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INSIGHT

The only magazine for CIOs who do business in Sierra Leone

**Invest Sierra Leone 2017**  
**20 November 2017**  
**Central London Venue**

***Investment in Sierra Leone,  
a tradition of innovation***

**The only annual forum  
dedicated to investment in  
Sierra Leone**



## Introduction

Invest Sierra Leone is the only annual forum focused on investment in Sierra Leone. It is endorsed by SLIEPA and is a collaboration between the leading global law firm – Herbert Smith Freehills, and Insight magazine – Sierra Leone's only dedicated business and investment publication.

Herbert Smith Freehills and Insight magazine provide their services on a pro bono basis. Two successful events have been held so far: The inaugural event was held in 2015, in the House of Commons, and hosted and chaired by David Lammy MP. It was attended by over 150 people.

The second, in 2016, was held at Herbert Smith Freehills' offices in London and also chaired by David Lammy MP. It attracted an audience of over 250 participants.

## Invest Sierra Leone 2017

Under the theme 'Investment in Sierra Leone - a tradition of innovation', Invest Sierra Leone 2017 will raise awareness about both traditional and newer investment opportunities, discuss innovative financing approaches, and facilitate investment and business partnerships.

We will report on the progress that Sierra Leone has made towards accession to the Convention on the recognition and enforcement of Foreign Arbitral Awards (the "New York Convention"). More than half of the states in Africa are party to the New York Convention, including Nigeria, Ghana, Cote d'Ivoire, Kenya, Tanzania and South Africa. Sierra Leone's participation would significantly improve its standing in the Ease of Doing Business index. This is particularly relevant to the discussion around regulation and investor protection which was a key focus of Invest Sierra Leone 2016.

Insight magazine will be publishing a special edition to coincide with Invest Sierra Leone 2017; and participants will be introduced to the Investor Guide for Sierra Leone microsite, which is produced by Herbert Smith Freehills, Standard Chartered and Prudential plc and was launched at the Sierra Leone Commercial Law Summit in Freetown in March 2017.

## Format

Attendance is by invitation only and includes high-level Government representatives, investment promotion officials, and domestic and international investors.

The format will follow previous Invest Sierra Leone forums. We will hear case stories from successful investors and top government officials. These will be followed by a Q&A session with the audience.

The forum will conclude with networking opportunities where investors can share and compare experiences, discuss initiatives to attract foreign investment to Sierra Leone and explore concrete business opportunities with an audience that has a proven interest in doing business in Sierra Leone.

# Draft Programme

**09:00-09:15: Opening remarks: Dr Samura Kamara, Minister of Foreign Affairs**

**09:15-10:00: Innovative approaches to traditional investment opportunities**

**Chaired by: Amara Kuyateh, Deputy Director General, NASSIT-SL**

Bumbuna II - Sierra Leone's largest infrastructure project: Mr Andrew Cavaghan, Joule Africa

Identifying & financing agricultural opportunities: Mr Kweku Fraser, Sierra Leone Agribusiness

***Open Discussion***

**10:00-11:00: Innovation, opportunity and first mover advantage**

**Chaired by: Dr Samura Kamara, Minister of Foreign Affairs**

Tbc

Rethinking the entertainment industry: Mr Tom Cairnes, ManoCap

***Open Discussion***

**11:00-11:30: Innovative financing & financing innovation**

**Chaired by: Gavin Davies, Partner, Herbert Smith Freehills**

Sierra Leone's approach to PPP: Abu Kamara, Director PPP Unit

Investing for social and economic impact: Amara Kuyateh, Deputy Director General, NASSIT

***Open Discussion***

**11:30-12:00: Regulatory Infrastructure - Joseph Fitzgerald Kamara, Attorney General**

***Open Discussion***

**12:00-13:00: Lunch**

# Selection of Past and Present Participating Organisations

## A

2bU Ltd  
Adam Smith International  
AFFORD  
Africa Energy  
Africa Law and Business  
African Alpha  
AgDevCo  
Alterra  
Aspen Medical

## B

Bai Bureh Consortium  
Barclays Bank Plc  
BDT Legal  
Blythe Weigh

## C

CAMSCORP  
Carmanor Ltd  
CDC  
ClasConsult UK  
Control Risks

## D

Developing Markets Associates  
DFID

## E

Eleqtra  
EngAyde

## F

FBN Bank  
FCO  
FEND Capital Partners Limited  
Fieldstone Private Capital Group  
Francis Taylor

## G

Garber & Co., Solicitors & Advocates  
Gold Tree Holdings  
Government of Sierra Leone

## H

Herbert Smith Freehills

## I

Insight TV

## J

JK Associates  
Job Search

## K

K3G Technology  
Karma Cola  
Keo Investments  
KEUK

## L

LATITUDE FIVE  
Lifeline Network  
Lunch Box Gift

## M

Manocap  
Menas  
Moody's  
MRL Corporation  
My First Radio

## N

NASSIT  
Nedbank  
NMSI Infrastructure

## O

Omnia Strategy  
Options

## P

Persianas Shopping Malls (Nigeria)  
Petroleum Directorate Sierra Leone  
Phatisa  
Pinora  
PKF Mason Hill  
Planting Promise  
Powerful Media  
Pyrford International  
Princes Foundation

## R

Rising Academies  
Rockel Shipping

## S

Sao Capital  
SBTS Group  
  
Shine on Sierra Leone  
Sierra Freight Services Ltd  
Sierra Leone High Commission, UK  
SLIEPA  
Sondiata Global Media  
SONO International  
Standard Chartered



# Selection of Past and Present Participating Organisations

Street Child  
Success Talks  
Swanshire Trading Ltd

## **T**

TCQ Power Ltd  
The Law & Development Partnership  
Thomson Reuters  
TREDIC Corporation

## **U**

Universal Minerals Goodwill Partners (SL) Ltd

## **V**

Veracity Worldwide  
Vitafoam

## **W**

West African Agribusiness  
Westminster Group





# Invest Sierra Leone

*A collaboration between leading global law firm - Herbert Smith Freehills LLP and Insight Media and Communications, and is endorsed by the Sierra Leone Investment and Export Promotion Agency (SLIEPA). It was launched in 2015 at the House of Commons by David Lammy MP.*



## ATTENDEES

### Top level Government officials and decision makers in business

Our attendees include affluent and cosmopolitan investors and Africa watchers globally; with particular focus in Sierra Leone. They range from private sector decision makers, government policy makers and thought leaders in Africa and the world, as well as entrepreneurs and change makers across the world.

30% ..... are Government officials  
 35%..... C-Suite executives  
 25%..... Opinion makers  
 65%..... Have purchasing power



## REACH

38% Africa  
 44% Europe  
 18% rest of the world



## FORMAT

### Panel discussion

The forum is intended to identify innovative approaches to investment in Sierra Leone and gives interested investors the opportunity for in-depth face-to-face discussion with government ministers, CEOs, financiers and the country's most successful business and investment pioneers.



## SECTORS



## SPEAKERS AND PANELLISTS

Invited speakers Dr.Samura Kamara, Sierra Leone's Minister of Foreign Affairs and International Cooperation; Joseph Fitzgerald Kamara, Attorney General; Amara Kuyateh, Deputy Director General of Sierra Leone's National Social Security and Investment Trust; and Abu Kamara, Head of the Public Private Partnership Unit, Sierra Leone, Tom Cairnes, founder of ManoCap – the Africa focused private investment firm, and representatives from NSBT, Joule Africa, the CDC and more.



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**Attendance at Invest Sierra Leone is by invitation only. For further information, please contact:**

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**For more information on  
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