MONDAY, 10 SEPTEMBER 2018 - WEDF pre-meetings
10:30 B2B meetings on agribusiness, machinery and packaging (continued on 11 September)
8:30 Regional Packaging meeting
14:00 SheTrades Zambia launch

TUESDAY, 11 SEPTEMBER 2018

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

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
• H.E. Ms. Chileshe Kapwepwe, Secretary-General, COMESA (tbc)
• Dr. Patrick I. Gomes, Secretary-General, African, Caribbean and Pacific Group of States (ACP) (tbc)
• 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

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: Mr. George Ndirangu, TV anchor, CNBC Africa

Introduced by
• Amb. Albert Muchanga, African Union Commissioner for Trade and Industry
• Ms. Arancha González, ITC Executive Director

Among the speakers:
• Prof. Landry Signé, Distinguished Fellow, Center for African Studies, Stanford University
• Mr. Momarr Taal, CEO, Tropingo Foods, The Gambia
• Mr. Oumar Yam, CEO, OuiCarry, Senegal
• Ms. Yentyl Williams, Founder, ACP Young Professionals Network
• Mr. Serge Nawe, Chair, National Commission of Young Entrepreneurs, DR Congo
• Ms. Janet Bugembe, Founder, The Mentorship Class, Uganda
• Mr. Michael Ocansey, Co-founder, AgroCenta, Ghana
• Ms. Stella Mutale Sata, Plan Store Business Solutions Zambia
• Pompi, CEO, Atmosphere Entertainment and musician, Zambia
WORLD EXPORT DEVELOPMENT FORUM 2018 – DRAFT PROGRAMME

TUESDAY, 11 SEPTEMBER 2018 continued

13:15–15:00 LUNCH

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. Adrienne Klasa, Development Finance Editor, The Banker, Financial Times Group

- H.E. Amb. Albert M. Muchanga, Commissioner for Trade, African Union
- H.E. Mr. Vincent Munyeshyaka, Minister of Trade, Rwanda (tbc)
- 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

16:45–17:45 IN CONVERSATION

Moderator: Mr. Ramah Nyang, TV anchor, CGTN Africa

- H.E. Ms. Bogolo Kenewendo, Minister of Investment, Trade and Industry, Botswana (tbc)
- Ms. Camara Tiguidanke, Chairman and CEO, Tigui Mining Group and Camara Diamond & Gold Trading Network, Guinea

19:00 CULTURAL EVENING, HOSTED BY THE GOVERNMENT OF ZAMBIA

WEDNESDAY, 12 SEPTEMBER 2018

9:00–10:30 PLENARY: AGROBUSINESS: 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. Adrienne Klasa, Development Finance Editor, The Banker, Financial Times Group

- H.E. Mr. Henry Mussa, Minister of Industry, Trade and Tourism, Malawi (tbc)
- Ms. Jennifer Blanke, Vice-President, Agriculture, Human and Social Development, African Development Bank Group
- Ms. Ina-Marlene Ruthenberg, Country Manager, The World Bank Group
- Mr. Thierry Kalonji, Director of Investment Promotion and Private Sector Development, COMESA
- Ms. Sefa Gohoho, CEO, Songhai Africa, Ghana
- Mr. Guy Hogge, Head of Global Sustainability, Louis Dreyfus Company
- Mr. Luke Mbewe, CEO, Zambian Export Growers Association
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: Impact Hub 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, Outsource Now, Zambia
• Mr. Charles Ofori, Co-founder, Dext Technology, Ghana
• Mr. Hamadoun Niangado, Co-founder, Koolfarmer, Mali
• 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

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: Mr. George Ndirangu, TV anchor, CNBC Africa

• Mr. Jacob Lushinga, Managing Director, Development Bank of Zambia
• Mr. Erick Yong, Co-Founder, Green Tec Capital Partners
• Ms. Eunice Ntobedzi, Director, EmPowered FinTech, Botswana
• Ms. Madalo Minofu, Resident Representative, International Finance Corporation
• Mr. Felix Bikpo, CEO, African Guarantee Fund (tbc)
• Mr. Axel Addy, CEO, Ecocap Investment Group (tbc)
• Mr. Nicholas Niggli, Director General for Economic Development, Research and Innovation, Republic and Canton of Geneva, Switzerland (tbc)
WORLD EXPORT DEVELOPMENT FORUM 2018 – DRAFT PROGRAMME

WEDNESDAY, 12 SEPTEMBER 2018 continued

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
- Eng. Hani Salem Sonbol, CEO, International Islamic Trade Finance Corporation
- Mr. Mohammad Al Kamali, Deputy CEO, Dubai Exports
- Ms. Joy Kategekwa, Regional Head Africa, UNCTAD
- Mr. Alfredo Baldini, Resident Representative in Zambia, International Monetary Fund

16:30-17:15 CLOSING SESSION

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

- H.E. Mr. Christopher Yaluma, Minister of Commerce, Trade and Industry, Zambia
- Ms. Arancha González, ITC Executive Director