
WORLD BANK PRIVATE SECTOR LIAISON OFFICER NETWORK MISSION



SENEGAL AND GHANA



PARTICIPANT INFORMATION PACKET

Senegal Mission: September 22 – 24, 2014

Ghana Mission: September 25 – 27, 2014



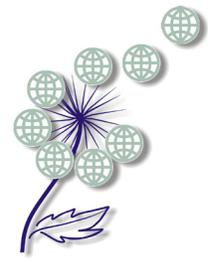
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PRIVATE SECTOR OPPORTUNITIES IN WEST AFRICA

A Trade Mission to Senegal and Ghana with the Private Sector Liaison Officers (PSLO) of the World Bank Group

SEPTEMBER 22 - 26, 2014

The PSLO Network invites you to mark your calendars for a mission which will include country meetings and presentations with **The World Bank Group, The African Development Bank, The United Nations and Government Embassies and Trade Representatives of Senegal and Ghana.**

The multiple country delegation visit to Senegal and Ghana is focused on project development at the International Financial Institutions, and specifically designed to provide understanding of the procurement process and opportunities for the private sector. During the visit program, companies will:

- Learn what types of projects International Financial Institutions are financing in the select regions, in the environment, infrastructure, energy, ICT and education sectors
- Dialogue with representatives about project opportunities and requirements
- Discuss capabilities necessary for the undertaking of projects in-country
- Identify specific opportunities for products, services and capabilities
- Further understand how projects are initiated and developed
- Build important business to business relationships on-the-ground in each participating country

GENERAL PARTICIPATION: \$750 USD PER PERSON. Includes: mission coordination, networking events, any receptions and group meals. **Does not include:** round trip airfare, hotel accommodations, meals (unless otherwise specified), preparation of freight or promotional materials, and travel insurance.

EARLY BIRD REGISTRATION: \$650 USD PER PERSON. Register by August 8, 2014, and SAVE \$100 USD per person.

REGISTER ONLINE AT: <http://ow.ly/v4udm> for more information, please contact:

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THE ECONOMIC OUTLOOK

Senegal

Senegal aspires to be a high middle income country by the next decade. Growth of 4.0% of GDP in 2013, compared with 3.4% in 2012, confirmed Senegal's economic recovery. The new development strategy laid down for the period from 2014 to 2035, the Plan Sénégal Emergent (PSE), is based on growth of at least 5% in 2014 and 2015. Over the medium term, Senegal is expected to regain economic momentum.

Ghana

Ghana's economy is expected to maintain robust growth over the medium term, bolstered by improved oil and gas production, increased private-sector investment, improved public infrastructure development and sustained political stability. Ghana's economy has maintained commendable growth trajectory with an average annual growth of about 6.0% over the past six years. In 2013 growth decelerated to 4.4%, considerably lower than the growth of 7.9% achieved in 2012. Over the medium term to 2015, the economy is expected to register robust growth of around 8%, bolstered by improved oil and gas production, increased private-sector investment, improved public infrastructure development and sustained political stability.

The PSLO Network

The World Bank PSLO network is a group of some 160 business intermediary organizations in over 100 countries around the world working to foster trade and investment between their regions and developing countries. PSLOs facilitate companies' access to international financial institutions (IFI) business opportunities, services and knowledge, and act as the voice of the private sector for the IFIs on how to better engage companies on development issues.

PSLO CONTACTS

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AGENDA

Saturday, 20 September 2014	
Travel	<p>PSLO Mission Participants Travel to Dakar, Senegal Leopold Sedar Senghor International Airport</p> <p>Travel to Hotel in Dakar, Senegal</p> <p>Radisson Blue Hotel Route de la Corniche Quest BP 16868 Dakar Fann, Senegal +221 22 869 33 33</p>
Sunday, 21 September 2014	
Optional	Sight-Seeing Tour: Local/Cultural Tour
Travel	<p>PSLO Mission Participants Travel to Dakar, Senegal Leopold Sedar Senghor International Airport</p> <p>Travel to Hotel in Dakar, Senegal</p> <p>Radisson Blue Hotel Route de la Corniche Quest BP 16868 Dakar Fann, Senegal +221 22 869 33 33</p>
Monday, 22 September 2014	
8:30am – 10:00am	<p>PSLO Mission Welcome & Introductions Location: Radisson Blue Hotel (TBC)</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. TBD, World Bank 2. Ms. Onike Nicol, African Development Bank <p>Introduction of the mission agenda, delegates, organizers, in addition to the representatives from the World Bank Group and the African Development Bank.</p>
10:00am – 11:30am	<p>Embassy Meetings Location: Radisson Blue Hotel (TBC)</p> <ol style="list-style-type: none"> 1. US 2. Canada 3. Other <p>Topic: Doing Business in Senegal</p>

11:00am – 1:00pm	<p>Lunch Location: TBD</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Mountaga Sy, CEO of APIX – Investment Promotion and Major Projects: Investment Opportunities in Senegal 2. TBC, Ministry of Mining and Industry Representative
1:00pm – 2:30pm	<p>Briefing: World Bank Group Location: Radisson Blue Hotel</p> <p>Topics*:</p> <ul style="list-style-type: none"> • Overview of World Bank Program in Senegal (Vera Songwe, World Bank Country Director for Senegal, TBC) • Understanding procurement procedures for World Bank-financed projects in Senegal (Cheick Traore, World Bank Sr. Procurement Specialist, TBC) • Presentations by sector specialists : energy, water, transport, education • Overview of IFC program in Senegal • Presentation by IFC sector specialists : energy, water, transport, education <p>*WB speakers / sectors are TBC</p>
2:30pm – 2:45pm	Nutrition Break
2:45pm – 5:00pm	<p>Parallel Workshops Energy, water, transport, education, infrastructure, ICT Location: TBC</p>
6:00pm	Travel to Reception
Evening	Reception Hosted by Canary Islands (TBC)
Tuesday, 23 September 2014	
8:00am – 9:00am	Networking
9:00am – 12:30pm	<p>Briefing: African Development Bank Location: Radisson Blue Hotel</p> <p>Topics*:</p> <ul style="list-style-type: none"> • Overview of African Development Bank Program in Senegal. • Panel on Opportunities (strategy and projects) in Sustainable Development with Sector Specialists (portfolios in Energy, Water, Transport) • Presentation on Opportunities in Education (strategy and projects) with Sector Specialist(s)

	<ul style="list-style-type: none"> • Understanding how to do procurement with the African Development Bank in Senegal (Procurement Specialist) • Presentation on Opportunities in Education with Investment Officers <p>*AfDB speakers are TBC</p>
12:30pm – 2:00pm	Networking Lunch Host: PSLO Delegation Location: TBD
2:00pm - 5:00pm	Business to Business Meetings Organized by APIX Location: TBD
Evening	Free
Wednesday, 24 September 2014	
8:00am – 11:45am	Briefing: Project Implementation Units Location: TBC
Travel	PSLO Mission Participants Travel to Accra, Ghana Tan Son Nhat International Airport (SGN) Novotel Accra Accra, Ghana Delegation Preferred Flight: TBD
Thursday, 25 September 2014	
9:00am – 10:15am	Location: Novotel Accra or World Bank Group Office (TBC) Embassy Meetings 1. US 2. Canada 3. Other Topic: Doing Business in Ghana
10:15am – 10:30am	Nutrition Break
10:30am – 12:00pm	Briefing: World Bank Group Location: World Bank Group Office or Novotel Accra Hotel Topics*: <ul style="list-style-type: none"> • Overview of World Bank Program in Ghana (Yusupha Crookes, World Bank Country Director for Ghana, TBC). • Understanding procurement procedures on World Bank-financed projects in Ghana (Charles Ashong, World Bank Procurement Specialist, TBC)

	<ul style="list-style-type: none"> • Presentations by sector specialists : energy, water, transport, education <p>*WB speakers/ sectors are TBC</p>
12:00pm – 1:30pm	Lunch Location: TBC Host: PSLO Delegation
1:30pm – 2:45pm	Briefing: IFC Program in Ghana Location: TBC <ul style="list-style-type: none"> • Overview of IFC program in Ghana • Presentation by IFC sector specialists : energy, water, transport, education, infrastructure, ICT
2:45pm – 3:00pm	Nutrition Break
3:00pm – 5:30pm	Parallel Workshops Energy, water, transport, education, infrastructure, ICT Location: TBC
Evening	Free
Friday, 26 September, 2014	
9:00am – 12:30pm	<p>Briefing: African Development Bank Location: Novotel Accra Hotel or World Bank Group Office</p> <p>Topics*:</p> <ul style="list-style-type: none"> • Overview of African Development Bank Program in Ghana. • Panel on Opportunities (strategy and projects) in Sustainable Development with Sector Specialists (portfolios in Energy, Water, Transport) • Presentation on Opportunities in Education (strategy and projects) with Sector Specialist(s) • Understanding how to do procurement with the African Development Bank in Ghana (Procurement Specialist) • Presentation on Opportunities in Education with Investment Officers <p>*AfDB speakers are TBC</p>
12:30pm – 2:00pm	Networking Lunch Host: PSLO Delegation Location: TBD
2:00pm – 5:00pm	Business to Business Meetings Organized by Ghana Chamber of Commerce Location: TBD
Evening	Free

Saturday, 27 September, 2014	
Optional/Travel	Sight-Seeing Day OR PSLO Mission Participants Travel Home
Sunday, 28 September, 2014	
Travel	PSLO Mission Participants Travel Home

INFORMATION ON REGISTRATION

Register online at: <http://ow.ly/v4udm>

If you are unable to commit to the entire week in both Senegal and Ghana, you may register to attend only one market in either country. However, please note that we are unable to reduce the cost for a shortened period of participation.

INFORMATION ON HOTELS

Participants are free to arrange their own lodging, however you are encouraged to use the World Bank discounted rates at these suggested hotels and meeting locations:

CITY, COUNTRY	HOTEL PREFERENCE (# ROOMS IN BLOCK)	RATES	RELEVANT DATES
Dakar, Senegal Contact: Sokhna Fall Meeting & Events Coordinator T: +221 33 869 33 33; D: +221 33 869 33 16; F: +221 33 869 33 66 Email: Sokhna.Fall@radissonblu.com	Radisson Blue Dakar (55)	EUR €183 – EUR €221 per night. Booking must be confirmed by August 1, 2014	Check-in: Saturday/Sunday September 20/21 Check-out: Wednesday September 24
Accra, Ghana Contact: Winifred Staudt Reservations department Novotel Accra City Centre T + 233 (0) 302 633 863 F + 233 (0) 577 600 447 Email: h1021-re@accor.com	Novotel Accra (55)	USD \$176 – USD \$197 per night. Booking must be confirmed by August 24, 2014	Check-in: Wednesday September 24 Check-out: Saturday/Sunday September 27/28

Note: Participants are required to complete the attached booking forms and submit directly to the respective hotels. Please note that only fully completed forms will be confirmed.

REGISTRATION FORM

PSLO MISSION TO SENEGAL AND GHANA

with the World Bank Group and the African Development Bank

Senegal: September 22 – 24, 2014

Ghana: September 25 – 27, 2014

PARTICIPANTS MAY REGISTER ONLINE OR COMPLETE AND SUBMIT THE REGISTRATION FORM BELOW.

ONLINE REGISTRATION: Visit <http://ow.ly/v4udm>

REGISTRATION FORM:

Fax or e-mail registration form attention to:

Elizabeth Goryunova, PSLO for Utah, USA

E: egorn@wcut.com or +1 801.538.8881

General Registration: \$750 USD per person.

Early Bird Registration: \$650 USD per person. Deadline: August 8, 2014.

Contact Name: _____

Title/Position: _____

Company: _____

Address: _____

Phone: _____ Mobile: _____

Email: _____

Provide Countries/Sectors of Interest: _____

Please forward a short company profile with logo and a photo of the participant to Liesl Harewood, PSLO for Nova Scotia, at lharewood@nsbi.ca no later than August 15, 2014.

Method of Payment:

Check Enclosed:

Please make your checks payable to: World Trade Center Utah, ATTN: Elizabeth Goryunova, 60 East South Temple, Suite 300, Salt Lake City, UT, 84111, USA

VISA MasterCard AmEx

Card Holder (Please Print): _____

Card #: _____ Expiry Date: _____

Signature: _____

NOTE: Participants are responsible for airfare, obtaining the relevant visas, hotel, meals outside of the formal program and ground transportation. Letters of invitation may be provided to facilitate with the visa application process.

Cancellation Policy: Written notification of cancellation must be received by September 15th for a 50% refund. After September 15th, no refund will be given for cancellations.

HOTEL BOOKING FORM – WORLD TRADE CENTER UTAH

September 21st to September 24th, 2014

IDENTIFICATION (Please type/print clearly)

GUEST NAME:

NO. OF GUEST: [_____]

- Mr / Mrs / Ms

[_____]

[_____]

[_____]

First Name

Mid Name

Last Name

INSTITUTION

Company Name _____ Job Title _____

Mailing Address _____

City _____ State _____ Postal Code _____ Country _____

Country / Area Code _____ Phone _____ Fax _____

E-Mail Address _____

IF WITH FAMILY:

No. of children: _____ Names & Ages _____

ACCOMMODATION

GROUP ROOM RATE

Business Class Sea View Room Single at 145 000 CFA / 221 Euros / room / night

Breakfast included // Vat included.

Standard Garden View Room Single at 107 900 CFA / 184 Euros / room / night

Breakfast included // Vat included.

City tax of 1000 CFA / 1.60 € /person / night is applicable



Special request / Preferences: _____

Arrival Date: _____ Arrival Time: _____

Departure Date : _____ Departure Time: _____

Check in time : 3.00 pm Check out time : 12.00 pm

PAYMENT METHOD / CREDIT CARD GUARANTEE*

CREDIT CARD: VISA MASTERCARD AMERICAN EXPRESS

Please select the credit card type to be used

CREDIT CARD N° : _____ Expiry Date: _____

***Please provide us a copy of the both sides of your credit card to verify your signature.**

GENERAL SELLING TERMS

1. Closing date for reservations

All reservations have to be sent to the hotel no later than 2 weeks prior arrival date. After this date, all bookings will be confirmed upon availability by the hotel.

2. Cancellations policy

Any cancellation or reduction of the contracted booking must be made by the Customer in writing and will entail by rights the obligation for the Customer to pay cancellation fees to the Hotel under the following conditions:

- Until 7 days prior to the arrival date: your stay can be cancelled totally or partially without any charge.
- Between 6 days and 1 day prior to the arrival date: 50 % of your stay may be cancelled without any charge. For any cancellation above those 50%, a penalty equal to 50% of the cancellation is due to the hotel.
- From the arrival date: any cancellation, early departure or 'no show' is charged 100% of the total amount of the booking.

SIGNATURE*: _____

**this part is mandatory*

PLEASE SEND COMPLETED RESERVATION FORM TO:

Reservation Department: reservations.dakar@radissonblu.com or by fax: +221 33 869 33 66



Novotel Accra City Centre, Ghana – Barnes Road – P.O. Box AN 12720 ACCRA – NORTH, GHANA

HOTEL BOOKING FORM – WORLD TRADE CENTER UTAH

September 24th to September 28th, 2014

NAME OF CONFERENCE

WORLD TRADE CENTRE UTAH

IDENTIFICATION (Please type/print clearly)

GUEST NAME:

NO. OF GUEST: [_____]

- Mr / Mrs / Ms

[_____]

[_____]

[_____]

First Name

Mid Name

Last Name

INSTITUTION

Company Name _____ Job Title _____

Mailing Address _____

City _____ State _____ Postal Code _____ Country _____

Country / Area Code _____ Phone _____ Fax _____

E-Mail Address _____

IF WITH FAMILY:

No. of children: _____ Names & Ages _____

ACCOMMODATION

Single Occupancy (Standard Room / Double Bed for One Person) at \$176 USD / room / night _____

Double Occupancy (Standard Room / Double Bed for Two Persons) at \$197 USD / room / night _____

Novotel Accra Centre
Barnes Road
P.O. Box AN 12720
Accra-North, Ghana



Tel: +233 (0) 302 63 38 63
Fax: +233 (0) 302 66 75 33
E-mail: H1021@accor.com

