



SABII Africa Market Discovery Camp  
Preparatory Workshop for Swiss start-up companies  
*Location: Allschwil Innovation Park (details tbd)*

Wednesday 23<sup>rd</sup> of September 2020

14h00 to 17h00

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| 13h30 | Arrival of participants  |
| 14h00 | Welcome by host<br>Mr. Erich Thaler, University of Basel/ National and Int. Cooperation  |
| 14h10 | Words of Welcome<br><i>Swiss Embassy in Morocco (confirmed); Moroccan Embassy in Switzerland (tbc)</i>   |
| 14h30 | Mr. Philip Morger/ Mr. Suhail El Obeid, Switzerland Global Enterprise<br><i>Promoting Swiss Enterprises Abroad; the example of Morocco</i>   |
| 14h50 | Mr. Michael Rheinegger/ Ms. Helina Bischoff, Swiss African Business Circle<br><i>Swiss enterprises in Northern Africa: A reality check</i>   |
| 15h10 | Health break   |
| 15h30 | Ms. Pauline Koelbl, CEO afriprospect<br><i>Scaling Businesses in Africa: A case for a regional approach</i>  |
| 15:50 | Ms. Susanne Grossmann, FINANCEcontact<br><i>SECO Start-up Fund. Investment projects in African target countries</i>  |
| 16h10 | Mr. Erich Thaler, University of Basel/ National and Int. Cooperation<br>Fact Sheet SABII: Practical things to know about your stay in Morocco<br>The Joint Swiss - African entrepreneurs' workshop: 14 <sup>th</sup> of October (online)<br>Input together with Mr. Nicolas Briner, Venturelab |
| 16h30 | Networking & Discussion  |
| 17h00 | End of Workshop  |