

TERM OF REFERENCE FIED'2014

THEME: GLOBALIZATION AND CRISIS: WHAT
ALTERNATIVES FOR SUSTAINABLE
DEVELOPMENT IN AFRICA - STATES AND COMPANIES-
DAKAR, 28-29 NOVEMBER 2014

I - BACKGROUND AND REASONS

The Forum Competitive Intelligence for Sustainable Development - FIED - is an economic forum bringing together multiple stakeholders such as business and union leaders, personalities of the general public, academics, politicians and international organizations to discuss major challenges of the twenty-first century.

For over ten (10) years, SOPEL International has been working on the strategic concept of Competitive Intelligence for Sustainable Development (CISD). This concept uses the tools and techniques of Competitive Intelligence Management to achieve the successful development of a country. There environments are different and the concept of CISD – IED- calls for three distinct phases to achieve a sustainable development in a Country:

- Food safety
- Economic security
- Civic and economic patriotism.



Through our different researches, surveys and forums, we have tried to understand how the developing countries which accounts for only 2% of world's trade can join in the globalization movement without completely dismantling their economies.

This 2014 Forum focuses on the structural aspects of globalization and its effects on economies. Globalization is seen as this decade most controversial issue in regional and international economic debates.

Since the end of the Cold War and the fall of the Berlin Wall, the number of economic actors in global markets has risen from about one to six or seven billion.

Globalization has expanded considerably the productive workforce, creating new areas of manufacturing and services in the developing world, stimulating the demand in energy and basic products and offering the prospect of a strong increase in consumption.

New volumes of savings are being added to the amounts of floating capital (hot money) drawn by the opportunities of investments in the emerging markets and developed world economies. The transfers of skills, technology, information and knowledge are seeing an important growth as well.

The flow of global trade has more than doubled since 1990. Less protectionist economies have led to a decrease in the cost of goods and services. A greater number of countries are turning to exports to stimulate growth. If purchases from developed countries remain high, new trade flows bear the hallmark of regionalization and globalization of logistic chains and an increase of the "south-south" trade.



And yet, many remain on the periphery of globalization and some even lose ground. The excluded may be entire countries, some of their regions, categories of individuals, or persons taken individually.

We are also witnessing malnutrition, poverty and environmental problems posed by this explosion of growth: rivers are reaching pollution levels never seen before, the reduction of the ozone layer and the rising temperatures are threatening human health and world climate. Energy and food are out of reach of a certain social class.

Globalization creates great opportunities, but exclusions, poverty, environmental degradation and speculation on energy and food products create risks which can undermine years of efforts to build a stable economic and social environment.

The African continent with its 30.3 million square kilometers is a strong potential market with over one billion consumers, a population of nearly 70% of people under the age of twenty, a growth rate of 5% to 9% on average since 1996, and an enormous presence of natural resources: oil, mining, forestry, agriculture, energy, hydraulic, tourism, etc.

Its development is dependent on solutions to these major issues with an emphasis on new technologies, equitable and fair trade, growth, education, healthcare and food safety.

Globalization is a multifaceted phenomenon and its consequences could seriously jeopardize the African countries' development efforts.



The DOHA conference should have brought major innovations and equitable and fair trade between the partners. The various bottlenecks in the negotiations succeeded in destabilizing each day, a little more, the economies of the developing countries.

The realization of major economic objectives for Africa remains the concern of African States, its Diaspora and all players in the development field.

II- REASONS

An economy needs stability and confidence to sustain. Today an economic and financial uncertainty is settling everywhere. Both in the north and the south, countries are facing an enormous risk of economic destabilization and a social explosion because of the absence of benchmarks.

The United States, the first global economic powerhouse with the currency of reference since the signing of the Bretton Woods agreements, has been financing at the rate of several billions at the time and for several years, wars on several fronts.

The money spent amounts to several times the total debt of all southern countries where several million of people die from diseases and malnutrition.

The effects of these war actions have had negative consequences, both internally, and abroad, because of the articulation of all economies due to the globalization of production movement and that of the financial markets.



However the credit crisis, the deficit of the American economy, the declining dollar, the widespread rising price of petroleum products and commodities, are pushing many players to try to develop other innovative strategies, and business models different from the Bretton Woods system. In other word, find a new way to approach and to measure the development of our countries in a global context.

The soaring price of basic food products, by its impact on hunger and malnutrition as well as on development, is threatening to put more than 100 million people in poverty. It means, for more than two billion human beings, sacrifices and difficulties on a daily basis even, for some, a struggle to ensure their survival, and this situation will not improve quickly. Malnutrition threatens not only the current generation but also the next.

These economic and financial conditions are impacting the objectives of the United Nations Millennium Development Goals (MDGs) on several areas:

- Each year, Malaria affects about half a billion people throughout the world. The fact remains that this scourge, which is the leading cause of infant mortality in Africa, can be eradicated. This would require about 3 billion dollars annually over the next few years to equip every household exposed with malaria-treated nets, medicines and a limited quantity of insecticide for use in their home.

- The International Energy Agency estimates that the developing countries will have to invest annually for the next 10 years, about 170 billion dollars in the electricity sector just to meet their needs in this area, and 30 billion dollars per year to move to energy sources with low carbon emission levels.



-- There is also a 30 billion dollars investment required to achieve the Millennium Development Goals (MDGs) to supply water to 1.5 billion people and provide sanitation to the 2 billion people who have no access to these basic services. This will also help in improving gender equality in poor countries.

-- An investment of 130 billion dollars a year is needed to put in place the transportation infrastructure necessary for developing countries having a rapid growth, including 10 billion dollars per year in support of maritime container terminals, to be able to take advantage of the opportunities created by globalization.

Finally, low-income countries will require about 7 billion per year so that some 80 million children not attending school right now will have access to primary education, one of the major objectives of the Millennium Development Goals (MDGs).

This de facto situation which the African Diaspora and the International Community is facing can not go unanswered. We have a duty first to have a same collective reading of the globalization process and, secondly, the courage to make it an asset for all mankind.

III- GENERAL OBJECTIVES

The Forum FIED'2014 is an excellent platform for analysis, exchanges and proposals. It is a wonderful place for cooperation and strategic thinking on the current realities of the African continent. He offers an exceptional opportunity for exchanges between the different development partners.





It brings together leading experts in the fields of Competitive Intelligence, Development, Business and Information Technologies from Academics, International Organizations, NGOs, the Private Sector and the General Public and finally Political and Economic decision makers.

They all share the ambition and the objective to build the foundations of an innovative plan of Intelligence and Economic Development better adapted to the new African Economy.

It will also require taking ownership for providing analysis and answers to the various proposed strategies at local, regional and continental levels to improve growth, Foreign Direct Investment (FDI), and new technologies with high value added in order to lift Africa out of its current dependency state.

All major Economic, Technological, Commercial and Social issues will be topics of conversations during this forum.

How to make globalization an agenda for inclusive growth?

How to make the best use of sovereign funds for host countries and investors?

How to find long-term funding for African projects?

How to attract more FDI and encourage the return of African funds deposited in banks in northern countries?

How to strengthen peace, secure the investments?

How to improve political and economic governance?

What are the new forms of cooperation to adopt to create a win-win situation for all participants?

How to ensure a better future for global trade with Africa?

How to ensure fair trade, without subsidies, with industrialized countries?





How to ensure the implementation of a long term Food Security policy?

How to give an added value and a better future to African Farming?

How to development a plan that will ensure energy independence and support the economy?

How to use technologies to support Africa in all modernization projects?

How to better tackle the objectives of the Millennium Development Goals (MDGs): health, education, environment, etc?

Faced with so many questions that slow the development of Africa, our mission is, with a collective competitive intelligence approach, to propose a multi-level dialogue between political leaders, academics, traders, international partners and the populations.

It is a matter of corralling the economic, societal and technological problems and developing together innovative solutions, operational plans of actions in order to create an ethical development and a fair and inclusive place in globalization for Africa.

The main objectives of these workshops, focused on new strategic development challenges, international trade and information technology in Africa, are of four kinds:

1. Analyze all financing solutions and development programs and support the United States of Africa to its operational phase,

-- The bottlenecks for economic and social development resulting from lack of ethics and fairness in international trade,



-- The contribution of the sectors of information technologies and communication, biotechnology and renewable energy to the sustainable development of Africa.

2. Inform of the new challenges created by globalization, information technologies and communication (ICT), the world's trade unbalance and its impact on the economies of underdeveloped countries in order to stimulate the search of alternative solutions and encourage preparedness.

3 Contribute effectively to the development of objective information about globalization, global trade and the information society in order to help with the development of companies and countries.

4 Participate in all resource mobilizations necessary to the endogenous development of Africa, ethics and fairness in international trade and diversification of the sectors of information technologies and biotechnology,

-- Facilitate the choice of the best strategies to defend common interest positions particularly in trade negotiations with the WTO,

-- For the realization of operational development goals in order to give back to Africa an appropriate position in globalization.

If there is a term to which the Paul Valéry's formula applies, it is that of "globalization": "What is simple is wrong, that is complex is unusable." Whatever the challenge, the goal here is not to judge, endorse or criticize globalization, but to try to better understand it in order to optimize our different actions.



IV- METHODOLOGIES

The Forum Competitive Intelligence & Sustainable Development-FIED'2014-, is organized around plenary sessions and workshops bringing together international organizations, policy makers, economic, political, international partners, scholars, business people and general public. The themes are focused on one hand, on new actions and operational strategies for Africa, in an international context dominated by globalization and the various crises: financial, energetic, environmental, agricultural, unfair trade. On the other hand, workshops for sharing knowledge on techniques of competitive Intelligence, methods and benchmarks practices to better adapt the enterprise, government and organizations in an information society, characterized by speed, connectivity and intangibles.

V- RESULTS AND EXPECTATIONS

Following the forum, expected results are of several kinds:

- Publication of the proceedings of the Forum FIED'2014 in the form of books and their wide dissemination to all potentially interested parties.
- Understand globalization and its effects, in order to outline viable and innovative ways to adapt and promote winning economies in Africa in particular and in the developing countries in general.
- Establish a national or regional Competitive Intelligence and Sustainable Development - CISD – framework to lead the development of Africa.



- Acting for a betterment of the dynamics of collective intelligence and territorial cohesion in the forward-looking and strategic decisions of development.
- Analyze and contribute to the endogenous economic development plans (Omega plan, NEPAD, Wade Formula, Great Green Wall, Reva, Goana, Sca, etc).
- Analyze the benefits of the Common External Tariff (CET) of the ECOWAS in the context of the negotiations of the APE agreements.
- Propose an action plan and new strategies to solve the African continent's energy dependency situation.
- Develop new strategies adapted to current World globalization, for partnerships and financing of projects.
- Develop new concepts for employment and business creation based on high-value added skills.
- Analyze the transition to the second stage of information technologies for Africa: from the Business Process Outsourcing -BPO- to the Information Technology Outsourcing - ITO -
- Share a new vision of an endogenous development for Africa, with the diaspora, development partners, economic, political actors and everyone present during the 2014 Competitive Intelligence Forum.

