

WORLD EXPORT DEVELOPMENT FORUM 2018

Scaling Up through Trade: SKILL | Innovate | Connect

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

Christopher Yaluma was appointed in February 2018 Minister of Commerce and Industry after being the Minister of Minister of Mines and Minerals Development for five years. He has in depth experience across power system management and has mentored and coached 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 as 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.

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



H. E. Dr. Isatou Touray, Minister of Trade, Industry, Regional Integration and Employment, The Gambia

Isatou Touray became the Minister of Trade, Industry, Regional Integration and Employment in the Gambia in 2017. She is the co-founder and Executive Director of the Gambia Committee on Traditional Practices Affecting the Health of Women and Children. She has previously served as Secretary General and board member of the Inter-African Committee on Traditional Practices from 2009 to 2014. Dr. Touray has been an instrumental figure in promoting grassroots social movements in the Gambia and now plays an important role in promoting economic development through employment, industry and trade.



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. Joakim Reiter, Group External Affairs Director, Vodafone

Joakim Reiter is the Group External Affairs Director at Vodafone. Before joining Vodafone in April 2017, he was the Assistant Secretary-General of the United Nations and the Deputy Secretary-General of the United Nations Conference on Trade and Development (UNCTAD). Prior to that, he spent more than 15 years in the foreign service of Sweden, including as Deputy Director-General of the Ministry of Foreign Affairs, Ambassador to the World Trade Organization, and at the Permanent Representation to the European Union. He has also served as an EU negotiator with DG Trade at the European Commission.

15:00-16:30 TEARING DOWN TRADE BORDERS



Amb. Albert M. Muchanga, Commissioner for Trade, 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 Matsart'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, totaling 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.

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 alumnus 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.

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



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.

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, Ramah 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.



Ms. Sneha Shah, Managing Director, Sub-Saharan Africa, Thomson Reuters

Sneha Shah is the Managing Director of sub-Saharan Africa for Thomson Reuters, which is dedicated to driving profitable growth through cross-continent development of business units. The company works to enable transactions and connect trade, investment, financial, and corporate professionals across Africa. Ms. Shah is a member of both the African Leadership Network and the World Economic Forum's Global Agenda Council on Governance. She is committed to ensuring positive contribution towards the region's economic empowerment.