

Summary of the Africa-Europe Enterprise Fair (AEEF)

September 21st, 2010

Introduction

The 5th Annual Feel at Home in The Hague International Community Fair which took place on the 19th of September 2010 included the participation of Afroeuro Foundation and Meleya, who co-organised the Africa-Europe Enterprise Island of the fair. The theme of the AEEF was *Enhancing African European Business Partnerships*. To achieve this, we brought together migrant enterprises, consultancy groups, embassies and Dutch enterprises who exhibited their goods and services in the stands. Besides, various workshops and presentations were organized. Our main sponsors included the Dutch ministry of foreign affairs and commerce, Afriqiyah Airline, IntEnt, Fonds 1818 and Hivos.

Participation

Eighteen organizations secured stands at the island. The eighteen included: Afriqiyah Airlines, IOM, IntEnt, 3 Stones Keniaans Restaurant, Kenyan Embassy, Ethiopian Embassy, RDB Consultancy, Interliaise, The African Bulletin, Lawrence Kwakye (Classic artist and designer), Devine Commissions Communication (DCC), Maggie African Textile and Designer Wear, Frimpong Consultancy, Yente Foundation, AfroEuro; AfroEuro Hi-Lite Magazine and AfroEuro Migrant Investment and Employment Projects, Meleya Foundation and Meleya Coffee. With the participants arriving from 09 – 10:00am the fair was open to the public from 11:00am till 18.00

Workshops and presentations

One of the major highlight of the fair were the workshops and presentations on trade with focus on Africa. The workshops began at 12:00 noon. The first workshop, Investing in Africa, was facilitated by Caroline de Geeff and Peter Coelewijn from IntEnt. They explored their involvement with African businesses in Africa and as well answered questions on difficulties to invest in certain regions and also how to deal with such difficulties.

During lunch time, we had a guest speaker from the ministry of Foreign Affairs and Commerce Mrs. Ineke Duijvestijn. As the deputy director for Sub-Saharan African affairs, she exhorted migrants and investors not to continuously look at Africa from a negative perspective.

The first presentation was on exploring Entrepreneurship and Opportunities for Starters was facilitated by Suzanne Bouman, market adviser South Africa, from the Ministry of Economic Affairs, who explained how the EVD operates to foster development and also the criteria for obtaining aid.

The second presentation was from Interliaise, managing director Nadia Gombra who explained their efforts on Information and Communication Technology Development as well as informing starting entrepreneurs to invest in this domain.

In the place of Williem Roodenburg from Alliance Plus who was to speak on Exploring Investment Opportunities and Fundraising, Nadia Gombra went ahead to do the workshop during which she instructed people on how EVD can facilitate funding of various projects within certain countries in Africa.

The third presentation was from Jeruto Chepkwony from Kenyan Embassy who talked about Trade and Commerce in Kenya. She demonstrated the unique opportunities that Kenya has.

The last presentation was facilitated by Ms Rahel Boon, director of RDB Consultancy. Rahel demonstrated how they do business support to develop tailor made solutions based on their clients' specific goals, organizational challenges and needs like strategic management.

The activities ended with Tombola ticket draws. The first price was two Afriqiyah flight tickets. The second was a Designed bag from Omar Muni and the third price was a coffee set from Meleya coffee.