

## WEST AND CENTRAL AFRICA'S INVESTMENT ENVIRONMENT AND INFRASTRUCTURE OPPORTUNITIES IN SPOTLIGHT

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### Oxford Business Group and Groupe Ascoma to team up for new focus report on governance, risk and compliance

**Africa, June 2021:** A new focus report will be published by Oxford Business Group (OBG), in partnership with Groupe Ascoma, first independent brokerage network in Sub-Saharan Africa. It will explore the increased focus on compliance, transparency and ethical practices in the West and Central African markets as the region looks to attract investment for its economic development.

Titled "Governance, Risk and Compliance in West and Central Africa", the focus report will provide in-depth analysis of key issues relating to financial services, infrastructure and insurance, against the broader regional socio-economic landscape, in an easy-to-navigate and accessible format, featuring essential data and infographics.

The report will shine a spotlight on the way that doing business is evolving across the region's economies at a time when ECOWAS members are keen to source funding for a vast range of intra-continental and domestic infrastructure projects.

Subscribers will find detailed coverage of the key role that private sector players such as Ascoma are expected to play in driving change and instilling a culture of insurance and reinsurance across business communities by identifying risks common to the region and providing effective, tailored solutions to them.

The report will examine specific areas of the economy in which governance, risk and compliance (GRC) principles are being given added weight, including energy, infrastructure, mining and the financial services industry.

It will also include an in-depth interview with Farid Chedid, CEO and Chairman, Groupe Ascoma, in which he explains how GRC dynamics are helping the company achieve its objectives, while supporting the region's bid to make future economic growth sustainable. "Ascoma is committed to the economic and infrastructure development of Africa, and applying Global, Risk and Compliance principles is essential for our operations, not only in the continent but also in the Middle East and the rest of the world. Transparency, compliance, and business ethics are top priorities for us in the moment of investing in any country". Commenting ahead of the signing of a Memorandum of Understanding for the report, Bernardo Bruzzone, OBG's Regional Editor for Africa, said that the new report with Ascoma was timely, given the added importance that both corporations and governments are attaching to GRC principles.

"Business environments are changing globally on the back of new requirements from investors, with tighter regulations and greater transparency among the shifts evident," Bruzzone said. "Our research with Ascoma will plot the GRC trends that are gaining momentum regionally, while also highlighting the positive impact they could have on West and Central Africa's potential as an investment destination."

"Governance Risk and Compliance in West and Central Africa" will form part of a series of tailored reports which OBG is currently producing with its partners, alongside other highly relevant, go-to research tools, including a range of country-specific Growth and Recovery Outlook articles and interviews.

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### **About Ascoma**

Ascoma is an International French insurance broking group based out of Monaco with a network of 23 subsidiaries and 780 employees across 21 countries with Paris office holding international operations. Ascoma is the leading independent insurance broker network in the French speaking African countries with operations established as early as 1952 in Madagascar by the founding family Jutheau-Husson. Chedid Capital acquired 80% of the Group in a deal closed in February 2021, keeping the Husson family with a remaining stake of 20%.

### **About Oxford Business Group**

Oxford Business Group (OBG) is a global research and advisory company with a presence in over 30 countries, spanning Africa, the Middle East, Asia and the Americas. It is recognised internationally as a distinctive and respected provider of on-the-ground intelligence on world's fastest-growing markets, termed The Yellow Slice, in reference to OBG's corporate colour.

Through its range of products - Economic News and Views; OBG CEO Surveys; OBG Events and Conferences; Global Platform, which hosts exclusive video interviews; and The Report publications – as well as its Advisory division, OBG offers comprehensive and accurate analysis of macroeconomic and sector-level developments for sound investment opportunities and business decisions.

OBG provides business intelligence to its subscribers through multiple platforms, including its direct 6 million verified subscribers, Dow Jones Factiva subscribers, the Bloomberg Professional Services subscribers, Refinitiv's (previously Thomson Reuters) Eikon subscribers and more.

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