

REPORT OF THE BOOK LAUNCH
ECONOMY OF SPORTS IN AFRICA
Realities, Challenges, Opportunities
Yaounde, Cameroon - February 5th 2022



ÉCONOMIE DU SPORT EN AFRIQUE

RÉALITÉS, DÉFIS, OPPORTUNITÉS



Préface de **Makhtar Diop**
Directeur Général SFI

Avant-propos de **Rémy Rioux**
Directeur Général AFD

ECONOMICA

To celebrate the release of its book « The Economy of sports in Africa: Realities, Challenges, Opportunities », the African Sports & Creative Institute organized an event the day before the final of the 2021 African Cup of Nations in Cameroon.

It gathered 80 prominent figures. These athletes, leaders and diplomats came from all over the continent to talk about the role of sports in Africa's economic and social development.

PROGRAM :

- Welcome address by Christophe Guilhou, French Ambassador in Cameroon
- Keynote speech by Aïda Diarra, Senior Vice President and Group Country Manager of Visa SSA
- Book Presentation by Mohsen Abdel Fattah, Managing Director of African Sports & Creative Institute
- Panel « How sports can drive growth in Africa » with Abdou Diop (Mazars), Françoise Mbango Etone (Africa Jump), Yannick Noah (Le Coq Sportif) & Rémy Rioux (AFD)
- Art Exhibition by Janine Dieudji & Sten Kadji
- Cocktail

The book is available on www.africansci.com

Book Launch: **AFRICA'S SPORTS INDUSTRY**
Facts, Challenges, Opportunities

WELCOME TO THE RESIDENCE



Christophe GUILHOU

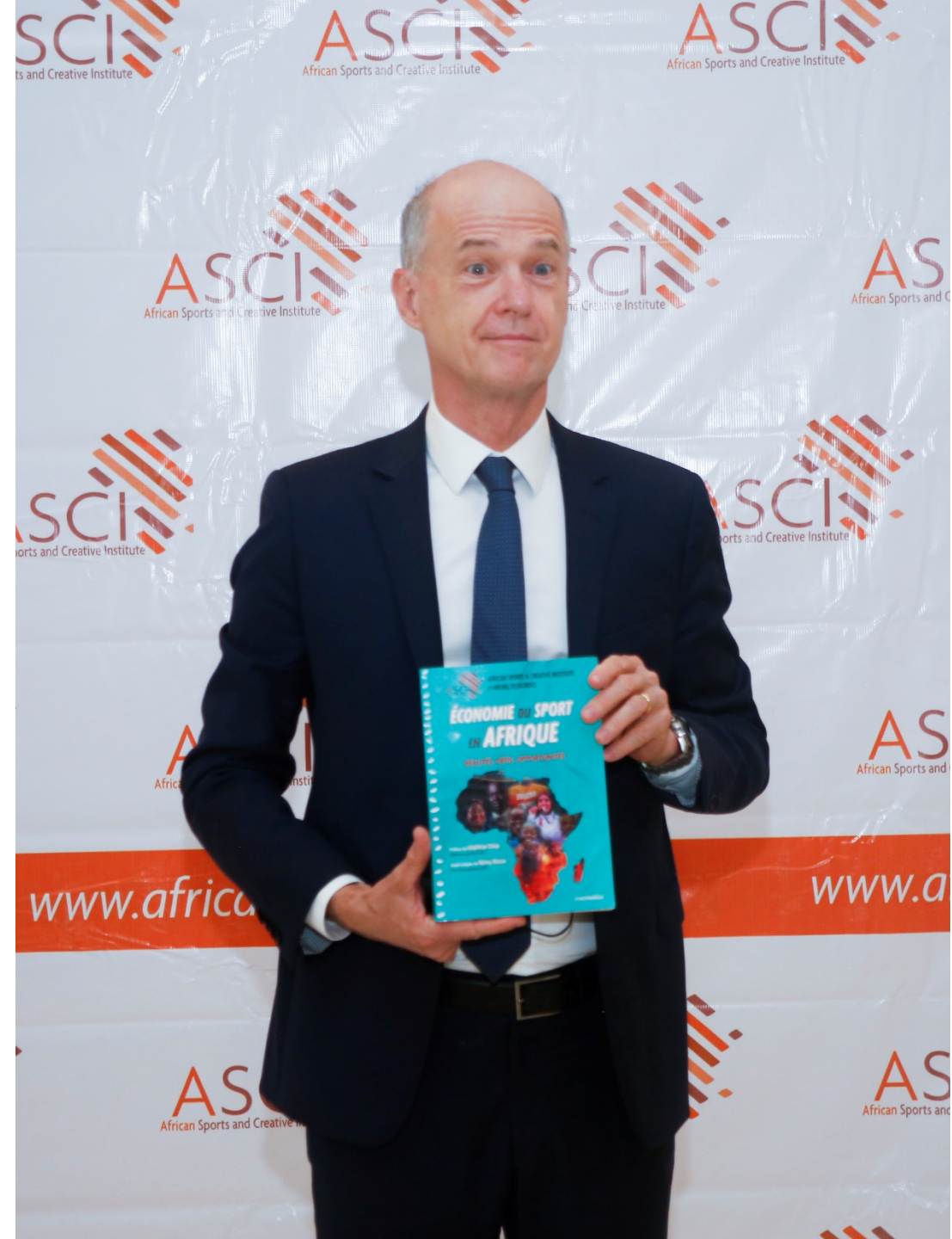
FRENCH AMBASSADOR IN CAMEROON

An expert of Africa who has held a number of roles in Benin, Djibouti and Nigeria, our host was Mr. Christophe Guilhou, French Ambassador in Cameroon.

A cycling enthusiast, he shared his experience and emphasized the role of sports in the physical development of women and men as well as in social cohesion.

« Sports have given me a lot from my childhood until today. It is an essential element of my physical and mental development as well as my well-being. »

Christophe Guilhou





Aïda DIARRA

Senior VP & Group Country Manager - VISA

Official partner of the Confederation of African Football since 2018, **VISA** supports the creation of a sustainable sports ecosystem by offering innovative digital payment solutions to African companies.

By prioritizing the digitalization and professionalization of the sports sector, African leaders will best showcase the tremendous athletic talent of the continent's youth.

« Visa, a world leader in digital payments, and ASCI share a common vision: sports is an innovative solution to Africa's economic, social and ecological challenges. »

Aïda Diarra

Mohsen ABDEL FATTAH

General Manager – African Sports & Creative Institute

The African Sports & Creative Institute (ASCI) contributes to creating a sustainable sports ecosystem in Africa, through its research, advisory and advocacy activities. By bringing together 54 experts from different disciplines, ASCI not only showcases the huge potential of sports as an answer to the great challenges of the continent, but also the multitude of successful initiatives that can be replicated across Africa.

« The 8 prominent leaders interviewed share the same vision : grassroots sports must be the pillar of the economy of sports in Africa. »

« The lack of data on the economy of sports in Africa scares off investors. Therefore we recommend creating an Observatory of the Economy of Sports in Africa. »

« Incorporating local cultural elements into the design of sports products and services is key to their commercial success. This is best illustrated by Nike's all-time selling record with Nigeria's 2018 World Cup jersey. »

Mohsen Abdel Fattah





« How can sports drive growth in Africa ? »

Moderator: **Abdou DIOP**, Managing Partner - Mazars Afrique

Panelists:

- **Françoise MBANGO ETONE**, double olympic *champion in triple jump*
- **Rémy RIOUX**, Managing Director - Agence Française de Développement
- **Yannick NOAH**, Roland-Garros winner, Le Coq Sportif shareholder & Club Noah owner



« In Africa, sports is asserting itself as a vehicle of investment and innovation in the service of the Sustainable Development Goals.»

Rémy Rioux

« Sure, Africa has exceptional athletes, but we are sorely lacking in executives who truly understand the stakes of the sector. This is why I founded the first training institute dedicated to sports management in Central Africa, ISEP. »

Francoise Mbango Etone



« Where would I start ? I have a simple piece of advice : encourage children to practice a sport with the family, in the neighborhood and at school»

Yannick Noah

Surprise tribute to Amadou Gallo Fall *Basketball Africa League - President*

President of the only NBA league outside of the United States, Amadou Gallo Fall was honored for his lifelong contribution by the African Sports & Creative Institute.

A short video summarizing his career helped guests realize the impact of this former Senegalese player, whose career is dedicated to creating opportunities through basketball for hundreds of young Africans.

« This is surely the biggest ambush in the history of ambushes. I never expected this tribute and am deeply moved to be recognized by so many personalities for my commitment to Africa. »

Amadou Gallo Fall





Surprise tribute from a son to his father : Joakim and Yannick Noah

Joakim Noah took the opportunity to state, in a very moving way, his admiration for Amadou Gallo Fall and then for his father, Yannick Noah.

« My father was the biggest inspiration of my sports career. Even today, he continues to inspire me through his commitment to sport with his brand Le Coq Sportif. »

Joakim Noah

For this event, ASCI has teamed up with a group of world class partners : **Visa, OCP, Agence Française de Développement and TV5 Monde.**

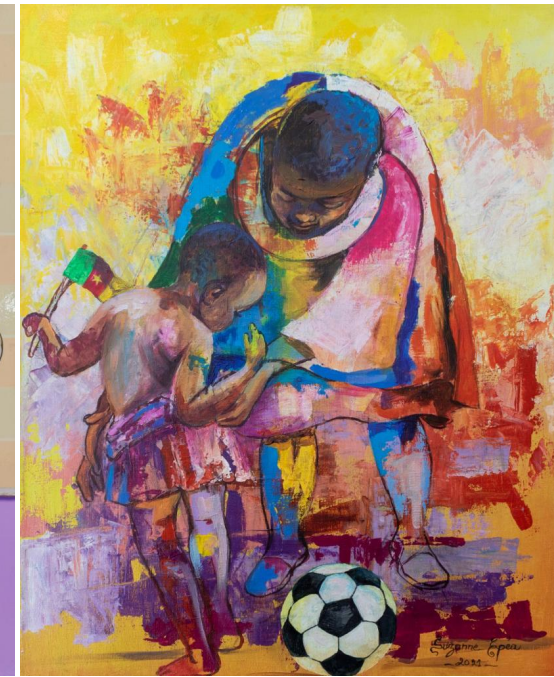
This is an opportunity to thank them for their support.

ÉCONOMIE DU SPORT EN AFRIQUE

LANCEMENT DU LIVRE – YAOUNDÉ, CAMEROUN – 5 FÉVRIER 2022



Art curators Janine Gaëlle Dieudji and Sten Kadji presented a selection of works by Cameroonian visual artists illustrating the unique connection between arts and sports.



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ECONOMICA

INTERNATIONAL



LOCAL



TV5 Monde – February 5th 2022: [Economie du sport en Afrique - Livre événement](#)

Spot TV5 Monde - from January 28th to February 5th 2022

HAUSA TV - 10 Février 2022: [Taron bita kan littafin "the economic of sport in Africa"](#)

H7 Magazine: [Economie du sport - une vision partagée par les talents](#)

H7 Magazine: [Le sport, booster de l'économie en Afrique](#)

AFRICA 24 - February 10th 2022: [Afrique : un livre pour la relance de l'économie du sport | Africa24 TV](#)

Agence Française de Développement - Press Release : [L'Agence Française de Développement \(AFD\) et l'African Sports & Creative Institute \(ASCI\) s'associent pour bâtir un écosystème du sport prospère et durable en Afrique](#)

All the Media coverage on our website www.africansci.com



Mamadou Niang

Khalilou Fadiga - CAF

Rigobert Song

Alassane N'Dour



Khalilou Fadiga, Amadou Fall, Joakim Noah, Roger Milla, Yannick Noah



Roger Milla



VISA Africa

Ifrikiya Ngollo – Niyi Adebisi – Karidja Bamba



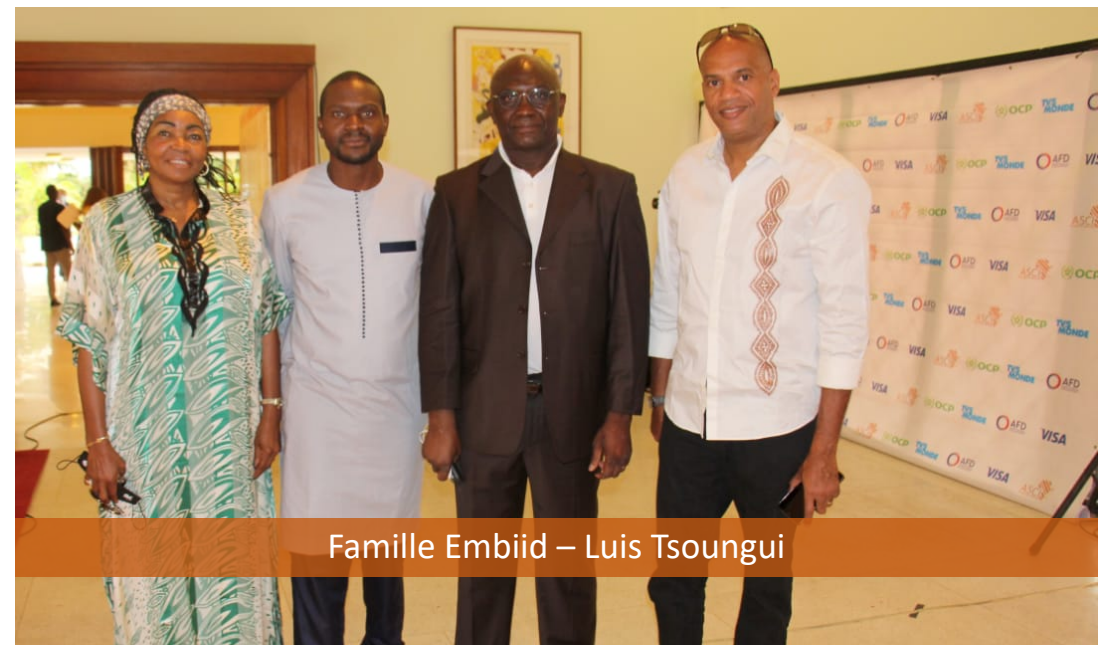
Marie-Roger Biloa



Abdou Diop



Rigobert Song



Famille Embiid – Luis Tsoungui



Cameroun Tribune



Offrande Nyoba - Henri Christian Belle - Amadou Fall- Ophelia Nyoba



Makan Magassouba – 3M International



Françoise Mbango Etone – Africa Jump



P. Danho, Minister of Sports in Ivory Coast – Yannick Noah



Joakim Noah – Amadou Fall – Yannick Noah



Christophe Guilhou – Roger Milla



Rigobert Song – Rémy Rioux



Laetitia Habchi – Amadou Fall – Audrey Maignan



Janine Gaëlle Dieudji – Lynda Amadagana

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