

18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa

Among the confirmed speakers and moderators at the World Export Development Forum

THURSDAY, 21 NOVEMBER 2019

9:00–10:00 OFFICIAL OPENING



Ms. Arancha González, Executive Director, International Trade Centre

Arancha González, an expert in international trade issues with 20 years of experience, has served 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.

10:00-11:30 INVESTING IN ONE AFRICA



Mr. Tewolde GebreMariam, Group Chief Executive Officer of Ethiopian Airlines

Mr. GebreMariam began his career at Ethiopian Airlines in 1985 and became CEO in 2011, winning multiple awards including 'African CEO of the Year'. He also serves as a member of the High-Level Advisory Group on Sustainable Transport with United Nations.

Mr. GebreMariam holds a B.A. Degree in Economics from Addis Ababa University, a Master's Degree in Business Administration from Open University in the United Kingdom, and an Honorary Degree of Doctor of Humane Letters Honoris Causa from Addis Ababa University.



Dr. Frannie Léautier, Chief Operating Officer, Asset Management Executive Director, Trade and Development Bank (TDB)

Prior to joining the Eastern and Southern African Trade and Development Bank (TDB), Dr. Léautier served as Senior Vice President at the African Development Bank, Vice President at the World Bank Group, and Executive Secretary of the African Capacity Building Foundation.

In addition to having founded two companies, Dr. Léautier is a Board Member, Trustee, Special Advisor, Founder and Member of several international organizations, including the World Economic Forum (WEF). She is an author and academic, having published books in international development and having taught Masters-level courses at Sciences Po, MIT, Harvard, Duke, and the University of Tokyo.



Mr. Israr Ahmed Mecca, Director, Farida Group

Mr Israr Ahmed Mecca is one of the promoters of Farida Group. The group manufactures leather shoes with an annual turnover of \$320 million, with manufacturing operations in India, Ethiopia and Bangladesh.

He holds an MBA from Boston University, has 23 years of experience in the export business and is involved in various industry organizations. Mr. Ahmed also participates in CSR activities. He has organized medical camps, education drives, promotion of women empowerment and entrepreneurial development programmes.



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 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.



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, board member of the Editorial Boards of Trade and Forfaiting Review, and member of the Journal of African Trade and 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 is the author of "*Foundations of Structured Trade Finance*".



Mr. Ashish J. Thakkar, Founder, Mara Corporation and Mara Foundation / Co-founder, Atlas Mara

Mr. Thakkar has driven the growth of the Mara Group from a small IT business in Uganda to the globally recognized multi-sector investment group. Through its investments, Mara Corporation has a presence across 26 African countries in sectors spanning technology, banking, real estate and infrastructure. Mr. Thakkar served as Chair of the United Nations Foundation, Global Entrepreneurship Council. He was appointed Chair of the Presidential Youth Advisory Group at the African Development Bank and is the author of *The Lion Awakes: Adventures in Africa's Economic Miracle*.

11:30–12:30 IN CONVERSATION: BUSINESS VOICES FOR ONE AFRICA



Ms. Navalayo Osembo Ombati, CEO and Co-Founder, Enda Sportswear, Kenya

Enda is a running footwear and apparel company that contributes to Kenya's reputation as the global leader in distance running. Enda brings together world-class shoe designers, developers and Kenyan athletes to create performance running shoes.

Ms. Osembo is experienced in entrepreneurship, management consulting and international development, having worked for Deloitte & Touche and the United Nations, among others. She holds an M.A. in international development and humanitarian emergencies from the London School of Economics and an undergraduate degree in law from the University of Nairobi. Ms. Osembo is also a Certified Public Accountant.

14:30–16:00 DIGITAL AFRICA



Mr. Kalifa M. Faal, CEO, Xoom Wireless / CEO, KMF Technologies

Mr. Faal leads companies that provide internet access and technologies in The Gambia. XOOM Wireless is an Internet Service Provider founded by Mr. Faal which has just been acquired by Orange Sonatel, the leading telecommunications service provider in West Africa.

He spent the past two years advocating for an industry-wide shift in internet technologies to provide faster internet speeds while delivering last-mile connectivity.

The Gambia Chamber of Commerce and Industry's gave him the Young Entrepreneur of the Year award in 2014 and 2015. Mr. Faal is a Computer Science graduate from Florida State University.

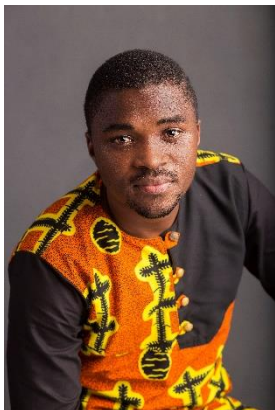


Mr. Oumar Yam, Co-Founder, OuiCarry

OuiCarry provides a delivery service for online orders in West Africa. Consumers in Senegal, Mali, Togo and Benin receive goods from the largest online sites from all over the world. Mr. Yam studied Economics and Transport at the University of Montpellier, France.

Oumar Yam became an entrepreneur when he returned to Senegal in 2009.

16:15–17.45 SOCIAL ENTREPRENEURS: PITCH YOUR IDEAS



Mr. Charles Ofori Antipem, Co-founder, Dext Technology

At Dext Technology, Mr. Ofori has spearheaded the design of the revolutionary science set, a product that has redefined practical science education by shrinking a science laboratory into the size of a textbook. This product has received awards from Ghana Institute of Engineers, American Society of Mechanical Engineers and the Royal Academy of Engineering, and won the 2018 World Export Development Forum pitch competition.

The African Union selected the science set as the most innovative education solution in Africa. At least 25,000 students have performed over 50,000 hours of science and innovation training using the science set.



Ms. Colette van der Ven, Director, Trade for Development Initiative, Sidley Austin

Colette van der Ven is an international trade lawyer specializing in trade policy and development. In 2018, she founded the Trade for Development Initiative at Sidley Austin, a pro bono program that helps developing countries use trade and investment to achieve sustainable development. She also works as an independent consultant for governments and international organizations.

Previously, Ms. van der Ven was an associate in Sidley's international dispute settlement practice, representing governments in WTO disputes. She holds a J.D. from the Harvard Law School and an MPP from the Harvard Kennedy School of Government. She publishes regularly on issues related to the WTO, trade and sustainable development.

FRIDAY, 22 NOVEMBER 2019

9:00–10:30 SKILLS FOR THE NEW AFRICA



Mr. Manuel Muñiz, Dean, IE School of Global and Public Affairs, Spain

Since 2017, Mr. Muñiz has been Dean of IE School of Global and Public Affairs. He is also Senior Associate at the Harvard Kennedy School of Government. He has provided policy advice to governments, the United Nations, the G20, the EU Commission and the Spanish National Security Council. He is the Founding Director of IE's Center for the Governance of Change, dedicated to studying the challenges of accelerated societal and technological transformation.



Dr. Henrietta Onwuegbuzie, Director, Impact Investing Policy, Lagos Business School

Dr. Onwuegbuzie joined the Lagos Business School faculty in 2001 and is the Academic Director of the Owner-Manager Programme. Prior to this, she managed educational projects for women's development in Nigeria and worked in corporate banking. She earned an MSc in Economics and Business Administration from the University of Navarre, Spain, an MBA from Lagos Business School, and a PhD in Entrepreneurship from Lancaster University, UK.

12:00-13:15 FINANCING FOR DEVELOPMENT: FOCUS ON THE AFCFTA



Dr. Ratnakar Adhikari, Executive Director, Executive Secretariat for the Enhanced Integrated Framework, World Trade Organization

Previously, Dr. Adhikari was the Chief Executive Director of South Asia Watch on Trade, Economics and Environment, a Kathmandu-based regional think tank. He also served as a Senior Adviser to the National Planning Commission of Nepal, and Trade Programme Specialist for the United Nations Development Programme in Colombo, Sri Lanka. He also worked as a manager of Nepal Indosuez Bank Ltd. and as a lecturer at the Tribhuvan University, Kathmandu.



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

His career in development banking started three decades ago, where he served in many technical and leading positions across the Islamic Development Bank Group (IDBG). He previously served as Director of the IDBG President's Office, Director of IDBG Regional Office Morocco, Director Trade Finance and Promotion Department, Deputy CEO ITFC, and Acting CEO at the Islamic Corporation for the Insurance of Investment and Export Credit.

PANEL MODERATORS



Ms. Shada Islam, Director for Europe and Geopolitics, Friends of Europe

Shada Islam is responsible for policy oversight of Friends of Europe's initiatives, activities and publications. She has special responsibility for issues related to the Future of Europe, Migration, the Asia Programme and the Development Policy Forum.

She is Visiting Professor at the College of Europe, where she teaches Asia-Europe relations, and is a fellow of the Vrije Universiteit Brussel. She has been named as one of twenty most influential women in Brussels by Politico. Shada is one of the authors of Friends of Europe's "Frankly Speaking" commentary.



Mr. George Ndirangu, journalist, BBC

Before working for the BBC, he was Senior Presenter and Producer at CNBC Africa, and holder of Rwanda's 2017 Media Personality Award.

He has conducted interviews globally, including eight Heads of State at the Transform Africa Summit (including Rwanda's Paul Kagame), President of Mauritius Ameenah Gurib at World Economic Forum in Davos, Former Liberian President Ellen Sirleaf, philanthropist Howard Buffett, Mo Ibrahim and more. George recently facilitated COMESA's handbook launch, moderating a panel with four Presidents (Kenya, Uganda, Mauritius and Zambia). At BBC, George is part of a culture review group assessing engagement between London headquarters and African bureaus. He is a Bsc. Actuarial Science holder.