



RAMSES
Consulting & Associates

présente

THE CHICAGO ECONOMIC FORUM

CHICAGO CEF

The Chicago Economic Forum

3^{ème} Edition

Avec le soutien de



INTERNATIONAL
TRADE
COUNCIL



Du
04 Oct.
au
06 2018

MARRIOTT HÔTEL
Midway à Chicago



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La Digitalisation des Entreprises : Un Atout pour l'Avenir

GENERAL FRAMEWORK OF THE CHICAGO ECONOMIC FORUM 2018

Nowadays, the evolution of demands of communication modes and markets is so great that the transformation of companies has become inevitable. To illustrate this necessary evolution, we are talking about more and more digitalization of companies. If everyone agrees that the habits of customers evolve through interconnected technology objects and companies must adapt to this new situation, the digitalization as such and the concrete levers of evolution to set up companies are sometimes unaware of this, and they hesitate to take the plunge. The digitalization of our society and our organizations has therefore drastically transformed our individual and collective fundamentals

- What are the means to be implemented to enter the digital era?
- What are the crucial points to work on to reach this new course?
- Why and for what purposes do we communicate?
- How will our personal or business relationships change?
- How do we virtually exist and meet a new need for digital recognition (the race for "likes")?

Nowadays, the term digitization has become common in the world of business. Business leaders, speakers, public authorities and other players in the economy use it frequently. We even speak of "Fourth Industrial Revolution". If digitalization is so important, should it not be an integral part of the business strategy?



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GLOBAL THEME :**THE DIGITALIZATION OF COMPANIES : AN ASSET FOR THE FUTURE**

organizers: Ramses Consulting & Associates
supported by
The International Trade Council

Event Name: The Chicago Economic Forum

Theme: The digitalization of companies: an asset for the future

Date: October 4th to 6th, 2018

Location: Marriott Hotel Chicago - Midway

Meetings Format

- Business to Business (B2B)
- Workshops
- Panels
- Boot Camp
- Networking
- Exhibition stand
- Training
- Gala night

The Event Target

- Companies all over the world (America – Africa- Europe-Asia- Middle East- Oceania)
- Executives of Public and Private Companies
- Policy makers around the world
- Universities and Professional Schools
- Hospitals and Medical Centers
- Non Governmental Organizations



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1. THE DIGITALIZATION OF COMPANIES

Digital is no longer just one of the ways to ensure customer relationships. It must be at the heart of the company's strategy, from its work processes to its business model and its recruitment policy. A recommended approach to all stakeholders who wish to remain leaders in their sector of activity, according to the study "The Work Ahead" conducted by Cognizant and Roubini Global Economics, 2000 senior executives worldwide, including 800 in Europe, and from the financial, insurance, health, industry and sales sectors, from December 15, 2015 to January 28, 2016.

1.1 TOOLS TO CREATE TOMORROW'S OPPORTUNITIES

While companies focus on customer interfaces, the study reveals that they too often neglect the performance of their internal digital tools. This is the case, for example, in the financial sector, where the back office could be a way to streamline operations and processes. Or in the health sector, where the provision of work platforms can simplify and speed up administrative procedures, while facilitating the exchange of medical information and "reporting".

Another challenge will be for companies to know how to exploit the data collected via the digital interactions which are becoming more and more abundant, in particular with the development of connected objects. Big data, combined with the power of artificial intelligence, can profoundly transform the ways of working. In the industry, real-time monitoring of production parameters (temperature, pressure, etc.) is an opportunity to follow the production chain and adjust it if necessary. In insurance, information processing can identify and target marketing niches.

Another issue identified by our study: automation and robotics. Machines are of course a way to work faster while limiting the risk of error. They can also and above all, intervene in support and in the extension of human action, such as when it comes to performing complex procedures in surgery or helping medical personnel move patients.



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1.2 NEW SKILLS TO DRIVE CHANGES

In this context of digitalization of companies, the study emphasizes a new role to play by employees and in particular those occupying positions of execution. It is indeed the opportunity for them to evolve towards more strategic roles. Freed from their most repetitive tasks, they will be able to focus on missions with higher added value, requiring analytical skills, as for piloting tools. Missions that they can easily accomplish as they will have quality information, to make more rational decisions.

As for the leaders, they will have to show a strong leadership, to accompany the change and to lead the company safely. More generally, they will need to create a culture of sustainable innovation to maintain a permanent dynamic, beyond the transition period.

1.3 A REVOLUTIONARY CUSTOMER EXPERIENCE TO BE A LEADER IN THE SECTOR

In-house processes and tools, serving an organization that is fully focused on innovation, will quickly deliver innovative services to customers as their new expectations grow. Digital will not only be used to collect payments or manage claims. It should give rise to a particular experience, generating meaning. This could be to contribute to the healthcare prevention through mobile applications or to ensure access to care in remote areas through remote virtual consultations (Telemedicine)

Another trend noted by the study goes in the direction of hyper-personalization of products. Thanks to big data and artificial intelligence, it will be possible to address clients as individuals rather than as representatives of a statistical group. Insurers may, for example, design individual health profiles or use self-driving performance to offer perfectly adequate insurance.

While digital represents an unprecedented lever of development for companies, it carries with it an important responsibility: that of guaranteeing the protection of data while computer threats are more and more virulent. An essential requirement to maintain the trust of customers and ensure the sustainability of the activity.



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2. DESCRIPTION OF THE PROJECT

2.1 THE PROJET : DESCRIPTION AND RELEVANCE

The Chicago Economic Forum is segmented into lectures that include group discussions, exchanges between strategic and technical industries, roundtables, country presentations and projects, plenary sessions, training, case studies and workshops. The conference provides unparalleled access for global investors and businesses to explore huge business opportunities and investment in Africa and elsewhere, enhanced through a valuable learning experience.

The forum covers the main economic sectors in particular manufacturing, agribusiness, energy, construction, transport, IT, tourism, telecommunications, finance, retail, health and consumer goods, and natural resources sectors

2.2 ADOPT THE DIGITAL, ADAPT YOUR COLLABORATORS!

We are aware that the human must not adapt to the tool but the opposite. However, the massive arrival of digital in our professional and personal lives, whatever our activities, leads to behavioral evolutions that the human must be able to appropriate.

It is unthinkable today to "resist" these structural transformations that involve the digitalization of our communication flows, our information storage, our organization. In other words, human transformation becomes an intrinsic consequence of these technological developments.



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2.3 THE IMPACTS OF DIGITALIZATION ON OUR LIVES

The impacts of technological developments on our behavior are multiple. Here are some examples among many others:

- The decrease in human contacts significantly modifying our communication. Less nonverbal communication leading to greater risk of misinterpretation
- Instantaneity: less time to step back from the information provided and react to it
- New identity: our virtual identity may seem remote from our physical identity and thus give us a sense of distance from the information we disseminate
- Everyone is a source of information: digitalization leads to an exponential increase in the flow of communication and the mass of information that requires real work of appropriation

We do not address the possible problems of addiction to networks, virtual voyeurism or the need to exist ... Today, the digitalization of our society and our organizations has therefore drastically transformed our fundamentals, individually and collectively:

- The meaning of our communication: why and for what purpose do we exchange?
 - How we communicate: How are our relationships to each other changed?
 - The concept of recognition: How to exist virtually and meet a new need for digital recognition (the race for "likes")?

2.4 ADDRESS THIS SYSTEMIC TRANSFORMATION WITHIN COMPANIES

The digital company is actively involved in this societal evolution. It is, therefore, essential that it accompanies its employees and gives them the means to transform themselves in order not to undergo this evolution, but to become the actors. Thus, change management must be both driven by the company, but also co-built with employees.



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A "one-sided" support plan risks going against the individual and specific needs of each employee and addressing only the functional part (operating mode, e-learning). As such, it must go through all employees in an almost tailor-made accompaniment. To quote Mathieu Ricard, "Some people think that institutions determine everything. But when people change, they change their culture and institutions. (...) If the mentality of enough people changes, these will influence and change the cultures and institutions "(Change, to change the world with Christophe André, Jon Kabat Zinn, Pierre Rabhi and Mathieu Ricard, 19 / 09/2013)

Indeed, employees who live this digital tidal wave in all circles of their lives cannot do without a challenge to their habits. The choice is simple: to undergo or be an actor?

The introduction of digital in our companies also questions us about the deployment of our humanity:

- Is our virtual connection to others always compatible with our values of respect, honesty, sharing?
- Does the immediacy of information allow us to distance ourselves from events and situations that continue unabated?
- Does our organization dependent on digital tools leave room for unforeseen life?
- Is the pace imposed by digitalization in line with our physiological rhythm?

For the company, believing that digitalization can be deployed in a descending way is a utopia that may well be costly. At best, collaborative tools will not be used effectively and efficiently. At worst, it will create frustration with employees already overwhelmed in their personal lives.

In other words, if a company wants to become digital and agile, it must be able to support the human transformation of its employees in a win-win contract.



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2.5 AGILE CHANGE MANAGEMENT

The collaborator must be at the center of change management to ensure the adaptability and relevance of the tool. He must go so far as to create his own change by questioning himself about his role, his posture, his objectives in this transformation. Thus, it is up to the collaborator to give meaning to this change and his change.

And the company must provide employees with the means to ask themselves the right questions and to provide the tools and methodologies to answer them. It is no longer a question of conducting a collaborative project in a traditional way, but of approaching it with agility, in a process of company coaching.

Companies have a real power of action to provide each employee with the means to initiate these changes through more personalized, more human-centered accompaniments. This is the guarantee of a successful digital transformation.

Companies, it's time to change your people

3. WHY ATTEND CHICAGO ECONOMIC FORUM

The Chicago Economic Forum is a unique opportunity for investors. Globalization of trade offers a variety of possibilities; the consumer market, workers and resources are vast and varied. This diversity means there are opportunities for almost all investors. The 2018 Chicago Economic Forum aims to provide unprecedented access to these opportunities - all under one roof. You will have the opportunity to:

- Identify emerging investment trends, opportunities and risks.
- Understand the political risks in multiple jurisdictions around the world.
- Expand your exposure in the investment market and create a positive impression.



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- Participate in small working sessions on investment opportunities - how, where, and why investing in developing countries.
- Learn more about the resources and incentives available to support business investment in Africa and around the world.
- Meet promotion agencies from the 75 countries invited to learn about resources and incentives.

4. OBJECTIVES OF THE FORUM

We advocate the strengthening of the Chicago Economic Forum to embody and bring about the renewal of the US economic relationships in the world. The objectives of this forum are:

- 4.1 Contribute to strengthening the financing capacities of economies
- 4.2 Supporting the worldwide financing of digital Infrastructure
- 4.3 Strengthen investments in participating countries
- 4.4 5 Impacting the digitalization on global consumption
- 4.5 Intensify economic dialogue around the world
- 4.6 Favor the investment of American companies outside the USA
- 4.7 Make the USA a welcoming space for financial, industrial, commercial and cultural investments
- 4.8 Promote the economic potential of participating countries

5. LES SECTEURS D'INTERVENTION DU FORUM

- Agriculture and agro-industries
- Climate change
- Economic and financial governance
- Education
- Energy
- Environment
- Gender
- Healthcare
- Human capital development
- Information and communication technology
- Infrastructure
- Private sector
- Transport
- Water and sanitation



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6. EXPECTED OUTCOMES OF THE 2018 CHICAGO ECONOMIC FORUM

- More than 1 500 business leaders are expected
- More than 75 countries invited
- 18 sectors of activity
- Possibility of creating thousands of jobs thanks to the Chicago Economic Forum of 2018
- Signing of several commercial or partnership agreements between universities, entrepreneurs, governments and Not For Profit Organizations
- Award of more than 12 trophies for entrepreneurial excellence,
- Promotion of Good governance
- Leading students and junior entrepreneurs through startups training with a high level boot camp by renowned experts from the digital world.

7. RESULTS ACHIEVED BY THE CHICAFRICA 2017

- 250 American and African economic operators were present
- \$ 2 billion under investment process in Africa
- 30 signed commercial and investment agreements
- 12 awards of excellence discerned
- 5 major high level conferences
- 10 round tables and workshops
- Image of Africa valorized
- Live TV broadcast of the forum, more than 2,500,000 people reached worldwide
- Canada represented at the highest level
- Major involvement of the International Trade Department of the state of Illinois (Chicago)



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Welcome to Chicago



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