



SME FINANCE
FORUM

Scaling MSME Finance in Creative Industries

26 February 2025
8:00 to 9:30 EST (GMT -05:00)



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- ACCELERATING FINANCE FOR BUSINESSES -



Scaling MSME Finance in Creative Industries

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SPEAKERS



Ange Michaël AHYI
Senior African Project
Manager, EuroQuity
(Tech & Venture Capital
ecosystem building)



German Cufre
Global Manager,
Digital Infrastructure
Investments and
Creative Industries



John Newbiggin OBE
Chair, Global
Creative Economy
Council



Osahon Akpata
Head, CANEX
Creations Inc., African
Export-Import Bank
(Afreximbank)



Yona Panazol
French Touch
Mission Officer,
Creative Industries
Division, Bpifrance



**Laureen
Kouassi-Olsson**
Founder and CEO,
Birimian Ventures



Karla Diaz Clarke
Investment Officer,
Digital Infrastructure,
Creative Industries
and Infratech, IFC

MODERATOR

OPENING REMARKS



German Cufre

Global Head, TMT and Creative Industries, IFC

IFC *creative* INDUSTRIES



Opportunity & Impact

Creative Industries **use culture and creativity as the main inputs** to produce functional outputs with **commercial value**. They have a **multidimensional development impact** and directly contribute to the **Sustainable Development Goals**.

- ✓ The global Creative Industries sector generates approx. **\$2.25 trillion/year (UNESCO)**.
- ✓ Creative Industries represent up to **2-7% of GDP** where they are most developed.
- ✓ Multiplier effect estimated at **2.5X (up to 7x) generated through indirect and induced effects**.
- ✓ Promotes **inclusion, transformation, high value-added jobs**.
- ✓ **Provides employment** to 29.5 million people globally (EY) especially for youth and women (largest global industry employing youth).

IFC Creative Industries Priority Verticals:



- Content production and distribution (including film/episodic, music and infrastructure) as well as post-production, animation and VR.



- Apparel & footwear production and retailing with strong design components and digital marketplaces.



- Venues and essential infrastructure, event organization, distribution & franchises.



- Tech and platforms helping creators create, monetize, and manage their work and image.



- Providing financing to the Creative Industries through RSF extended to FIs to mitigate their CI portfolio risk and provide funded facilities to support the expansion of FIs' on-lending to the Creative Industry.

IFC: \$834 million in investments from our O/A, mobilization and funds since November 2022 and over \$500 million pipeline.

Why Creative Industries?

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MODERATOR

Global trends in creative industries



John Newbigin OBE

Chair, Global Creative Economy Council

+
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Global Trends in the Creative Industries



What is the creative economy?

- *Music, dance, stories, fashion*
 - *Cultural industries*
 - *Creative industries*
 - *Creative economy*

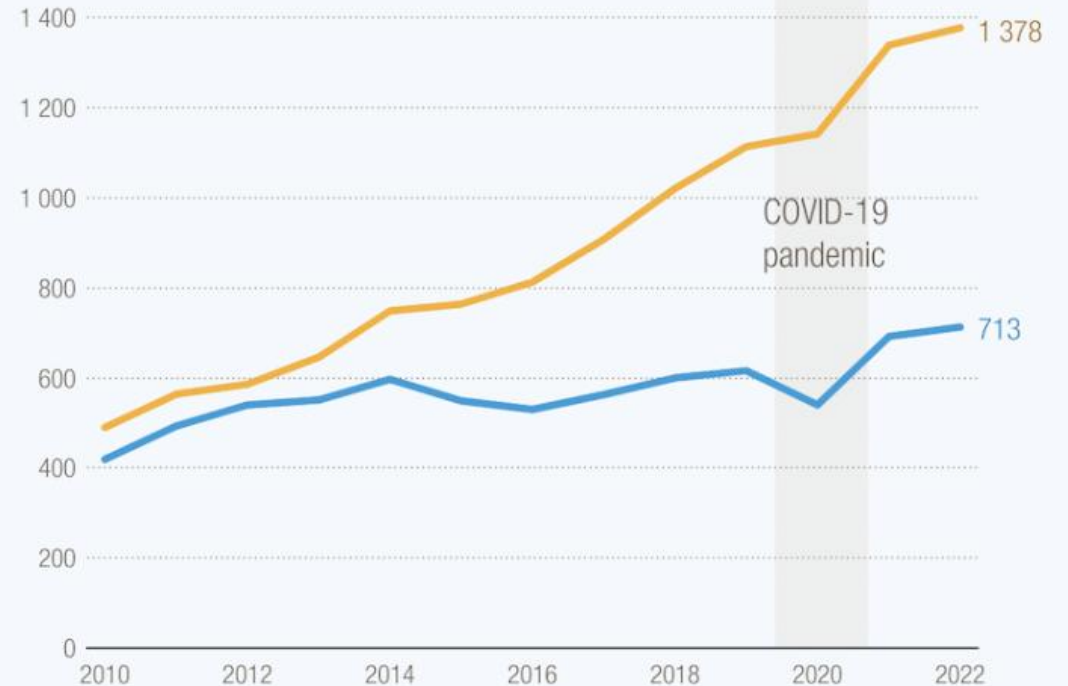
It's about services more than goods

- Despite the devastation of the pandemic, the value of creative goods and services has risen by 29% since 2017.
- But services are now twice the value of goods.

Consistent growth in global exports of creative goods and services

Billions of dollars, 2010–2022

— Creative goods — Creative services



Source: UN Trade and Development (UNCTAD)

South-South trade has doubled in 20 years

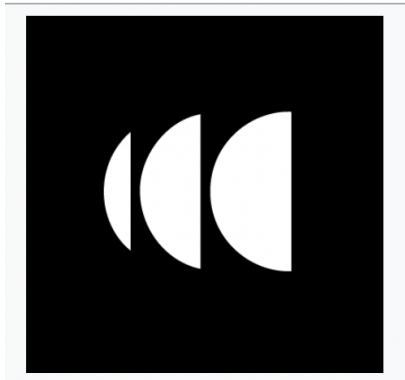
- **Africa** is 3% of the global creative economy but growing at 14% per annum (UNCTAD) and its entertainment sector at 15 % per annum (PWC).
- It's the biggest single employer of 15-29 year olds and 40% of Africa's population is under 15 years old.
- **India's** creative economy is worth \$30billion and employs 8% of all workers.
- Its creative exports grew by 20% in 2023.



Intermediaries – the new interpreters



Creative UK



Invest
Support
Lobby
Research
Connect



“Informality is creativity”

International agencies are beginning to recognize the need to acknowledge informality

- Equitable access to education
- Better access to finance and mobile money
- Simplify registration and regulation
- Simplify tax systems
- Electronic payment of taxes



Source: “Five things to know about the informal economy” - IMF, 2021

Festivals create jobs

- **Edinburgh (UK)**
 - 8,000 jobs >> \$800m
- **Rio (Brazil)**
 - 50,000 jobs >> \$1.84bn
- **Kumbh Mela (India)**
 - 100,000 jobs >> \$26bn

12,000 film festivals worldwide every year



New opportunities



“There should be more opportunity for unsolicited, novel approaches to meet public sector needs, particularly where new technology is involved.”

The Cox Review of Innovation, 2005



CI in Africa: Afreximbank



Osahon Akpata

Head, CANEX Creations Inc.

African Export-Import Bank (Afreximbank)



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Banque Africaine D'Import-Export

Banque Africaine D'Import-Export

Transforming Africa's Trade

The creative industries as a commercial opportunity for banks in emerging markets

21/02/2025



Osahon Akpata

Head, CANEX Creations Inc. |
Afreximbank

The creative industries are a thriving segment, contributing \$2.25 trillion to the global economy



Fast Growth Film, music, fashion, publishing, gaming, and digital media—are among the **fastest-growing sectors** globally, contributing over \$2.25 trillion to the global economy



Commercial Powerhouse

In emerging markets, particularly Africa, the sector is not just a cultural asset but a commercial powerhouse, **creating millions of jobs and driving economic diversification**



Cultural Influence

The creative sector **wields unparalleled soft power**, shaping cultural narratives and transforming perceptions, making it a vital force for social influence and economic diplomacy

Africa's creative industry is worth over \$50 billion in 2023 revenues, with significant untapped potential



Film/TV

Global Revenues –\$422B
Africa Revenues –\$4.9B

CAGR to 2027



Music

Global Revenues –\$71B
Africa Revenues –\$0.8B

CAGR to 2027



Sports

Global Revenues –\$1,295B
Africa Revenues –\$12B

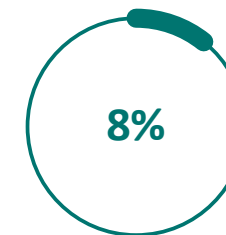
CAGR to 2027



Fashion

Global Revenues –\$2,781B
Africa Revenues –\$31B

CAGR to 2027



Why financial institutions should care

REVENUE GENERATION

Creative SMEs present strong financing opportunities for working capital, project finance, and trade finance.

Afreximbank announced \$2 billion financing support to the sector in 2024

DIGITAL MONETIZATION

The rise of streaming platforms, e-commerce, and digital distribution creates clear revenue pipelines.

For example, Afrobeats streams were up 34% in 2024 according to Spotify



JOB CREATION

The sector employs millions, particularly youth and women, driving inclusive growth.

For example, Nollywood employs up to 1 million people in Nigeria and some of the leading producers are women e.g. Mo Abudu, Bolanle Austen-Peters and Jade Osiberu

EXPORT POTENTIAL

Intellectual property (IP) assets can be monetized globally, bringing foreign exchange inflows.

For example, Netflix invested \$175 million in licensing African content between 2017 and 2022

How risky is the creative sector compared to an industry more familiar like to banks like oil & gas?

Argument For Oil & Gas



Creative content consumption follows rapidly changing trends and preferences, making **revenue streams unpredictable**, as hit songs, films, or fashion lines succeed while others struggle to recoup investment.

Unlike oil reserves or pipelines, **creative industries primarily rely on intellectual property (IP), which can be harder to value and collateralize**

Many **creative enterprises operate informally**, lacking structured business models, financial statements, and credit history

Copyright infringement and weak enforcement in emerging markets increase the risk of revenue leakage

Argument For Creatives



Creative industries span multiple sub-sectors (film, music, fashion, gaming), reducing sector-specific risk. **Oil and gas, by contrast, is highly dependent on global energy prices**

Unlike oil, which depletes, successful IP (e.g., music catalogs, film franchises) can generate recurring revenue through licensing, royalties, and digital platforms

Oil and gas prices are subject to geopolitical tensions, environmental policies, and supply chain disruptions, making the sector highly volatile

Creative projects typically require less capital investment than oil and gas exploration & production, reducing financial exposure



Robust IP valuation frameworks, legal protections, and bankable revenue streams are essential for IP collateralization to unlock lending in Africa

How may banks play in the creative sector?



Tailored products

- Develop products like IP-backed loans, invoice factoring and export credit financing
- Afreximbank has created film & **music development financing products**

Capacity Building

- Partner with accelerators and incubators to improve skills Afreximbank has supported several masterclasses such as **CANEX Music Factory**

Trade & Export Finance

- Facilitate international expansion of creative goods
- Afreximbank supports **CANEX Presents Africa** e.g. Paris Fashion Week



About CANEX Creations Inc



Background

Established as part of Afreximbank's Creative Economy strategy, CANEX Creations Inc. (CCInc) drives the commercialization of African intellectual property, expanding global market access and attracting investment into the continent's creative and IP-driven industries.

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Mandate

To acquire, aggregate and commercialize IPs and creative content, and to make investments in IP-intensive industries, while providing capacity building on IP to creators across Global Africa

.....



Why us?

Strong reputation of parent company, Afreximbank
Sector focused strategy
Seeks both financial return and development impact



Mission

Catalyze the transformative growth of Africa's IP & creative industries by providing targeted equity investments, fostering innovation, and driving sustainable economic growth through strategic partnerships and other resources

.....



Key Services

- Financing solutions
- IP commercialization
- Market access



Laureen Kouassi-Olsson

Founder and CEO, Birimian Ventures

FOSTERING
ACCESS TO
FINNANCE FOR
AFRICAN
CREATIVE
ENTREPRENEURS



OUR MISSION STATEMENT

FINANCING CREATIVE ENTREPRENEURSHIP

PROMOTING THE AFRICAN CULTURAL EXCELLENCE

UNLOCKING CAPACITY BUILDING FOR ENTREPRENEURS



BIRIMIAN ACCESS TO FINANCE

FINANCEMENT DES BESOINS DE PRODUCTION.

ACCOMPAGNEMENT OPÉRATIONNEL & RENFORCEMENT DES CAPACITÉS.

RELATION DE CONFIANCE ENTRE ÉCOSYSTÈME/CRÉATEURS/ACTEURS INSTITUTIONNELS.

SOUTIEN DE L'ENTREPRENEURIAT FÉMININ.

SECTEURS FINANCÉS :
MODE & CRÉATION /
COSMÉTIQUES / DESIGN / TOURISME /
HÔTELLERIE /
TRANSFORMATION AGRO-ALIMENTAIRE.

MISE EN PLACE D'UN PARTAGE DE RISQUE AVEC UNE GARANTIE DE PORTEFEUILLE DE LA SOCIÉTÉ FINANCIÈRE INTERNATIONALE (SFI).



NOTRE BILAN
EN CÔTE D'IVOIRE

25 ENTREPRISES FINANCÉES

90% DE FEMMES ENTREPRENEURES

100% D'ENTREPRISES DANS LE SECTEUR
FORMEL OU AYANT BÉNÉFICIÉ
D'UNE FORMALISATION EN
INTÉGRANT LE PROGRAMME

0 DÉFAUT DE PAIEMENT

NOTRE IMPACT
EN CÔTE D'IVOIRE EN PARTENARIAT AVEC
ORANGE BANK AFRICA

500

MILLIONS DE FRANCS CFA AU TOTAL,
OCTROYÉS AUX ENTREPRENEURS
CULTURELS ET CRÉATIFS IVOIRIENS

40%

D'AUGMENTATION DES REVENUS POUR LES
BÉNÉFICIAIRES DU PROGRAMME

30%

DE CROISSANCE DE LA MAIN D'OEUVRE
POUR LES ENTREPRISES BÉNÉFICIAIRES
(CRÉATION D'EMPLOIS)

4

NOUVEAUX POINTS DE VENTES OUVERTS
GRÂCE AUX FINANCEMENTS OBTENUS

LES MARQUES
DU PROGRAMME BIRIMIAN X OBA

COUTURE & PRÊT À PORTER



IBRAHIM FERNANDEZ



YSAND



YALERRI



OLIVIA PEREZ



MHADISON COUTURE



MODESTE BA

LES MARQUES
DU PROGRAMME BIRIMIAN X OBA

COUTURE & PRÊT À PORTER



TAILOR LE FAUVE



L.E. CRÉATIONS



MOD'ETNIK



Wafa Haute Couture



NIAMEN COUTURE

LES MARQUES
DU PROGRAMME BIRIMIAN X OBA

CHAUSSURES & ACCESSOIRES



AFRICA DIAMOND



ENGELO BOTE



JEWELS BY JMT



SEKO

LES MARQUES
DU PROGRAMME BIRIMIAN X OBA

ARTS VISUELS, ARTS DE VIVRE ET COSMÉTIQUES



MASHAL SHOOTING



MYTEAMPROD



Nuits BALNÉAIRES



FÈVE ART



NATURE & TRADITIONS

LES MARQUES DU PROGRAMME BIRIMIAN X OBA

ARTS DE VIVRE ET COSMÉTIQUES



LYBA BAOBAB



SANA TÈ



LA CASE DE
LOULOUTE ET JUJU



IVOIRIENNE DES JUS ET
PRODUITS TROPICAUX



LE RIZ LOCAL DE
JUDITH



BIRIMIAN

BIRIMIAN est une institution financière qui soutient les marques du patrimoine africain en facilitant leurs accès à des financements et en fournissant du capital patient, un soutien institutionnel, des conseils stratégiques et un appui au renforcement de leurs capacités.

- ▶ MODE
- ▶ ACCESSOIRES
- ▶ BEAUTÉ & COSMÉTIQUE
- ▶ GOURMET



3 NIVEAUX D'INTERVENTION

- 1 DÉVELOPPEMENT :**
Soutien stratégique et opérationnel aux marques souhaitant s'appuyer sur un partenaire institutionnel pour soutenir leur croissance régionale et internationale.
- 2 FINANCEMENT :**
Incubation, accélération, financement des besoins en fond de roulement.
- 3 FORMATION, ACCOMPAGNEMENT & RENFORCEMENT DES CAPACITÉS :**
Programmes de formation conçus pour nos marques en collaboration avec l'Institut Français de la Mode, notre partenaire stratégique.

NOTRE VISION POUR LE FINANCEMENT DE L'EXCELLENCE CRÉATIVE AU BÉNIN

Un partenariat avec
référence – **NSIA BANQUE BÉNIN**

Une garantie de po
Financière Internationale (SFI)

Un partenariat avec
commerce, **ANKA**, d
commerciales aux

Un partenariat avec **SEME CITY**
référence au Bénin
aux ICC

Société



NOS PARTENAIRES STRATÉGIQUES

WSN

NOUS CONNECTE AUX DISTRIBUTEURS DE LA SCÈNE MONDIALE DE LA MODE ET DE LA CRÉATION ET AUX PRINCIPAUX SALONS DE MODE.

INSTITUT
FRANÇAIS
de la
MODE

NOUS CONNECTE AUX ACTEURS CLÉS DE L'ÉCOSYSTÈME DE LA MODE ET DE LA CRÉATION EN FRANCE.

ET AUX MEMBRES DE LA FONDATION IFM, DONT NOUS FAISONS PARTIE.



ANDAM FASHION AWARD PARIS LVMH PRIZE

FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES DE MODE, HYÈRES



NOS PARTENAIRES FINANCIERS ET INSTITUTIONNELS



SELFRIDGES & CO

HARVEY NICHOLS



bloomingdale's

Who's Next
Biorhca
IMPACT
Traffic
DRP

Interfilère Paris
Première Classe
Salon international de la lingerie Paris



ASAFO & Co.





NSIA BANQUE BÉNIN

Filiale du Groupe NSIA, NSIA Banque Bénin SA est présente dans le paysage bancaire béninois depuis 2018 après le rachat de la branche francophone de Diamond Bank Plc. Elle est dotée d'un capital social de trente milliards quatre cent cinquante millions de FCFA (FCFA 30.450.000.000), avec un actionnariat composé d'investisseurs majoritairement africains. NSIA Banque Bénin SA a développé au fil des années un marketing de proximité pour mieux satisfaire les attentes de ses clients avec des départements spécialisés :

- Particuliers et Professionnels
- Petites et Moyennes Entreprises (PME) / Petites et Moyennes Industries (PMI)
- Grandes Entreprises et Multinationales
- Secteur Public et Institutions Financières

Sa politique qualité l'incite à améliorer constamment la qualité de ses services et à investir pour demeurer une institution financière de premier choix afin de mieux accompagner ses clients et faire prospérer leurs affaires.

NSIA Banque Bénin SA offre une gamme complète de solutions bancaires (comptes, solutions de financements, services de Banques à distance) et d'Assurances grâce à une équipe de professionnels qualifiés, créatifs et dévoués, en s'appuyant sur une plate-forme technologique de dernière génération.



SOCIÉTÉ FINANCIÈRE INTERNATIONALE (SFI)

La Société financière internationale (SFI) est l'organe du Groupe de la Banque mondiale chargé des opérations avec le secteur privé. La SFI favorise le développement économique et réduit la pauvreté en investissant dans des projets et des entreprises du secteur privé dans les pays en développement. La SFI se concentre sur l'investissement, la prestation de conseils et la mobilisation de fonds pour les pays en développement.

Pour le faire, la SFI offre :

- Des prêts, des prises de participation, des financements commerciaux, des financements structurés, et des prêts en syndication
- Des services consultatifs (conseils, résolution de problèmes, formation)
- La gestion d'actifs (mobilisation et gestion de capitaux de tiers pour des investissements dans les marchés en développement).



ANKA

Créée en 2013 par Moulaye Tabouré et Abdoul Kadry Diallo en tant que projet annexe, ANKA est rapidement devenu leur activité centrale lorsque les fondateurs ont compris à quel point le besoin de distribution en Afrique était important.

En 2016, grâce à l'arrivée de Luc Perrussault Diallo, ANKA se concentre sur la partie Tech et Produits de leur activité et lance AFRIKEA une plateforme de vente en ligne. Une décision qui a fait croître leur revenu en les multipliant par 10.

Aujourd'hui, ANKA est une solution tout-en-un qui permet de vendre des produits, d'expédier à travers le monde et d'être payé rapidement grâce à des moyens de paiement internationaux et locaux.

Depuis le lancement, ANKA a facilité des transactions d'une valeur de 50 millions de dollars dans 175 pays.

ESTHÉTISME · TRADITION · HÉRITAGE · EXCELLENCE · CRÉATIVITÉ



WWW.BIRIMIANVENTURES.COM

CONTACT: +225 (0) 5 01 19 00 87

SUIVEZ-NOUS SUR LES RÉSEAUX SOCIAUX





Yona Panazol

French Touch Mission Officer, Creative Industries
Division, Bpifrance (French Public Investment Bank)

Touch!

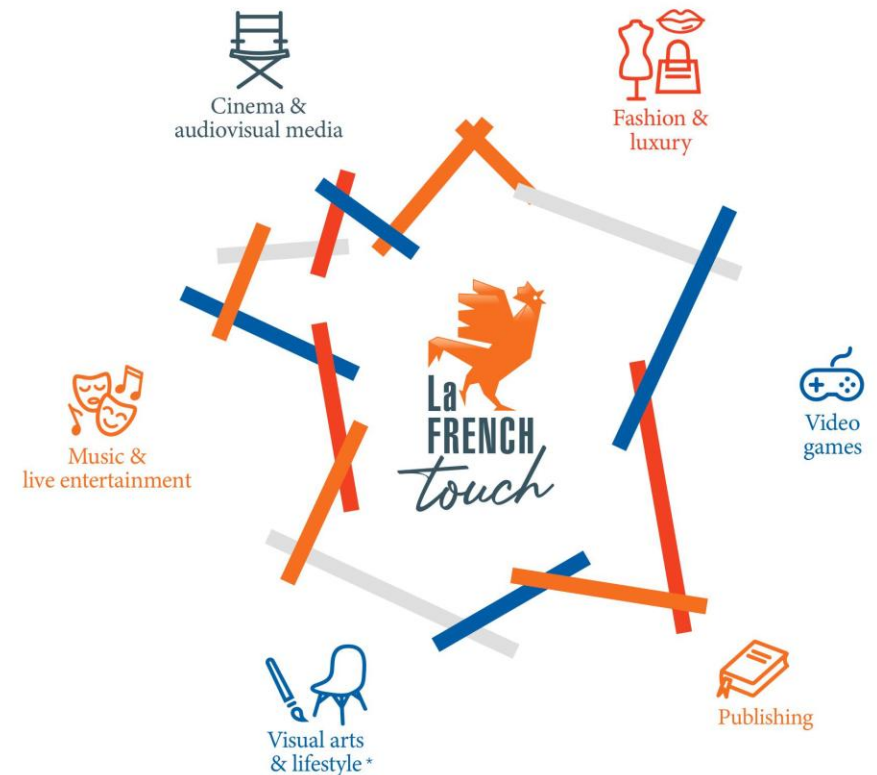
A strategic plan which aims to **boost Bpifrance's activity** in support of La French Touch businesses

Size of sector:

€130 billion
in added value
representing 5%
of French GDP
1.5 million jobs

- The Cultural and Creative Industries encompass **sectors that are** leaders in France, **in terms of importance and image**, and crucial to the **country's economy** and its international influence.
- Their common denominators **include creative talent, know-how, brand, and a cross-cutting focus** (digital, innovation, international, environmental transition).
- Yet each sector also has its own **specific characteristics**, owing to the diversity of market dynamics, economic models and regulatory frameworks.

La French Touch brings together **6 vertical markets**, forming a powerful, highly visible and high-performing combination

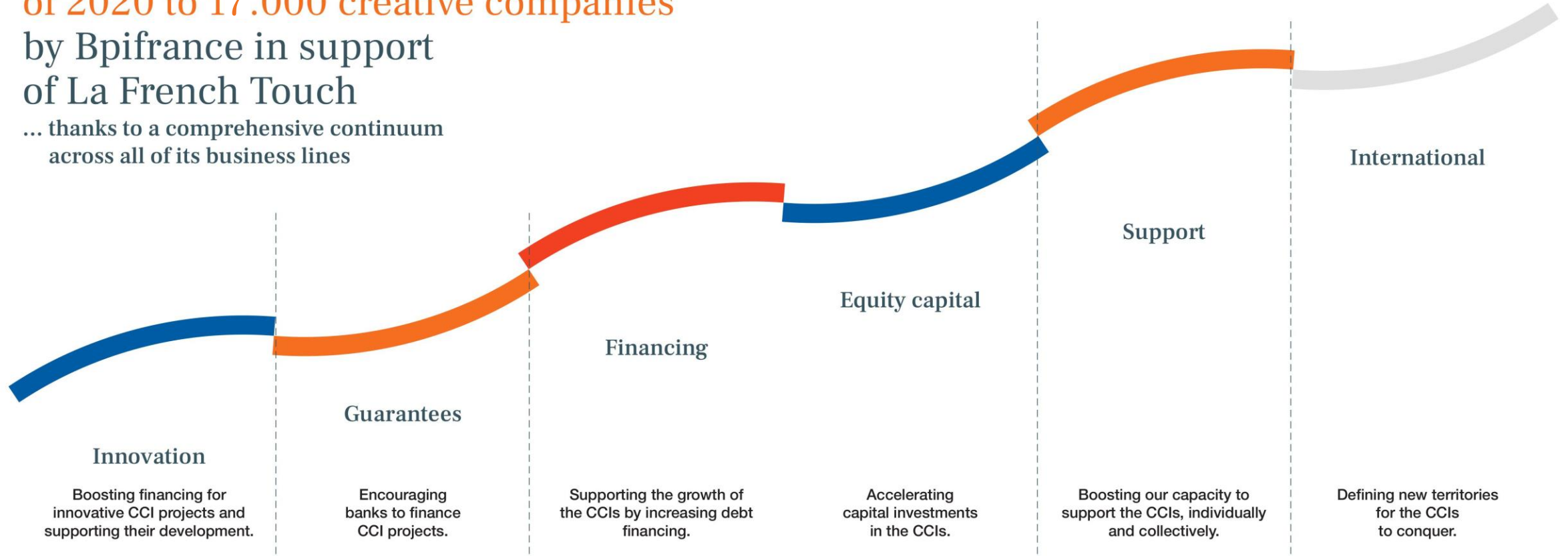


* Cultural heritage and architecture, decoration & design, living heritage.

€8 billion deployed since the start of 2020 to 17.000 creative companies

by Bpifrance in support of La French Touch

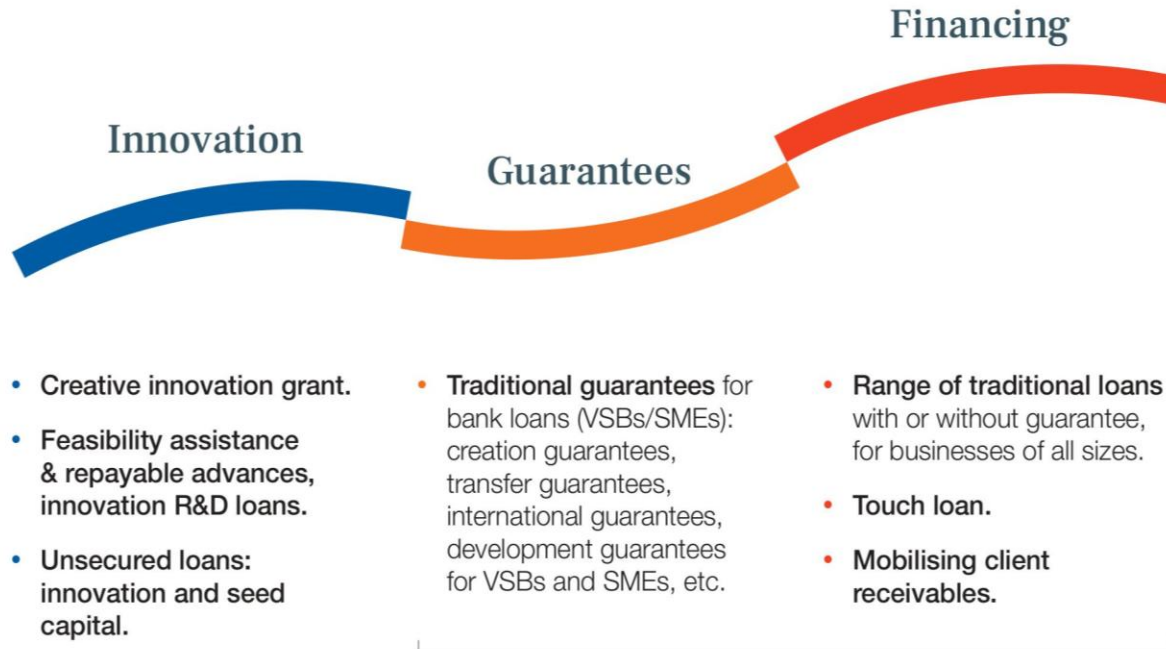
... thanks to a comprehensive continuum across all of its business lines



Actions structured in complementarity and synergy with all existing public and private partners (specialised credit institutions, investment funds in the CCI sectors, established support structures, channels, federations, etc.)



A continuum of financing supporting La French Touch



Bpifrance complementarity & synergy

Institut pour le Financement
du Cinéma et des
Industries Culturelles ifcic

Innovation isn't only technological, it can also be creative! We recognize a new type of innovation that supports the most ambitious creative projects, encourages the emergence of start-ups and contributes to a greater diversity of creative, artistic and cultural offerings. In addition, there are two programs financed by France 2030: "Concours d'innovation i-Nov" and "Culture immersive et métavers".



To support these tools: an increase in skills across all Bpifrance business lines to support the financing needs of these sectors.

bpi**france**



An equity capital action led by a team of dedicated investors and CCI experts

Equity capital transactions throughout the businesses' development paths, in addition to funds of funds.

VENTURE CAPITAL



Ensuring the emergence of creative and innovative new brands or projects, and supporting the development of Tech & Touch start-ups.

GROWTH CAPITAL

Developing and consolidating independent medium sized businesses.

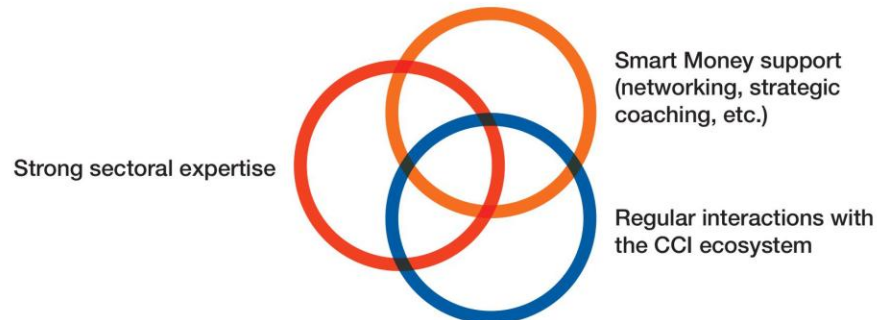
TRANSFER CAPITAL

Supporting takeovers of companies in the cultural and creative industries sector.

Long-term minority investments with individual investments ranging from €500K to €10M - plus the ability to propose larger investments via other Bpifrance divisions (Large Venture and Mid & Large Cap).



A distinctive triple play giving the CCI Division a unique competitive position.



A portfolio of around 40 businesses, including:

Game changers

Brut.

AUTHENTIC MATERIAL

FAIRCRAFT



.arianee

THE SOCIALITE FAMILY

SHOTGUN

EMISSIVE

Challengers



Officine Générale
Paris 6^e

FEDERATION studios



SINGULART

Leaders/ consolidation platforms

média PARTICIPATIONS



FOCUS HOME INTERACTIVE

ATELIERS DE FRANCE
La Haute Construction

nacon

DEEZER

Mediawan

Vestiaire Collective

believe.

Support programs dedicated to the CCIs

Bpifrance offers individual and collective support services

- A comprehensive, targeted support offer thanks to a pool of 55 expert consultants from the CCIs.
- Accelerator programmes offering bespoke support, over 400 companies have been accelerated through 7 dedicated programmes (details below).

— A partnership with Institut FRANÇAIS de la MODE

Accelerator programmes structured around 3 pillars:

- Training (themed seminars)
- Consultancy (initial diagnosis and individual follow-up)
- Networking (inclusion in a group of entrepreneurs)

<p>2ND COHORT MAY 2022</p> <p>accélérateur JEUX VIDEO</p> <p>bpifrance</p>	<p>2ND COHORT MAY 2022</p> <p>accélérateur CINEMA AUDIOVISUEL</p> <p>bpifrance</p>	<p>3RD COHORT OCTOBER 2022</p> <p>accélérateur MODE & LUXE</p> <p>bpifrance</p>	<p>1ST COHORT DECEMBER 2022</p> <p>accélérateur MUSIQUE ET SPECTACLE VIVANT</p> <p>bpifrance</p>
<p>1ST COHORT DECEMBER 2023</p> <p>accélérateur ARCHITECTURE ET DESIGN</p> <p>bpifrance</p>	<p>2ND COHORT DECEMBER 2023</p> <p>accélérateur SAVOIR-FAIRE D'EXCEPTION</p> <p>bpifrance</p>	<p>1ST COHORT FEBRUARY 2024</p> <p>accélérateur COSMETIQUE</p> <p>bpifrance</p>	

Inspiration & business missions to project the CCIs internationally

With this lever, the challenge is to define territories for the businesses to conquer by giving them the resources to:

- Test a new target market and develop new partnerships abroad (understanding the ecosystem and target market through business visits, interaction with local experts and entrepreneurs).
- Explore and gain inspiration through a rewarding experience.

Bpifrance offers prospecting insurance to complement these international missions.

Missions to all four corners of the globe:

2022:

- International mission to the United Arab Emirates for the **Dubai** World Expo.
- 1st "Cultur'Export"* promotion - USA zone. A one-year 360° customized program to expand in the **USA**.

2023:

- "Learn & Pick" **SXSW Mission** to draw inspiration and promote French know-how across the Atlantic at the "South by Southwest" festival in Austin.
- International mission to **Saudi Arabia**.

2024:

- "Learn & Pick" **SXSW Mission** and 2nd edition of "La French Touch Rendez-vous" at the "South by Southwest" festival in Austin.
- 2nd "Cultur'Export"* promotion - China.

2025:

- Delegation at NRF Retail in New York.
- "Learn & Pick" **SXSW Mission** and 3rd edition of "La French Touch Rendez-vous" at the "South by Southwest" festival in Austin.



* An initiative from TEAM FRANCE 2030



LA FRENCH TOUCH

*The French
creation
movement*

bpifrance



CI and government derisking intervention



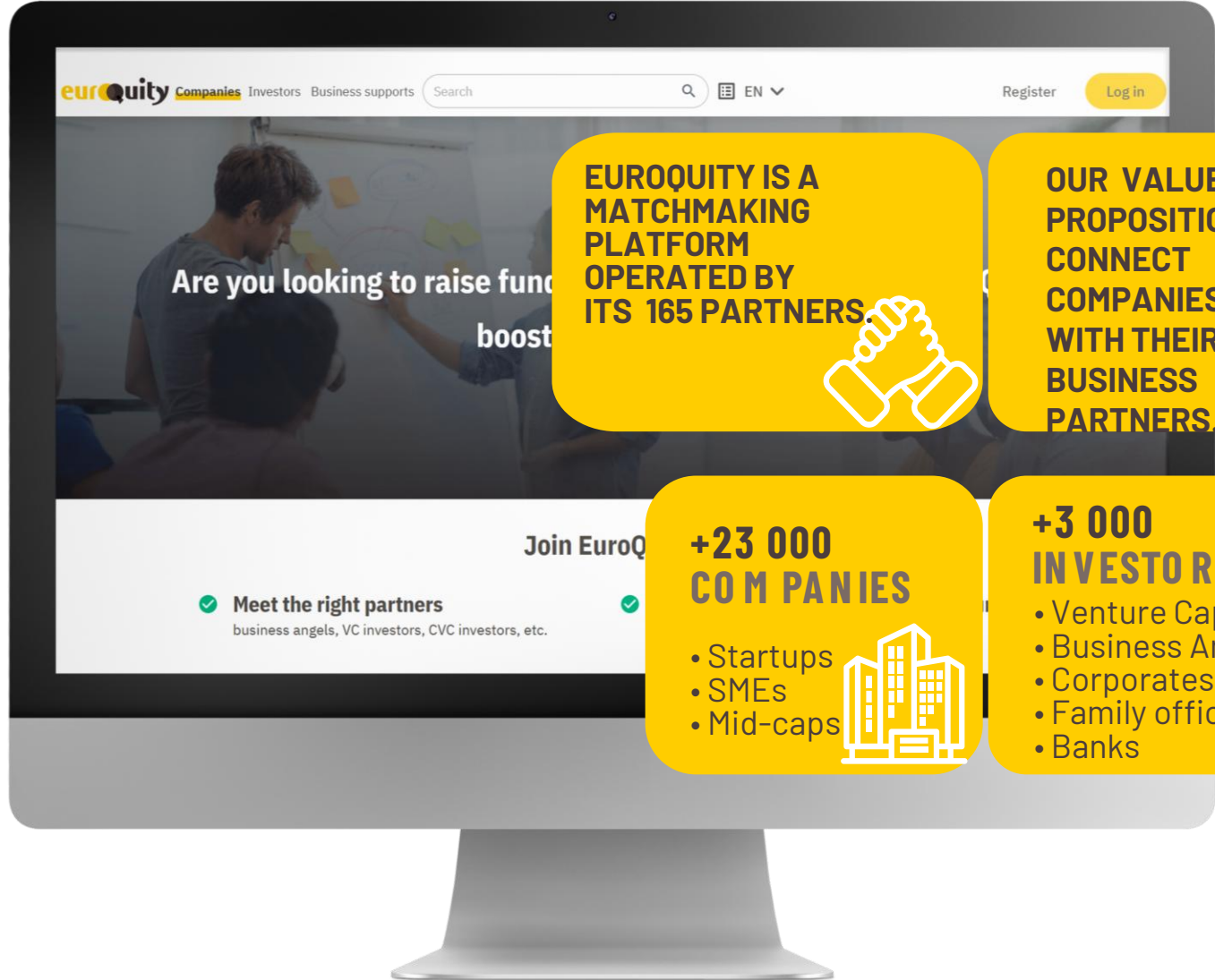
Ange Michael AHYI

Senior African Project Manager, EuroQuity
(Tech & Venture Capital ecosystem building)

EUROQUITY :

**MATCHING,
WITH PARTNERS,
FOR IMPACT.**

WHAT WE DO IN A NUTSHELL



EUROQUITY IS A MATCHMAKING PLATFORM OPERATED BY ITS 165 PARTNERS.



OUR VALUE PROPOSITION: CONNECT COMPANIES WITH THEIR BUSINESS PARTNERS.




OUR FRAMEWORK: COMMUNITIES AND LABELS THAT FOSTER TRUST.



+23 000 COMPANIES

- Startups
- SMEs
- Mid-caps



+3 000 INVESTORS

- Venture Capital
- Business Angels
- Corporates
- Family offices
- Banks



+3 000 BUSINESS SUPPORTS

- Incubators
- Accelerators
- Business supports

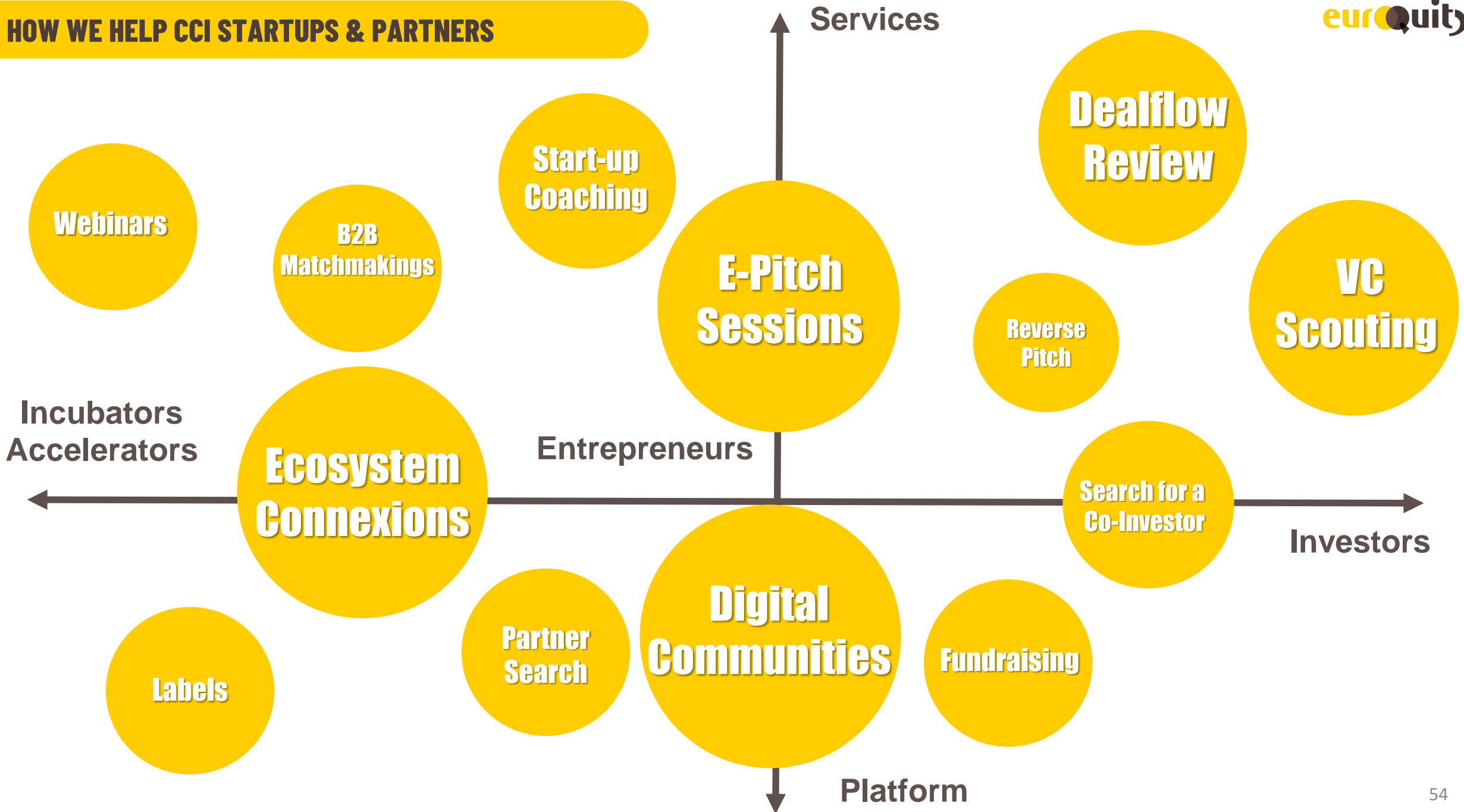


NEW 2025 BUYERS

- Public & Private Procurers interested in innovations



HOW WE HELP CCI STARTUPS & PARTNERS



OUR TECH ECOSYSTEM BUILDING PROJECTS COVERING CCIs

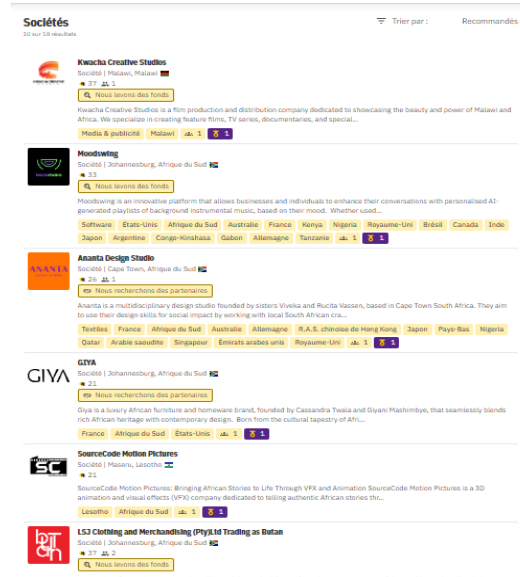
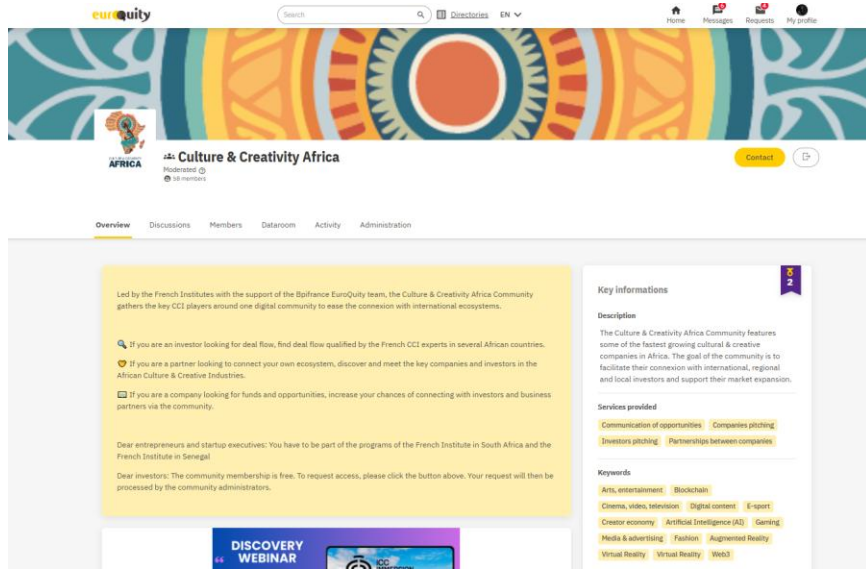
AGNOSTIC APPROACH



SPECIALIZED APPROACH



SOME RESULTS



LA FRENCH TOUCH X EUROQUITY : UNE DÉLÉGATION CRÉATION AFRICA DE 12 ENTREPRENEURS SUD-AFRICAINS, MALAWITES ET LÉSOTHS EN FRANCE À L'OCCASION DU BIG

- Un programme d'incubation et de mentorat financé par le MEAE dans le cadre du « Fonds Equipe France Création Africa » et mis en œuvre par l'Ambassade de France et l'Institut français d'Afrique du Sud.
- 12 entrepreneurs des secteurs du design, de la mode, de la musique, du cinéma et du jeu vidéo.
- Une mission qui s'est clôturée à Paris avec BIG. Les entrepreneurs ont suivi un parcours ICC sur-mesure en présence d'un interprète.
- Organisation d'un petit-déjeuner d'accueil au Comptoir de Drouot la veille, l'occasion de présenter la French Touch aux côtés des équipes d'Euroquity.



AMBASSADE DE FRANCE EN AFRIQUE DU SUD, AU LÉSOTHO ET AU MALAWI
 MINISTÈRE DE L'EUROPE ET DES AFFAIRES ÉTRANGÈRES
 INSTITUT FRANÇAIS
 euroQuity

Africa Next
 858 abonnés
 7 mois • Modifié •

Exciting News!
 We're thrilled to announce that more inspiring stories and insights are coming your way on our LinkedIn page! Stay tuned as we continue to share the journey of trailblazers like the visionary behind AiFluence, who is revolutionizing the influencer marketing landscape across Africa and beyond.

Ready to be inspired? Check out the latest video from AiFluence, where we dive into building Africa's first AI-driven influencer platform. Discover how they've raised \$1.1 million, expanded globally, and continue to scale new heights. Reach out to ange.ahyi@ext.bpifrance.fr if you want to connect with this startup. Stay tuned for more incredible stories and insights coming soon!

Nelson Aseka AiFluence Inc. Antler Marie Nielsen
 #AfricaGrow by DEG Impact. Allianz Global Investors and KfW Anna Niedergesäss Jacques Graßmann
 Digital Africa Grégoire de Padirc Ali Mnif Ayoub N. Fathi.
 AfricInvest Group Khaled Ben Jilani Patricia Rinke
 Sawari Ventures Wael Amin Anta Ndiaye
 EuroQuity - Bpifrance EuroQuity - Bpifrance Isabelle Bébear Gilles Le Coguen
 Valentin Marin Ange Michael AHYI Antoine Beyssac Tinhinane BOUSSAID Ann-Mareme Atayi
 #Innovation #AIDriven #InfluencerMarketing #AfricaNext #AiFluence



- A CCI-focused network of 1800+ stakeholders (companies, investors, ESOs)
- +10 startups selected & presented to investors on e-pitching sessions
- +50 qualified introductions between startups & investors
- A fundraising success story: Aifluence (\$1.5M)

1 CONNECTIONS MATTER

We open doors to a powerful international network.

2 BOOST VISIBILITY

For you, your partners, or the companies you support.

3 TRUSTED SUPPORT

Partner with the best sourced partners and companies across the world.

JOIN US



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CI and IFC proposition



Karla Diaz Clarke

Investment Officer, Digital Infrastructure, Creative Industries and Infratech, IFC

Financing Creative Industries Through Other Financial Institutions (FI)

Rationale:

Creative Industries often face **significant barriers in accessing traditional financing** due to the intangible nature of their assets. By partnering with FIs, IFC can bridge the financing gap and provide essential funding support.

This collaborative approach also facilitates risk-sharing, where **working through established FIs distributes and mitigates the inherent risks**, making investments more viable.

Additionally, partnering with FIs **enhances scalability**, allowing IFC to broaden its reach and **finance smaller enterprises and entrepreneurs in the Creative Industries** that might otherwise be overlooked, thus fostering growth and innovation across the sector.

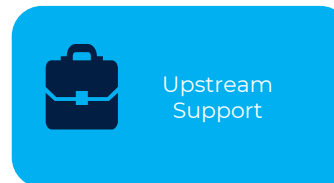
Focus of Intervention: Financial and Non-Financial Solutions



- Credit lines to Financial Institutions to on-lend to Creative Industries businesses and entrepreneurs.



- Unfunded RSF to mitigate financiers' risks in their Creative Industries portfolio..
- Facilitate Creative Industries businesses' access to finance and markets via online platforms.



- Technical Assistance to build financiers' capacity in lending to the Creative Industries..
- Partner with incubators to facilitate access to finance.

Target Financiers/Clients:

Banks, non-bank FI, supply chain financiers, venture debt fund/platforms and e-commerce platforms, who provide finance to the CI verticals.

End Beneficiaries:

Micro, Small and Medium-sized enterprises (MSMEs), individuals, including youth, start-ups and informal sole proprietor, operating in the Creative Industries verticals.



Scaling MSME Finance in Creative Industries

26 February 2025
8:00 to 9:30 EST (GMT -05:00)

SPEAKERS



Ange Michaël AHYI
Senior African Project
Manager, EuroQuity
(Tech & Venture Capital
ecosystem building)



German Cufre
Global Manager,
Digital Infrastructure
Investments and
Creative Industries



John Newbiggin OBE
Chair, Global
Creative Economy
Council



Osahon Akpata
Head, CANEX
Creations Inc., African
Export-Import Bank
(Afreximbank)



Yona Panazol
French Touch
Mission Officer,
Creative Industries
Division, Bpifrance



**Laureen
Kouassi-Olsson**
Founder and CEO,
Birimian Ventures



Karla Diaz Clarke
Investment Officer,
Digital Infrastructure,
Creative Industries
and Infratech, IFC

MODERATOR

Our Network



300+
members
& Affiliates

SME Finance
Stakeholders



33 million
MSMEs

Serviced
Globally



US\$140
billion

Finance
Enabled



US\$7.9
trillion

Assets under
management



190+

Countries
covered

CREATED BY



GPI

Global Partnership
for Financial Inclusion

MANAGED BY



IFC

International
Finance Corporation
WORLD BANK GROUP

Creating Markets, Creating Opportunities

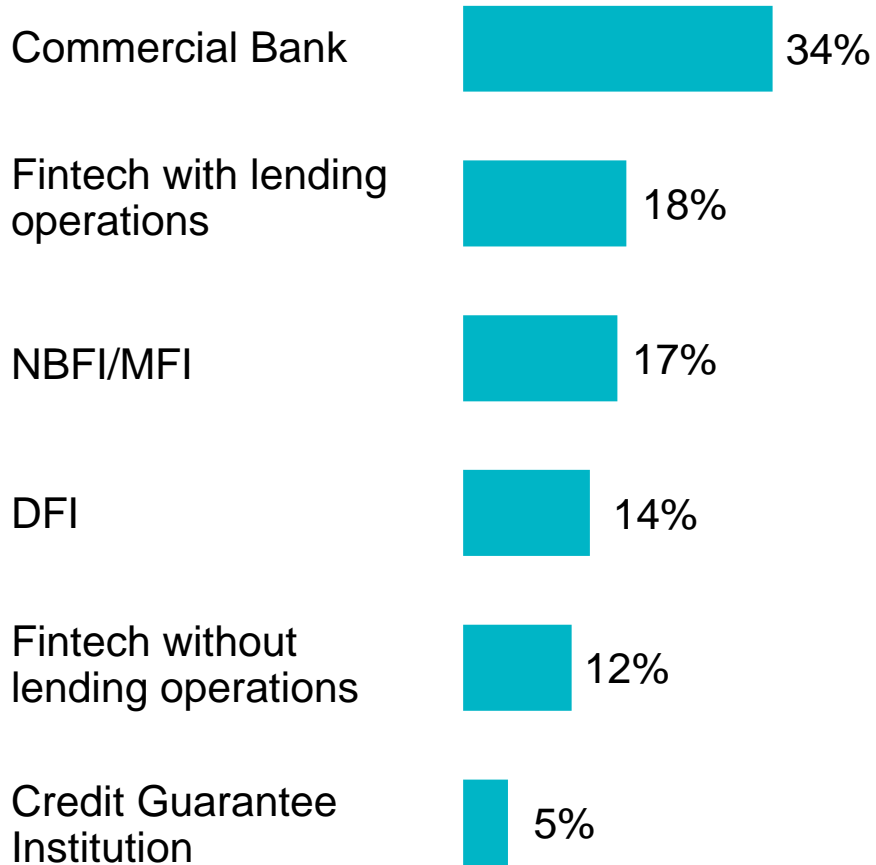


SME FINANCE
FORUM

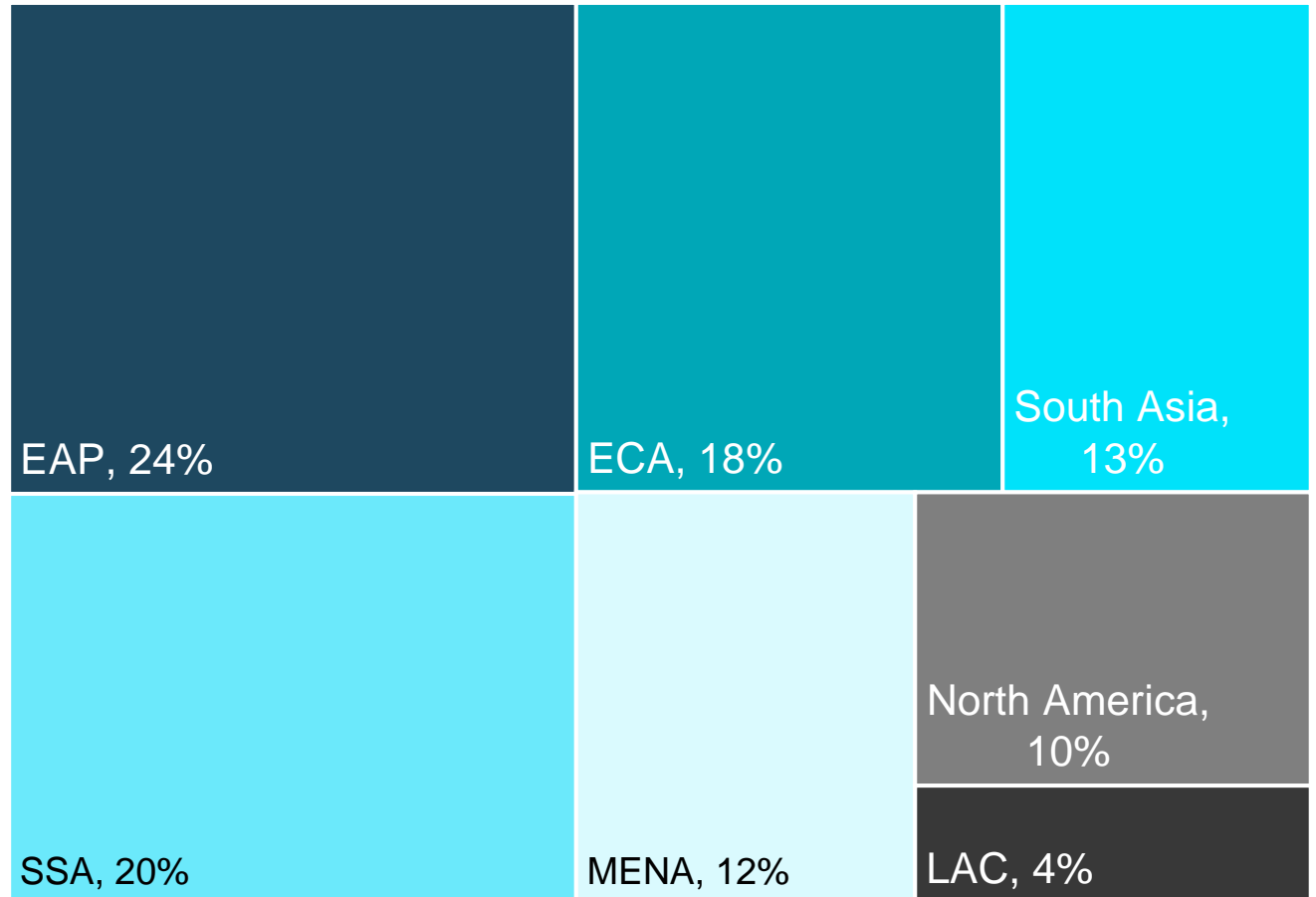
Member Segments & Geographies



BY TYPE



BY GEOGRAPHIC LOCATION



Value Proposition



OUR IMPACT IN 2024

72%

gained new knowledge

48%

adopted new practices

33%

engaged policymakers

24%

made new partnerships



LEARN

- Innovation Hubs
- Trends Market-Watch
- Members' Portal
- SME data sets
- Publications, Researches
- LinkedIn discussions



LINK

- Peer Group Marketplaces
- Study Visits
- Development sector access
- Contacts brokering
- High profile stakeholders' access



LEAD

- Partnering with policy-makers
- Advocacy at G20, AFI, APEC/ ABAC, Basel institutions, OECD, IMF Financial Access, UN Agencies
- Global SME Finance Forum Event
- Global SME Finance Forum Awards

KEY HIGHLIGHTS

Thematic Coverage



Data & AI

Women's
Entrepreneurship
Finance

Risk Management

Supply Chain
Finance

Sustainable SME
Finance















Non-Financial
Services

Agri Finance

Digital & Embedded Finance



Our event calendar | Innovation . Collaboration . Impact

MEMBERS-ONLY ACTIVITIES		PUBLIC ACTIVITIES	
 <p>INNOVATION HUBS</p> <p>Our SME Finance Innovation Hubs are designed exclusively for our members and partners as best practice transfer platforms. They are groups of practitioners who meet to share good practices and seek solutions to challenges that they face in their institutions while working on SME financing.</p> <p>November 20, February 19 & April 8: Supply Chain Finance</p> <p>December 4 & May 7: Non-Financial Services</p> <p>December 17, February 25 & June 11: Agrifinance</p> <p>February 18 & June 25: Digital and Embedded Finance</p> <p>February 27 & August: Sustainable Finance</p> <p>March 18 & August: Women's Entrepreneurship Finance</p> 	 <p>MARKETPLACE</p> <p>The SME Finance Virtual Marketplace is an online match-making platform that fosters collaboration between financial institutions, fintech companies, development finance institutions and investors.</p> <p>January 22: Non-Financial Services Platform</p> <p>March 12: Women's Entrepreneurship Finance</p> <p>May 21: Sustainable Finance</p> <p>July 9: Agrifinance</p> <p>September 24: Digital finance</p> <p>October 8: Supply chain finance</p> 	 <p>AWARDS</p> <p>The Global SME Finance Awards capture the effective and successful practices of financiers, honoring the innovative products and services for SME clients that have achieved impressive results in expanding finance and services to SMEs and the institutions that undertake those efforts.</p> <p>March: Launch of the Global SME Finance Award</p> <p>September: Global SME Finance Award Ceremony</p> 	 <p>GSMEFF25</p> <p>The Global SME Finance Forum is the annual flagship event of the SME Finance Forum, where senior executives from hundreds of banks, NBFIs, development finance institutions, and fintech companies participate from around the world.</p> <p>September 8-10: South Africa - Johannesburg</p> 
 <p>TRAINING</p> <p>Our trainings aim to enhance the expertise and professionalism of finance providers, enabling them to better understand and meet the financing needs of SMEs, contribute to their growth and support economic development. They focus on digital disruption, sustainable finance, supply chain finance, credit assessment and customer relationship management.</p> <p>April: NFS Training for service finance providers</p> <p>September: SME Finance Training</p> 	 <p>IMMERSION VISIT</p> <p>The SME Finance Forum's Immersion Programs are aimed at providing our members with 1-2-day exposure visits to high performing regional or global financial institutions or fintechs to gather in depth knowledge about an innovative aspect of their operations.</p> <p>March 12-14: Immersion visit to AKBank</p> <p>May: Immersion visit to SBI/CICI</p> 	 <p>PUBLIC WEBINAR</p> <p>The SME Finance Forum organizes regular webinars open to non-members. Those are designed to be interactive, and we encourage attendees to ask questions and engage with the speakers.</p> <p>November 25: Beyond the SME / Bank Disconnect: New IBM Study</p> <p>December 5: Increasing SME Access to Working Capital: e-invoicing & digital credit infrastructure</p> <p>December 16: RT: Innovations in SME Finance: A Leadership Perspective</p> <p>February 26: Creative industries</p> <p>March 19: Financing & Insurance for SMEs</p> <p>April: GPF workplan</p> <p>April 16: Credit Guarantee</p> <p>May 14: MSME Finance Gap</p> <p>June 18: Debt and equity funds</p> 	



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Accelerating finance for business



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Key Contacts:

Qamar Saleem, Head (qsaleem@ifc.org)

Houn Thy, Operations (hthy@ifc.org)