

18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa



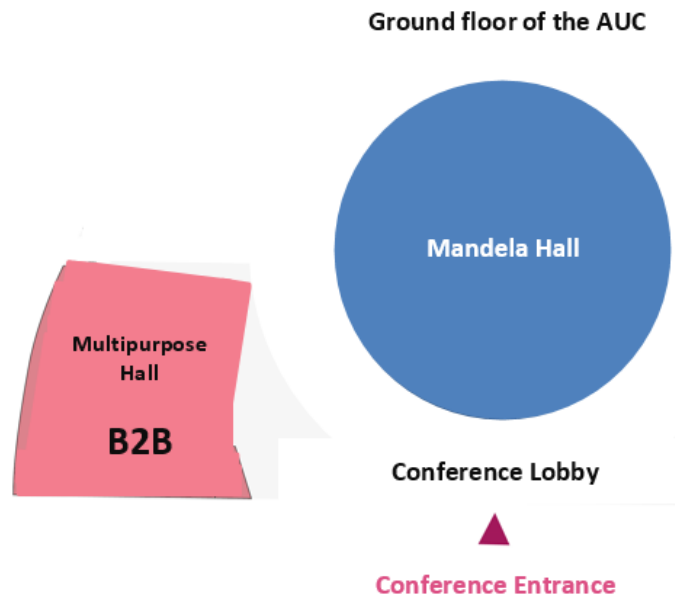
Business-to-Business meetings, 20-21 November 2019

PREPARING YOUR PARTICIPATION IN THE B2B MEETINGS

1. Event Location

WEDF 2019 and the B2B meetings will take place at Multipurpose Hall located at the **African Union Congress Center (AUC)**, P.O. Box 3243, Roosevelt Street W21K19 (Old Airport Area) Addis Ababa, Ethiopia.

The Multipurpose room is located on the left hand side at the ground floor of the AUC.



2. Collection of your Badge & Appointment Schedule

In order to access the B2B event and the rest of the World Export Development Forum, you can collect your badge on the following dates at the respective locations:

- November 17 and 18: Skylight Hotel from 8:00 am until 8:00 pm.
- November 19 to 21: Outside AUC from 7:00 am until 5:00 pm.

You need to bring your **passport and WEDF proof of registration**.

On Wednesday 20 November, a schedule of individual appointments for companies that arranged their meetings beforehand using the online B2B platform together with the company profile book will be distributed as of 08h00 at the Multipurpose Hall. This arrangement will allow B2B participants to attend the Opening Ceremony of the Africa Industrialization Week (AIW) at 09h00 that will take place near the B2B Room, at the Mandela Hall.

For those companies interested in attending the AIW Opening Ceremony, we recommend passing by the B2B room beforehand to collect the schedule of appointments and the profile book. Kindly leave the opening ceremony by 10:15 to be on-time for your bilateral meetings at the B2B room.

3. Schedule of the B2B Event

DATES	Activity	ROOM LOCATION	TIME SLOTS
Wednesday 20 November	Distribution of B2B schedules	Multipurpose Hall	08:00 – 10:15
	Africa Industrialization Week Official Opening Ceremony	Mandela Hall	09:00 – 10:15
	B2B Opening	Multipurpose Hall	10:15 – 10:30
	B2B bilateral meetings	Multipurpose Hall	10:30 – 13:00
	<i>Lunch break</i>	<i>Conference lobby</i>	13:00 – 14:00
	B2B bilateral meetings	Multipurpose Hall	14:00 – 18:00
	B2B workshop 1 : <i>E-Marketing and E-Commerce for the Agribusiness industry</i>	Multipurpose Hall	18:00 – 19:00
Thursday 21 November	B2B workshop 2 : <i>Facilitating Agribusinesses through IT solutions</i>	Multipurpose Hall	10:30 – 11:30
	B2B bilateral meetings	Multipurpose Hall	11:30 - 13:00
	<i>Lunch break</i>	<i>Conference lobby</i>	13:00 – 14:00
	B2B bilateral meetings	Multipurpose Hall	14:30 - 17:30
Friday 22 November	B2B workshop 3 : <i>Gaining efficiency with solar energy for agribusiness companies</i>	Briefing Room 3 (to be confirmed)	12:15 - 13:15

4. B2B “MEET THE EXPERTS” SESSIONS

As indicated in the B2B programme, three informative sessions for B2B participants will take place on 20, 21 and 22 November 2019. Companies interested in participating in these sessions are kindly requested sign up directly in the B2B platform.

Here below the detailed information on each session:

E-MARKETING AND E-COMMERCE FOR THE AGRIBUSINESS INDUSTRY	
DATE	20 November
TIME AND DURATION	from 18h00 to 19h00
TARGET AUDIENCE	Agribusiness companies
Content of the informative session	<ul style="list-style-type: none"> Brand communication, social media, and digital marketing strategies to increase sales online for clients Platforms and software that make shipping and collecting payment easier for businesses in emerging markets.
Format:	Informative session : 30 Minutes Bilateral consultations : 30 Minutes
Speakers	W.E. Da'Cruz and Naomi Cook, The Virtual Global Consultant (VGC) Group, USA

FACILITATING AGRIBUSINESS THROUGH IT SOLUTIONS	
DATE	21 November
TIME AND DURATION	From 10h30 to 11h30
TARGET AUDIENCE	Agricultural and agribusiness companies
CONTENT OF THE INFORMATIVE SESSION	<p>This informative session will give farm input suppliers, farmers, traders and other actors in the value chain an insight into what ICT can do either reduce costs of business or increase revenue potential as well as supporting other secondary situations, more specifically the session will cover the following topics:</p> <p>Overview of IT relevance in the Agricultural value chain</p> <p>ERPs & monitoring for Agricultural value chains <i>How Enterprise Resource Planning (ERPs) support the Agricultural value chain and increase efficiency and profitability in the long run</i></p> <p>Catalysing growth through Digital Payment Solutions : <i>Insights into how digitizing supplies deliveries and funds remittance and tracking can be done digitally</i></p> <p>Brand communication & packaging of products: <i>Insights into branding for the market and packaging from the perspective of a design and communications person</i></p> <p>Tracking as a Solution for facilitating agribusiness <i>A simple yet effective way to control field works based on telematics data. Tracking solutions deliver transparent data about fields, crops, and field operations to the employees and managers of agricultural enterprises: Having the exact information about who, when, where and how in relation cultivating the crops, Agriculturists can effectively plan and improve the agribusiness processes. Additionally, there are solutions for tracking goods in transit;</i></p>
Format:	Informative session: 30 Minutes Individual consultations : 30 minutes;
Speakers	Richard Okuti ITC National Coordinator of NTF project in Uganda, Patrick Kagenda-Founder of Data Care; Doreen Lukandwa- Head of Marketing & Customer Services. Beyonic Ltd; Isaac Neuwelt- Founder Neuwelt Ltd; Helga Franklyn-General Manager 3D services

GAINING EFFICIENCY WITH SOLAR ENERGY FOR AGRIBUSINESS COMPANIES	
DATE	22 November
TIME AND DURATION	from 12h15 to 13h15
TARGET AUDIENCE	Processed food and beverage producers & tea factories, machinery suppliers & production consultants
Content of the informative session	"Using solar heat in industrial processes (SHIP) to reduce energy cost and CO2 emissions".
Format:	Informative session: 30 Minutes Individual consultations : 30 minutes;
Speakers	Joakim Byström, ABSOLICON, Sweden

5. B2B Event: conducting bilateral meetings

The pre-arranged meetings will start on **20 November** at **10:30** and take place on numbered tables. The duration of each appointment is 30 minutes. If you need more time, please arrange for a follow-up meeting at another time and place yourself. You will certainly have an opportunity to arrange additional meetings during the Forum.

To continue requesting and accepting additional meetings during WEDF 2019 we strongly encourage you to also use your handheld device (smartphone/notepad) and login to the online B2B mobile platform. This can be done the same way as you would do on your computer with your username and password at: wedf2019.converve.io (see the screenshot)

We cannot overemphasize the importance of punctuality and urge each company to demonstrate professionalism by honouring pre-arranged meetings. Coming late and missing pre-arranged meetings will result in wasting the time of fellow participants.

If for whatever reason you are not in a position to honour your appointment, please contact your meeting partner yourself directly to rearrange the appointment. **Please also inform the B2B team.**

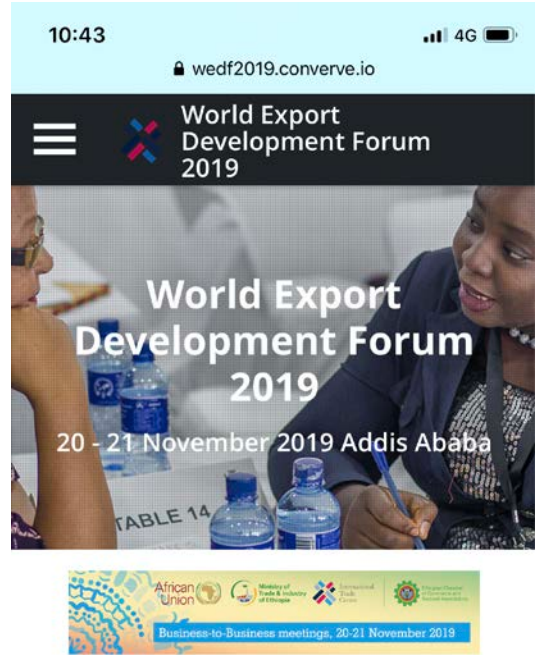
The appointments are just to kick-off the interactions; there are likely more potential business partners than those included in your agenda. To identify additional meeting partners, we will provide each company with a book containing the profiles of all the companies that initially registered to attend. Companies are ordered alphabetically by country and company name. The profile books are distributed together with the appointment schedules.

We will regularly update the participants' list to inform you of newly arrived companies, as well as possible cancellations.

6. Marketing Materials for B2B Meetings

In order to provide other participants and your potential business partners with a professional image of your company and the products it can offer, we suggest to prepare the following material:

- **BUSSINESS CARDS:** It is recommended to bring at least 100 business cards.
- **PRESENTATION OF THE COMPANY:** It is recommended to prepare a structured document with the following information:
 - ✓ Full details of the company: Contacts, location, number of employees, creation date, current export/import markets, partners and clients;
 - ✓ Copies of Quality Certificates (GMP, ISO, etc.) obtained/required;
 - ✓ Distribution channels used by the company for sales and delivery of products, delivery timeframes.



• **PRESENTATION OF YOUR PRODUCTS:**

- ✓ Pictures of products that are offered for sale and might be of interest to potential business partners;
- ✓ Manufacturing plant, including information on the maximum supply capacity, machinery used (brand, year), origin of raw materials used and the quality control system, technical specifications of the products.

• **SAMPLES OF THE PRODUCTS:**

Due to the space constrains, we might not have any space for product samples display. However, you can still take some samples that you need to carry with you when changing your meeting locations.

7. Free E-learning courses for agribusiness companies

As part of the benefits of WEDF 2019, the International Trade Centre (ITC), through its SMEs Trade Academy, is offering three free online courses in which B2B companies can enrol including:

- 1. Meeting Standards in the Agrifood Sector** – *meeting safety requirements in agrifood sector is not only indispensable, but also beneficial. For this reason, the ITC SME Trade Academy designed this comprehensive course for everyone interested in selling agricultural products.*



Aimed at agrifood processors, exporters and farmers, this course introduces participants to the importance of standards and quality systems for the agrifood sector, with a particular focus on three products: pulses, spices and sunflower oil. It highlights the Hazard Analysis and Critical Control Points (HACCP) approach to food safety and outlines its certification process for participants, emphasizing HACCP's relation to other food safety system requirements. Finally, the course provides

participants with a Self-Assessment Checklist to assess their overall compliance with the General Principles of Food Hygiene, the first step to concretely obtaining certification.

Sign up for free here: <https://learning.intracen.org/course/info.php?id=262>

- 2. Introduction to Exporting Coffee** - *the value of worldwide coffee exports by country totalled an estimated US\$31.1 billion in 2018. Thus before joining this market, an appropriate organization of export activity is necessary for profits on this market.*



This two-week course is aimed at aspiring coffee exporters in developing countries and the organizations that support them, ITC's "Introduction to Exporting Coffee" e-learning course has been designed to enhance knowledge and best practices for effective participation in the international coffee trade. Based on the 2012 ITC publication "The Coffee Exporter's Guide", the course was developed in collaboration with experts from around the world to provide the essentials in understanding the business of exporting coffee, including

contracts/shipping and meeting buyer requirements.

Sign up for free here: <https://learning.intracen.org/course/info.php?id=152>

3. Accessing Halal Market - *halal market offers a wide range of economic benefits. Only the value of halal foods worldwide stood for \$ 1.4 trillion in 2017. If you are therefore considering starting an economic activity in the halal market, you should be interested in this course.*



This course showcases the vast opportunities provided by the traditional and emerging halal markets. It introduces participants to their characteristics, size, geographic distribution, production processes, standards, as well as the requirements to obtain certification to each of them.

Sign up for free here:
<https://learning.intracen.org/course/info.php?id=264>

8. B2B Team Contacts once in Addis Ababa

The B2B team will be in Addis Ababa as of 17 November. You can contact them through WhatsApp or by email:

- Ms Beatriz Rodriguez, tel: +33 7 81 09 69 78 e-mail: brodriguez@intracen.org
- Mr Rob Kohlmann, tel: +31 61 480 51 67; e-mail: robkohlmann@gmail.com

9. Feedback

We will provide a short evaluation form with your appointment schedule to learn if your B2B meetings were useful. It will take you less than 15 seconds to answer them (either on paper or directly online <https://ee.humanitarianresponse.info/x/#chtEknSd>). Your responses are very important for ITC to evaluate the preliminary results and follow-up some months after the event.