WORLD EXPORT DEVELOPMENT FORUM 2018 – PROGRAMME
Scaling Up through Trade: Skill I Innovate I Connect   5 SEPTEMBER

MONDAY, 10 SEPTEMBER 2018 - WEDF pre-meetings
10:30-18:00     B2B meetings on agribusiness, machinery and packaging
08:30-14:00     Regional Packaging meeting
14:00-17:30     SheTrades Zambia launch

TUESDAY, 11 SEPTEMBER 2018
9:00–10:00  OFFICIAL OPENING
• Ms. Arancha González, ITC Executive Director
• H.E. Mr. Christopher Yaluma, MP, Minister of Commerce, Trade and Industry, Zambia
• H.E. Mr. Edgar Chagwa Lungu, President of the Republic of Zambia

Master of Ceremonies: Ms. Rose Sibisi, TV host and entrepreneur, Zambia

10:10–11:30  PLENARY:   JOBS OF TOMORROW, THROUGH TRADE
Innovative partnerships are essential to develop more jobs, especially for youth. Three government leaders who have seen political and social change talk about their priority to scale up through trade. Three leaders from business and civil society will share their priorities and way forward. COMESA will share a regional approach.

Moderator: Mr. Ramah Nyang, TV anchor, CGTN Africa
• H.E. Mr. Michael Bimha, Minister of Industry and Commerce, Zimbabwe
• Mr. Diego Gutierrez, Chief Operating Officer, Vodacom Group, South Africa
• Ms. Indira Malwatte, Chairperson and Chief Executive, Export Development Board, Sri Lanka
• Ms. Parminder Vir, CEO, Tony Elumelu Foundation
• Mr. Likando Mukumbuta, Director General, Citizens Economic Empowerment Commission
• Ms. Phillipine Mtikitiki, Region Franchise Manager, Coca-Cola South & East Africa Business Unit

11:45–13:15 YOUTH UNCONFERENCE: IMAGINE A WORLD WITH NO BORDERS
Young leaders share their vision for doing business across borders in an ‘AfCFTA’ world.

Moderator: Ms. Rofhiwa Madzena, TV anchor and producer, CNBC Africa
• Pompi, CEO, Atmosphere Entertainment and musician, Zambia
• Mr. Michael Ocansey, Co-founder, AgroCenta, Ghana
• Ms. Janet Bugembe, Founder, The Mentorship Class, Uganda
• Mr. Oumar Yam, CEO, OuiCarry, Senegal
• Mr. Serge Nawej, Chair, National Commission of Young Entrepreneurs, DR Congo
• Ms. Stella Sata-Rukayi, Co-founder, Plan Store Business Solutions, Zambia
• Mr. Momarr Taal, CEO, Tropingo Foods, The Gambia
• Prof. Landry Signé, Distinguished Fellow, Center for African Studies, Stanford University Ms.
• Ms. Yentyl Williams, Founder, ACP Young Professionals Network

Introduced by
• Amb. Albert Muchanga, African Union Commissioner for Trade and Industry
• Ms. Arancha González, ITC Executive Director
12:00-17:30 B2B meetings on agribusiness, machinery and packaging

13:15–15:00 LUNCH Co-host: Huawei Technologies

15:00-16:30 PLENARY: TEARING DOWN TRADE BORDERS
Co-host: TradeMark East Africa

What opportunities are opening up thanks to the Continental Free Trade Agreement? How do we reflect the aspirations of youth? How does it complement WTO trade facilitation efforts? What are the priorities to scale up trade expressed by the business community?

Moderator: Ms. Georja Calvin-Smith, TV anchor, France 24

• H.E. Amb. Albert M. Muchanga, Commissioner for Trade and Industry, African Union
• Ms. Kayula Siame, Permanent Secretary, Ministry of Commerce, Trade and Industry, Zambia
• Mr. Frank Matsaert, CEO, TradeMark East Africa
• Ms. Annette Ssemuwemba, Deputy Executive Director, Enhanced Integrated Framework
• Ms. Dorothy Tuma, Chair, East African Women in Business Platform
• Mr. Hennie Heymans, CEO, DHL Express Sub-Saharan Africa

16:30-16:40 PUBLICATION LAUNCH: A Business Guide to the Continental Free Trade Area

16:40–17:45 IN CONVERSATION
Moderator: Mr. Ramah Nyang, TV anchor, CGTN Africa

• Mrs. Tiguidanke Camara, Chairman and CEO, Tigui Mining Group and Camara Diamond & Gold Trading Network, Guinea
• Dr. Amany Asfour, Chairperson of the Board, COMESA Business Council

WEDNESDAY, 12 SEPTEMBER 2018

9:00–10:30 PLENARY: AGRIBUSINESS: REDUCING RISKS, INCREASING RETURNS

Consumers and retailers want agribusiness value chains to deliver quality, sustainability and a fair price. Countries of origin seek good returns, job creation and reduced climate and price volatility. How can we have both and ensure that more value is retained in countries?

Moderator: Ms. Georja Calvin-Smith, TV anchor, France 24

• Ms. Jennifer Blanke, Vice-President, Agriculture, Human and Social Development, African Development Bank Group
• Mr. Abdoulie Jarra, Permanent Secretary, Ministry of Trade, Industry and Employment, The Gambia
• Mr. Perry Mapani, Director General, Zambia Development Agency
Ms. Dahlia Khalifa, Senior Manager for Investment Climate Advisory Services, The World Bank
Mr. Thierry Kalonji, Director of Industry and Agriculture, and responsible for Investment Promotion and Private Sector Development, COMESA
Ms. Sefa Gohoho, CEO, Songhai Africa, Ghana
Mr. Guy Hogge, Head of Global Sustainability, Louis Dreyfus Company

10:30–11:00 NETWORKING BREAK: DISCOVER YOUR HOSTS
Coffee and tea from Zambia; Discover the SME Trade Academy

11:00–11:15 YOUTH AND TRADE SURVEY: THE RESULTS
Susanna Pak, ITC and Yentyl Williams of the ACP Young Professionals Network present Facebook Live reactions from Day 1, and unveil the results of the WEDF youth and trade survey.

11:15–12:30 SOCIAL ENTREPRENEURS: PITCH YOUR IDEAS
Co-hosts: Accelerator 2030, NYAMUKA
Moderator: Mr. Ramah Nyang, TV anchor, CGTN Africa
Finalists pitch their business cases live on stage to a jury of experts.

Finalists
- Ms. Victoria Mzumara, Shopzed, Zambia
- Mr. Chisepo Chirwa, Outsourc Now, Zambia
- Mr. Charles Ofori, Co-founder, Dext Technology, Ghana
- Mr. Diego Dieudonné Twahirwa, Gashora Farm, Rwanda
- Mr. Alan Chanda, Dytech, Zambia
- Mr. Omar Jallow, Founder, Green Hectares Farm, the Gambia

Jurors
- Ms. Parminder Vir, CEO, Tony Elumelu Foundation
- Mr. Michael Ocansey, Co-founder, AgroCenta, Ghana - Winner of the WEDF 2017 pitch competition
- Ms. Colette van der Ven, Director, Trade and Development, Sidley Austin
- Mr. Oumar Yam, CEO, OuiCarry, Senegal

12:30–14:00 LUNCH

14:00–15:15 GOING GREEN: WHO WILL FINANCE SMES
This session explores how to forge synergies between public and private institutional players, and reach enterprises to ensure green production. Aspects of both debt and equity financing will be addressed.

Moderator: Ms. Rofhiwa Madzena, TV anchor and producer, CNBC Africa
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- Dr. Patrick I. Gomes, Secretary-General, African, Caribbean and Pacific Group of States (ACP)
- Ms. Nuru Mugambi, Director, Kenya Bankers Association
- Mr. Jacob Lushinga, Managing Director, Development Bank of Zambia
- Ms. Katalin Bihari, Chief of Staff, Ministry of Foreign Affairs and Trade, Hungary
- Mr. Erick Yong, Co-Founder, Green Tec Capital Partners
- Ms. Madalo Minofu, Resident Representative, International Finance Corporation
- Mr. Jules Ngankam, Deputy CEO, African Guarantee Fund
- Mr. Axel Addy, CEO, Ecocap Investment Group

15:15-16:30  REDUCING RISKS FOR INVESTORS IN AFRICA

African SMEs contribute about 80% of jobs on the continent, they lack seed funding to supply global supply chains. Which public-private partnerships and tools best reduce risk for investors in Africa?

Moderator: Ms. Marion Jansen, Chief Economist, ITC

- Dr. Benedict Okey Oramah, President, African Export Import Bank
- Mr. Abou Jallow, Senior Adviser to the CEO & General Manager, Operations Department, International Islamic Trade Finance Corporation
- Mr. Mohammad Al Kamali, Deputy CEO, Dubai Exports
- Ms. Joy Kategekwa, Regional Head Africa, UNCTAD
- Mr. Pizzaro Lukhanda, Regional Underwriter- Southern Africa, African Trade Insurance Agency
- Mr. Peter Mulroy, Secretary General, Factors Chain International

16:30-17:15  CLOSING SESSION

The co-hosts announce the winner of the Young social entrepreneurs competition.

- H.E. Mr. Christopher Yaluma, MP, Minister of Commerce, Trade and Industry, Zambia
- Ms. Arancha González, ITC Executive Director
- Mr. Philippe Yvergniaux, Director of International Cooperation, Business France