yet Panel 5 shows that health in itself is not only important, but that investment in health is also good business. In his impulse statement, World Bank lead health specialist Timothy Johnston makes it clear from the start: “Health matters as much as wealth, both for individuals and on a macro level.” Hence, high-quality universal health coverage that is equitable and inclusive, is of everybody’s interest.

Health is strongly linked to economic growth: “Up to a third of growth could be achieved thanks to improvements in health coverage. Hence it is important that both the public and private sector recognise that health is an investment, not just an expenditure”, Mr Johnston points out. In fact, health is related to many of the topics already discussed - water, energy, skills. Even very inexpensive interventions can have a huge impact and high economic returns, e.g. maternal child health and early nutrition. “One thing we know is that the foundation of skills, cognitive and social development actually happens between pregnancy and the age of five.” Hence, early investments are the foundation for a child’s future ability to learn and be successful in the workplace.

Another aspect of the so-called agenda for universal health coverage is that the high – and mostly private – health spending in Africa has a huge impact on poverty. According to World Bank estimations, 35 million people in Africa were driven into poverty 2014 due to out-of-pocket healthcare expenses. Finally, there is a mutual interest in the protection from pandemics and resilience of health systems. “We all heard of the Ebola epidemic, there is always the risk of a flu epidemic, hence we need to strengthen health systems globally”, Mr Johnston concludes.

Marcus Bachmann, having served on countless emergency missions for Doctors Without Borders,

assumes that a Marshall Plan is understood as something developmental, yet there are certain preconditions for it to work: stability and governance. These are not always met. There are at least 100 million people who currently do not live in an environment with a basic level of stability, security and governance. “If not even the local population is protected from harm, what makes you believe that your business or development investment would be protected?” He advocates for development actors and the private sector to acknowledge that there is a humanitarian sector with a different imperative but with equal rights. Humanitarian action is based on needs, independent and unconditional. And it is equally affected by the risks in fragile environments. “In 2015 75 health facilities came under attack – the loss of people, investment and capacity is horrifying”, Mr Bachmann laments. He does not see any conflict between development and humanitarian action, there is need for both

in a complementary way. Also the private sector has its role to play, he agrees and sees manifold touching points between the different sectors that should be utilised much more. “Do not shy away from opportunities to work together.”

Johann Strahlhofer from VAMED Engineering highlights how his company has shaped the African health sector already since 1985.

“If population growth in Africa continues, health aspects will have an even bigger impact on the economy”, he warns. His biggest concern is to have functioning hospitals and health centres and to bring health infrastructure also to people in rural areas. “Health is not a cost factor, it is an investment in the future”, he says and calls for more action after the fruitful discussions.

Peter G. Kremsner, renowned researcher in the field of tropical medicine, emphasises the need to come together to solve critical health issues. “Africa is not just 54 countries, it is different tribes and ethnic groups, families and individuals – all have to be brought together!” As an example of good cooperation he names the EU clinical



Timothy Johnston: “Health matters as much as wealth.”

trial partnership with African countries to combat malaria, tuberculosis and HIV/AIDS – an initiative that built a lot of local structures and capacities. These are important initiatives as we tend to neglect some of these diseases and put reactive action to “earthquakes” like Ebola to the fore. “Of course it is great news that we were able to find a vaccine in such a short time, but it makes us forget tuberculosis or malaria – sicknesses that are even more detrimental to the local population than Ebola”, Mr Kreamsner warns.

Mr Johnston agrees with his previous speakers in terms of the need for a broader strategy to move the universal health coverage agenda forward in Africa. “Unfortunately, a lot of health aid going to Africa has not been effective – there have been problems of coordination, overlaps or too much focus on just one disease. This can undermine the effectiveness of the whole system”, he points out. In addition, more focus has to be put on leveraging domestic financing in order to ensure ownership of local governments. “What happens is that countries see health care largely being funded by donors – so why should they worry about committing their own funds?” Hence, he sees the issue of a partnership between the international community, the private and the domestic public sector as critical in moving forward.



PANEL 5: Johann Strahlhofer, Timothy Johnston, Stefan Seebacher (host), Marcus Bachmann, Peter G. Kreamsner

Mr Bachmann adds to this further in calling for a stronger interlink between humanitarian action and development efforts. “Emergency response is per se unsustainable, which is a main requirement for being considered actual development. We should use the interfaces more intensely and build the case for development actors during a humanitarian response”, he demands. One does not exclude the other, there are always overlaps. He speaks of the awful gap that often arises when emergency actors are pulling out of a country – which last happened in Sierra Leone after Ebola was under control.

Mr Bachmann himself uses big parts of his time to plan for a smooth transition and lobby with various stakeholders. “Suddenly there is no more financing, no master plan to frame further projects. This is a lost opportunity for the people and for the country”, he stresses. Building capacity that stays behind is key – no matter if we talk about a humanitarian, development or private investment project.

MARCUS BACHMANN is Director of Operations at Medicins sans Frontiers. He has led several missions over the past years, most recently in Sierra Leone and South Sudan.

TIMOTHY JOHNSTON is the World Bank’s Programme Leader for Inclusive Growth and Human Development for Southeast Europe, based in Vienna.

PETER G. KREAMSNER is Chief Executive Officer of the Comprehensive Infectious Disease Center of the Universität Tübingen and author of more than 500 scientific papers.

STEFAN SEEBACHER is a medical doctor and international health consultant. He is the former head of the Health Department of the International Federation of Red Cross and Red Crescent Societies in Geneva.

JOHANN STRAHLHOFER is the Managing Director of VAMED Engineering. Prior to joining VAMED he held various positions in project management, sales and marketing in Austrian high tech companies

AUSTRIA IST ÜBERALL.

OUTLINE

OUR COMMON MISSION AND RESPONSIBILITY



MAKE MIGRATION BETTER FOR THE FUTURE

MICHAEL SPINDELEGGER

In his closing remark, Michael Spindelegger outlines the potential contribution of the International Center for Migration Policy Development (ICMPD) in relation to the discussion on a Marshall Plan for Africa. ICMPD was founded in a crisis situation during the Balkan wars and has from that time on been working with the many challenges that migration movements bring with them.

“If we look at the current situation, it is not just about war and crisis, but also about economic opportunities. Europe is forced to have solutions”, he states. ICMPD tries to contribute in three areas. First, the centre is doing research on why people are leaving their countries as a foundation for evidence-based action. Second, capacity building measures are taken in terms of migration governance so that countries can better deal with the current challenges. Third, ICMPD facilitates dialogue on migration issues: “It is necessary to talk to each other. African and European countries are all challenged by the same situation. There are many displaced people within the African continent, so exchanging experience and best practice is vital”, Mr Spindelegger says. In this regard, the ICMPD sees itself as the secretariat for the big processes between Europe and the African continent.

He also raises the issue of working closely together with the diaspora in Europe. “The diaspora knows what is going on in their home countries because their relatives are there. Last year around 600 billion dollars in remittances flowed back to the countries of origin – that is four times as much as total flows of development assistance”, Mr Spindelegger says. ICMPD is working with the diaspora on a regular basis and proposing projects for diaspora communities and organizations all



Michael Spindelegger: “We need to make migration better for the future.”

over Europe. One of the main issues is encouraging entrepreneurship in the countries of origin. But more could still be done.

New private sector investment needs to be attracted in African countries. “We have to convince enterprises – not the big flagships of industry, but also middle-sized and small enterprises – to invest. But they need the strong support of government, otherwise they will not be able to deal with the difficulties they face in African markets”, Mr Spindelegger points out. Only with investment and new opportunities in countries of origin will migrants find the perspectives they need to return to their home countries.

“In the future we should act upon new ideas to bring people back and reverse migration in the right way and with a benefit for all. We need to make migration better for the future”, he concludes.

AN AFRICA OF OPPORTUNITIES

KANDEH YUMKELLA

In the forum's final keynote Kandeh Yumkella starts out with a story about the Africa that he knows and that made him leave Vienna after over 16 years in Austria. A consultant from South Africa was sent to Nigeria to assess the market in 1999. In his initial assessment, the young man only saw the risks. But then he met two young Nigerians over dinner who made him see another Nigeria: the Nigeria of opportunities. And he redrafted his report. What this means? "Some people come to Africa and only see the problems, others come there and see the opportunities", Mr Yumkella states. "That is what the Chinese are seeing too – they are betting long-term."

Going back to transform his country is mainly due to the incredible potential that Mr Yumkella sees in the African continent. "I see an Africa of opportunities. And you should look at Africa differently, too." The opportunities are manifold. Mr Yumkella's home country Sierra Leone together with its neighbours Liberia and Guinea is sitting on some of the world's most precious minerals – iron ore, bauxite, titanium, tantalite and others. In addition, 30 per cent of new discoveries of oil and gas are made in Africa. African people are leapfrogging landlines and betting on mobile technologies instead. "Bet on the medium- and long-term when you bet on Africa, don't just look at today – Africa is changing", he calls out to the audience.

Thinking about Africa in ten to 20 years it becomes clear, why a Marshall Plan is needed. "Europe has to look at Africa as its neighbour – we will come and visit you, if you like it or not. But I want our children to visit you as paying tourists and not as refugees. Think about what is about to come! Two billion potential buyers, two billion potential



Kandeh Yumkella: "I want our children to visit Europe as paying tourists and not as refugees."

workers", Mr Yumkella advocates for European companies to move their production to Africa to create growth, prosperity, jobs and opportunities for the future African generation. "We are dreaming of selling chocolate and textiles, not cocoa and cotton – value addition is key."

Europe has to look at a new partnership with Africa that is about business creation, not raw materials. We should ask ourselves how we can encourage entrepreneurship in African countries so that there is a counterpart when European companies finally arrive on the continent. Mr Yumkella concludes with a passionate call for a new narrative: "If you treat us too much as charity we will become a burden for you! We spend too much time talking to Africa about poverty reduction, let's start talking about trade competitiveness and investment promotion instead!"

KANDEH YUMKELLA is a presidential candidate for the 2018 general election in his home country Sierra Leone. He was Director General of UNIDO from 2005 to 2012 and was appointed Special Representative for the Sustainable Energy for All Initiative from 2012 to 2015.

AUSTRIA IST ÜBERALL.



Die Wahrnehmung unternehmerischer Verantwortung bedeutet, beachtliche Chancen wahrzunehmen und gleichzeitig Risiken zu vermeiden. Daher werden Faktoren einer verantwortlichen Unternehmensführung immer stärker zum integrativen Bestandteil einer modernen Unternehmensstrategie.

Deshalb setzen die Wirtschaftskammer Österreich und die AUSSENWIRTSCHAFT AUSTRIA gezielte Aktivitäten, um österreichische Unternehmen über die Chancen und Risiken beim Verantwortungsmanagement im In- und Ausland zu informieren und ihnen die neuesten Trends und Entwicklungen sowie internationale Best Practice näher zu bringen.



Gefördert im Rahmen der Internationalisierungsoffensive go-international, einer Förderinitiative des Bundesministeriums für Wissenschaft, Forschung und Wirtschaft und der Wirtschaftskammer Österreich.

