

For a sovereign and prosperous Africa  
Gathering for a shared growth  
[www.croissancePEACE.org](http://www.croissancePEACE.org)





Croissance PEACE, is an African-European and apolitical NGO.

Our organisation has been a business facilitator since 2005 and the source of its actions start with the African needs and expectations.

Its founding president, Ludovic Emanuely created the NGO under the leadership of 25 African ambassadors based in Beijing during a meeting at the Togo embassy under the aegis of Mr TA-AMA Nolana, ambassador of Togo in China.

Croissance PEACE campaigns for an Africa which controls its future.

Thus, the NGO intervenes on missions taking place all over the African continent thanks to its vast network of actors from all backgrounds and all specialisations : investors, politicians, ministers, public and private institutions, CEOs, importers, distributors, aggregators, other commercial networks, and so on.

# Who are we ?

# Our charter

The mission that the NGO Croissance PEACE has given itself since its founding is to actively participate alongside Africans in the growth and sovereign development of Africa, economically and socially.

## **The 7 principles which guide Croissance PEACE for Africa :**

1. Being a Facilitator to support delicate negotiations ;
2. Tirelessly pursuing the search of the general interest ;
3. Developing appropriate strategies for an African industrialisation, starting point of all true development ;
4. Selecting, based on their skills or expertise, entrepreneurs or partners who meet African needs and expectations ;
5. Supporting African countries and companies in their efforts to mobilise funding for their structuring projects ;
6. Working with African leaders towards a self-determined, responsible, sovereign, proud and respected Africa managing its future ;
7. Creating together quality labels, specific standards adapted to products distributed in Africa, thus guaranteeing their quality (agri-food industries, cosmetics, local manufacturers, importers).

## **From these principles arise the following priority objectives :**

- . Priority to local employment and facilitation for trained local management ;
- . Transfer of technologies in shared growth towards Africa ;
- . Economic, social and environmental development of a processing industry ;
- . Promote balance on contracts signed with entities foreign to the countries ;
- . Respect for local social, societal and cultural values ;
- . Respect for the principle of non-interference;
- . Giving a truthful image of Africa, provider of solutions for the world ;
- . Promoting intra-African trade.

**A newsletter sent to our more than 80.000 African, European and Asian contacts** offering analyses based on collective, multicultural reflections, proposals and solutions adapted to African needs and expectations.

**7 international conferences Croissance PEACE** at the French National Assembly whose themes were : We are together with Africa, Our shared futures, Shared complementarity, Private-private partnership, Industrialisation, Priority sectors, Multilateralism, with 25 notorious speakers and 700 listeners by conference.

Our conferences gathered Presidents, Ministers, Ambassadors, CAC 40 Companies, mid-caps companies, SME, Industrialists, Project leaders, Professional organisations, Investors, Donors, Bankers, Private Equity... African, European in fields such as agriculture, construction of processing plants, agricultural equipment, agricultural expertise, technical, mechanical and digital training, sourcing, lobbying, Construction, energy, fishing.

### **3 books and numerous publications ;**

- . A Armes égales citoyens ? The looser strategy (Economic intelligence)
- . The private to private partnership performed by the public sector (6P) with Africa ; book put forward by the African Union.
- . African innovation by women ; the only book exclusively devoted to this subject.
- . In preparation, a book on intra-African trade.



**Our actions,  
our achievements**



**The Good Service label :** The Croissance PEACE Good Service label aims to enable professionals who work in shared growth with Africa ( Africa, Europe and Asia) to increase their credibility and visibility among their contacts (suppliers, investors, partners...).

**Betting on women :** Giving women the desire to make proposals, to be bold, to realise their ideas. Supporting groups of women in the development of their projects( starting-up, funding assistance, management...) Proposals for education and training. Publicising successful initiatives. Promoting the wealth of complementarity



**The club of former African ministers :** Being the interlocutor of politicians / non-African companies which want to deal with Africa in order to enable them to avoid errors of interpretation, judgment, action and communication. Supporting difficult negotiations, mediating, facilitating. Moving forward in the direction of an African Africa, responsible, proud and respected.

# Our clubs



**The young lab** ; Young people will experience the Africa of tomorrow and it is therefore honourable to let them invent it and build it.

All the young people in the Croissance PEACE Lab are under 35 and come from diverse backgrounds. They wish to get involved in achieving harmonious development in Africa. Imagining, inventing, designing new systems of technological progress adapted for the African continent.

To bring out talents, they will rely on one another's expertise, through constructive exchanges. The goal is for them to offer innovative solutions to Africa's challenges, while respecting the environment and local African cultures.

**The club « Between tradition and modernity in Africa »** gathers Agriculture - Agronomy - Breeding - Fishing -Fish Farming - Forestry, from production to consumption, anticipating climate change.

**Our clubs**





# Specifically for African business

**Search for funding :** if you are looking for financing for your business project, you can benefit from our support by sending us your Business Plan to be studied. We will assess the profitability potential of your project and, if it is selected, a support protocol will be put in place.

As a reminder, the projects that we support must have a minimum financing requirement of 10 millions euros.

## **Partnership with our European agricultural engineers :**

Our partners are European agri-food engineers who manage and develop agricultural, industrial and construction projects in Africa (Ghana, Congo, Togo, Liberia, Ivory Coast, Senegal, Nigeria, Guinea, Tanzania...). They have an experience of more than 30 years in sectors such as rice, corn, gardening, wheat, cassava, mango, watermelon, papaya...

The activity of our partners has enabled involvement in the development of agriculture.

Providing a wide range of agricultural products and machinery for conventional and organic farming, such as selected seeds, fertilizers and plant protection products, hand tools and agricultural machinery, as well as engineering and consulting services with the introduction of new practices and technologies, make it possible to increase the production and quality of crops.



# Specifically for African business

## **Which product(s) do you need ?**

We are perfectly ready to present you serious offers in the fields of agri-food and manufactured products. The proven scale and reliability of our network in those areas allows us to do so.

Our industrials and partners have been selected based on their products, their services, their compliance with deadlines and their seriousness. They are available to offer you their best deals on the product or service you are looking for, either on an already existing product, or by adapting it to your market, or by designing it specifically (in accordance with your specifications).

Our carrier partners will be able to offer you good quotations (transport included, excluding import duties and taxes).

## **Manual for Croissance PEACE sourcing:**

To source as accurately as possible, Croissance PEACE needs an official request from you on a sheet of paper with the buyer's letterhead, date, signature and stamp, which will be sent to us by email.



Your letter must respond to 6 points :

Product sought, Quantity and frequency (one-off, per month, per year), Recipient country, Packaging, Expected delivery date, Your bank details

**African innovation** through the identification of African needs, process of integration of solutions, support for creativity, protection, funding.



Letter

**Change the perception of Africa** and its African businesses and actions, both nationally and internationally

**African economic intelligence**

**Fight against corruption** by connecting national and international bodies, communications and awareness tools intended for both private and public individuals.

**Technical and managerial training** and introduction to certain areas of expertise by the most qualified members of our network in their field of activity.



**Dear Brothers and Sisters,**

I hope that this non-exhaustive presentation will have convinced you of the reality of our commitment to the continent. We say AND we do.

As you will have noticed, we are business enhancers, but it is you and you alone who will build the future of Africa. Africa will remain the only one to define itself.

Looking forward to having the honor of meeting around a common project,

**Ludovic.emanuely@croissancePeace.org,**

**WhatsApp : +33680269719**

**President**

**Financing:** [auguste.dago@croissancepeace.org](mailto:auguste.dago@croissancepeace.org)

**Agri-food:** [benoit.roiser@croissancepeace.org](mailto:benoit.roiser@croissancepeace.org)

**Sourcing- Innovation:** [patricia.wilson@croissancepeace.org](mailto:patricia.wilson@croissancepeace.org)

**Communication:** [sandra.jimenez@croissancepeace.org](mailto:sandra.jimenez@croissancepeace.org)

**Training department:** [idris.yahia@croissancepeace.org](mailto:idris.yahia@croissancepeace.org)

**Help against corruption:** [dominique.birand@croissancepeace.org](mailto:dominique.birand@croissancepeace.org)

**African legal club:** [michel.navarro@croissancepeace.org](mailto:michel.navarro@croissancepeace.org)



**Together,  
let's build  
the future**