PAMELA COKE-HAMILTON
Executive Director
International Trade Centre (ITC)
(virtual from Geneva)

Pamela Coke-Hamilton has served as Executive Director of the International Trade Centre since 1 October 2020. She joined ITC from the United Nations Conference on Trade and Development (UNCTAD), where she was Director of the Division on International Trade and Commodities.

Ms. Coke-Hamilton has a breadth of experience and expertise in trade-related capacity-building and sustainable development. She served with the Jamaican Government, the Caribbean Forum in trade negotiations, and multilateral institutions, including the Organization of American States and InterAmerican Development Bank. She previously served as Executive Director of the Caribbean Export Development Agency, strengthening the private sector and micro, small and medium enterprises through investment promotion.

Ms. Coke-Hamilton has worked extensively with the private sector across African, Caribbean and Pacific countries and academia to build trade-related institutional strength within member States. She also established the Women Empowered through Export (WeXport) platform to address the disadvantages that women-owned firms experience in accessing markets.

H.E. MS HALA EL SAID
Minister of Planning and Economic Development of Egypt
(virtual from Cairo)

Minister of Planning and Economic Development. Dr. Hala El-Said was born in May 19, 1957 in Cairo. She belongs to a political family at the province of Dakahlia. Her father, Helmy Al-Saeed, was appointed Minister of Electricity and the High Dam in 1970. She is considered as the first elected Dean for the Faculty of Economics and Political Science at Cairo University since October 2011. She also holds the position of Assistant President of Cairo University for Scientific Research Affairs and External Relations since September 2013. El-Said is considered as women's banking figures. She led the Egyptian Banking Institute (EBI), which is the training arm of the Central Bank of Egypt (CBE) for a period of eight years, during which EBI has the international accreditation «2006-2008». El-Said achieved her PhD in Economics from the Faculty of Economics and Political Sciences, Cairo University on 1989.
**H.E. Mr Falou Samb**  
Special Advisor to the President of Senegal for Trade and Investment  
(virtual from Dakar)

Since June 2014, Dr. Falou has served as Special Advisor to the President of the Republic of Senegal Mr. Macky SALL, in charge of Trade and Investment issues. Dr. Falou Samb is a Senior Commissioner of Economic Investigations. Dr. SAMB served, in turn, as an official in the Ministries of Trade and Economy and Finance, before joining the Diplomacy as Delegate of Senegal to the WTO.

Since 2016, Dr. Samb has been appointed by the African Unity Commission and the United Nations Commission for Africa as a Member of the Group of Experts and the Drafting Committee of the Draft FTAA Agreement and, in particular, the Draft Protocol on Investments of the FTAA Agreement. On behalf of ECOWAS, Dr. Falou served as a Member of the ECOWAS Group of Experts on the establishment of a Technical and Legal Assistance Framework for Dispute Settlement and the ECOWAS Regional Investment Code. He is also the Chairman of the Supervisory Board of the African Trade Information and Cooperation Agency - African Trade Policy Institute Group.

**Dr Amany Asfour**  
President  
Africa Business Council (Int.)

Dr. Amany Asfour established her company for health care management and medical equipment with more than 30 brands. She also established the Egyptian Business Women Association in 1995 and the Federation of Business & Professional Women with the objectives of promoting young generations of women entrepreneurs and giving guidance to women-led SMEs. Dr. Asfour founded the African Alliance for Women Empowerment and the Africa Vision company to increase Intra-African trade. She is the founder and Chair of the African Congress for Women Entrepreneurs. Dr. Asfour is elected as the Chair of the FEMCOM-Egypt Federation of Business Women Associations in the COMESA Region and Chair of the COMESA Business Council the apex Body of Private sector in COMESA.

Dr. Asfour received many awards from all over the world. She graduated from Faculty of Medicine – Cairo University and holds a Master Degree & M.D. degree in Pediatrics from the National Research Center of Egypt.

**H.E. Eng Saed Mohammed Al Awadi**  
Chief Executive Officer  
Dubai IE  
(TBC)

H.E. Eng Saed Mohammed Al Awadi has been the CEO of Dubai Industries and Exports since August 2007. He has a degree in Chemical and Petroleum Engineering and a Master’s in Environmental Management. On top of that, he has an Executive MBA from Wharton Business School, University of Pennsylvania. In addition to his role at Dubai Exports, he is a Member of the Board and CEO at Export Credit Insurance Co. of Emirates, Vice-Chairman of the Board at Msharie Venture Capital, a Member of Emirates Standardization and Metrology Board of Directors, a Member of the Board of Trustees of the German UAE Council for Trade and Industry, and a Chairman of the Board of Aman Union.
GERARD AMANGOUA  
Vice-President Marketing, Communication, Development and Public Relations  
Ivorian Export Promotion Agency (APEX-CI)  
(virtual from Abidjan)

Mr. Gérard Amangoua is a MBA graduate from the University of Baltimore, Maryland (USA) in 1982, and holds a Master of Management at the University of Paris I, Sorbonne in France in 1979. His double profile of a senior economist and manager has helped him hold several senior positions in the overseas offices of US Government, and in the private sector, currently as Deputy CEO of APEX-CI, a very reputable trade promotion organization based in Côte d’Ivoire, in Sub-Sahara Africa, where he has developed and implemented several outreach promotion programs in Africa, Europe, North America and South East Asia.

He also held several senior positions at the Private Sector’s Umbrella organization, CGECI, and Executive Director, Global Compact -Côte d’Ivoire, and regionally, and Executive Director of NEPAD Business Group-West Africa. He is a perfect bilingual, speaks and writes both languages, French and English. He has worked in several working business groups, including the AGOA Commission, the Eco-diplomatic Committee from the Ministry of Foreign Affairs, and is working also at the MCC indicator monitoring team. Over the last three years, he has produced several articles on export opportunities and challenges regarding the African Continental Free Trade Agreement (AfCFTA).

ABDOURAMANE DIALLO  
Manager, Targeted Interventions, Trade & Business Development  
International Islamic Trade Finance Corporation (ITFC)  
(virtual from Jeddah)

Abdouramane joined the ITFC in 2018 from a fifteen-year career in the private sector and international development. He is the Manager for Targeted Interventions focusing on leading trade development technical assistance programs across the OIC.

Prior to this role, Abdouramane implemented strategic alliances with public and private sector institutions to mobilize financial resources for ITFC trade development programs and global policy goals. He also designed and implemented private Sector development initiatives and spearheaded award-winning approaches that successfully mobilized private capital and created jobs for SMEs in fragile countries in the Middle East and Africa. His role included managing end to end project cycles; designing programs; recruitment of teams; developing strategic partnerships, actively raising funds among multilateral, bilateral and private agencies and corporations.

His past experiences include banking related roles, financial structuring, business development and strategic consultancy in different institutions including Natixis Corporate and Investment Bank, ABN AMRO, the United Nations Secretariat and the World Food Programme.
SHIRLENE NAFULA
Chief Executive Officer
Crystal River Products, Kenya
(virtual from Nairobi)

Shirlene Nafula is a 29-year-old multiple awards winning Business Woman. She is the Founder and CEO of Crystal River Products Ltd; a Manufacturing company for bio based beauty and hygiene products. She doubled as the managing Director for African based chain restaurant; Jiko Tamu. She is a member of China Africa Business council, US based corporate council on Africa and is considered a key stakeholder in India- Kenya and US Africa trade relations. She is often invited to key policy making forums such as Russia-Africa, France- Africa, UK-Africa.

She has received many awards and recognitions, including Forbes Africa 30 under 30-Business Category in 2019. Founder of the year under 30- finalist in 2020 and nominee at the Africa Youth Awards - Covid 19 Hero 2021.

Currently pursuing her MBA at Quantic school of Business and Technology. She holds professional certificates from United Nations Centre for Trade and Development (UNCTAD- Empretec) and International Trade Centre (ITC) among others. Bsc. Microbiology and Biotechnology from University of Nairobi.

SALLY MOUSA
International Speaker and Presenter (moderator)

Sally is an international speaker and presenter who has interviewed many of the world’s most influential change-makers, including Prince Khaled bin< Alwaleed bin Talal to Nobel Laureates Orhan Pamuk and Kailash Satyarthi and Oscar-nominated film director Nadine Labaki, Olympic-medalist Ibtihaj Muhammad.

She is also highly requested as a motivational and keynote speaker at events including TEDx, Global Unstereotype Alliance Summit, AIESEC Asia Pacific Innovation Challenge, Tounche Summit, the International Government Communication Forum, and more.

In 2021, Sally was named a global ambassador for the world-renowned Fred Hollows Foundation that works to restore sight to millions of people around the world.

Sally was a finalist for the Arab Woman Awards UAE 2020, under the patronage of HE Sheikh Nahyan bin Mubarak al Nahyan in partnership with UN Women.