



EMERGING VALLEY

LE SOMMET DE L'INNOVATION ORGANIQUE ET
DES STARTUPS EMERGENTES AFRIQUE-EUROPE



EMERGING VALLEY POSTPONES ITS 2020 EVENT TO APRIL 7 AND 8, 2021 AND SCHEDULES A MEDITERRANEAN TECH HIGHLIGHT ON DECEMBER 7, 2020.

October 19, 2020 – EMERGING Valley, the summit that brings together innovative tech ecosystems from Africa and Europe, has announced that this year's summit at the Palais du Pharo in Marseille will be postponed to April 7 and 8, 2021. However, on the summit's original date of December 7, 2020, there will be a new event all about Mediterranean Tech For Good to mark the launch of EMERGING Mediterranean – EMERGING Valley's acceleration programme for Mediterranean countries. This announcement is also an opportunity to introduce EMERGING Valley's first speakers, delegations and topics.

As EMERGING Valley and its local and international partners are fully aware of the disruption caused by border closures, this year's event has been postponed by a few months to April 2021. This decision was made knowing full well how important it is to keep the event inclusive and impactful and to allow every start-up delegation and African, Mediterranean and European speaker to take part in its new format combining face-to-face and digital presentations. **Moreover, EMERGING Valley is bolstering its efforts this year with a new event that focusses on positive Mediterranean innovation with its "EMERGING Mediterranean" digital conference that will be broadcast live from the Stade Vélodrome in Marseille on December 7, 2020.** This springboard programme, labelled the "Summit of the Two Shores", is designed to enhance the societal resilience and impact of Tech For Good throughout Europe, the Mediterranean and Africa by bringing the leaders of tomorrow to the forefront in the Mediterranean. This video conference will be the highlight of the EMERGING Mediterranean programme as 5 companies from the region will be rewarded with a cash prize and an invitation to participate in EMERGING Valley in April 2021.

EMERGING Valley is reinforcing its aspirations and continuing to promote what it has stood for over the past four years. The summit aims to underpin entrepreneurial ecosystems, coach upcoming leaders with social and inclusive solutions and promote **sustainable and resilient responses to current emergencies and challenges.** The Emerging Valley summit will showcase investors, African start-ups and emerging Mediterranean and African digital ecosystems to make them compete better on the international stage, develop their business networks and accelerate their impact around the world.

This announcement is also an opportunity to present the first speakers, delegations and flagship topics of the April summit. EMERGING Valley will be mainly focussing on resilience: innovating

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MANIFESTATION ORGANISÉE DANS LE CADRE DE LA SAISON AFRICA2020





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during crises, co-constructing solutions to the challenges of today and tomorrow between Africa and Europe and contributing to a pan-African reflection on the future of innovation. **These are the guiding principles that will direct this year's 4 main topics:**

1. Territorial resilience

The unprecedented impact COVID-19 has had on our healthcare systems, economies and societies has made it all too clear how vital resilience is. The debate on this topic shall be led by EPA Euroméditerranée and be aiming to get us to think about the aftermath of the COVID crisis and how we create territories that are flexible enough to integrate preventative measures when necessary. The following points will be major topics of discussion:

- Using digital technology to manage health crises and solutions to emergency situations
- The local solutions that have emerged during this health crisis
- Mobilising start-ups and companies during crises
- Prospects for the aftermath of COVID

2. e-Health innovations between Europe and Africa

African countries have been very realistic about the ability of their healthcare systems, and especially their lack of infrastructure and healthcare personnel, since long before the crisis began – the continent has an average of 2 doctors for every 10,000 inhabitants. The Aix-Marseille-Provence Metropolis is therefore shedding light on an crucial issue for the continent with regard to the COVID situation: life-saving e-Health solutions, territories and their resilience. The following topics will be covered:

- Public health and crisis management
- e-Health solutions implemented by African and European start-ups to prevent epidemic crises

3. Biodiversity and Agritech

This crisis is making us think about the unthinkable – how work, social relations and even the freedom to get around are all organised. In-keeping with its commitment to Agritech in 2019, the Bouches-du-Rhône has chosen to reflect on Biodiversity 2.0 in 2020. The crisis has also forced companies to slow down, reflect and pay more attention to nature, local and responsible consumption and biodiversity. During the event, **specific actions about how to collaborate better regarding "Europe-Africa with biodiversity-dedicated start-ups" will be highlighted.**

4. Cultural and creative industries

In 2017, 2 million jobs were directly related to the cultural and creative industries (CCI) sector in Africa. EMERGING Valley has been included in the "Africa 2020 Season", and is inviting the main

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stakeholders of this booming sector that embodies the digital and audio-visual revolution on the continent: South Africa and Nigeria. They will discuss the industry's hot topics during a high-level plenary session and a co-creation lab that will bring together stakeholders from the region and the entire continent for high-value cross reflection.

At the same time, specific issues will be addressed during workshops and keynotes: funding companies and investments, female entrepreneurship, business acceleration, etc.

EMERGING Valley pulls out all the stops to support and scale up African start-ups with the SIBC programme

This year, EMERGING Valley continues to accelerate ecosystems and support African innovators by co-producing the Social & Inclusive Business Camp. For the first time in 4 years, the SIBC and EMERGING Valley have joined forces with entrepreneurs to propel new models of resilience through inclusive and streamlined entrepreneurship. As such, the SIBC is focussing its programme on acceleration, scaling up and how to pitch to investors.

After analysing nearly 800 applications from a wide range of companies, the jury came up with a short list of 55. From over 21 countries, they all defend a social and environmental impact throughout Africa.

Here are a few of them:

- **Maïa Africa** (Gérard NIYONDIKO, Burkina Faso): the first anti-mosquito ointment that protects its users from malaria for more than 8 hours
- **Greentiska** (Gaëtan RAJAOFERA, Madagascar): home waste collection service based on new technologies and zero-emission transportation
- **Kooka Niger** (Raki Ben MOHAMED, Niger): traditional Italian ice cream with ingredients and flavours from Niger
- **Sciencia** (Latifa EL GHEZAL, Tunisia): provider of scientific leisure activities to get young people interested in science
- **Brighter Investment** (Belinda KUGBLENU, Ghana): financing higher education for bright students in Africa in exchange of a percentage of their future earnings
- **Natal Cares** (Uche Kenneth UDEKWE, Nigeria): mobile technology used to fight against maternal and child mortality in Nigeria

The profiles of every SIBC entrepreneur can be found here:

<https://www.emergingvalley.co/social-inclusive-business-camp/>

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EMERGING Valley announces the first of its renowned speakers



Papa AMADOU SARR
General Delegate for Youth and
Female Entrepreneurship to the
Presidency of the Republic of
Senegal



Thierry BRETON
European Commissioner



N'Goné FALL
Commissioner of the
Africa 2020 Season



Omar CISSE
Founder of InTouch



Patricia RICARD
President of the Paul Ricard
Oceanography Institute



Wilfrid LAURIANO DO REGO
Coordinator of the
Presidential Council for Africa



Aissata LAM
Co-founder and president
of the Junior Chamber of
Commerce of Mauritania



Youssef TRAVALY
CEO of AllSightsAfrica and
Senior fellow of friends of Europe



Béatrice GARRETTE
Executive director of the
Pierre Fabre Foundation,
ODESS Observatory

Delegations from Morocco, Algeria, Tunisia and South Africa have already confirmed that some of their innovative entrepreneurs are participating.

EMERGING VALLEY 2020 | April 7 and 8, 2021

Palais du Pharo, 58 Boulevard Charles Livon, 13007 Marseille

About EMERGING Valley: EMERGING Valley is the international summit which attracts investors, start-ups and African and emerging digital ecosystems to Provence – the hub of emerging innovations between Europe and Africa. These stakeholders want to bolster their international image, develop business opportunities and accelerate their impact around the world. EV was created in Aix-Marseille in 2017 by Samir ABDELKRIM (author of 'Startup Lions, au cœur de l'African Tech'), and placed under the patronage of the President of the Republic Emmanuel MACRON in 2018. EV is a free and all-inclusive summit which had 1350 participants from 45 countries and over 130 speakers and 140 start-ups in 2019. This year, the summit is all about 4 central topics: 1) Territorial resilience 2) e-Health after COVID-19 3) Biodiversity & Agritech and 4) Cultural and Creative Industries. Check out www.emergingvalley.co for more information

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