



# SOMALI INVESTMENT FORUM

RETURNING CAPITAL FOR GROWTH

## CONFERENCE PROGRAM

*March 8-10, 2015*

*Safari Park Hotel Nairobi, Kenya*



## Dear Somali Investment Forum Attendee:

On behalf of Shuraako, I extend a warm welcome to the Somali Investment Forum, Returning Capital for Growth.

This forum convenes under one roof over 200 stakeholders representing the Somali private sector community (local and diaspora), entrepreneurs and investors, cooperatives and associations, bi-lateral organizations and NGOs.

Shuraako's goal is to Connect stakeholders, Invest in local business, and create Jobs, collectively bringing sustainable development with greater stability.

Some of you have come to elicit letters of interest and catalyze investment, while others are here to find promising businesses in which to invest or contribute your expertise to accelerate private sector growth. But whether you are seeking or placing capital we encourage you to network, participate in the facilitated dialogue, dig a little deeper into the domains of the Somali entrepreneur ecosystem—domains such as Markets, Policy, Finance, Culture, Business Support, and Human Capital.

The forum's success will come partly from what happens during these 2 ½ days together, but even more so from what happens after we've all gone home. Our goals for the forum include:

- Helping entrepreneurs attain letters of interest that will move through the due diligence process to full investment
- Advancing dialogue on issues that affect both individual businesses and associations alike
- Working cooperatively to identify business regulations and policy recommendations that can solve problems and grow a healthy economy
- Promoting a level playing field that encourages healthy competition, which in turn will benefit all Somalis

But why this, and why now?

Because sustainable development and a robust economy are critical to propel Somalia to a new era of prosperity as it moves from aid dependence to self-reliance. Responsible private enterprise is the epitome of sustainable development. Responding to the profit motive, entrepreneurs invest in ideas and facilities and nurture opportunities that employ local talent and improve overall well-being. Sustainable development encourages greater civic participation

and generates necessary resources to support effective governance. It's a reciprocal relationship that invites a virtuous cycle toward peace and stability.

If by forum's end you believe the event adds value, let us know. Where it can improve, tell us. We want your feedback and intend to take lessons learned to design future events. Partnering to address common needs brings critical leverage, particularly for medium to micro businesses. We encourage you to come together, organize your actions, support your sector, provide recommendations to policy makers, and improve the business environment. Thank you for playing your part in this forum today, and in your community tomorrow.



You as stakeholders hold the answers to a prosperous Somalia.  
Partnering we achieve more.

A handwritten signature in black ink, appearing to read 'Lee C. Sorensen', written over a thin horizontal line.

Lee C. Sorensen  
Director, Shuraako

# CONFERENCE HIGHLIGHTS

We encourage you to take part in the diverse range of activities planned for the Somali Investment Forum: Returning Capital for Growth (SIF) – from networking opportunities to the Trade Show to the sector specific breakout sessions. This Forum is an excellent opportunity to make key business contacts, collaborate with peers on strategies that grow your business, and meet potential investors.

## NETWORKING OPPORTUNITIES

There are numerous opportunities to network during the SIF. For example, lunches, refreshment breaks, and evening receptions offer the opportunity to meet new people, share ideas and make new connections.

## TRADE SHOW

The Trade Show is a unique opportunity to learn more about businesses and organizations attending the Forum. Entrepreneurs and exhibitors will host booths to engage with other Forum participants and tell the story of what they do.

## FORUM SESSIONS

Sessions will facilitate relevant and practical discussions for private sector players.

### **Women in the Private Sector** (Session 7a)

Women are vital to an economy, yet face particular private sector challenges. This session will explore those unique opportunities and barriers female entrepreneurs face, and strategies to optimize their business.

### **Youth Entrepreneurship Workshop** (Session 7b)

Somali youth (14-29 years old) comprise 70% of the population, but are disproportionately unemployed. Somali youth unemployment (67%) ranks as one of the highest in the world. This workshop will instruct young entrepreneurs on what it takes to go from a business concept to a start-up, and the support services available to help them get there.

### **The Power of Networks: Business Associations Workshop** (Session 7c)

Business associations play an important role in the entrepreneur ecosystem, particularly in a developing country. This session will discuss the power of networks and the critical role that business associations, chambers of commerce, cooperatives, universities, and BDS provides can play in stimulating the private sector and supporting entrepreneurs.

### **Renewable Energy** (Session 1 & 2d)

Somalia has some of the highest energy tariffs in the world; and the high cost of energy is a common challenge to all Somali businesses. In the two Renewable Energy sessions panelists will identify and quantify shortcomings of Somali energy generation and consumption. The second, a breakout session, will explore in greater depth the trends, opportunities, challenges, and common needs of the sector.

# LOGISTICS

## **Notice and Consent for Audiovisual Recording**

During the course of the Somali Investment Forum, all sessions will be audio and visually recorded. By attending the 2015 Somali Investment Forum, you consent to being filmed, taped, photographed, and/or recorded for the purposes of record taking and generating subsequent reports and/or videos. The One Earth Future Foundation and Shuraako program reserve the right to use these materials at their discretion including the creation of forum related reports and/or videos referred to above.

## **Internet Access**

Internet access is the sole responsibility of the attendee. The SIF does not provide free access during the meetings. Individuals can purchase at their own expense from the Safari Park Hotel internet access at \$25 per day (for people not staying at Safari Park Hotel). To access the internet, open a web browser and you will be directed to enter the conference code “docomo”. Follow the instructions in the browser from there.

## **Business Center**

Located immediately adjacent to the Jambo Conference Center, the Paradise Business Centre is available between 7:00-23:00 daily. The Paradise Business Center includes computers, internet, printing, photocopying and many other services.

## **Smoking Policy**

Smoking is prohibited inside the Safari Park Hotel building. There are designated smoking areas around the hotel, especially near the Jambo Conference Center.

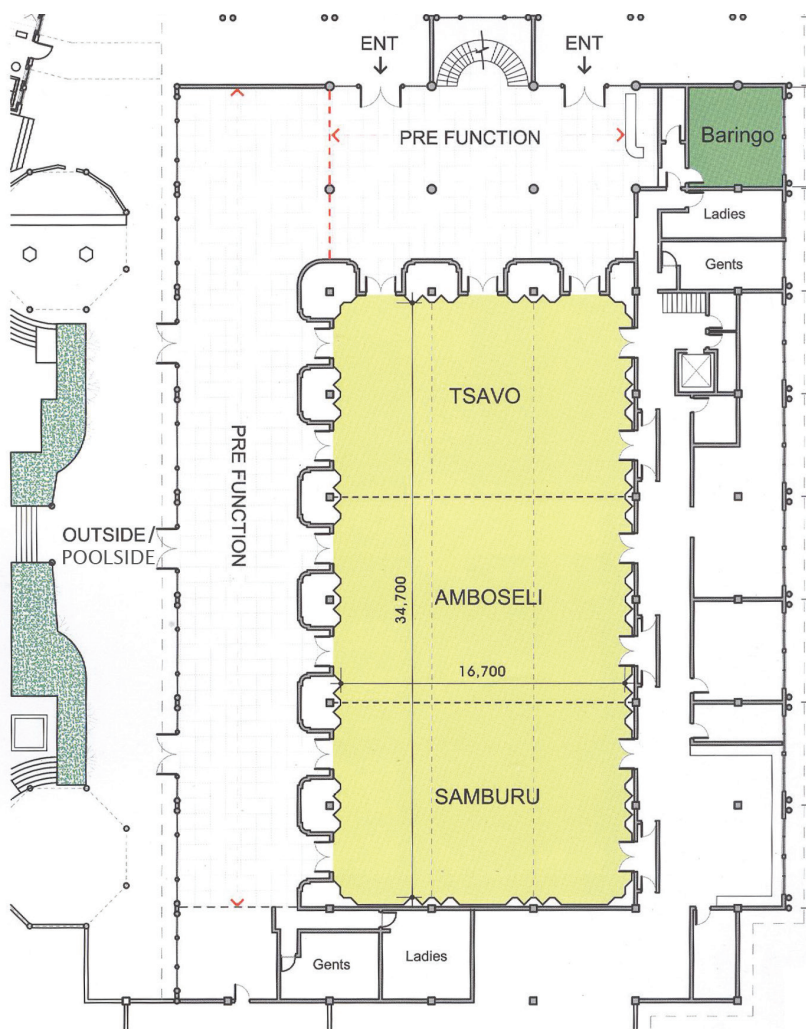
## **Emergency Contact Person**

In the event of an emergency, Safari Park Hotel's Front Office Manager, Mr. Steven Nganga, is the emergency contact during the day for the duration of the conference. Mr. Nganga's phone number is +254 203633000.

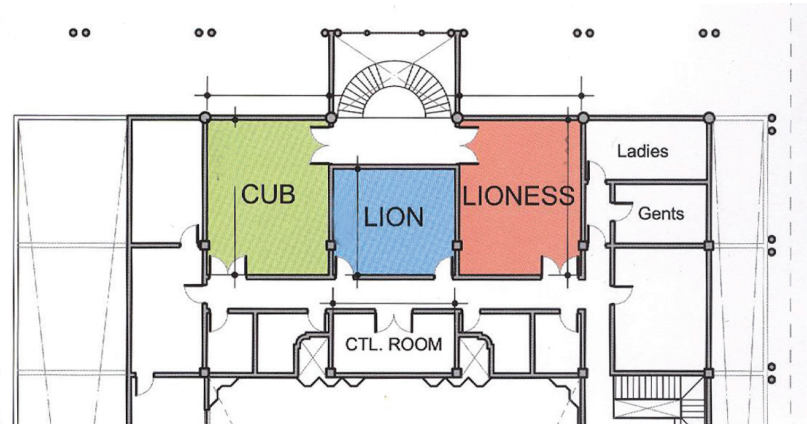
## **Evaluation Forms**

Please provide your feedback on the SIF. To continually improve we request, upon completion of the Forum, that each attendee take a few minutes to complete your evaluation. Complete evaluations can be returned to a SIF staff member or a volunteer.

# JAMBO CONFERENCE CENTER FLOOR PLANS



FIRST LEVEL



SECOND LEVEL

# AGENDA AT-A-GLANCE

## Day 1: Sunday, March 8, 2015

**17:30-20:00**    **Commencement Reception and Exposé of a Somali Entrepreneur**  
Amboseli and Tsavo Rooms

## Day 2: Monday, March 9, 2015

**07:00-08:30**    **Continental Breakfast, Forum Check-in, and Registration**  
Check-in/Registration at the main entrance / Continental Breakfast in the Prefunction Room

**08:30-09:30**    **Welcome & Keynote Address**  
Amboseli and Tsavo Rooms

**09:30-10:00**    **Session 1: Renewable Energy: The Challenges & Trends**  
Amboseli and Tsavo Rooms

**10:00-10:15**    **Tea Break**  
Prefunction Room

**10:15-11:45**    **Session 2: Sector Breakouts**  
Concurrent sessions, see agenda details for specific locations

**12:00-12:45**    **Networking Lunch**  
Nyama Choma Restaurant (located adjacent to Jambo Conference Center)

**13:00-14:45**    **Session 3: Business Growth Stage & Unlocking Capital Types**  
Amboseli and Tsavo Rooms

**15:00-16:30**    **Session 4: Bi-lateral Programs & Business Support**  
Amboseli and Tsavo Rooms

**15:00-18:00**    **Alternate Session 4 & 5: Practice Your Pitch (for pitch ring participants only)**  
Cub Room

**16:00-18:00**    **Session 5: Trade Show**  
Prefunction Room

**18:15-20:00**    **Buffet Dinner & Trade Show Awards**  
Amboseli and Tsavo Rooms

## Day 3: Tuesday, March 10, 2015

**07:30-08:30**    **Continental Breakfast**  
Prefunction Room

**08:00-08:30**    **Pitch Ring Participant Check-in**  
Prefunction Room

**08:30-12:00**    **Session 6: Pitch Rings**  
Concurrent sessions, see agenda details for specific locations

**12:00-13:00    Networking Lunch and Closing Remarks**

Nyama Choma Restaurant

**13:00-15:00    Session 7a: Women in the Private Sector**

Amboseli Room

**Session 7b: Youth Entrepreneurship Workshop**

Samburu Room

**Session 7c: The Power of Networks: Business Associations & BDS  
Services Workshop**

Tsavo Room



# DETAILED AGENDA

Day 1: Sunday, March 8, 2015

**15:30-17:30    Setting-up Trade Show Booths**  
**Prefunction Room**

Upon SIF check-in, you will receive a booth assignment. Take this time to set up your Trade Show booth.

**15:30-20:00    Forum Registration and Check-in**  
**Outside (in front of Prefunction Room)**

Bring official government identification upon check-in and registration for the Somali Investment Forum.

**17:30-20:00    Commencement Reception and Exposé of a Somali Entrepreneur**  
**Amboseli and Tsavo Rooms**

Light fare and beverages will be provided at the Reception. The Commencement Reception provides attendees the opportunity to begin networking over snacks. Following a brief welcome addresses, to set the stage for the forum the Keynote Speaker will interview two successful Somali entrepreneurs during the “Exposé of a Somali Entrepreneur” to hear their story on the path to success.

## **Speakers:**

- Welcome Address:    Lee Sorensen  
                                 Director, Shuraako
- Interviewer:            Shari Berenbach  
                                 President & CEO, U.S. African Development Foundation
- Interviewee:            Sayid Ali Abdi  
                                 General Manager, Golis Solar Energy
- Interviewee:            Mohamud A. Farah  
                                 Chief Executive Officer, SMPC

Day 2: Monday, March 9, 2015

**07:00-08:30    Continental Breakfast, Forum Check-in, and Registration**  
**Check-in/Registration at the main entrance / Continental Breakfast in the Prefunction Room**

If you haven't done so already, officially check into the Forum. Show official government identification upon check-in and registration. Continental breakfast will be provided.

## DAY 2

### 08:30-09:30 **Welcome & Keynote Address** **Amboseli and Tsavo Rooms**

Shuraako, the U.S. Embassy Nairobi, and the World Bank Group will provide introductory and welcome remarks to the SIF; while the Keynote Speaker will highlight the critical nature of investment for economic growth in the Somali context, elaborate on the Entrepreneur Ecosystem, and set the stage for various Forum sessions.

#### **Speakers:**

Introductions	Lee Sorensen Director, Shuraako
Welcome Remarks	Brian Phipps Deputy Special Representative for Somalia, U.S. Department of State
Welcome Remarks	Manuel Moses Head East Africa, World Bank Group
Keynote Address	Shari Berenbach President and Chief Executive Officer, U.S. African Development Foundation

### 09:30-10:00 **Plenary Session 1: Renewable Energy: The Challenge & Trends** **Amboseli and Tsavo Rooms**

Unreliable and costly energy is a common challenge to all Somali businesses. This session explores the response of Renewable Energy to the challenge of reliable and affordable electrification, including the potential for micro-grids.

Facilitator:	Lee Sorensen Director, Shuraako
Panelists:	Alasdair Miller Renewable Energy Specialist, IFC Ethiopia Anders Haunch Investment Director & Partner, Frontier Investment Management Abdirahman Abdilahi Universiti Teknologi Malaysia Idiris Hamud Jibril Vice Chairman, Aloog Energy Sayid-Ali Abdi General Manager, Golis Solar Energy

## DAY 2

**10:00-10:15**    **Tea Break**  
**Prefunction Room**

**10:15-11:45**    **Sessions 2: Sector Breakouts**

Entrepreneurs and investors will have in-depth sector discussions. Panelists will speak specifically to the current opportunities, trends, challenges and common needs faced within each sector. The second half of the session will be open to audience participation with the goal of arriving at key recommendations stakeholders can act upon to address sector needs. .

### **Session 2a: Agriculture & Livestock** **Amboseli Room**

Facilitator:            Abdikarim Gole  
                              Field Manager, Somaliland, Shuraako

Panelists:             Abdullahi Warsame  
                              Deputy Director, U Soo Godol

                              Ali Mohamed Guled  
                              Manager, Somali Livestock Development Umbrella

                              Mahad Dimbil  
                              President & CEO, Dimbil Group

                              Maryam Yusuf Omar  
                              Chairperson, Barwaaqo Marketing and Catering Services

                              Saida Egal  
                              Chairperson, Al Nur Mixed Farm

### **Session 2b: Fishing & Marine Resources** **Samburu Room**

Facilitator:            Andrew Read  
                              Somalia Fisheries Coordinator, FAO Somalia

Panelists:             Jama Mohamoud Ali  
                              Chairman, CAFCO

                              Jorge Torrens  
                              Fisheries Officer, FAO Somalia

                              Mohamud Ali Farah  
                              Chief Executive Officer, SMPC

                              Robert Mazurek  
                              Director, Secure Fisheries

## DAY 2

### Session 2c: Hospitality

#### Lion Room

- Facilitator: Alexandria Wise  
Associate Director, Shuraako
- Panelists: Ahmed Elmi Yusuf Shiddo  
Owner, Zamira Hotel
- Dayib Ali Mohamed  
Senior Lecturer, East Africa University
- Liban Abdulkadir Zoppe  
Director General, Hotel Eden
- Mohamed A. Abdi  
Secretary General, Somalia Real Estate Association

### Session 2d: Renewable Energy

#### Cub Room

- Facilitator: Anders Pedersen  
Energy Specialist, World Bank
- Panelists: Adhan Haji  
Private Sector Development & Growth Adviser, DFID Somalia
- Aidarus Abubakar  
Managing Director, SolarGen Technologies Ltd.
- Alasdair Miller  
Renewable Energy Specialist, IFC Ethiopia
- Anders Haunch  
Investment Director & Partner, Frontier Investment Management
- Eng. Samatar Omar Mohamoud  
Deputy Director, SECCCO
- John Glassmire  
Senior Energy Analyst, HOMER Energy
- Khadar Ibrahim Warsame  
General Manager, Beder Energy

### Session 2e: Services & Retail

#### Tsavo Room

- Facilitator: TBD
- Panelists: Ahmed Dirie Mohamed  
Manager, Ihsaan Accounting & Business Consulting

## DAY 2

Mohammed Hussein  
Owner, National Fuel Station  
Omar Abdullahi Isse  
Chief Executive Officer, KEEPS

### Session 2f: Healthcare

#### Lioness Room

Facilitator: Lee Sorensen  
Director, Shuraako

Panelists: Brigitte Awad  
Board Member & Quality Manager, Burao German Hospital  
Dr. Mohamed Hussein Bodaye  
General Practitioner & Hospital Manager, Andalus Medical Centre  
and Blue Star Tertiary Health Centre  
Dr. Abdisalam Hassan Abdi  
Independent Consultant (to the Ministry of Health in Puntland &  
Puntland Medical Center)  
Faysal Ahmed Warsame  
Chief Executive Officer, Qaran Medical Center

#### 12:00-12:45 **Networking Lunch**

##### **Nyama Choma (located adjacent to Jambo Conference Center)**

A full lunch, buffet style, will be provided. This is an excellent networking opportunity.

#### 13:00-14:45 **Plenary Session 3: Business Growth Stage & Unlocking Capital Types** **Amboseli and Tsavo Rooms**

The first 15 minutes of this session will explore the unique needs that businesses face at each business growth stage. Particularly, what are the capital needs at each phase – start-up, growth, and maturity – and what is the most effective capital type. The majority of the session will be dedicated to ‘Unlocking Capital Types’. Panelists representing the capital continuum will describe the different types of capital available, typical funding ranges, investment criteria, and what is required of entrepreneurs to successfully solicit investment.

Facilitators: Lee Sorensen  
Director, Shuraako  
Thierry Mahieux  
Rural Finance & Enterprise Development Consultant

## DAY 2

Panelists:

<i><b>Name:</b></i>	<i><b>Role in the Capital Continuum:</b></i>	<i><b>Title &amp; Organization:</b></i>
Fadumo Ali	Microfinance	Founder & Chairwoman, Kaaba MFI
Lee Sorensen	Philanthropic Capital	Arsenault Family Foundation
Justin Sykes	Philanthropic Capital	Director of Microenterprise, Silatech
Ibrahim Yusuf	Private Equity	Executive Director, Horn of Africa Business Association
Liban Egal	Diaspora Investor	Founder and Chairman, First Bank Somalia
Hassan A. Yusuf	Domestic Finance	Chief Executive Officer, International Bank of Somalia
Pedro De Vasconcelos	Donor-backed Private Sector Initiatives	Manager Financing Facility for Remittances, IFAD

**14:45-15:00    Tea Break**  
**Prefunction Room**

**15:00-16:30    Session 4: Bi-lateral Programs & Business Support**  
**Amboseli and Tsavo Rooms**

This session provides a platform for bi-lateral organizations to highlight their pro-trade, pro-investment, and pro-business programming and support of Somali businesses.

Facilitator:            Alexandria Wise  
Associate Director, Shuraako

Panelists:            Tyler Beckelman  
Office Director, USAID Somalia

Representative  
World Bank Group

Adhan Haji  
Private Sector Development & Growth Adviser, DFID Somalia

Connie Newman  
Special Programs, U.S. African Development Foundation

Andrew Read  
Somalia Fisheries Coordinator, FAO Somalia

Judith Otieno  
Gender Programme Analyst, Gender Unit, UNDP

## DAY 2

Pedro De Vasconcelos  
Manager Financing Facility for Remittances, IFAD

Laura Smeets  
Investor Matchmaker, BiD Network

Justin Sykes  
Director of Microenterprise, Silatech

**15:00-18:00     Alternate Session 4 & 5: Practice Your Pitch (for pitch ring participants only)**  
**Cub Room**

For Entrepreneurs who have registered for the Pitch Ring, they can practice their pitch with experts who will provide feedback.

Facilitator:             BiD Network

**16:00-18:00     Session 5: Trade Show**  
**Prefunction Room**

Entrepreneurs and other exhibitors (BDS providers, investment funds, NGOs, etc.) will be at their booths to network, explain their offerings, and engage with Forum participants.

**18:15-20:00     Buffet Dinner & Trade Show Awards**  
**Amboseli and Tsavo Rooms**

Full dinner, buffet style, will be provided. This evening is an ideal networking opportunity for attendees. Trade Show booth awards will be announced.

## Day 3: Tuesday, March 10, 2015

**07:30 – 08:30     Continental Breakfast**  
**Prefunction Room**

A continental breakfast will be provided to all Forum registrants.

**08:00 – 08:30     Pitch Ring Participant Check-in**  
**Prefunction Room**

Entrepreneurs pre-qualified for the Pitch Ring must check-in prior to their presentation and confirm their room and time assignment.

**8:30 - 12:00     Session 6: Pitch Rings**  
**Tsavo, Cub, Lion, and Lioness Rooms**

Pre-qualified entrepreneurs will pitch their business and their investment need directly to investors with pledged capital. This is a closed session to the public; and all entrepreneurs and investors were pre-qualified prior to the Forum.

## DAY 3

**09:00-12:00**    **Trade Show Continuation (optional)**  
**Prefunction Room**

**10:00-10:15**    **Tea Break**  
**Prefunction Room**

**12:00-13:00**    **Networking Lunch and Closing Remarks**  
**Nyama Choma Restaurant (located adjacent to Jambo Conference Center)**  
A full lunch, buffet style, will be provided. This is an excellent networking opportunity.

**13:00-15:00**    **Session 7: Specialized Workshops**  
**Session 7a: Women in the Private Sector**  
**Samburu Room**

Building upon UNDP's report on "The Role of Somali Women in the Private Sector", this session is for women in the private sector – business owners, aspiring entrepreneurs, and those who support businesses, such as NGOs. The session will explore the unique challenges and support services available for Somali women to encourage business prosperity.

Facilitators:            Judith Otieno  
                                Gender Programme Analyst-Gender Unit, UNDP  
                                Saida Hersi  
                                Chairperson, Al Nur Mixed Farm

**Session 7b: Youth Entrepreneurship Workshop**  
**Amboseli Room**

This workshop will instruct young entrepreneurs on what it takes to go from a business concept to a start-up, and the support services available to help them get there.

Facilitator:            Justin Sykes  
                                Director of Microenterprise, Silatech



## DAY 3

Panelists:                   Amaal Ali Abukar  
                                  Project Officer, Silatech  
  
                                  Khalid Hassan  
                                  Country Representative, Somalia/Somaliland, Spark  
  
                                  Mustafa Othman  
                                  Communication and Technology Manager, Shaqodoon

### **Session 7c: The Power of Networks: Business Association Workshop & BDS Services Workshop**

#### **Tsavo Room**

This session is intended for business associations, chambers of commerce, business developments support organizations, universities, technical colleges, and cooperatives. The aim is to highlight the power of networks to support the business community; whether that's contributing to the public policy dialogue, promoting business legislation, advocating for quality standards, creating new training programs, etc.

Facilitators:               Lee Sorensen  
                                  Director, Shuraako

**15:00-15:30   Tea Break**  
**Prefunction Room**

# KEYNOTE SPEAKER BIOGRAPHY



## **Shari Berenbach** **U.S. African Development Foundation**



Shari Berenbach is the President and Chief Executive Officer of the U.S. African Development Foundation, a public corporation that supports African-led development by providing technical support and seed grants to grassroots enterprises, benefitting underserved populations across Africa.

Her distinguished 30-year career spans from microfinance to international banking. Most recently, at USAID, Ms. Berenbach directed the Office of Microenterprise & Private Enterprise Promotion, increasing the reach of financial and market resources to rural areas and smallholder farmers. A pioneer in the impact investing field, Ms. Berenbach spent more than a decade as President and CEO of the Calvert Foundation, a \$300 million non-profit financial intermediary that mobilizes capital from social investors to meet critical financing needs in communities.

Ms. Berenbach's earlier international development work included in-country programming in more than two dozen countries in Africa, Asia and Latin America. Ms. Berenbach served as an Investment Officer at the International Finance Corporation, and also has held private sector positions at Solomon Brothers, Citigroup and a start-up telecommunications firm, Radio Movil Digital.

Ms. Berenbach holds an MBA in Finance from Columbia Business School, an MA in Latin American Studies from UCLA, and an undergraduate degree in Political Science from UC Berkeley. Ms. Berenbach previously served on the Not-for-Profit Advisory Committee of the Financial Accounting Standards Board and is currently on the Board of Directors of the Calvert Foundation.



Shuraako, the primary organizer of the Somali Investment Forum, is a nonprofit implementation project of the One Earth Future Foundation (OEF), operating throughout Somalia. Shuraako believes that healthy markets and good governance mutually support one another. Shuraako, Somali for partnership, facilitates investment in promising Somali-based businesses, which fosters a marketplace that encourages economic development and stability throughout the country.

Shuraako itself is not an investor; rather it acts as a neutral broker, evaluating and managing potential investments, creating relationships throughout the supply chain, and structuring Islamic-finance compliant investments. In the process, Shuraako hopes to catalyze economic development by expanding markets for goods and services and encouraging investment and trade, which together stimulate job creation. Shuraako believes that these efforts will culminate in a stronger private sector, which will contribute to greater peace and stability by means of better governance.

Since mid-2013, Shuraako has been operating on-the-ground in Somalia. Today, there are two permanent offices located in Hargeisa and Garowe, with a mobile office in Mogadishu. Business proposals are accepted from all parts of the country and responded to based on merit. Our activities include a facilitated investment portfolio spread across 37 deals, non-profit consultation and management services to impact funds, and convening stakeholders to promote dialogue that strengthens policy frameworks and encourages private sector growth. Shuraako will consider any merit-worthy business regardless of sector; however, historically our top three sectors (in descending order by investment size) have been fishing, agriculture, and livestock.

In the short time Shuraako has operated in the country, direct Job creation from the 37 investments is projected to be 711 jobs, of which 287 are jobs for women. Shuraako recently facilitated the creation of the Somaliland Youth Enterprise fund which works with a local MFI partner (Kaaba Microfinance Institution), Silatech, Kiva, and the Arsenault Family Foundation as funders. This fund targets youth entrepreneurs ages 18 – 35 and anticipates funding over 130 entrepreneurs.

# THANK YOU TO OUR SPONSORS & PARTNERS

Thank you to all our strategic partners, scholarship sponsors, speakers, panelist, and facilitators for participating in and contribution to the Somali Investment Forum. A special thank you to the co-hosts who brought this event to life.

## CO-HOSTS

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## STRATEGIC PARTNERS

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## SCHOLARSHIP SPONSORS

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## INVESTORS WITH PLEDGED CAPITAL

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A special thank you to *Jubba Airways* for providing logistical support to attendees of the Somali Investment Forum.