

WORLD EXPORT DEVELOPMENT FORUM 2018 – PROGRAMME

Scaling Up through Trade: Skill | Innovate | Connect

MONDAY, 10 SEPTEMBER 2018 - WEDF pre-meetings

- 10:30-18:00 B2B meetings on agribusiness, machinery and packaging
- 08:30-14:00 Regional Packaging meeting
- 14:00-17:30 SheTrades Zambia launch

TUESDAY, 11 SEPTEMBER 2018

9:00–10:00 OFFICIAL OPENING

- Ms. Arancha González, ITC Executive Director
- H.E. Mr. Christopher Yaluma, MP, Minister of Commerce, Trade and Industry, Zambia
- H.E. Ms. Inonge Wina, Vice-President of the Republic of Zambia

Master of Ceremony: Ms. Rose Sibisi, TV host and entrepreneur, Zambia

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

We are in the digital era, and it affects everything we do. The voice of business is essential in shaping effective government strategies for job creation, because change is happening fast. Innovative partnerships can scale up job creation. Government leaders who have seen political and social change talk about their priority to scale up through trade. Leaders from business and civil society will share their priorities and experiences.

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

- Ms. Phillipine Mtikitiki, Region Franchise Manager, Coca-Cola South & East Africa Business Unit
- Mr. Diego Gutierrez, Chief Operating Officer, Vodacom Group, South Africa
- Ms. Indira Malwatte, Chairperson and Chief Executive, Export Development Board, Sri Lanka
- Mr. Likando Mukumbuta, Director General, Citizens Economic Empowerment Commission
- Ms. Parminder Vir, CEO, Tony Elumelu Foundation

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: Ms. Rofhiwa Madzena, TV anchor and producer, CNBC Africa

- Pompi, CEO, Atmosphere Entertainment and musician, Zambia
- Mr. Michael Ocansey, Co-founder, AgroCenta, Ghana
- Ms. Janet Bugembe, Founder, The Mentorship Class, Uganda
- Mr. Oumar Yam, CEO, OuiCarry, Senegal
- Ms. Stella Sata-Rukayi, Co-founder, Plan Store Business Solutions, Zambia
- Mr. Momarr Taal, CEO, Tropingo Foods, The Gambia
- Prof. Landry Signé, Distinguished Fellow, Center for African Studies, Stanford University, US
- Ms. Yentyl Williams, Founder, ACP Young Professionals Network

Introduced by

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

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TUESDAY, 11 SEPTEMBER 2018 continued

12:00-17:30 B2B meetings on agribusiness, machinery and packaging

13:15–15:00 LUNCH Co-host: Huawei Technologies

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. Georja Calvin-Smith, TV anchor, France 24

- H.E. Amb. Albert M. Muchanga, Commissioner for Trade and Industry, African Union
- Ms. Kayula Siame, Permanent Secretary, Ministry of Commerce, Trade and Industry, Zambia
- Mr. Frank Matsaert, CEO, TradeMark East Africa
- Mr. Safari Vincent, Coordinator, National Trade Facilitation Committee, Rwanda
- 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

16:30-16:40 PUBLICATION LAUNCH: A Business Guide to the Continental Free Trade Area

16:40–17:45 IN CONVERSATION: WOMEN IN LEADERSHIP

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

- Mrs. Tiguidanke Camara, Chairman and CEO, Tigui Mining Group and Camara Diamond & Gold Trading Network, Guinea
- Dr. Amany Asfour, Chairperson of the Board, COMESA Business Council

WEDNESDAY, 12 SEPTEMBER 2018

9:00–10:30 PLENARY: AGRIBUSINESS: 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. Georja Calvin-Smith, TV anchor, France 24

- Ms. Jennifer Blanke, Vice-President, Agriculture, Human and Social Development, African Development Bank Group
- Mr. Perry Mapani, Director General, Zambia Development Agency
- Mr. Thierry Kalonji, Director of Industry and Agriculture, and responsible for Investment Promotion and Private Sector Development, COMESA
- Ms. Sefa Gohoho, CEO, Songhai Africa, Ghana
- Mr. Guy Hogge, Head of Global Sustainability, Louis Dreyfus Company

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WEDNESDAY, 12 SEPTEMBER 2018 continued

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: 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

- Dr. Hanane Belakhdar, Pharmacy Doctorate & Entrepreneur, Unlimited Health Company, Morocco
- Mr. Chisepo Chirwa, Outsource Now, Zambia
- Mr. Charles Ofori, Co-founder, Dext Technology, Ghana
- 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
- Ms. Colette van der Ven, Director, Trade and Development, Sidley Austin
- Mr. Oumar Yam, Co-founder, OuiCarry, Senegal

12:30–14:00 LUNCH Co-host: Coca-Cola - by invitation

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: Ms. Rofhiwa Madzena, TV anchor and producer, CNBC Africa

- Ms. Nuru Mugambi, Director, Kenya Bankers Association
- Mr. Jacob Lushinga, Managing Director, Development Bank of Zambia
- Ms. Katalin Bihari, Director General, Ministry of Foreign Affairs and Trade, Hungary
- Mr. Erick Yong, Co-Founder, Green Tec Capital Partners
- Ms. Madalo Minofu, Resident Representative, International Finance Corporation
- Mr. Jules Ngankam, Deputy CEO, African Guarantee Fund
- Mr. Axel Addy, CEO, Ecocap Investment Group

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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. Anthony Coleman, Senior Economist, African Export Import Bank -
- Mr. Peter Mulroy, Secretary General, International Factoring Association -
- Mr. Pizzaro Lukhanda, Regional Underwriter- Southern Africa, African Trade Insurance Agency
- Mr. Abou Jallow, Senior Adviser, International Islamic Trade Finance Corporation -
- Dr. Elizabeth Nkumbula, CEO, Workers Compensation Control Fund Board
- Mr. Mohammad Al Kamali, Deputy CEO, Dubai Exports -
- Ms. Joy Kategekwa, Regional Head Africa, UNCTAD

16:30-17:15 CLOSING SESSION

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

- Mr. Philippe Yvergniaux, Director of International Cooperation, Business France
- H.E. Mr. Christopher Yaluma, MP, Minister of Commerce, Trade and Industry, Zambia
- Ms. Arancha González, ITC Executive Director