

# SIERRA LEONE AND NETHERLANDS TRADE AND INVESTMENT PROGRAMME

## PROVISIONAL PROGRAMME

**SIERRA LEONEAN AMBASSADOR TO THE EU, H.E. IBRAHIM SORIE ON TOUR TO THREE DUTCH CITIES TO PROMOTE SIERRA LEONE'S TRADE AND INVESTMENT OPPORTUNITES**

**17-2-2014**

### **Coordination and Initiation**

Sierra Leone Central Union The  
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### **Partner**

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## 1. Background

The national platform of Sierra Leonean people in the Netherlands, The Sierra Leone Central Union is joining forces for the first time with The Sierra Leonean Embassy in Belgium to promote Sierra Leone investment potentials in the Netherlands. Our main objective is to promote economic growth that will accelerate the implementation of The Agenda for Prosperity in Sierra Leone. This will help put the Sierra Leone investments opportunities on a networking platform in The Netherlands. It could create new opportunities for recognition and active participation in transnational business linkages between The Netherlands and Sierra Leone respectively.

The results of the tour will be a better understanding of the trade and investment potential of Sierra Leone to 50 International and National Dutch companies and institutions. This will enhance the interest of the above mentioned companies to take in the first trade mission to Sierra Leone.

Achieving this involves a robust business promotion tour of HE Ambassador Ibrahim Sorie and SLCU project team to different cities namely, Tilburg, Wageningen and Amsterdam. The tour is scheduled to take place on the 26th, 27th and 28th of February 2014. During this visit HE Ambassador will be welcome by the City Mayors, Entrepreneurs and Investors. The Ambassador will present concrete business cases, specific needs and the aspirations of the Sierra Leonean government, companys and institutions. The visit of the Ambassador is also in preparation for the visit of HE Ernest Bai Koroma, president of Serra Leone in April this year. n anticipation of Prior to the visit, an active media campaign will inform the target market in the region in various sectors namely;

1. Circular economy ( zero waste tolerance )
2. Sustainable Agriculture and Agri business
3. Drink water supply and sanitation
4. Sustainable energy
5. Port development and logistics
6. ICT and telecommunications

Please read below the provitional programme for the Sierra Leonean Ambassador on tour to three Dutch Cities.

## 2. Preliminary Planning

### 2.a. 26-2-2014 - Visit to the university of wageningen

<i>N0</i>	<i>Activities</i>	<i>Time</i>	<i>Address</i>	<i>Contact</i>	<i>Expected participants</i>
1	Business forum about Sierra Leone	10.00-12.00	Wageningen University and Research, P.O. Box 47, 6700 AA Wageningen, The Netherlands,	<a href="#">Prof.Dr.Ir. C.E. van 't Klooster</a>	20
2	Lunch	12.00uur - 13.00uur	Wageningen University		20
3	Tour of the University The food valley. Discussion	1300uur-15.00uur	New canal 9D-3 6709 PA Wageningen	Prof.Dr.Ir. C.E. van 't Klooster,	20

## 2.b. 27-2-2014 visit to Tilburg

No	Activity	Time	Address	Contact person	Expected participants
1	A visit to the Willem 2 College relating to the partnership with a Primary School in Makonkori, Sierra Leone.	10.00 uur t/m 11.00 uur	Koning Willem II College Tatraweg 80   5022 DS Tilburg www.willem2.nl	Daan Leermakers	20
2	A visit to The Rooi Pannen as an inspiration on education about entrepreneurship in Sierra Leone. During this visit, lunch will be served.	11.30 uur t/m 13.30 uur	Dr. Ahausstraat 1 5042 EK Tilburg	Jeroen Verschuren Head of PR-office De Rooi Pannen	20
3	A visit to Attero, the Tilburg waste management company for the possible partnership with a waste management company in Sierra Leone.	14.00 uur t/m 15.00 uur	Vloeienveldweg 8 5048 TD Tilburg	Léon Dirrix Communication adviser/spokesman	20 We need a mini –bus for a tour of the company
4	A short presentation about the Municipality of Tilburg.	15.30 uur t/m 16.00 uur	Municipality of Tilburg, department of economics and labour market. Stadhuisplein 130 Postbus 90118 5000 LA TILBURG	Dick Hoeks Business Consultant	10

5				10
	An introductory meeting with the City Major and members of the council	16.00 uur t/m 17.00 uur		30

**2.c. 28-2-2014 - Tilburg and Amsterdam**

<i>N</i>	<i>Activity</i>	<i>Time</i>	<i>Address</i>	<i>Contact</i>	<i>Expected participants</i>
1	A visit to a water company in Tilburg	9uur-10.30uur	Headquater 's-Hertogenbosch Magistratenlaan 200 5223 MA 's-Hertogenbosch		
2	Lunch in the port of Amsterdam	12 uur- 2 uur		Mark Hoolwerf of NABC	10
3	A visit to the Port of Amsterdam	14.30 uur – 16.30 uur	De Ruijterkade 7 – 1013 AA Amsterdam	Mark Hoolwerf of NABC	10

## **Profile project coordinator**

Abubakarr Bangura is a business consultant who has devoted his professional career to boosting business opportunities in emerging markets by matching the expertise and experience from developed markets with unattended industries in developing countries.

His long experience in bringing organizations together in partnerships, his consulting record in the Dutch commercial arena, and his insightful knowledge of Africa and Europe, now all crystalize in his ambition to set up one the most innovative and pioneering ventures of the Netherlands and Sierra Leone.

Mr. Bangura is well-positioned to lead this transnational venture for, on the one hand, he is very well integrated into Dutch society, speaks excellent Dutch, and is very familiar with all relevant Dutch institutions. On the other hand, he is strongly committed to the further improvement of living conditions in Sierra Leone and to the integration of Sierra Leone into international flows of investment, knowledge exchange, tourism, and trade. Mr. Bangura has great communication skills, can easily identify opportunities, and is keen to help companies and Sierra Leone Diaspora in Europe to realize their aspirations.

