



AFRICAN EXPORT-IMPORT BANK (AFREXIMBANK) AND (FCI)

#### SUB-REGIONAL FACTORING PROMOTION CONFERENCE

ON THE THEME:

# "SEEDS FOR DOMESTIC, REGIONAL, AND INTERNATIONAL FACTORING: FOR ECONOMIC GROWTH"

30 - 31 MARCH 2017

DU 30 AU 31 MARS 2017

HOTEL PULLMAN DOUALA RABINGHA
DOUALA, CAMEROON

A L'HOTEL PULLMAN DOUALA RABINGHA, DOUALA, CAMEROUN

BANQUE AFRICAINE D'IMPORT-EXPORT (AFREXIMBANK) ET (FCI)

SEMINAIRE SOUS REGIONAL DE PROMOTION DE L'AFFACTURAGE ORGANISE SOUS LETHEME:

"LES GRAINES DE L'AFFACTURAGE DOMESTIQUE, REGIONAL, ET INTERNATIONAL:
POUR UNE CROISSANCE ECONOMIQUE"













## Programme of events

	CONFEREN	CE PROGRAMME THURSDAY 30th MARCH:09:00-17:00		
30 min	8:30- 9:00	Registration of Participants		
20 min	9:00-9:20	Welcome Remarks:  By Mr. Pierre Kam President Of Cameroon Leasing Association, Chairperson, Africa Chapter FCI, Mrs. Kanayo Awani and Managing		
		Director Intra-African Trade Initiative, And Mr. Çagatay Baydar, Chairman of FCI (alternatively Peter Mulroy, Secretary General FCI)		
15 min	9:20-9:35	Opening Statement: By His Excellency Governor Littoral Region Mr. Samuel Ivaha Diboua		
5 min	9:35-9:40	Photo		
	Session	n 1: Understanding the Principles of Factoring		
30 min	09:40- 10:10	Presentation: Rise of Factoring.		
		- The Mechanics, Risks and Benefits.		
		- Definition		
		- Factoring Variations		
		- The growth of Factoring in the World		
		- Benefits for SME's		
30 min	10:10- 10:40	By Mr. Erik Timmermans, Deputy Secretary General FCI  Presentation: Mechanics of Cross Border Factoring.		
30 mm	10.10- 10.40	- What is international Factoring – Schematic/Diagram		
		- Mechanics of International Factoring		
		- Correspondent Factoring System		
		- Role of Import Factor and Export Factor		
		- EdiFactoring.com		
		- Advantages of international Factoring and comparison with traditional trade finance		
		By Mr. Peter Mulroy, Secretary General FCI		
30 min	10:40-11:10	Presentation: Risks in Factoring & how to mitigate them.		
		By Mr. Erik Timmermans, Deputy Secretary General FCI		
30 min	11:10 - 11:40	Coffee Break		
	Session	2: Making Factoring Work For Central Africa		
30 min 11:40-12:10 Presentation: The success s for Africa?		Presentation: The success story of Factoring in Turkey: benchmark for Africa?		
		By Mr Çagatay Baydar, Chairman FCI and MD of TEB Faktoring Turkey (TBC)		
15 min	12:10 – 12: 25	Presentation: Key Success Elements in setting up Factoring activities / Role of FCI / Advantages of FCI membership.		

		- Legal & juridical environment			
		- Systems			
		- Education & knowledge By Mr. Erik Timmermans, Deputy Secretary General FCI			
45 min	12:25- 13:10	Panel Discussion: Experiences of African Start-Up Factors			
		- <u>Moderator:</u> Mrs. Mehita Sylla Resident Representative IFC			
		- Panelists:			
		1. Lusis Cameroon (Pierre Okala Mbene)			
		2. Africa Leasing Company, Cameroon (Pierre Kam)			
		3. BGFI Gabon (Ghislain Anguia Yadale)			
<u> </u>	10 10 14 00	4. Alios Finance (Hisham Daouk)			
50 min	13:10 - 14:00	Lunch Break			
60 min	14:00-15:00	Presentation: Afreximbank initiatives for Factoring.			
		By Mrs. Gwen Mwaba Director Trade Finance , Afreximbank			
		Panel Discussion: The Role of Commercial and Development Finance Institutions in Growing and Financing Factoring in Africa			
		- <u>Moderator:</u> Mrs. Gwen Mwaba Director Trade Finance , Afreximbank			
		- Panelists:			
		1. AfDB (Yaw Kuffour)			
		2. BICEC (Gabrielle Ebobisse) 3. SGC (Arthur Bright)			
		4. Ecobank (Pierre Iluga)			
30 min	15:00-15:30	Presentation: The Legal and Regulatory Environment of Factoring			
		in Africa.			
		by Dr. Enga Kameni- Manager, Legal Department , Afreximbank			
30 min	15:30- 16:15	Panel Discussion: An insight into the African Model Law on Factoring and strategies for its implementation.			
		- <u>Moderator:</u> Dr. Enga Kameni, Manager, Legal Dept . Afreximbank			
		- <u>Panelists:</u>			
		<ol> <li>Jing &amp; Partners (Mtre Paul Jing)</li> <li>Senior Representative of Ohada/ Representative of a Law Firm</li> </ol>			
		3. Africa Leasing Company Cameroon (Pierre Kam)			
		4. Banque Camerounaise des PME (Olivier Djaba)			
30 min	16:15- 16:45	Presentation: Credit Insurance in Factoring			
		By Mr. Nassourou Aminou, BW Factoring			
15 min	16:45-17:00	Presentation by Ecobank			

	CONFERE	NCE PROGRAMME FRIDAY 31 <sup>th</sup> MARCH:09:00-12:00
		Practical Cases
45 min	09:00- 09:45	Presentation: Opportunities from International Reverse Factoring, the new Supply Chain Finance initiative of FCI
120 min	09:45-11:45	By Mr. Peter Mulroy, Secretary General FCI  Role Play and/or Case studies on cross-border Factoring,
15 min	11:45-12:00	By Mr. Peter Mulroy and Erik Timmermans  Closing Remarks and Lunch

20 min 9:  15 min 9:  5 min 9:	:30- 9:00 :00-9:20 :20-9:35 :35-9:40 Session 1: Co	Inscriptions des participants  Mots de bienvenue:  Par Mr. Pierre Kam, Président de Cameroon Leasing Association, Mme. Kanayo Awani, Présidente Afrique de FCI et Directrice Générale de L'initiative Commerce Intra-Africain chez Afreximbank, Et Mr. Çagatay Baydar, Président de FCI (alternativement Peter Mulroy, Secrétaire Général)  Discours d'ouverture: Par Son Excellence Monsieur le Ministre des Finances ou alternativement son Excellence Monsieur le Ministre des PME.  Photo  OMPRENDRE LES PRINCIPES DE L'AFFACTURAGE.  Présentation: L'essor de l'Affacturage.  - Mécanismes, Risques et avantages.
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30 min 09		Présentation: L'essor de l'Affacturage.
30 min 09	9:40- 10:10	
		- Mécanismes Risques et avantages
		intecamonico, moqueo et avantageo.
		- Définition
		- variantes
		- Les progrès de l'Affacturage dans le monde
		- Avantages pour les PME Par Mr. Erik Timmermans, Secrétaire Général Adjoint FCI
30 min 10	0:10- 10:40	Présentation: Mécanisme de l'Affacturage transfrontalier.
		- Qu'est l'Affacturage international - Schéma/Diagramme
		- Mécanismes de l'Affacturage international
		<ul><li>Système d'Affacturage correspondant</li><li>Rôle de l'Affactureur Import et de l'Affactureur Export</li></ul>
		- EdiFactoring.com
		- Comparaison de l'Affacturage international au traditionnel.
		Par Mr. Erik Timmermans, Secrétaire Général Adjoint FCI
30 min   10	0:40-11:10	Présentation: Les risques inhérents à l'Affacturage et les facteurs atténuants.
		Par Mr. Erik Timmermans, Secrétaire Général Adjoint FCI
30 min 11	1:10-11:40	Pause-Café
Session 2: L	'AFFACTUR	AGE, EN FAIRE UNE REUSSITE EN AFRIQUE CENTRALE
30 min 11	1:40-12:10	Présentation: La réussite de l'Affacturage en Turquie : Un modèle pour l'Afrique ?
		Par Mr. Çagatay Baydar, President FCI et Directeur General de TEB Faktoring Turkey (TBC)
15 min 12	2:10 – 12: 25	Présentation: Clés de réussite dans l'activité d'Affacturage / Rôle de FCI / avantages d'être membres.

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		- L'environnement juridico -légal		
		- Le système d' exploitation - La formation		
		Par Mr. Erik Timmermans, Secrétaire Général Adjoint FCI		
45 min	12:25- 13:10	Débat: L'Expérience des Affactureurs débutants		
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		- <u>Modérateur:</u> Mme Mehita Sylla Représentante Résidente (SFI)		
		- <u>Panelistes :</u>		
		5. Lusis Cameroon (Pierre Okala Mbene)		
		6. Africa Leasing Company, Cameroon (Pierre Kam)		
		7. BGFI Gabon (Ghislain Anguia Yadale)		
50 min	13:10 - 14:00	8. Alios Finance (Hisham Daouk)  Dejeuner		
		· ·		
60 min	14:00-15:00	Présentation : L'initiative Afreximbank pour le développement de l'Affacturage.		
		Par Mme Gwen Mwaba Director Trade Finance, Afreximbank		
		Débat : Le Rôle des banques commerciales et des banques de		
		développement dans le financement et le développement de		
		l'Affacturage en Afrique.		
		- <b>Moderateur</b> : Afreximbank		
		- <u>Panelistes</u> :		
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		3.SGC (Arthur Bright) 4.Ecobank (Pierre Iluga)  Présentation: L'environnement Légal et Réglementaire de l'Affacturage en Afrique  Par Dr. Enga Kameni- Manager, Legal Department, Afreximbank  Débat: Aperçu de la Loi Type d'Affacturage pour l'Afrique et stratégies de mise en œuvre.  - Moderateur: Dr. Enga Kameni, Manager, Legal Dept. Afreximbank		
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PROGRAMME DU VENDREDI 31 MARCH:09:00-12:00  CAS PRATIQUES			
45 min	09:00- 09:45	Présentation : Opportunités de l'Affacturage Renverse: Présentation de la nouvelle initiative Supply Chain Finance de FCI  Par Mr. Peter Mulroy, Secrétaire General FCI	
120 min	09:45-11:45	Jeu de rôles et/ou Etude de Case en Affacturage Transfrontaliers,  Par Peter Mulroy et Erik Timmermans	
15 min	11:45-12:00	Mot de clôture et Déjeuner	



## Mr. Pierre Kam Managing Director Africa Leasing Company.

Mr. Pierre Kam holds a PhD in Economics, from the University of Rennes1 in Brittany-France, a Master's Degree, a Master's Degree and a diploma from Ecole de Commerce (ESSEC). He has 28 years of experience in the financial and banking trades, with senior positions in the Afriland First Bank Group, where he was in turn Head of Credit and Marketing Division, Head of Branch, Operation. Director of the Africa Leasing Company since 2005, he is President of the Cameroon Leasing Association CAMLEASE, a member of the Apeccam office, a member of Ccima, Gicam. At the academic level, he is a teacher and member of the scientific committee of the Pan-African Institute for Development (IPD) and a lecturer at the University of Yaounde II-Soa.



Mrs. Kanayo Awani,

# Managing Director, Intra-African Trade Initiative - Afreximbank

Mrs. Kanayo Awani is the Managing Director, Intra-African Trade Initiative in Afreximbank. She holds a Master of Public Administration Degree (specializing in International Trade and Finance) from Harvard University (Kennedy School of Government), Cambridge, Massachusetts, United States of America. She also holds the Edward S. Mason Fellowship in Public Policy and Management from the same University. Mrs. Awani has extensive banking experience having worked for Citigroup in Nigeria for about 17 years in various functions, the last being Vice President and Head of Industrial and Commercial Corporates. She joined the African Export Import Bank (Afreximbank) to pursue development finance in 2009 as Director, Trade Finance and Branches. In her current role as Managing Director, she leads the Bank's efforts in implementing its

intra-African trade growth strategy. She is also the Chairperson of the Africa Chapter of Factors Chain International (FCI), a global factoring association.

#### ÇAĞATAY BAYDAR



#### CEO, TEB Factoring, Turkey Chairman of Executive Committee of FCI

Çağatay Baydar has 30 years of professional experience in financial institutions, such as banking, factoring, leasing, real estate development and auditing. He has been working for the factoring industry for over 27 years, being one of the pioneers who introduced factoring to Turkey. Presently, he is leading TEB Faktoring one of the largest export factor of Turkey and a joint venture of a world-wide financial group, BNP Paribas. TEB Faktoring has been chosen five times "The Best Export Factor" of the year by the members of Factors Chain International (FCI). Çağatay Baydar is the actual Chairman of Executive Committee and the Chairman of the Marketing Committee of FCI, the biggest factoring chain of the world.

## Mr. Peter Mulroy Secretary General FCI



Peter Mulroy is Secretary General of FCI, the world's largest association and network of factoring and receivables finance companies, with its headquarters in Amsterdam, Netherlands.

Peter was previously Managing Director and International Regional

Peter was previously Managing Director and International Regional Manager of CIT Commercial Services, having served on the Management Committee, supporting the global growth strategy of the company. Peter is a past Chairman of FCI, and has served on the FCI Executive Committee for over a decade. Peter has an MBA from Thunderbird, School of Global Management in Arizona.

As Secretary General, Mr. Mulroy assists banks, regulators and governments in educating the role and introducing the concept of factoring. He addresses audiences around the world on the subject of receivables finance and international trade and is generally regarded as a "global ambassador for the factoring industry".



#### Mr. Erik Timmermans

#### Deputy Secretary General, FCI, Belgium

Erik Timmermans is the permanent representative of the Belgian Association Management Company BZIX BVBA, which was appointed as Deputy Secretary General of FCI on the 1st of January 2016.

Before the integration of activities into FCI, Erik was Secretary General of IFG, focusing on the development of IFG's Trade Association activities in education, industry information, lobbying and networking.

Erik worked for 19 years at International Factors Belgium (now KBC Commercial Finance) in various sales, marketing and general management positions.

Erik is Belgian, holds a university degree in economics (specialization in marketing) and followed a wide range of additional executive education programs in Belgium and in France (INSEAD).

He travels intensively all over the world to meet with members, prospective members, policy makers and industry associations.

Erik is also Chairman of the EUF (EU Federation for Factoring & Commercial Finance).



Mrs Mehita Fanny Sylla is the IFC Country manager for the Central Africa sub-region covering Cameroon, Chad, Congo, Equatorial Guinea, Gabon and Sao-Tome and Principe. She has been involved in several infrastructure Public-Private Partnership (PPP) advisory mandates in various sectors such as ports, power and health, across Sub-Saharan Africa. She has for 25 years worked on project finance for infrastructure investment and manufacturing.

Before joining the World Bank Group, Mehita worked as an Auditor for Arthur Andersen and Co. in Côte d'Ivoire where she participated in several privatization transactions. A graduate from the ESSEC business school in Paris, France, Mrs Sylla also holds a Master in Economics from the National University of Côte d'Ivoire.





39, has accrued 11 years of experience as engineer in financial analysis and structuring, of which 9 was with COFACE Cameroon, a subsidiary of NATIXIS BANQUE POPULAIRE.

This background has enabled him to have an in-depth expertise of commercial risk and credit management issues, and in particular to develop a good knowledge of key aspects of factoring, including: technical issues and risks inherent in the sector.

Author of several articles including one on "the repositioning of companies in the Banking sector" (Horizon +, July 2008), he is today Associate and Managing Director of LUSIS & Co. He helps SMEs in the formulation of solutions that will bring measurable gains on the value of their business: factoring, credit insurance, credit risk management, operational risk management, funding etc.

A Graduate of ESSEC in Douala, he also holds a Master's Degree in Finance and Banking at the University of Douala. He further holds several professional certifications in corporate finance and financial analysis, and runs student seminars finance and associated areas.

He is also Vice-President of the Cameroonian Bankers Football Association.



# Ghislain Anguia-Yadale Head of Sales and Marketing FINATRA/Groupe BGFIBank

Ghislain started his banking career in 2010 in BGFI as client relationship officer retail. He was moved to wholesale banking where he worked from 2011 to 2014 before focusing on the development of Factoring in 2015. He heads the sales and Marketing department in Finatra since 2017.

Ghislain has a Master's degree in economics and a professional qualification level II in banking and finance.



# Hicham Daouk, Managing Director of Alios Finance Cameroon

Hicham has 20-year experience in specialized finance (Investment Credit, Consumer Credit, Leasing, Factoring, etc.). From 2007-2011, he held the position of Managing Director of Morocco Factoring - the leading factoring company in Morocco.

## Mrs. Gwen Mwaba Director, Trade Finance, Afreximbank

Gwen is an experienced Investment Banker with 17 years banking experience having worked in Zambia, South Africa, London and Nigeria. She is currently based in Cairo,



Egypt. Her experience spans Corporate Banking, Vehicle and Asset Finance, Project Finance, Structured Trade and Commodity Finance and has focused on Oil & Gas, Power, Telecoms and agro commodities sectors.

Gwen has covered clients in various jurisdictions including the Nordics, Ethiopia, Kenya, Tanzania, Uganda, Malawi, Mozambique, Zambia, South Africa and Anglophone West Africa including Nigeria.

Gwen is currently a Doctoral candidate at Heriot-Watt University. She is pursuing her doctoral degree on a part time basis

Gwen has held various senior positions including Head of Corporate Banking, Head of Vehicle and Asset Finance in Zambia and South Africa, Executive Vice President Structured Trade Finance at Standard Bank in London, before joining Afreximbank in May 2015.

Her expertise spans across all sectors with specific focus on Oil & Gas an area she has led transactions in Ethiopia, Kenya, Tanzania, Mozambique and Malawi. Agri commodities financing across Africa Telecoms in Kenya, Tanzania, Malawi and Uganda. Power in Uganda, Malawi and Nigeria.

She is now heading the Trade Finance business for Afreximbank executing and overseeing transactions across Africa in all sectors including Financial Institutions.



#### Mr. Yaw Kuffour

# Head, Trade Finance Operations, African Development Bank (AfDB)

Yaw Adu Kuffour heads the trade finance operations of the African Development Bank. He led efforts in establishing the Bank's trade finance business which came on stream about 4 years ago. Mr Kuffour joined the Bank 10 years ago and has been various roles including financial product development and origination. Prior to Joining the Bank, Mr. Kuffour worked in banking and industry for more than 10 years and held corporate banking and corporate finance positions in Accra, London and Johannesburg. He has worked on several transactions involving project finance, structured finance, syndicated loans, and fixed income instruments across Africa. Mr. Kuffour holds a Bachelor of Arts Degree (with Honors) from the University of Ghana, Legon and an MBA from McGill University, Canada.



### Gabrielle Ebobisse Factoring Product Manager BICEC.

Mrs. Ebobisse started her experience in Factoring 13 years ago when she joined Cofacredit, a French Export Factoring company. She was in charge of international dunning for 2 year and covered Asia Africa, Pacific, Northern America, Northern Europe and overseas departments and territories of France.

She thereafter joined the Factoring subsidiary of Royal Bank of Scotland's (RBS Factors) where she was in charge of domestic dunning for 2 years.

In 2008 Mrs. Ebobisse moved to CM-CIC FACTOR, the factoring arm of CREDIT MUTUEL and CIC in Paris (La Défense) where she worked as a portfolio manager for five years in the international department. She came back to Cameroon and joined BICEC in 2014 and participated various projects including the revision of the Factoring law and a promotion campaign on Factoring held in April 7, 2016 in Douala.

Since January 2017 she is the Factoring Product Manager.



## **Arthur Bright**

#### Head of Global Transaction Banking Societe Generale Cameroon

Arthur BRIGHT is the kind of banking professional that corporate and institutional customers meet to get solutions for day-to-day business. He currently heads the Global Transaction Banking division of Societe Generale Cameroon with direct oversight on Trade finance, Factoring business and Cash management services. In 8 years he has held senior managerial positions in Banking, civil engineering and project finance sectors.



# Pierre ILUGA, Head Transaction Services Group CEMAC, ECOBANK CAMEROUN

With over 25 years' wealth of global banking experience in operations management, cash and trade product management, relationship management, risk monitoring, sales and transactions services, I have developed expertise in sales and supervising banking operations, high quality service delivery, providing advisory services and training to internal and external customers including large local corporate, SME, microfinance, multinationals, financial institutions, central government and central bank.



Dr. Enga Kameni

#### Manager, legal Services, Afreximbank

Enga is Manager, Legal Services with Afreximbank. As a lawyer with the Bank, he negotiates, structures and documents finance and other legal documents where the Bank is a lender, co-lender or borrower.

Enga holds a master's degree (LL.M) in Corporate Law, Finance and Corporate Governance from Harvard Law School, Cambridge, MA, USA, where he was both Dean Clarke and Frank S. Lally Scholar as well as Harman Fellow. He holds a Ph.D. in International Trade Law from the University of Pretoria, Pretoria, South Africa, where he was a Potter Fellow.

He is admitted to practice law as an attorney and counsellor at law in the State of New York, USA and is a Barrister and Solicitor of the Supreme Court of Cameroon.

Before joining Afreximbank, Enga worked as: Associate, Finance & Capital Markets with Clifford Chance LLP, Paris, France; Legal Advisor with Perenco Oil & Gas, London, UK and Manager & Attorney-at-law, Tax & Legal Services with Ernst & Young, Francophone Sub-Saharan Africa.



Paul Jing Jing & Partners

Paul Jing holds an LLM in corporate law from Harvard Law School.

He is counsel for several investors and financial institutions such as CitiGroup, General Electric, International Finance Corporation (IFC), US Exim Bank, Afreximbank, Export-Import Bank of China, OPIC, Société Générale, Standard Chartered Bank, UBA, BGFI, Schlumberger, Noble Energy, Microsoft Corporation, and has served as counsel for African Development Bank, Netherlands Development Finance Company (FMO), German Investment and Development Corporation (DEG), and European Investment Bank (EIB), Banque de Développement des Etats de l'Afrique Centrale (BDEAC), Emerging Africa Infrastructure Fund (EAIF).

Jing & Partners structured the IFC 20 billion CFA regional bond issue covering the five CEMAC states. He advised Société Générale, Afriland First Bank and Citibank (arrangers) in the successful 200 billion CFA bond issue by the government of Cameroon. He also advises the prestigious *Commission de Surveillance des Marchés Financiers* (COSUMAF) of Central Africa, the regional capital markets regulator.

He is a World Bank consultant and winner of the "Doing Business Award" (a joint World Bank and IFC award) in recognition of professional work for both institutions.

Paul is an accredited (OAPI) African Union trademark agent and a member of the International Trademark Association (INTA), the Cameroonian Bar Association, the Nigerian Bar Association, the International Bar Association (IBA) and the American Bar Association (ABA). He is also a member of the Harvard Club of New York and a sponsor member of the Cameroonian chapter of the prestigious American Chamber of Commerce.



## Olivier Djaba Senior Risk Analyst Banque Camerounaise des PMEs.

Olivier Djaba, graduated from Institut Technique de Banque (Paris) and has 18 years of professional experience in Micro Finances and banks (Ecobank, Societe Generale) where he was in charge of retail banking. He also managed SMEs and large corporates in various positions including branch manager, and relationship manager. He was instrumental in implementing factoring in these organizations while honing his own factoring knowledge. Olivier joined La Banque Camerounaise des PME in 2015 with the specific mandate to open the Littoral Branch.



### Nassourou Aminou BW Factoring

Nassourou Aminou is the Director of BW Factoring, a Consulting Firm specialising in the development and implementation of Factoring in Western and Central African Banks. He joined HPD Software as a Sub Saharan Western Africa territory Sales Manager in January 2017. Nassourou obtained a master MSTCF in Accounting and Finance in 2003 at the UCAC University, Cameroon, and then began his career as an auditor at PwC. Since then, he has gained almost 15 years' experience in the field of Audit and Consulting, including eight (8) years in Factoring and Credit insurance. After working at Coface, a credit insurance company, eight years where he launched (8)the first Factoring activity in West & Central Africa, Nassourou went on to establish BW Factoring.