

18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa

PROGRAMME

WEDNESDAY, 20 NOVEMBER 2019

MANDELA HALL, AFRICAN UNION CONFERENCE CENTER, ADDIS ABABA

Africa Industrialization Day

9:30 - 11:00 WEDF official launch during Africa Industrialization Day

Africa Industrialization Week 2019 (18-22 November 2019) advocates for accelerated, sustainable and inclusive industrialization of African countries. Led by the Department of Trade and Industry of the African Union Commission, Africa Industrialization Week brings together experts from Africa and across the world to share best practices on how to foster the growth of industries in a connected global economy. This year, the focus of Africa Industrialization Week is on the implementation of the African Continental Free Trade Area.

- H.E. Amb. Albert Muchanga, African Union Commissioner for Trade and Industry
- Ms. Aurelia Patrizia Calabro, Field Office Representative, UNIDO
- Mr. Youn Kung-hyun, Deputy Minister for Economic Affairs of the Ministry of Foreign Affairs, Republic of Korea
- Ms. Arancha González, Executive Director, International Trade Centre
- H. E. Sahle-Work Zewde, President of Federal Democratic Republic of Ethiopia

19H30 RECEPTION

Reception at the Ethiopian Skylight Hotel sponsored by the African Union, the International Trade Centre, the Korea-Africa Foundation and the Ministry of Trade and Industry of Ethiopia.

THURSDAY, 21 NOVEMBER 2019

MANDELA HALL, AFRICAN UNION CONFERENCE CENTER, ADDIS ABABA

9:15 - 10:00 WELCOME AND OVERVIEW

- H.E. Amb. Albert Muchanga, African Union Commissioner for Trade and Industry
- H.E. Fetlework Gebre-Egziabher, Minister of Trade and Industry, Ethiopia
- Ms. Arancha González, Executive Director, International Trade Centre

10:00 - 11:30 PLENARY - INVESTING IN ONE AFRICA

New trade and investment opportunities will emerge from the African Continental Free Trade Area (AfCFTA), offering new opportunities for value addition. Business and government leaders in and outside Africa share insights for the business community to take advantage of these developments. Experiences from Europe in building a single market will be shared.

Speakers:

- H.E. Ms. Khumbudzo Ntshavheni, Minister of Small Business Development, South Africa
- Mr. Ashish J. Thakkar, CEO, Mara Phones
- Mr. Tewolde GebreMariam, Group CEO, Ethiopian Airlines
- Eng. Hani Sonbol, CEO, International Islamic Trade Finance Corporation (ITFC)
- H.E. Mr. Ranieri Sabatucci, Ambassador, EU Delegation to the African Union

Moderator: Ms. Shada Islam, Director of Policy, Friends of Europe

11:30 - 13:00 IN CONVERSATION: BUSINESS VOICES FOR ONE AFRICA

Women and youth are key to a more prosperous Africa. This conversation creates a dialogue between young entrepreneurs and those who are already in the position of influencing the developments around the AfCFTA. It features recommendations from the SheTrades and YES (youth entrepreneurship) events earlier in the week.

Opening remarks:

- H.E. Amb. Mesganu Arga Moach, State Minister, Ministry of Trade and Industry of Ethiopia

Speakers:

- Ms. Vera Songwe, Executive Secretary, UN Economic Commission for Africa
- Ms. Navalayo Osembo Ombati, CEO and Co-Founder, Enda Sportswear, Kenya
- Ms. Mwayi Kampesi, CEO and Founder, Planet Green Africa, Malawi
- Mr. Henok Assefa, CEO, Precise Consult International, Ethiopia
- H.E. Ms. Athaliah Lesiba Molokomme, Ambassador, Permanent Mission of Botswana to the United Nations in Geneva

Moderator: Mr. Georgie Ndirangu, BBC Africa

13:00 - 13:10 SIGNING CEREMONIES: INDIA - EAST AFRICA TRADE, INVESTMENT AND TECH TRANSFER

- Memorandum of Understanding — for the development of improved cotton varieties — between:
 - SIMA Cotton Development & Research Association, India
 - Cotton Development Organisation, Uganda
 - National Agricultural Research Organisation, Uganda
- Letter of Agreement between the International Trade Centre and the Federation of Indian Chambers of Commerce and Industry to co-host and promote the India-East Africa Trade Help Desk, a trade and investment facilitation mechanism
- Memorandum of Understanding between the International Trade Centre and the Federation of Indian Export Organization

13:10-14:30 LUNCH

14:30 - 16:00 PLENARY - DIGITAL AFRICA

New African digital entrepreneurs are on the rise. They serve as a catalyst to the continent's overall transformation, connecting businesses to new markets within and outside Africa. Policy, regulation and infrastructure need to work in tandem for these entrepreneurs to grow.

Speakers:

- H.E. Mr. Papa Amadou Sarr, Minister, General Delegate for Entrepreneurship, Senegal
- Mr. Oumar Yam, Co-founder, OuiCarry, Senegal
- Mr. Kalifa Faal, CEO, Xoom Wireless KMF Technology, The Gambia
- Mr. Munir Duri, CEO, Kifiya Financial Technologies, Ethiopia
- Mr. Mamadou Biteye, Vice-President, Social Impact, Central Europe, Middle East and Africa, Visa
- Mr. Pawel Hansdorfer, Senior Director, International Business, Asseco, Poland
- Ms. Jackie Ochola, Country Director, Andela, Uganda
- Mr. Alex Ntale, CEO, Rwanda ICT Chamber

Moderator: Ms. Shada Islam, Director of Policy, Friends of Europe

16:15 - 17:45 YOUNG SOCIAL ENTREPRENEURS: PITCH YOUR IDEAS

Co-hosts: organized in partnership with the African Union, the United States Mission to the African Union, IceAddis, Accelerate 2030, the Pierre Castel Foundation, and an ITC project in Guinea.

Finalists pitch their business cases live on stage to a jury of experts. The jury is selected for its capacity to provide mentoring to all finalists, in addition to the prize for the winner.

Finalists from:

- Ms. Deborah Mammo Adera, OmniTech, Ethiopia
- Ms. Hilina Ambachew Damte, G&H Blockchain, Ethiopia
- Mr. Fode Youla, Petite Damba, Guinea
- Mr. André Mousseni, Etablissements PSM, Cameroon
- Mr. Siyabonga Buddy Tshabalala, Founder, Siyabuddy, South Africa
- Mr. Gemechis Ejeta, Vice Managing Director, EthioGreen Production and Industry, Ethiopia

Jurors:

- Mr. Charles Ofori, Co-founder, Dext Technology, Ghana
- Ms. Colette van der Ven, Director, Trade and Development, Sidley Austin
- Ms. Mahlet Afework, Founder, Mafi Mafi, Ethiopia
- Mr. Alieu Jallow, Founder, Startup Incubator, The Gambia – AU-EU Youth Hub representative

Moderator: Ms. Hannah Viviers, CGTN

20H00 RECEPTION

A musical showcase of *MAISHA – An Afro-European Music Experience*, a unique project by the EU Delegation to the African Union, to be hosted at the Alliance Ethio-française and sponsored by the European Union.

FRIDAY, 22 NOVEMBER 2019

MANDELA HALL, AFRICAN UNION CONFERENCE CENTER, ADDIS ABABA

9:00 - 10:30 PLENARY - SKILLS FOR THE NEW AFRICA

What do investors and buyers seek among small firms in value chains, or when setting up local hubs? What skills are needed to boost manufacturing? Are these skills in line with the strategic sectors for the African Continental Free Trade Area?

Multinationals speak about how they invest in skills development; skill providers talk about what they are doing to train the workforce of the future.

Speakers:

- Ms. Jackie Ochola, Country Director, Andela, Uganda
- Dr. Manuel Muñiz, Dean, IE School of Global and Public Affairs, Spain
- Dr. Henrietta Onwuegbuzie, Director, Impact Investing Policy, Lagos Business School, Nigeria
- Mr. Mohammed N. Mijindadi, Managing Director, General Electric Gas Power System, Nigeria
- Mr. Thomas Huyghebaert, Head of cooperation, EU Delegation to the African Union
- H.E. Ms. Jessica E. Lapenn, Ambassador of the United States to the African Union

Moderator: Mr. Georgie Ndirangu, BBC Africa

10:45 - 12:00 PLENARY - TRADE IS SUSTAINABLE

Doing good, doing good business: companies that invest in sustainable trade are investing in their own competitiveness. Climate resilience solutions, sourcing of environmental products and eco-financing will be explored during this session.

Speakers:

- Ms. Delphine Traoré, COO, Allianz Africa
- Mr. Samba Thiam, Head, UN Environment Liaison Office to AUC, UNECA and Representative in Ethiopia
- Mr. George Omuga, General Manager, Ngorongo Tea Factory, Kenya
- Mr. Joakim Byström, Founder and CEO, Absolicon Solar, Sweden
- Ms. Cécile Billaux, Head, Sustainable Development Unit, Economic Partnership Agreement, Agriculture and Fisheries, Directorate General for Trade, European Commission
- Mr. Mark Pearson, Independent Consultant, Zambia

Moderator: Ms. Sandrah Twinoburyo, NTV Uganda

12:00 - 13:15 PLENARY - FINANCING FOR DEVELOPMENT: FOCUS ON THE AFRICAN CONTINENTAL FREE TRADE AREA

This session features financial solutions to help achieve the implementation of the African Continental Free Trade Area by service providers, both public and private.

Speakers:

- Mr. Takao Seki, Director-General, Japan External Trade Organization, Ethiopia
- Ms. Eleni Kyrou, Head, Representation to Ethiopia and the African Union, European Investment Bank
- Mr. Zemedeneh Negatu, Global Chairman, Fairfax Africa Fund
- Mr. Tshepelayi Kabata, Technical Advisor to the Director General, Arab Bank for Economic Development in Africa
- Mr. Micheal Muwonge, Director, FACTS Africa, Uganda

Moderator: Dr. Henrietta Onwuegbuzie, Lagos Business School, Nigeria

13:15-14:30 LUNCH

14.30 - 16:00 PLENARY - PARTNERS FOR SUCCESS

As Africa moves forward to shape its trade and investment, many organizations support this effort. What do businesses feel is most relevant and practical to scale up manufacturing and trade, within the context of the African Continental Free Trade Area? What can we do to build capacity in a way that is not business as usual?

Speakers:

- Mr. Frank Matsaert, CEO, TradeMark East Africa
- H.E. Amb. Hoonmin Lim, Ambassador of the Republic of Korea in Ethiopia
- Mr. Wajdi Mirghani, Executive Manager, Mahgoub Sons Group, Sudan
- Mr. Remo Pedon, Chairman, Pedon SPA, and President, Confindustria Vicenza, Italy
- Ms. Afua Asabea Asare, CEO, Ghana Exports Promotion Authority
- Ms. Aba Esther Eshun, former Country Manager, African Agribusiness Incubators Network – AU-EU Youth Hub representative
- Mr. Ratnakar Adhikari, Executive Director, Enhanced Integrated Framework, WTO

Moderator: Ms. Hannah Viviers, CGTN

16:00 - 16:30 CLOSING SESSION: WORLD EXPORT DEVELOPMENT FORUM 2019 AND AFRICA INDUSTRIALIZATION WEEK

- Ms. Arancha González, ITC Executive Director
- H.E. Fetlework Gebre-Egziabher, Minister of Trade and Industry, Ethiopia
- H.E. Amb. Albert Muchanga, African Union Commissioner for Trade and Industry



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MAIN WEDF-RELATED EVENTS

19 NOVEMBER

Full day **SheTrades Global**

Innovative solutions to empower women in business is the focus of SheTrades Global, the International Trade Centre's flagship event on women and the economy. This year's event focuses on the African Continental Free Trade Area. It is preceded by a workshop for 60 African businesswomen's associations. The SheTrades Global event features talks by high-level officials of the African Union Commission and the Government of Ethiopia, as well as conversations with trade ministers, first ladies, and private sector partners. Themes include how free trade agreements catalyze more inclusive trade for women, with a spotlight on the African Continental Free Trade Area; innovative tools for women in trade, such as the SheTrades Outlook; and perspectives on priorities by SheTrades private sector partners.

20-21 NOVEMBER

10:30-18:00 **Business-to-Business Matchmaking Meetings**

New business opportunities will open up with the African Continental Free Trade Area, which boasts 1.2 billion people and an aggregate GDP of over \$2 billion. The B2B matchmaking meetings focus on agribusiness; this is Africa's most important sector, and its agricultural market is set to reach \$1 trillion by 2030. A Meet the Expert speed workshop allows participants to query business experts on topics such as IT platforms, social media marketing tools and packaging techniques.

20 NOVEMBER

09:00-17.30 **Youth Forum (Youth Entrepreneurship)**

The YES Forum focuses supporting young entrepreneurs, with an accent on policies; networks and skills; and access to finance. It is the second annual edition of this event. The first edition was held in Dakar, Senegal in November 2018, and a Dakar Declaration was issued at the event. ITC is organizing the event as a contribution to the Decent Jobs for Youth initiative, as well as Global Entrepreneurship Week. The event is organized by the International Trade Centre, with the African Union Commission and the Government of Ethiopia. Partners include: the International Labour Organization, the United Nations Conference on Trade and Development, the United Nations Industrial Development Organization and the United Nations Capital Development Fund.

19-22 NOVEMBER

10:00-16.00 **Youth Media Zone**

The Youth Media Zone is a space for youth representatives to open up a dialogue about youth inclusiveness. Young entrepreneurs, journalists, bloggers, vloggers will make the youth's voice heard through different activities such as interactive sessions, workshops and interviews. They will bring in the conversation business, experts and political leaders participating in the World Export Development Forum week's events.

OTHER WEDF WEEK HIGHLIGHTS

16-22 NOVEMBER

Full days

Media Training *(by invitation only)*

Selected journalists outside of traditional media hubs will be trained about trade and development issues, including the African Continental Free Trade Area.

17-18 NOVEMBER

Full days

SheTrades: African Continental Free Trade Area Workshop

(by invitation only)

Businesswomen from 60 selected associations across Africa will learn about the African Continental Free Trade Area (AfCFTA), and how to make the most of this opportunity.

19-21 NOVEMBER

Full days

China - Ethiopia Investment Meeting: Textiles sector

Conference discussions and business meetings will take place on 19 November, followed by field visits to Ethiopian industrial parks for textiles.

20 NOVEMBER

16:30-17:30

Meet the Expert Speed Workshop

B2B participants and YES Forum participants are invited to meet experts who can advise on entrepreneurship topics, such as marketing through social media, technology solutions, free entrepreneurship courses and more.

21 NOVEMBER

13:00-13:10

- Memorandum of Understanding — for the development of improved cotton varieties — between:
 - ❖ SIMA Cotton Development & Research Association, India
 - ❖ Cotton Development Organisation, Uganda
 - ❖ National Agricultural Research Organisation, Uganda
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- Memorandum of Understanding between the International Trade Centre and the Federation of Indian Export Organization

19-22 NOVEMBER

TBC

Publications launches

African Trade Strategies; Business Guide on Non-Tariff Barriers in the African Continental Free Trade Area; Handbook on Sustainable and Responsible Investment Practices for Ethiopia; Invest in Francophone Africa, revised edition; Business Guide to the African Continental Free Trade Area Agreement, French translation.