

World Export Development Forum 2018

Lusaka, Zambia

- 10-11 September - B2B meetings
- 11-12 September - Conference sessions

Among the confirmed speakers

TUESDAY, 11 SEPTEMBER 2018

9:00–10:00 OFFICIAL OPENING



H.E. Mr. Christopher Yaluma, Minister of Commerce, Trade and Industry, Zambia

Hon. Christopher Yaluma was appointed Minister of Commerce and Industry in February 2018 after being the Minister of Mines and Minerals Development for five years. Previously, Hon. Mr. Yaluma served in various engineering management positions over 19 years at Eskom and 12 years working for Zambia Electricity Supply Corporation. He has used his in-depth experience across power system management to coach a number of engineers in the industry. He holds a BSc in Electrical Engineering from University of Idaho in the USA.



Ms. Arancha González, ITC Executive Director

Arancha González, an expert in international trade issues with 20 years of experience, serves as Executive Director of ITC since September 2013. Before joining ITC, she served as Chief of Staff to World Trade Organization (WTO) Director-General Pascal Lamy from 2005 to 2013. During her tenure at the WTO, she played an active role in launching the Aid for Trade initiative and served as Mr. Lamy's representative at the G-20. Prior to working at the WTO, Ms. González held several positions at the European Commission, including spokeswoman for trade and adviser to the European Union Trade Commissioner. Ms. González co-chairs the World Economic Forum (WEF) Agenda Council on the Future of Trade and Investment.

MASTER OF CEREMONIES



Rose Sibisi, Media entrepreneur and founder, StylewithRoseS

Rose Sibisi has over 26 years corporate experience with DHL, Multichoice, MTN, Herbalife, Sony, Samsung and BMW. Her brand, StylewithRoseS, focuses on innovative and creative initiatives driven by youth. The platform teaches, inspires and challenges society through advocacy. She has wide experience in event management, personal image branding and communications. She is an alumni entrepreneur of the Graca Machel Africa Programme 2017, an alumni woman entrepreneur trainee of Stanbic Bank Zambia and Babson College USA, a community member of Lionesses of Africa since 2015, and a nominated mentee in the Cherie Blair Mentorship Programme 2018-2019. Ms. Sibisi holds a Post Graduate Diploma in Marketing from the Chartered Institute of Marketing, U.K.

10:00–11:30 JOBS OF TOMORROW, THROUGH TRADE



H.E. Amadou Sanneh, Minister of Trade, Industry, Regional Integration and Employment, The Gambia

H.E. Amadou Sanneh is former national treasurer of the United Democratic Party and was made Minister of Trade in July 2018. Previous to his current role, Hon. Sanneh had been the Finance Minister since January 2017. He is a trained accountant and set up his own firm, A. A. Co in 1996.



H.E. Dr. Michael Bimha, Minister of Industry and Commerce, Zimbabwe

Hon. Michael Bimha was previously Deputy Minister of Industry and Commerce in Zimbabwe before being appointed Minister of Industry and Commerce in 2013. Previously, Hon. Dr. Bimha served as Executive Director of Anglo American Corporation and Executive Director of SMM Holdings. He was also Chairman of Air Zimbabwe and Chair of various Board Committees, including Africa Resources Limited and Nicoz Diamond. He holds a PhD in Strategic Human Resources Management and a Masters in Business Administration from the University of Zimbabwe.



Ms. Parminder Vir, Chief Executive Officer, Tony Elumelu Foundation

Parminder Vir joined the Tony Elumelu Foundation as Director of Entrepreneurship in April 2014, and was responsible for the design of the \$100 million, multi-year, pan-African Tony Elumelu Entrepreneurship Programme. She has had a 20-year award-winning career as film and TV producer with BBC Television, Carlton Television and Chanel Four, as well as CEO of her independent production company, Formation Films. She was awarded an Order of the British Empire (OBE) by Queen Elizabeth II for her services to the Broadcasting and Film industry in 2002.



Mr. Likando Mukumbuta, Director General, Citizens Economic Empowerment Commission

Likando Mukumbuta has 29 years of professional experience, facilitating investment capital for more than 6,500 MSMEs throughout Zambia, creating more than 40,000 jobs. He has served as Director General of Citizens Economic Empowerment Commission (CEEC) since 2012. Before joining CEEC, Mr. Mukumbuta served in international development institutions where he headed two project management consulting firms as Chief Executive Officer for a decade. Before this, he served as Mission Economist at USAID/Zambia for five years. He has a Masters Degree in Agricultural Economics and a Masters Degree in Geo-Information Systems.

11:45

YOUTH UNCONFERENCE



Mr. Momarr Taal, Founder, Tropingo Foods

Momarr Taal has 11 years of experience as a social entrepreneur, starting his first company at the age of 17 selling products in five countries. He founded Tropingo Foods in 2015, a Gambian agro-processing company established to create sustainable market access for local produce to be exported. Tropingo Foods employs 180 staff, majority of which are women and has international recognition or its impact on rural communities, youth and women. Mr. Momarr has also spearheaded numerous community initiatives such as Ebola Free Gambia and various Mentorship programs. In 2016, he was included by Forbes '30 under 30 Entrepreneurs Africa' and has been recognised by Tony Elumelu Foundation.



Ms. Janet Bugembe, Executive Director, Cinq Diamandes

Janet Bugembe is a young entrepreneur owning two companies and is the youth coordinator of Business and Professional Women in Kampala, Uganda. She is founder of The Mentorship Class, an organisation that offers mentoring to young African leaders in leadership, financial literacy, marketing and sales. In 2017 she was recognised in the 'Top 40 under 40 Women' in Uganda by newspaper New Vision and has been part of the Rhett Power mentorship programme sponsored by the American Embassy. Ms. Bugembe has travelled the world, sharing her story with over 200,000 youth.



Ms. Yentyl Williams, Founder and President, ACP Young Professionals Network

Yentyl Williams is a PhD Researcher on EU affairs with Africa, the Caribbean and the Pacific countries (ACP) at Ghent University. She has several years of work experience on EU relations in both the public and private sector. In 2015, Ms. Williams was appointed Expert to the European Economic and Social Committee for the Green Paper on 'The Future of the EU's relations with the ACP group and the successor to the Cotonou Partnership Agreement'. In December 2014, Ms. Williams founded ACP Young Professionals Network to advocate that the EU and ACP countries utilise Article 26 of the legally binding Cotonou Partnership Agreement on 'youth issues'.



Mr. Oumar Yam, Co-Founder, OuiCarry

Oumar Yam studied in France and became an entrepreneur when he returned to Senegal in 2009. He is the co-founder of OuiCarry.com, providing a delivery service for people in West Africa. Consumers in Senegal, Mali, Togo and Benin receive goods from the largest online sites via OuiCarry offices in China, France and USA. Mr. Yam studied Economics and Transport at the University of Montpellier.



Professor Landry Signé, Distinguished Fellow, Stanford University's Center for African Studies

Professor Landry Signé is a distinguished fellow at Stanford University's Center for African Studies and is special adviser to world leaders on international and African affairs. Professor Signé is David M. Rubenstein Fellow at the Brookings Institution where he works in the Africa Growth Initiative. He is also founding Chairman of the award-winning Global Network for Africa's Prosperity. Professor Signé has won more than sixty prestigious awards including World Economic Forum's Young Global Leader, JCI Ten Outstanding Young Persons in the World, and Tutu Fellow who "drives the transformation of Africa". Previously, Professor Signé was founding president of a business strategy and development firm based in Montreal and a visiting scholar at the University of Oxford.



Mr. Serge Nawej, Chair, National Commission of young Entrepreneurs Democratic Republic of Congo

Serge Nawej is a business lawyer engaged in finance with a focus on African related projects. Mr. Nawej was appointed Chair of the National Commission of Young Entrepreneurs of Democratic Republic of Congo in early 2017. He is a driving force to the development of ProximA, a law firm based in the Democratic Republic of Congo involved in major cross border transactions in Africa. He was recognized as one of the Ten Most Innovative Lawyers in the US by the Financial Times. Mr. Nawej has been involved in the successful implementation of a number of businesses and companies throughout Africa.



Mr. Michael Ocansey, Co-founder, AgroCenta, Ghana - Winner of the WEDF 2017 pitch competition

Michael Ocansey is a software engineer who created a platform to aggregate and connect smallholder farmers to big companies that need their produce. The company uses technology to give rural farming communities access to market, capital and resources. Agrocenta aim to sign up 1000 farmers in Ghana. Mr. Ocansey has spent 15 years in lead developer roles in companies spanning diverse industries. His biggest drive is to see an increase in world-class software, products and apps stem from the African continent.

15:00-16:30 TEARING DOWN TRADE BORDERS



Amb. Albert M. Muchanga, Commissioner for Trade and Industry, African Union

Albert Muchanga was elected Commissioner for Trade and Industry of the African Union in 2017. He has previously served as Permanent Secretary in the Zambian Cabinet Office in charge of Parliamentary Affairs and Ambassador to Ethiopia and the African Union. Mr. Muchanga has held responsibilities for international economic and foreign policy analysis and implementation. He is a central figure in the launch of the African Continental Free Trade Area, an economic space comprising 55 members of the African Union promoting trade of duty free goods and services.



Mr. Frank Matsaert, CEO, TradeMark East Africa

Frank Matsaert's career has focused on development, programme delivery and management in 14 African and 6 Asian countries where he has designed and overseen over 40 major programmes, totalling over \$1 billion in the fields of trade, finance, privatization, climate change, market development and skills training. Prior to joining TradeMark East Africa in 2010, Mr. Matsaert was Private Sector Adviser to the UK Department for International Development (DFID) and their Country Director for Care.



Ms. Dorothy Tuma, Chair, East African Women in Business Platform

Dorothy Tuma is the current Chair of the East African Women in Business Platform, which represents over 3,000 women entrepreneurs. She also founded the Women's Centre of Job Creation, which provides micro entrepreneurship development to rural women in Eastern Uganda. Ms. Tuma has over twelve years of experience as a Lead Consultant and Trainer of trade-related projects in East and Southern Africa. She has a Master of Public Administration from the Harvard Kennedy School, a Master of Business Administration from the Anderson School, University of California Los Angeles and a Bachelor of Science in Economics from Makerere University Kampala, Uganda.



Mr. Hennie Heymans, CEO, DHL Express Sub-Saharan Africa

Hennie Heymans, a South African national, joined CHL Express in 2001 as Head of the Direct Business Unit, supervising telesales, agents and retail in Namibia, Swaziland and Lesotho. After this, he was appointed Managing Director for Central Africa, managing eight markets in the region. Mr. Heymans has extensive knowledge of operating in challenging markets, strong leadership skills and a strong African network.

WEDNESDAY, 12 SEPTEMBER 2018

9:00–10:15 AGRICULTURE TO AGRIBUSINESS: REDUCING RISKS, INCREASING RETURNS



Ms. Jennifer Blanke, Vice-President, Agriculture, Human and Social Development, African Development Bank

Jennifer Blanke is responsible for overseeing the African Development Bank's strategy and activities for agriculture and human and social development. Ms. Blanke was Chief Economist at the World Economic Forum from 2012 to 2017 and has written and lectured extensively on national competitiveness. With a Master's degree in International Affairs from Columbia University, New York, and a MA and PhD in International Economics from the Graduate Institute of International Studies, Geneva, she is a member of the Canadian government's Council of Economic Growth. Her international career includes several non-executive board responsibilities in the non-profit sector.



Ms. Sefa Gohoho, CEO, Songhai Africa, Ghana

Sefa Gohoho is CEO of Songhai Africa, a Ghanaian company that focuses on agribusiness, hospitality and luxury consumables. Ms. Gohoho is a founding member of Africa 2.0, a consortium partner of The Young African Leaders Initiative, Accra, launched by President Obama as a signature effort to invest in future African leaders. She has served as Africa 2.0 Ghana Chapter head, and is the current Chair of the Board of the Africa 2.0 Foundation Ghana. An alumna of the London School of Economics, she was educated in Ghana, Zimbabwe, South Africa and England.



Mr. Thierry Kalonji, Director of Investment Promotion and Private Sector Development, COMESA

Thierry Kalonji, a lawyer, works closely with the ACP-EU Business Climate Facility on private sector development and the International Finance Corporation to improve the business environment in COMESA countries. His international career has involved work for the World Bank, OECD, the African Development Bank and the Southern African Development Community. He has been Permanent Secretary in the Ministry of Finance in the Democratic Republic of Congo and Advisor to the Ministers of Finance and Economy.



Mr. Guy Hogge, Head of Global Sustainability, Louis Dreyfus Company

In his role as Louis Dreyfus Company (LDC)'s Global Head of Sustainability, Guy Hogge has been responsible for sustainability initiatives across the globe since 2010. He joined the Group in 1994 and, prior to his current appointment, was managing various commercial roles within LDC's Sugar and Oilseeds platforms. Before joining LDC, Mr. Hogge spent 7 years with British company Tate & Lyle, first as a graduate trainee and then moving on to commercial positions in the animal feed and sugar trading divisions. Mr. Hogge holds a BSc with honours in Agricultural and Food Marketing from the University of Newcastle, UK.

14:00–15:30 GOING GREEN: WHO WILL FINANCE SMES



Mr. Jacob Lushinga, Managing Director, Development Bank of Zambia

Jacob Lunda Lushinga joined the Development Bank of Zambia in June 2012. As Managing Director, his goal is to restore the Bank's competitive performance and make it Zambia's premier finance institution. His previous work experience includes that of Director General & CEO of the Zambia Investment Centre and Head – Strategic planning at Bank of Zambia. Mr. Lushinga is Chairman of the 2013/2014 United Nations Development Programme (UNDP) Board on the *Zambian Human Development Report*. He holds an MSc qualification in economics.



Mr. Erick Yong, CEO and Co-Founder, GreenTec Capital Partners

Erick Yong set up GreenTec Capital Partners in 2014 with former Deutsche Bank director Thomas Festerling. He is a successful entrepreneur, launching several businesses across various industries. Mr. Yong believes that entrepreneurship is the key to the development of Africa and GreenTec Capital is a venture capital company that invests in visionary start-ups in Africa. GreenTec Capital have invested in 10 companies in five different countries – Uganda, Rwanda, Ghana, Nigeria and Cameroon. Mr. Yong has experience in international business development and used to be a professional basketball player.

15:45-16:45 REDUCING RISKS FOR INVESTORS IN AFRICA



Dr. Benedict Okey Oramah, President and Chairman of the Board, African Export-Import Bank

Dr. Benedict Okey Oramah assumed his current position in September 2015, after having joined the bank in 1994 as Chief Analyst. Prior to joining Afreximbank, he was an Assistant Research Manager at the Nigerian Export Import Bank from 1992. Dr. Oramah serves as Chairperson of the Africa Chapter of the International Factors Group (IFG) and is on the Board of the IFG and the Editorial Boards of *Trade and Forfeiting Review* and the *Journal of African Trade*. He is also a member of the Consultative Board on World Cocoa Economy of the International Cocoa Organization. Dr. Oramah holds M.Sc. and Ph.D. degrees in agricultural economics from Obafemi Awolowo University, Nigeria. He has published a book, *Foundations of Structured Trade Finance* and has written more than 35 articles on a wide range of African economic, trade and trade finance issues.



Ms. Marion Jansen, Chief Economist, ITC

Marion Jansen is responsible for publishing ITC's annual flagship publication the 'SME Competitiveness Outlook'. Previous to joining ITC in 2014, she was a counsellor in the Economic Research and Statistics Division of the World Trade Organization, an organization she first joined in 1999 after a short spell in the private sector. From 2009 to 2012 she was the head of Trade and Employment Programme at the International Labour Organization. Her publications in the field of international trade and global governance include a volume on the internationalization of financial services and articles on regional services liberalization.



Eng. Hani Salem Sonbol, CEO, International Islamic Trade Finance Corporation

Eng. Hani Salem Sonbol's career in development Banking started three decades ago where he served in many technical and leading positions across the Islamic Development Bank Group. Eng. Hani accumulated diverse knowledge and experience during his career. He has previously been the Director of the IDBG President's Office, Director of IDBG Regional Office Morocco, Director Trade Finance and Promotion Department and Deputy CEO.

PANEL MODERATORS



Mr. George Ndirangu, Presenter and Producer, CNBC Africa

Since 2014, George Ndirangu is a presenter and producer at CNBC Africa, a powerful multiplatform media brand that focuses on business, money, finance, and economic news in sub-Saharan Africa. He is currently based in Kigali, Rwanda, where he covers daily business news in the region and is the producer of "Doing Business in Rwanda." In the past, his interviews have included heads of state, ministers, and key industry players. Mr. Ndirangu is also a contributing writer for Forbes Africa and moderates panel discussions at the United Nations Economic Commission for Africa.



Mr. Ramah Nyang, News Anchor, CGTN

Ramah Nyang joined CGTN in 2012 as a business anchor and reporter. Prior to that, he worked in various Kenyan media houses, covering a range of business and political stories. He started his career as a general news reporter and presenter in urban news radio in Kenya, at the Radio Africa Group, before moving on to roles behind and in-front of the camera at KTN. While there, Mr. Nyang was responsible for the creation of a weekly show which analysed events in Kenya's political and economic arenas. From 2010 to 2012, he was part of the team that set up a TV news unit at Radio Africa's Kiss TV. Mr. Nyang has covered developments in Kenya's fiscal and monetary policy and capital markets over the years.



Adrienne Klasa, Development Finance Editor, The Financial Times Group

Adrienne Klasa was previously Editor of This is Africa, the Financial Times' flagship Africa publication. She has particular interest in the intersection between politics, business and international currents in sub-Saharan Africa, and has worked and traveled widely in the region. Her writing has also appeared in the Financial Times, the Guardian, Forbes, Slate and Foreign Policy, among others. Ms. Klasa holds two first class degrees in political science from McGill University and a Masters from the School of Oriental and African Studies, University of London.