

# AFRICAN COMPETITIVE INTELLIGENCE DAYS



THE CONTRIBUTION OF  
ARTIFICIAL INTELLIGENCE  
IN ENHANCING THE  
PERFORMANCE OF  
AFRICAN PUBLIC AND  
PRIVATE PLAYERS.

EXPECTING 1000 OFFICIALS

**30-31 MAY 2024**



**JAIE**  
JOURNÉE AFRICAINE  
DE L'INTELLIGENCE ÉCONOMIQUE

## ABOUT JAIE2024

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The 7th edition of the African Competitive Intelligence Days (JAIE2024) aims to incorporate artificial intelligence into the daily lives of organisations across the continent, fostering controlled adoption, for enhanced competitiveness.

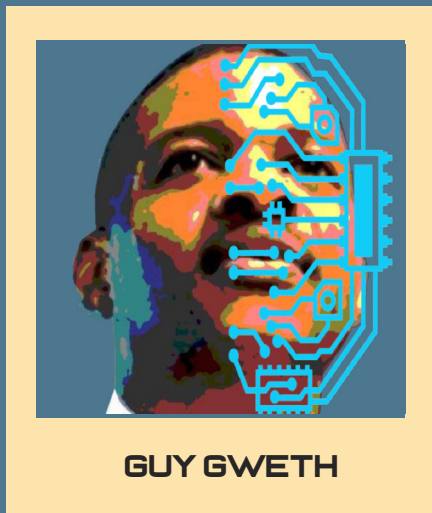
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## MESSAGE FROM THE PRESIDENT OF THE ACCI

**T**he African centre for competitive intelligence (ACCI) highlights that artificial intelligence (AI) emerged during the first half of the 20th century, initially popularized through narratives and depictions of intelligent machines in science fiction movies. Participants attending the ACCI's training courses recognize the significant influence of science fiction literature and movies in shaping technology monitoring strategies. While AI was initially conceptualized in fiction, it gradually materialized in American universities and subsequently spread to other research centres in industrialized nations. In Switzerland, for instance, in the fourth quarter of 2021, the Federal Institute of Technology and the University of Geneva recently established the Science for Diplomacy Laboratory. This pioneering unit is dedicated to leveraging machine learning technologies to address intricate diplomatic challenges. Complementing deep learning, this process involves feeding AI with data to facilitate continuous improvement and generate valuable insights. Deep learning, inspired by the learning mechanisms of the human brain, progressively enhances its precision as it accumulates knowledge over time.



The ACCI defines AI as a field of computer science focused on the creation of machines capable of simulating human cognitive processes such as perception, learning, reasoning and decision-making, with a view to developing systems capable of performing tasks originally carried out by humans. These systems use statistical models and algorithms to analyse data, learn from past examples and decide for themselves. The ACCI's primary mission is to effectively contribute to the competi-

tiveness of African public and private players, it has a duty to leverage AI for this purpose.

Placed under the theme of 'How artificial intelligence enhances the performance of public and private players', the 7th edition of the African Competitive Intelligence Days (JAIE2024) aims to \*incorporate

artificial intelligence into the daily lives of organisations across the continent, fostering controlled adoption, for enhanced competitiveness. The international experts invited from the four corners of the globe will be sharing their expertise and experience with African players who are more familiar with local contexts. Together, they will co-construct the ideal scenario that will lead to the publication of a handbook for public and private players in Africa.



# INTRODUCTION

**A**fter 6 editions, the African Competitive Intelligence Days (Journées africaines de l'intelligence économique #JAIE) is the most important annual gathering of professionals in authentic African competitive intelligence, with a view to anchoring the discipline in the development of African countries.

With each edition, the ACCI gives concrete expression to its vision of CI, which it defines as "a state of mind, a process, a mechanism for the legal, rapid and secure questioning, gathering, processing, analysis and dissemination of intelligence useful for

economic decision-making in competitive, hostile or volatile territories". What emerges is a triptych that is essential to the competitiveness of public and private players converted to the ACCI's doctrine: DEFENCE - ATTACK - INFLUENCE.

The aim of JAIE2024 is to demonstrate the effective and measurable contribution of artificial intelligence (AI) to the performance of African public and private players. The JAIE2024 will bring together AI experts, CI experts, political decision-makers, representatives of the public and private sectors, as well as civil society organisations from Africa and the rest of the world.



## MEMBERS OF THE SCIENTIFIC COMMITTEE



**Pr Ababacar  
MBENGUE**

President  
of the scientific  
committee



**Mme Claude  
REVEL**

Vice President  
of the scientific  
committee



**M. Rhadi  
MEDDEB**

Honorary  
President  
of the ACCI



**Dr Guy  
GWETH**

President  
of the ACCI



**Dr Ghizlane  
SALAM**

Resident Repre-  
sentative of the  
ACCI in Morocco



**F**ollowing the success of the Festival de l'intelligence économique francophone (FIEF2023), held in Yaoundé (Cameroon) as a prelude to the 44th session of the Ministerial Conference of La Francophonie on 3 and 5 November 2023, the African centre for competitive intelligence (ACCI) is organising the 7th edition of the African Competitive Intelligence Days #JAIE2024. Officially created on 03 August 2015, as a non-profit association, the pan-African headquarters of the ACCI are in Yaoundé and its European headquarters are in Brussels. Its aim is to make a practical and measurable contribution to the competitiveness of public and private players on African markets. The Centre is present in 38 countries worldwide.

# JAIE2024 PROGRAMME

29 May 2024: Welcome reception for speakers

30 May 2024

Opening Official speeches

Plenary 1 Africa's strengths and weaknesses / threats and opportunities in the face of AI

Lunch

7 workshops The contribution of AI in the following fields: education / research / economy / finance / agriculture / defence / regional planning.

7 workshops The contribution of AI in the following fields: security / tourism / environment / sport / culture / politics / diplomacy

31 May 2024

Plenary 2 Dangers, regulations and ethics of AI

7 workshops AI and: banking/insurance/telecom/management/justice/law/ethics

Lunch

Plenary 2 Reading of resolutions

Conclusion Closing remarks

Closing Distribution of the collective work and family photo

Cultural evening

1 June 2024 : Touristic visit

# JAIE2024 SPONSORSHIP PACKS

OFFERS	OFFICIAL SPONSOR	GOLD	SILVER
Stage Backdrop	Present	Present	
Media wall	Present	Present	Present
Ads on the main event screen	5	3	2
Advertisement on the official event website	Video ad	Banner	Logo
Logo on the promotional documents of the JAIE	Present	Present	Present
Logo on banners	Present	Present	Present
Mentions before and after the event	Present		
Mentions during the press conference	Present	Present	Present
Roll-ups at the entrance to the venue	Present		
Possibility of setting up a stand	Present	Present	
Invitations to the closing cocktail reception	10	6	4
<b>Amount excl. tax (XAF)</b>	<b>5 000 000</b>	<b>3 000 000</b>	<b>1 000 000</b>
<b>Amount excl. tax (EURO)</b>	<b>7 700 €</b>	<b>4 700 €</b>	<b>1 700 €</b>

## EXHIBITOR AREA

Stand (m2)	Cost	Duration	Additional Material
Hallway			
9m <sup>2</sup>	400 000	02 Days	One tent
12 m <sup>2</sup>	600 000	02 Days	One tent
18 m <sup>2</sup>	800 000	02 Days	One tent
20 m <sup>2</sup>	1 000 000	02 Days	One tent

## EVENT ITINERARY

The ACCI is fully dedicated to advancing competitive through information and education. As part of this commitment, the Centre shall organise the following activities:

Preparation of both public and private partners with the necessary tools for effective and successful participation.

A Press breakfast with local and international media partners.

A training session in "Methods and tools for monitoring and artificial intelligence in Africa".

An award ceremony "Panafrikan Award for Monitoring and Artificial Intelligence"



## THE ACCI'S MISSIONS

**W**ith a view to embedding economic intelligence in public and private institutions and associations, the ACCI provides certification training courses in the areas in which it

operates; setting up strategic intelligence and due diligence systems; creating crisis management and sector watch units tailored to Africa; seeking partnerships with local authorities and development players in Africa.

### SHORT, INTENSIVE, AND CERTIFICATION TRAININGS



## INTERNATIONAL ACHIEVEMENTS OF THE ACCI

**8** years of existence; an effective presence in 38 countries; about forty references; 413 executives trained in 13 countries; 2 European branches: Paris and Brussels, Since its

existence, the ACCI has been, the privileged partner of public and private players wishing to capture new opportunities while minimising the associated risks and costs, through the mastery of information.

**1**

Organised 6 editions of the JAIE and 2 editions of the Festival de l'intelligence économique francophone, (FIEF)

**2**

Publication of the African competitive intelligence review

**3**

Training and certification of 413 executives in 13 countries across Africa and Europe

**4**

Publication of the African repository of competitive intelligence

**5**

Creation of an MBA in Competitive Intelligence and African Markets plus short-session certificates

**6**

Organisation of the General Assembly of African competitive intelligence

# THE ACCI REFERENCES

- ◆ Public players: Presidency of the Republic of Togo and Côte d'Ivoire, Superior State Control of Cameroon, Ministry of Economy, Planning and Regional Development of Cameroon, Ministries of Foreign Affairs of Benin and Tunisia, etc.
- ◆ Private players: MCB, Marsa Maroc, SABC, AFP-PME, Chanas Assurances, Togo Invest, Afriland First Bank, Loukil Groupe, Société nationale de pétrole de Congo, etc.
- ◆ Associations: Tunisia-Africa Business Council, CCI Togo, Club des Directeurs de Sûreté et de Sécurité des Entreprises du CAC40, GICAM, BVMW, etc.





Centre Africain de Veille et  
d'Intelligence Economique

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 [@cavie\\_acci](https://twitter.com/cavie_acci)

 <https://les-jaie.info>

 <https://acci-cavie.org>

Mail : [welcome@cavie.org](mailto:welcome@cavie.org)

Tél. : +237 242 003 106 / +237 693 860 139

Head Office Bastos, carrefour pont Dragage

P.O Box : 35605 Yaounde, Cameroon