



Strategic Dialogues

Assessing and Redefining Policies towards Africa in a New Global Scenario:

Intersecting Perspectives between Brazil and Morocco

AGENDA

Monday, July 17, 2017 | 9:00 – 17:30
National Confederation of Industry (CNI) Headquarters
São Paulo, Brazil

Address:
Rua (Street) Surubim, 504 - Brooklin Novo



Session I: The African Continent: Recent Evolutions and Future Perspectives

During the first decade of the Century, Brazil has adopted a very [pro-active strategy towards Africa](#). The political dimension was central to this strategy, including many presidential visits to African countries, the opening of more than 15 new Brazilian embassies in the continent and the promotion of high level bi-regional summits putting together South American and African leaders.

The Lusophone countries were the main targets of the Brazilian foreign policy in Africa, but a lot of diplomatic efforts were directed to other countries, such as Egypt and South Africa (a Brazil's partner in the BRICS and in the IBSA group). Technical and economic cooperation also played a relevant role in this policy, therefore enhancing Brazil's image as a Southern "soft power" – in contrast with developed countries.

The Brazilian "Africa strategy" had also an economic dimension: bilateral trade in goods and services grew – supported by loans from BNDES – and a few Brazilian companies made direct investments in African countries, most notably Mozambique and South Africa. However, on the economic dimension Brazil was less successful than on the political one: the country remained a small player even compared to the other BRICS countries. Brazil didn't succeed in increasing its market-share in African imports. Furthermore, at the end of the day, when the exports of construction services were excluded from the data, direct investment from Brazilian companies proved to be almost marginal.

Therefore, at the beginning of the current decade, Brazilian policy towards Africa seemed to be losing traction and this trend has not been reverted so far. The main economic players that pushed the policy domestically (Petrobras, Vale and the engineering and construction firms) are facing internal problems and have retreated from Africa.

Landscape is also changing in the African side. Although the continent's economic growth remained resilient in 2015, amid a weak global economy, lower commodity prices has adverse impacts in some parts of the continent. Lusophone countries were among the most affected ones. Despite these setbacks, Africa's real GDP grew by an average rate of 3.6% in 2015, and some African countries were among the world's fastest growing countries. Growth remained highest in East Africa, followed by West Africa and Central Africa. The commodities boom is temporarily over and it is time to reassess the Brazilian strategy towards the continent.

Session II: Morocco-Brazil Economic Relations: Present Situation and Strategies for a Deeper Relationship

There is much room for [deepening Brazil and Morocco's bilateral economic relationship](#), in the fields of trade and investment flows. This is the main conclusion of the assessment of both countries external economic relations and of their bilateral trade and investment flows. This session aims at intersecting research findings and practitioners' views (private and public Moroccan and Brazilian actors) presenting a roadmap for fostering bilateral economic relations, focusing on the avenues for a bilateral free trade agreement and for bilateral treaties on investment promotion.

Although a [roadmap](#) for fostering bilateral economic integration should comprehend a varied set of initiatives, combining trade and investment promotion activities with negotiations of bilateral agreements on trade liberalization and investment facilitation, the discussions will focus on this latest subset of initiatives across specific sectors (energy, agriculture, aeronautics, e-commerce).

Despite the sustained growth in the bilateral trade observed at the beginning of the Century, Moroccan – Brazilian economic relations are still going through what could be called the 'shallow' phase of relations between two middle-income countries. During this period, Brazil and Morocco have implemented [active and diversified strategies for building relationships with Africa](#), and more especially the countries of Sub-Saharan Africa. This session will explore public policies to deepen collaboration between Brazil and Morocco in Sub-Saharan Africa.

Agenda

09:00 – 09:20

OPENING ADDRESS

Carlos Mariani Bittencourt, Director, CNI-National Confederation of Industry
Karim El Aynaoui, Managing Director, OCP Policy Center
Roberto Teixeira da Costa, Co-founder and Trustee, CEBRI-Brazilian Center for International Relations
Pedro da Motta Veiga, President, CINDES-Center for Studies in Integration and Development

Session I: The African Continent: Recent Evolutions and Future Perspectives

09:20 – 10:20

PANEL I: AFRICA FROM GROWTH TO DEVELOPMENT: WHERE DO WE STAND?

Behind the economic growth is the implementation of better economic and trade policies, fulfilling opportunities of an inclusive growth. Which are the main economic trends in Africa? How can Africa attract more investments, beyond the mining sector, that contribute to inclusive growth? Which are the economic development policies being devised for the continent? And how can these policies shape the global competitiveness of the African territory, while fostering sustainable development?

Chair

Otaviano Canuto, Executive Director, Board of the World Bank for Brazil, Colombia, Dominican Republic, Ecuador, Haiti, Panama, Philippines, Suriname, and Trinidad and Tobago and Senior Fellow, OCP Policy Center

Speakers (15' each)

Moubarack Lo, Chief Economist, Office of the Prime Minister of Senegal and Senior Fellow, OCP Policy Center

Keith Martin, Partner, Global Results; former Senior Consultant, African Development Bank

Alfredo Valladão, Professor, Sciences Po Paris and Senior Fellow, OCP Policy Center

10:20 – 11:30

PANEL II: AFRICA'S REMAINING CHALLENGES:

Chair

Roberto Giannetti da Fonseca, President, Kaduna Consulting; President, CEAL-Latin America Business Council; Trustee, CEBRI

- AGRICULTURE AND FOOD SECURITY

Today, agriculture is a major wealth creator in Sub-Saharan African countries, and employs a significant portion of the active population. It has the potential to contribute towards major continental priorities, such as eradicating poverty and hunger, while leveraging on the intra-African complementarities in terms of trade and investments. How can such investments in infrastructure, technology and innovation contribute to improving agricultural productivity? And how should trade policies be designed with the purpose to achieve food security? What lessons can be learnt from Brazil's agriculture revolution? How can Brazil cooperate with Sub-Saharan African countries to boost agricultural productivity and competitiveness?

<i>Speakers (15' each)</i>	<p>Mohamed Ait Kadi, President, General Council for Agricultural Development, Morocco</p> <p>Adriana Mesquita Corrêa Bueno, Coordinator, Technical Cooperation Coordination, Secretariat of International Affairs, Brazilian Agricultural Research Corporation (Embrapa)</p> <p>- INDUSTRIALIZATION</p> <p>In a globalized world where global value chains offer potential for structural transformation, African countries can now integrate into specific value chain sectors, while leapfrogging some steps throughout the process. In this context, how can the integration to value chains boost economic growth and employment? And how can African countries meet the challenge of climbing up value chains ladder?</p>
<i>Speakers (15' each)</i>	<p>Larbi Belarbi, Former CEO, SOMACA-Société Marocaine de Constructions Automobiles</p> <p>Eduardo Augusto Guimarães, Associate Researcher, CINDES</p>
11:30 – 11:45	COFFEE BREAK
11:45 – 13:00	<p>POLICY PANEL III: UPDATING BRAZIL'S STRATEGIES TOWARDS AFRICA</p> <p>In the first decade of the century, Brazil has engaged in a rapprochement with Africa. Beyond the business opportunities, Brazilian foreign policy mobilized a varied set of economic and political instruments aimed at increasing the country's presence in Sub-Saharan Africa. The inception of the economic and political crises in Brazil, from 2014 onwards, led to a significant contraction of the country's engagement in the continent. However, Africa is still relevant for many actors in the foreign policy establishment and in the business sector in Brazil. How to reboost the country's strategies towards the African continent? This policy panel will aim at exploring potential strategies to a new Brazilian approach towards Africa.</p>
<i>Chair</i>	Roberto Teixeira da Costa , Co-Founder and Trustee, CEBRI
<i>Speakers (15' each)</i>	<p>H.E. João Almino, Ambassador; Director, ABC-Brazilian Cooperation Agency, Brazilian Ministry of Foreign Affairs</p> <p>H.E. Carlos Márcio Cozendey, Ambassador; Undersecretary General for Economic and Financial Affairs, Brazilian Ministry of Foreign Affairs</p> <p>Roberto Giannetti da Fonseca, President, Kaduna Consulting; President, CEAL-Latin America Business Council; Trustee, CEBRI</p>
<i>Discussant</i>	H.E. Mohamed Methqal , Ambassador; General Director at the Moroccan Agency for International Cooperation, Moroccan Ministry of Foreign Affairs and Cooperation
13:00 – 14:00	LUNCH

Session II: Morocco-Brazil Economic Relations: Present Situation and Strategies for a Deeper Relationship

14:00 – 15:00

PANEL IV: MOROCCO-BRAZIL ECONOMIC RELATIONS: CURRENT SITUATION AND INTERSECTING PERSPECTIVES FOR FURTHER COOPERATION WITH AFRICA

Despite the sustained growth in the bilateral trade observed at the beginning of the century, Moroccan-Brazilian economic relations are still going through what could be called the 'shallow' phase of relations between two middle-income countries. During this period, Brazil and Morocco have implemented active and diversified strategies for building relationships with Africa, and more especially the countries of Sub-Saharan Africa. This panel will assess the current situation of bilateral economic relations and each country's strategies towards Sub-Saharan Africa. As Morocco has concentrated on West and Central Africa, and Brazil has mainly engaged with the large Lusophone countries, how both countries can face the challenge of diversification of actors, sectors and partners in the region?

Chair

Soraya Rosar, Executive Manager, International Negotiations Unit, CNI

Speakers (10' each)

Michel Alaby, Secretary-General and CEO, Arab Brazilian Chamber of Commerce

Abdou Diop, President, South-South and Africa Commission, General Confederation of Moroccan Enterprises

Sandra Polónia Rios, Director, CINDES

Marcus Vinicius de Freitas, Professor of International Relations and Law, FAAP and Senior Fellow, OCP Policy Center

15:00 – 16:00

PANEL V: AGROINDUSTRY, AERONAUTICS, FINANCIAL SERVICES, TELECOMMUNICATIONS AND INFRASTRUCTURE: WHAT ARE THE PROMISING SECTORS FOR TRADE AND INVESTMENTS BETWEEN BRAZIL AND MOROCCO?

Morocco aims to build a diversified and market-oriented economy. The country benefits from its proximity to Europe, demographic growth, and investment rates. Key sectors of the economy include agriculture, aerospace, automotive, phosphates, textiles and apparel. On the other hand, Brazil has a large and competitive agricultural sector. It is the world's third-largest agricultural exporter after the United States and the European Union. It has also developed a diversified and sophisticated industrial sector through an extensive process of industrialization. With this in mind, key private players and experts will explore the promising and innovative sectors for trade and investments between Brazil and Morocco.

Chair

Larbi Belarbi, Former CEO, SOMACA

Speakers (15' each)

Karim Cheikh, President, Group of Moroccan Aeronautic and Aerospace Industries

Leonardo Mercante, External Relations Manager, Embraer

José Rubens de la Rosa, Chairman, FET/CNI-Transnational Enterprises Forum; President, Foreign Trade Studies Center (FUNCEX)

16:00 – 16:15

COFFEE BREAK

16:15 – 17:15

PANEL VI: LOOKING AHEAD: PUBLIC POLICIES TO FOSTER DEEPER INTEGRATION

The management of bilateral economic relations by the policy makers seems to follow a 'business as usual' model. In the beginning of 2016, both sides began to signalize renewed interest in promoting bilateral economic ties. It seems to be the right moment to deepen the understanding of the existing opportunities and barriers to trade and investment between the two countries, and to explore public policies designed to foster deeper integration on the economic, political and cultural levels. Which policies and instruments could be mobilized by each country to upgrade bilateral relationship?

Chair

Mohammed Loulichki, Former Ambassador and Senior Fellow, OCP Policy Center

Speakers

H.E. Nabil Adghoghi, Ambassador of the Kingdom of Morocco to the Federative Republic of Brazil

Rubens Hannun, President, Arab-Brazilian Chamber of Commerce

Eduardo Viola, Full Professor, University of Brasilia (UnB) and Associated Fellow, CINDES

17:15 – 17:30

CONCLUDING REMARKS

Carlos Mariani Bittencourt, Director, CNI-National Confederation of Industry

Karim El Aynaoui, Managing Director, OCP Policy Center

Roberto Teixeira da Costa, Co-Founder and Trustee, CEBRI

Pedro da Motta Veiga, President, CINDES

About the Organizers



Center for Studies in Integration and Development (CINDES)

Created in March 2006, the Center for Studies in Integration and Development (CINDES) is a research institute that seeks to contribute to the deepening of the debate about the relations between Brazilian development and its international integration. Since then CINDES has consolidated as a policy-oriented studies center that analyses Brazilian foreign economic policy, its positions and interests in different negotiation fora, the evolution of the global scenario and its impacts on the country's economy and policies.

Through its studies, research and seminars, CINDES establishes itself as an independent think tank. In our view, Brazil's international insertion should be guided by the following values:

Promotion of an open economic and political international environment, compatible with the sustainable development paradigm; Support for Brazil's growing involvement in issues of global governance and in the international cooperation initiatives focused on the production of global public goods and the consolidation of a multipolar world order; Support for Brazil exercising a responsible leadership in Latin America through the promotion of a broadened economic agenda (trade, investments, infrastructure and climate change); and Defense of human rights and representative democracy.

CINDES works alongside a network of organizations and specialists in Brazil and abroad, developing studies and research lines, organizing seminars and meetings and disseminating information on integration and social and economic development.

<http://www.cindesbrasil.org>



OCP Policy Center

The OCP Policy Center is a Moroccan policy-oriented think tank based in Rabat, Morocco, striving to promote knowledge sharing and to contribute to an enriched reflection on key economic and international relations issues. By offering a southern perspective on major regional and global strategic challenges facing developing and emerging countries, the OCP Policy Center aims to provide a meaningful policy-making contribution through its four research programs: Agriculture, Environment and Food Security, Economic and Social Development, Commodity Economics and Finance, Geopolitics and International Relations.

On this basis, we are actively engaged in public policy analysis and consultation while promoting international cooperation for the development of countries in the southern hemisphere. In this regard, the OCP Policy Center aims to be an incubator of ideas and a source of forward thinking for proposed actions on public policies within emerging economies, and more broadly for all stakeholders engaged in the national and regional growth and development process. For this purpose, the think tank relies on independent research and a solid network of internal and external leading research fellows.

One of the objectives of the OCP Policy Center is to support and sustain the emergence of wider Atlantic Dialogues and cooperation on strategic regional and global issues. Aware that achieving these goals also require the development and improvement of Human capital, we are committed through our Policy School to effectively participate in strengthening national and continental capacities, and to enhance the understanding of topics from related research areas.

In parallel to this, we strive to build a strong Young Professionals Network of emerging leaders dedicated to Africa's transformation, by providing original and stimulating opportunities for involvement with a rising generation of new decision makers in various sectors.

The OCP Policy Center receives support from OCP Foundation.

<http://www.ocppc.ma/>



Brazilian Center for International Relations (CEBRI)

Independent, non-partisan, and multidisciplinary, the Brazilian Center for International Relations (CEBRI) is guided by excellence, ethics and transparency in the formulation and dissemination of high-quality content on the international scenario and Brazil's role within it. Engaging public and private sectors, academia, and civil society in a pluralistic debate, CEBRI influences the formation of the country's international agenda and supports the formulation of public policies, generating actions that are both impactful and forward thinking.

Throughout its nineteen-year history, CEBRI has held more than 500 events, produced more than 200 publications and collaborates with an international network of high-level entities on every continent. The Center is distinguished by its intellectual production, ability to bring together various viewpoints from renowned experts, its prominent Board of Trustees and diverse corporate membership.

Connected to the international agenda, CEBRI identifies and analyzes the most important international issues, promoting engagement between production of knowledge and political action. It acts as a counterpart to strategic global institutions such as the Council on Foreign Relations in the United States, Chatham House in the United Kingdom, and several other international relations councils worldwide.

Its international importance and relevance have been validated by the Global Go to Think Tank Index, compiled by the University of Pennsylvania, which names CEBRI as one of the world's most important think tanks, ranking it as the 2nd most influential one in Brazil and 4th in Latin America.

<http://www.cebri.org/eng>

Twenty-seven Industry Federations in the states and Federal District compose CNI. Over a thousand associated employers unions and almost 100,000 industrial establishments. However professional a company's administration might be, it is always subject to external influences, like obstacles to accessing international markets, taxation changes, labor-related issues and environmental requirements. CNI is the voice of Brazilian Industry, a highly active organization in defense of the productive sector with the mission of defending and representing Industry.

In order to guarantee the existence of an appropriated environment for doing business, CNI ensures that the industrial community actively participates in the formulation of public policies that allow a healthy environment for the development of businesses. Within the sphere of Legislative Affairs, for example, CNI accompanies those proposals that are of interest to the industrial sector being deliberated in the National Congress.

In the sphere of the Judicial Branch, CNI makes sure that the Constitution is properly respected by continuously monitoring laws that directly affect the Industry Sector. CNI activities also involve the Executive Branch and the whole Civil Society permanently evaluating the decisions being made that have a direct impact on the productive sector and watching the political and economic scene which can be divided into important thematic areas, namely: International; Infrastructure; Environment; Micro and Small Businesses; Economy; Labor; Social Responsibility.

Furthermore, with the regular publication of researches, studies' results and indicators, CNI provides businessmen with the necessary supporting elements for decision making. The Confederation also constantly seeks to establish strategic partnerships aiming at strengthening the Industrial Sector and the country's sustainable growth.

<http://www.portaldaindustria.com.br/cni/en/>