



WORLD EXPORT DEVELOPMENT FORUM

15-17 September 2014, Kigali, Rwanda

SMEs: Creating jobs through trade

Programme

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THE AFRICA REPORT

#WEDF

PROGRAMME

WORLD EXPORT DEVELOPMENT FORUM 2014
15-17 September - Kigali, Rwanda

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WELCOME

Ms. Arancha González



It is my great pleasure to welcome you to the 14th World Export Development Forum (WEDF) and the 3rd Women Vendors Exhibition and Forum (WVEF). The International Trade Centre (ITC), which celebrates its 50th anniversary this year, is especially pleased to bring its flagship event to Africa for the first time. We are very excited to host the event in and with Rwanda, a country that has gone through a remarkable economic transformation and is an emerging gateway to East Africa.

The urgent need to boost trade and employment through greater competitiveness of small and medium-sized enterprises (SMEs) will be at the core of the discussions between global thinkers, business leaders and practitioners over the next few days. Only a vibrant SME sector can create the jobs that are required for the young people entering the labour market. SMEs serve as the backbone of the economies of developing countries and their role is even more important in least developed countries, where they account for 80% of jobs across all economic groups, including women and youth. SME competitiveness is also a key factor in determining a country's overall competitiveness and its ability to respond to international market demand.

Integrating into regional and global production networks is of particular importance to Africa, as trade takes place increasingly within value chains built around large multinationals. It is through value addition that African companies will be able to grow.

This gathering brings together over 500 representatives of governments, the private sector and trade support institutions (TSIs) from around the world to contribute to the global debate on ways to achieve trade-led inclusive sustainable development through entrepreneurship, SME competitiveness, employment and economic growth. This year, WEDF is held in conjunction with WVEF, which matches women vendors with international buyers.

WEDF is about more than debate: it is about doing business in Africa. WEDF this year includes a strong business-to-business dimension, with a large number of exporters and importers from Rwanda, Africa and overseas. Facilitated networking opportunities and one-on-one meetings will help companies explore and discuss future partnerships in agro-processing, horticulture, textiles and clothing, tourism, information and communication technology, business process outsourcing and other services sectors.

At WEDF we aim to seek the way forward for international trade and development. This year the focus is on Africa and its trade relationships within the continent, as well as traditional markets in the North and emerging markets in the South.

African markets are growing, with the African economy expected to expand by over 6% this year. Africa has a plan to ensure its markets become more integrated regionally to benefit from economies of scale and synergies. Investors are looking at Africa as the last untapped growth frontier – and the level of foreign direct investment is expected to grow significantly from its current level of US\$ 57 billion. Translating this potential into more and better jobs for youth, into more equal societies with economically empowered women and into better serviced rural communities will require collective effort.

Let's take a step together in this direction over the next few days.

A handwritten signature in black ink, appearing to read 'Arancha', written in a cursive style.

Ms. Arancha González
Executive Director
International Trade Centre

WELCOME

Mr. Francis Gatare



Rwanda is open for business

Welcome to the 14th World Export Development Forum (WEDF). As the first WEDF in Africa we are honoured to host you in Rwanda's capital city, Kigali.

The forum has come at a significant time in our country's economic development, when we are doubling our efforts to build an export oriented economy. We are also very privileged that this year's conference is being held simultaneously with the Women Vendors Exhibition and Forum (WVEF).

This conference is centered on exchanging ideas and best practices to support small and medium-sized enterprises (SMEs) to be more competitive and export-oriented. SMEs play an important role in the growth and development of our economies and deserve particular attention. The conference is intended to answer these questions: how can SMEs' comparative advantages be enhanced? How can SMEs be more competitive in export markets? What are the best practices to help SMEs diversify and how can we learn from the best performers? The forum is also an opportunity for you to find new partners, venture into new markets and meet potential investors.

In Rwanda, SMEs account for the majority of businesses. They are an important contributor to national production, export revenue and domestic employment across all sectors. To tap into this potential, the Government of Rwanda has created an enabling environment for SME growth. In addition to diversifying exports, there has been special emphasis on value-addition to further drive economic growth. Therefore, ascending the value chain fits very well into increasing our export targets to 28% annually and achieving our goal of becoming a knowledge based economy. We recognize the need for intra-African movement of people to enable the increase of trade and tourism. And so with a single visa, a business traveller or a tourist can now travel to Rwanda

and other Northern Corridor states of Kenya and Uganda. Furthermore, citizens in these nations can move within this market of almost 100 million people with only their national identity cards. Investors in this region have access to the entire East African Community market, which is implementing a free trade area and other regional bodies such as the Common Market for Eastern and Southern Africa (COMESA).

Rwanda's exports have been growing at an average of 20% for the last five years, and the trend continues through reforms and initiatives for a conducive and competitive business environment. The World Economic Forum Global Competitiveness Index Report (2014-2015) ranks Rwanda as the most competitive place to do business in East Africa and third on the continent. Similarly, the World Bank Doing Business Report (2013-2014) ranks Rwanda as the 2nd in Africa and 32nd easiest place to do business globally. The recently established East African Commodities Exchange operated by Nasdaq will benefit farmers by providing a market for their products; and the Special Economic Zones with ready infrastructure for industries are crucial to stimulating services and accelerating SME growth.

It is with this perspective that I consider the theme of this year's World Export Development Forum, SMEs: Creating jobs through trade, most appropriate and relevant, especially to Rwanda. By knowing the linkages and relationships that exist within a value chain, SMEs can improve efficiencies, expand markets, increase access to finance and create jobs. Rwanda is indeed open for business.

A handwritten signature in blue ink, appearing to read 'Francis Gatare'.

Mr. Francis Gatare
CEO, Rwanda Development Board

PROGRAMME AT A GLANCE

Monday, 15 September

14:00-17:00	Fifth Senior Executive Roundtable on Sourcing from Women Vendors <i>This event by invitation only, convenes government, business and trade support institutions and women's associations to discuss innovations in inclusive sourcing.</i>	p. 9
15:00-17:00	FACILITATED BUSINESS NETWORKING SESSIONS Press Conference	p. 9
19:00-22:00	WELCOME DINNER Empowered women powering trade <i>Guest speaker: H.E. Mrs. Roman Tesfaye Abneh, First Lady of Ethiopia</i> <i>The accent is on connecting women-owned businesses to international markets.</i>	p. 9

Tuesday, 16 September

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17:30-18:00	CLOSING SESSION	p. 18

Monday, 15 September – Wednesday, 17 September:

A focus on B2B

Business networking for WEDF participants

WEDF this year includes a strong business-to-business dimension with exporters and importers from Rwanda, East Africa and other African countries. Facilitated networking will connect overseas business delegations with African businesses, business association representatives and policymakers.

On Monday, Tuesday and Wednesday, meetings are arranged for participants looking to establish partnerships in agro-processing, horticulture, textiles and clothing, tourism, information and communication technology, business process outsourcing and other services sectors.

Women vendors business matchmaking meetings

The Women Vendors Exhibition and Forum connects 150 women-owned businesses to buyers to establish relationships and generate business over time. The event is by invitation only. For this event, ITC identified over 1000 trade leads for 80 women-owned businesses from 17 countries and 30 buyers from 12 countries.

Tuesday, 16 September will feature buyer-mentor groups for pre-selected businesses in the coffee and services sectors.

Wednesday, 17 September will focus on B2B meetings for women-owned businesses with pre-selected participants.

All WEDF participants may participate in coffee tasting from women-owned enterprises at the conference.

Thursday, 18 September:

Factory visits

Kigali Special Economic Zone

WEDF delegates are invited to visit the Kigali Special Economic Zone and the companies located there. The zone, a physically secured area near Kigali International Airport, offers incentives for businesses which physically locate and operate within the zone, including more liberal and simplified economic regulations. Located in the Nyandungu Sector, Gasabo District of Kigali, it occupies 276 hectares of land, divided into a sector of 98 hectares developed in a first phase, and a sector of 178 hectares developed in a second phase. Its well-developed infrastructure, including newly-paved roads, has been designed to accommodate heavy and light industries, large industrial plants and an information technology park.

Inyange Industries

Delegates are also welcome to visit Inyange Industries and meet with Inyange's management. Founded in 1997, Inyange Industries is a leading Rwandan beverages processing company. The company is expanding into neighbouring countries; around 5% of its turnover comes from milk, fruit juice and mineral water exports to Burundi, the Democratic Republic of Congo, Uganda, the United Republic of Tanzania and South Sudan.

PROGRAMME

Monday, 15 September

09:00-23:00

REGISTRATION

14:00-17:00

Fifth Senior Executive Roundtable on Sourcing from Women Vendors

This parallel event to WEDF convenes over 50 decision makers in government and corporations, as well as trade support institutions and women's associations, providing a forum to explore innovations in inclusive sourcing. They will discuss the benefits, challenges and opportunities of leveraging the untapped pool of women entrepreneurs to transform their procurement operations and create dynamic, efficient and sustainable supply chains.

This roundtable launches an initiative to link women-owned businesses to public procurement processes with a groundbreaking guide on targeted public procurement. The event also features discussions on strategies, such as margins of preference, reservations and capacity-building programmes, used by governments around the world to stimulate increased participation by women entrepreneurs and other marginalized groups.

Hon. Ms. Oda Gasinzigwa, Minister of Gender and Family Promotion, Rwanda

Hon. Hanna Tetteh, Minister of Foreign Affairs and Regional Integration, Ghana

Ms. Arancha González, Executive Director, ITC

15:00-17:00

FACILITATED BUSINESS NETWORKING SESSIONS

The pre-arranged meetings focus on agro-processing, horticulture, textiles and clothing, tourism, information and communication technology, business process outsourcing and other services sectors.

19:00-22:00

WELCOME DINNER

Empowered women powering trade

The action points adopted at the Fourth World Conference on Women (the Beijing Declaration and Platform for Action) remain as relevant today as when they were adopted in 1994. ITC assists countries in facilitating women's equal access to resources, employment, markets and trade.

The First Lady of Ethiopia leads an initiative to connect Ethiopian women-owned businesses to international markets, focusing on building the productive capacity of 1500 girls and women in traditional textiles and garment sectors. She will share her vision to create employment and income generation opportunities to empower Ethiopian women.

Guest speaker

H.E. Mrs. Roman Tesfaye Abneh, First Lady of Ethiopia

Tuesday, 16 September

07:00-08:30

REGISTRATION

07:30-08:30

FACILITATED BUSINESS NETWORKING SESSIONS

08:30-10:00

Opening Session

WELCOME REMARKS

Mr. Francis Gatare, CEO, Rwanda Development Board

Ms. Arancha González, Executive Director, ITC

Mr. Lamin M. Manneh, UNDP Resident Representative, Rwanda

OFFICIAL OPENING

H.E. Mr. Paul Kagame, President of the Republic of Rwanda

10:00-10:30

COFFEE BREAK

10:30-12:00

Plenary 1

Unlocking SME competitiveness for diversification

Supported by the Confederation of Indian Industry and the Overseas Infrastructure Alliance

This panel will set the scene for WEDF 2014 by focusing on strategies to unlock SME competitiveness and their ability to link up to international value chains on a sustainable basis.

The internationalization of SMEs can lead to a wider distribution of wealth and contribute to the alleviation of poverty.

To compete internationally, SMEs need to link up with regional and global value chains. They need to overcome challenges related to their internal capabilities, linkages to markets and suppliers, and access to finance and technology. The economic policy environment in which SMEs operate is also critical.

Policymakers, business associations and institutions working with SMEs must work together to create conditions in which SMEs can thrive, create value and add decent jobs.

Speakers

Hon. François Kanimba, Minister of Trade and Industry, Rwanda

Hon. Hanna Tetteh, Minister of Foreign Affairs and Regional Integration, Ghana

Hon. Fatima Haram Acyl, Commissioner for Trade and Industry, African Union

Mr. Ashish Thakkar, Founder and Managing Director, Mara Group, UAE

Mr. Suresh Chaturvedi, Senior Member, Confederation of Indian Industry and Group Chairman, Overseas Infrastructure Alliance

Ms. Anabel González, Senior Director, Trade and Competitiveness Global Practice, World Bank Group

Moderator

Mr. Peter Ndoro, Presenter, South African Broadcasting Network

12:00-13:30

Plenary 2

Boosting SME participation in trade through trade facilitation and regional integration

Value chains present opportunities for SMEs to provide goods and services at specific points in the production and distribution process. Inputs into final goods and services now cross borders multiple times. With a supportive business environment, SMEs are better placed to take advantage of emerging opportunities.

Senior industry executives, business association leaders and government officials will examine the constraints for SMEs to enter and move up value chains, and discuss how measures to address trade facilitation, non-tariff measures and greater regional integration can make a difference.

The WTO Trade Facilitation Agreement provides an excellent platform to ensure that global commitments around trade facilitation are operationalized, which is especially important for land-locked countries. Building SME capacity to address non-tariff measures (NTMs) are equally key for their participation in international value chains.

Speakers

H.E. Amb. Dr. Richard Sezibera, Secretary-General, East African Community

Hon. Valentine Rugwabiza, Minister for East African Community, Rwanda

Ms. Agnes Katsonga Phiri, Vice-Chair for East and Southern Africa, World Customs Organization & Commissioner for Customs and Excise-Imports of the Malawi Revenue Authority

Mr. Frank Matsuert, CEO, TradeMark East Africa

Mr. Hannington Namara, CEO, Private Sector Federation, Rwanda

Mr. Jeroen Roodenburg, Ambassador Private Sector & International Cooperation, Ministry of Foreign Affairs, Netherlands

Mr. Stefano Arganese, CEO DHL Freight CESE & AMEA

Moderator

Mr. Shawn Donnan, World Trade Editor, Financial Times

13:30 – 14:30

LUNCH

Showcasing Rwanda

Supported by **RwandAir**

14:30-16:00

Parallel sessions

SESSION I

Growing SMEs through impact investment

Supported by TradeMark East Africa

While Aid for Trade is an important source of development assistance, developing countries are exploring alternative funding sources. They increasingly tap into impact investment funds to support their development priorities.

Trade, investment and banking experts will discuss the impact investment market, how countries can leverage these funds and how trade support institutions can better support SME access to this new source of financing.

Speakers

Mr. Jean-Louis Ekra, Chairman and President, African Export-Import Bank

Mr. Robert Dijksterhuis, Head Development Cooperation, RVO.nl, Netherlands

Mr. Dan Awendo, CEO, InvesteQ Capital, Kenya

Ms. Cecile Fruman, Director, Trade and Competitiveness Global Practice, World Bank

Moderator

Ms. Shada Islam, Policy Director, Friends of Europe

SESSION II

Sustainability standards: from barrier to opportunity

The fast-changing landscape of sustainability initiatives in supply chains matters to everyone: consumers, buyers, traders, producers, and policymakers.

Helping SMEs through the maze of sustainability standards is critical to increasing their competitiveness, particularly for agro-based exports. Rather than seeing these standards as an impenetrable barrier to trade, the discourse needs to focus on ensuring compliance and turning standards into opportunities for developing country SMEs.

The panel will discuss the growing role of sustainability standards and effective ways of promoting SME compliance through capacity building and knowledge sharing.

Speakers

Hon. Amelia Kyambadde, Minister of Trade, Industry and Cooperatives, Uganda

Mr. Bram van Helvoirt, Programme Manager, CBI, Netherlands

Mr. Vianney Kabera, Managing Director, Freshpack Ltd, Rwanda

Mr. Fred Kumah, Director for Africa, WWF, Kenya

Moderator

Mr. Lanre Akinola, Editor, This is Africa, Financial Times Ltd.

Women Vendors Exhibition and Forum

14:30-16:00

BUYER-MENTOR GROUPS

This session features buyer-mentor groups for pre-selected businesses in the coffee and services sectors. The buyer-mentor groups are an integral part of the Global Platform's commitment to ensuring that women vendors are well prepared to take advantage of trade opportunities and achieve commercial success. Women vendors receive mentoring and training from sector specialists in preparation for participation in facilitated business to business meetings.

All WEDF participants may participate in coffee tasting from women-owned enterprises at the conference.

16:00-16:30

COFFEE BREAK

16:30 – 18:00

Parallel sessions

SESSION III

E-solutions for SME export growth

Greater Internet connectivity, particularly through mobile technology, has opened up possibilities for SMEs, both in e-exports and in using new technologies to facilitate their traditional exports.

African ICT business leaders will share their views on the latest trends in mobile payment systems, virtual market places, services linking farmers to markets and technological solutions to increase efficiency.

Speakers

Mr. Maurice Kagame, CEO, Pivot Access, Rwanda

Mr. Ken Njoroge, CEO, Cellulant, Kenya

Mr. Richard Newfarmer, Country Director, Rwanda, South Sudan and Uganda, International Growth Center, USA

Mr. Gagan Khurana, Head of Value Chain Partnerships, Grow Africa

Mr. Yves Eonnet, CEO, Tagattitude, France

Moderator

Mr. Eric Kacou, Partner & Co-founder, Entrepreneurial Solutions Partners, Côte d'Ivoire

SESSION IV

Spurring innovation through SME incubators

Start-ups in different sectors, no longer only in ICT, are facilitated by dedicated entrepreneurs who inspire, gather and sometimes fund businesses in incubators.

Panellists from business incubators will discuss strategies and benchmarks for new business incubators, as well as possibilities for cooperation among incubators in different countries.

Speakers

Mr. Josiah Mugambi, Executive Director, IHUB Kenya

Mr. Karim Sy, Chief Catalyst, Jokkolabs, Senegal

Mr. Mounir Chaouki, CEO, Connectit, Morocco

Ms. June Lavelle, President & Chief Consultant at Lavelle & Associates, Inc.

Mr. Ihsan Solmaz, Vice President, Small and Medium Enterprises Development Organization (KOSGEB), Turkey

Moderator

Mr. Peter Ndoro, Presenter, South African Broadcasting Network

Women Vendors Exhibition and Forum

16:30 – 18:00

BUYER-MENTOR GROUPS COFFEE AND SERVICES

This session continues with mentoring and training for pre-selected women-owned businesses in preparation for participation in facilitated business to business meetings.

All WEDF participants may participate in coffee tasting from women-owned enterprises at the conference.

18:00-19:00

FACILITATED BUSINESS NETWORKING SESSIONS

WEDF participants signed up for the facilitated business networking sessions in agro-processing, horticulture, textiles and clothing, tourism, information and communication technology, business process outsourcing and other services sectors.

19:00 – 22:00

BUFFET DINNER AND CULTURAL PROGRAMME

Wednesday, 17 September

07:30 – 08:30

FACILITATED BUSINESS NETWORKING SESSIONS

08:30 – 10:00

Plenary 3

Benefiting from South-South trade opportunities

South-South trade accounted for a quarter of world trade in 2012, its highest level ever. To maintain growth trends, developing and least developed countries need to focus on growth markets in emerging economies. Most of this trade today is taking place within Asia and Latin America.

Panellists will explore how African countries can better capitalize on this trend and attract more investment in non-primary sectors, including agro-processing, manufacturing and services. They will discuss how SMEs can benefit as suppliers in emerging South-South value chains and how countries in Africa can retain more value-added as they join global production networks.

Speakers

Hon. Alma Omarou, Minister of Trade and Private Sector Development, Niger

H.E. Mr. Yu Jianhua, Ambassador and Permanent Representative to the WTO, China

Mr. Debasish Mallick, Deputy Managing Director, Export-Import Bank of India

Ms. Helen Hai, CEO, Made in Africa Initiative, China

Ms. Ruth Mwaniki, Chief Executive, Export Promotion Council, Kenya

Ms. Mulu Solomon, Honorary President, Ethiopian Chamber of Commerce and Sector Associations

Mr. Ratnakar Adhikari, Executive Director, EIF

Moderator

Mr. Lanre Akinola, Editor, This is Africa, Financial Times Ltd.

08:30 – 10:00

Women Vendors Exhibition and Forum

B2B meetings

This session, by invitation only, is for pre-selected WVEF participants. It will continue to focus on B2B meetings for women-owned businesses. The Women Vendors Exhibition and Forum connects 150 women-owned businesses to buyers to establish relationships and generate business over time. For this event, ITC identified over 1000 trade leads for 80 women-owned businesses from 17 countries and 30 buyers from 12 countries.

10:00-10:30

COFFEE BREAK

10:30-11:30

In conversation with...

Ms. Helen Hai, CEO, Made in Africa Initiative, China

Mr. Papa Yusupha Njie, Founder and CEO, Unique Solutions and Executive Director, RLG Communications Gambia and Senegal

Mr. John Mirenge, CEO, RwandAir

Moderator

Ms. Shada Islam, Policy Director, Friends of Europe

11:30-13:00

Plenary 4

Tourism for development: opportunities for SME trade

The tourism value chain offers SMEs the opportunity to participate in trade by selling goods and services to hotels, restaurants, tour operators and other service providers directly involved in tourism.

Trade in tourism is also about health, education and many more elements.

The panel will discuss best practices in integrating local suppliers into tourism value chains, thereby supporting income generation in communities. They will also explore developing country opportunities in Meetings, incentives, conferences and exhibitions (MICE) tourism.

Speakers

Hon. Alain St. Ange, Minister for Tourism and Culture, Seychelles

Hon. Abdou Jobe, Minister of Trade, Industry, Regional Integration and Employment, The Gambia

Mr. Márcio Favilla L. de Paula, Executive Director for Operational Programmes and Institutional Relations, UNWTO

Ms. Marjorie Straw, Executive Chairman, Caribbean Network of Service Coalitions, Jamaica

Mr. Pascal Lamy, Chairman, World Committee on Tourism Ethics, UNWTO

Mr. Davidson M. Mugisha, Managing Director, Wildlife Tours, Rwanda

Moderator

Ms. Shada Islam, Policy Director, Friends of Europe

11:30-13:00

Women Vendors Exhibition and Forum B2B meetings

This session for pre-selected WVEF participants will continue to focus on B2B meetings for women-owned businesses.

13:00-14:30

LUNCH

Showcasing ITC's Ethical Fashion Initiative

14:30-16:00

Parallel sessions

SESSION V

Building a brand: export marketing for developing countries

Several developing countries, industry associations and SMEs have employed branding strategies to increase sales and client loyalty. The panel will look at success stories, particularly in branding indigenous products, and on how effective branding and marketing are instrumental in taking businesses to regional and global levels.

Speakers

Mr. Bandula Egodage, Chairman and CEO, Sri Lanka Export Development Board

Mr. Marcus Höpperger, Director, Director Law and Legislative Advice Division, WIPO

Ms. Mary Petitt, Global Coffee Issues Advisor

Ms. Janet Nkubana, Managing Director and Co-Founder, Gahaya Links, Rwanda

Moderator

Ms. Agatha Nderitu, Danida Regional Integration Advisor, Regional Economic Integration Support Programme in East Africa; Senior Consultant, Saana Consulting Ltd

SESSION VI

Trade in services: The next frontier?

Services account for close to half of world exports, when the full value of services inputs is accounted for in the final output of goods. To be truly competitive, even in traditional sectors such as manufacturing and agriculture, countries must have a properly functioning services sector.

Developing capabilities to export services requires targeted skill building, a conducive policy environment and a network of support institutions. This is particularly the case in non-traditional services sectors, which represent untapped opportunities for many developing countries.

The panel will explore the growing 'servicification' of trade in goods, opportunities for developing country SMEs and best practices in how services can become drivers of export growth.

Speakers

Ms. Sandra Uwera, COMESA Business Council Coordinator, COMESA

Mr. Dayo Ogunyemi, CEO, 234 Media, Kenya

Mr. Bond Emeruwa, Director, Nollywood Workshops and Sage Productions, Nigeria

Mr. Marcos Amadeo, Director General, Ministry of Economic Development, City of Buenos Aires

Ms. Sondang Anggraini, Adviser, Office of the Minister for Trade Diplomacy, Ministry of Trade, Indonesia

Moderator

Mr. Shawn Donnan, World Trade Editor, Financial Times

14:30-16:00

Women Vendors Exhibition and Forum B2B meetings

This session for pre-selected WVEF participants will continue to focus on B2B meetings for women-owned businesses.

16:00-16:30

COFFEE BREAK

16:30-17:30

Plenary 5**Why buy from women-owned enterprises?**

At least a third of the small and medium-sized enterprises of developing countries are owned by women; there are 8-10 million such SMEs. Yet only a very select few win important procurement contracts.

Corporate and government buyers will discuss sourcing and the advantages of buying from women-owned businesses. ITC will also launch a new guide on public procurement for women-owned enterprises, based on broad consultation with buyers and women-owned businesses, especially in Africa.

In most countries government procurement accounts for 15-20% of GDP. Worldwide, companies spend trillions of dollars annually on goods and services. Targeted procurement that ensures women and other disadvantaged groups receive a fair share of available contracts holds enormous development potential. This panel will bring together participants of WVEF and WEDF.

Speakers

Hon. Oda Gasinzigwa, Minister of Gender and Family Promotion, Rwanda

Ms. Yeşim Seviğ, Secretary General, Kagider, Turkey

Prof. Maggie Kigozi, Director, Pepsi Cola Franchise Board, Uganda

Ms. Archana Bhatnagar, Director, Haylide Chemicals and President, Madhya Association of Women Entrepreneurs, India

Moderator

Ms. Julie Gichuru, News Anchor, Citizen TV, Kenya

17:30-18:00

Closing Session

Hon. François Kanimba, Minister of Trade and Industry, Rwanda

H. E. Mr. Pierre Claver Ndayiragije, Ambassador and Permanent Representative, Permanent Mission of the Republic of Burundi to the United Nations Office and other international organizations in Geneva

Ms. Arancha González, Executive Director, ITC

WEDF PARTNERS



International
Trade
Centre

International Trade Centre

The International Trade Centre is a joint agency of the World Trade Organization and the United Nations. Our aim is for businesses in developing countries to become more competitive in global markets, speeding economic development and contributing to the achievement of the United Nations Millennium Development Goals.

The emerging post-2015 development agenda emphasizes that small and medium-sized enterprises are key drivers of global efforts to unlock growth, reduce poverty and deliver sustainable livelihoods.

For 50 years, ITC has worked towards creating a global trading system actively encouraging sustainable development – one of the main thrusts of the post-2015 development agenda. ITC is the only multilateral agency fully dedicated to developing the international competitiveness of SMEs and assisting the business sector in partner countries to become more competitive in global markets. It does this by capacity-building activities directed at SMEs, trade support institutions and policymakers.

ITC's mission is to support small business export success in least developed countries, landlocked developing countries, Small Island Developing States and sub-Saharan Africa. ITC is a 100% Aid for Trade institution with the knowledge and experience to promote and encourage entrepreneurship and empower small businesses to integrate into regional and global value chains.

ITC focuses on small business export success because SMEs are key to sustained growth and prosperity. SMEs, which drive more than 80% of job creation in low-income countries, must play an important role in creating economic opportunities.



Rwanda Development Board

Our vision is to transform Rwanda into a dynamic global hub for business, investment and innovation and our mission is to fast track economic development in Rwanda by enabling private sector growth.

The scope of our work includes all aspects related to the development of the private sector. This involves working with and addressing the needs of companies of all sizes and both local and foreign investors.

The Rwanda Development Board (RDB) is evidence that Rwanda is open for business. It is truly a one stop shop for all investors. The Rwanda Development Board was set up by bringing together all the government agencies responsible for the entire investor experience under one roof. This includes key agencies responsible for business registration, investment promotion, environmental clearances, privatization and specialist agencies which support the priority sectors of ICT and tourism as well as SMEs and human capacity development in the private sector.

The RDB is independent and influential. It reports directly to the President and is guided by a Board that includes all the key Ministers (such as finance, commerce, infrastructure and agriculture). The RDB is built with global expertise and is modelled on international best practice examples of Singapore and Costa Rica. It has advisory and hands-on support from global entrepreneurs and experts from Singapore Development Board, World Bank, IFC and the Office of Tony Blair.

Strategic Media Partner



Jeune Afrique

With an estimated weekly readership of 600,000 people, the Pan-African news magazine, Jeune Afrique, is distributed in more than 80 countries. It has been an essential news magazine for business and political decision-makers in French speaking countries in Africa for 50 years.

Media Partners

JEUNE AFRIQUE

All Africa

AllAfrica.com aggregates, produces and distributes 2,000 news and information items daily from over 130 African news organizations and reporters to an African and global audience. It operates out of Cape Town, Dakar, Lagos, Monrovia, Nairobi and Washington DC.

THE AFRICA REPORT

The Africa Report

The Africa Report is the highest-circulating English-language pan- African magazine. The Africa Report is the only publication to have been awarded Media of the Year three times (Diageo African Business Reporting Awards, 2012, 2007 and 2006, London). Published monthly by Groupe Jeune Afrique, it has a worldwide circulation and audience of 65,000 copies per month with 450,000 readers.

WEDF Platinum Sponsors

One UN Rwanda

The United Nations supports Rwanda's economic transformation agenda based on the pillars of pro-poor economic growth, social inclusion and pro-poor environmental sustainability.



Confederation of Indian Industry

The Confederation of Indian Industry is a non-government, non-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, it partners industries, government and civil society through advisory and consultative processes. The confederation has over 7200 members, including small and medium-sized firms, multinationals, government entities, and some 242 national and regional sectorial industry bodies, bringing 100 000 indirect business members. It has 64 offices, including overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries.



Confederation of Indian Industry

Overseas Infrastructure Alliance (India) Pvt. Ltd.

Overseas Infrastructure Alliance (India) Private Limited is a project development, execution and management company, with offices and projects across India and Africa. The company builds and delivers essential nation building projects with expertise in energy, agro processing, gas distribution, transportation infrastructure, core infrastructure, IT & ITes, water management, low cost housing, railways, advisory services and healthcare. OIA is an infrastructure project developer that has been working in Africa for more than a decade. The value of the projects completed and under implementation is over \$1 billion.



WEDF Gold Sponsors

RwandAir

RwandAir, the flag carrier airline of Rwanda, operates domestic and international services to East Africa, Central Africa, West Africa, Southern Africa and the Middle East from its main base at Kigali International Airport in Kigali. RwandAir's mission is to provide unsurpassed, safe and reliable services in air transportation, including strategically linking Rwanda with the outside world, while ensuring a fair return on investment.



Trademark East Africa

TradeMark East Africa is funded by a range of development agencies with the aim of growing prosperity in East Africa through trade. It works closely with East African Community institutions, governments, the private sector and civil society to unlock economic potential through increased market access, enhanced trade environment; and improved business competitiveness. Target results include: 10% increase in total value of exports from the EAC region; 25% increase in intra-regional trade exports compared to total exports in the region; 15% reduction in average time to import/export a container from Mombasa/Dar to Burundi and Rwanda; and 30% decrease in a truck's average border crossing time. Improved Business Competitiveness supports the business competitiveness of SMEs and small scale traders, especially women, through a focus on private sector and civil society advocacy, market systems development, transport and logistics innovation and business environment improvement.



BIOGRAPHIES

Speakers and Moderators

H.E. Roman Tesfaye Abneh, First Lady of Ethiopia



Roman Tesfaye Abneh became the First Lady of Ethiopia when her husband was elected Prime Minister in September 2012. She previously served as policy advisor to the President of the Regional Government, and worked in various capacities in Ethiopia's Ministry of Women's Affairs and the country's Human Rights Commission. Ms. Tesfaye also served as an active member of Southern Regional State parliament for two terms. She holds two master's degrees in Economics and Leadership, and has taken numerous initiatives targeted to economically empower women.

Hon. Fatima Haram Acyl, Commissioner for Trade and Industry, African Union



Fatima Haram Acyl has been the Commissioner for Trade and Industry of the African Union Commission (AUC) since October 2012. She coordinates activities of AU Member States to boost intra-African trade and establish a Continental Free Trade Area. Prior to her current appointment, she served in various capacities, including as Deputy Director-General of the Agricultural Bank of Chad. She has also worked in the financial sector and has been an active member of different non-profit organizations in Canada and the USA.

Ratnakar Adhikari, Executive Director, EIF



Ratnakar Adhikari leads Enhanced Integrated Framework, which works with 47 least developed countries and 23 donor countries to assist integration of LDCs into the global trading system. Previously, Chief Executive Director of South Asia Watch on Trade, Economics and Environment (SAWTEE), a regional think tank based in Kathmandu.

Lanre Akinola, Editor, This is Africa, Financial Times Ltd.



Lanre Akinola is the editor of This Is Africa, a Financial Times publication. He is also a Trustee and Director at Tutudesk, the South Africa-based charity, and a 2014 Desmond Tutu Leadership Fellowship Associate.

Marcos Amadeo, Director General, Ministry of Economic Development, City of Buenos Aires



Marcos Amadeo leads the International Trade and Development for the City of Buenos Aires, Argentina. With experience in governmental affairs and stakeholder management strategies for B2Bs and B2Cs, he has previously served as the Deputy Director General for the Creative and Foreign Trade Board and Director General for the government of the City of Buenos Aires. He also developed and led Young Americas Business Trust in Argentina.

Sondang Anggraini, Adviser, Office of the Minister for Trade Diplomacy, Ministry of Trade, Indonesia



Sondang Anggraini was until recently the Director for Trade in Services Negotiations at Indonesia's Ministry of Trade. She also played an instrumental role in the formation of the Indonesian Services Coalition as government liaison. She has served at the Ministry since 1986 in various capacities, including as trade attaché in Brussels, Director for Multilateral Cooperation and Director for Bilateral Cooperation. She is also the Services Convener in APEC and has served as the Co-chair for Working Group on Services in ASEAN and chaired various bilateral and regional negotiations on services.

Stefano Arganese, CEO DHL Freight CESE & AMEA



Stefano Arganese is the CEO of DHL Freight for Central Eastern Southern Europe, Americas, Middle East and Africa. Trained as a civil engineer and management expert, he has been at DHL since 1995. DHL is the global market leader in the logistics industry and "The Logistics company for the world". DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers.

Dan Awendo, CEO, InvesteQ Capital, Kenya



Dan Awendo is the founder and CEO of InvesteQ Capital Limited, a company which provides financial solutions to SMEs. He has more than 20 years of experience in audit, accounting, management consultancy and corporate finance advisory. He has worked in senior management positions in both local and international companies and is a board member in various SMEs and the advisory boards of the Kenya Institute of Management and the Youth Enterprise Development Fund. Mr. Awendo and has been listed by The Business Daily as one of Kenya's "High Impact Entrepreneurs" and one of Kenya's "CEO's with Golden Hands".

Archana Bhatnagar, Director, Haylide Chemicals; President, Madhya Association of Women Entrepreneurs, India



Archana Bhatnagar is both an entrepreneur and a leader of India's leading women's business association. She is the head of Haylide Chemicals, a leading manufacturer of specialty cleaning products, based in Jabalpur, in the state of Madhya Pradesh and has also been the chairperson of the Institute Management Committee since 2006. She is committed to empowering women through entrepreneurship and helping women-owned enterprises grow in a sustainable manner.

Mounir Chaouki, CEO, Connectit, Morocco (Technopark Casablanca)



Mounir Chaouki is Associate Partner in charge of business development in the information and communications technology and education sectors at Connectit, based in Casablanca, Morocco. He has more than 14 years international experience in ICT, including 10 years at Nortel as well as in education, as former managing director of the INSEAM Institute, a network of African and European business schools. He has advised many incubators on business strategy.

Dick de Man, Acting Managing Director, CBI



Dick de Man is the Acting Managing Director of CBI, an agency of the Ministry of Foreign Affairs of The Netherlands, that supports exports from 48 developing countries. Previously, he held the positions of the Head of R&D, Head of Institutional Development and Head of Trade Promotions at CBI.

Robert Dijksterhuis, Head Development Cooperation, RVO.nl, the Netherlands



Robert Dijksterhuis manages private sector development instruments and international cooperation programmes at RVO.nl, funded by the Netherlands Ministry for Foreign Trade and International Cooperation. He previously spent over 20 years at the Dutch Ministry of Foreign Affairs, specializing in entrepreneurship in developing countries, public-private partnerships, gender policies and corporate social responsibility.

Shawn Donnan, World Trade Editor, Financial Times



Shawn Donnan leads the FT's coverage of trade and development globally. He previously served as World News Editor, where he coordinated award-winning coverage of the Eurozone crisis and the Arab spring. Previously he coordinated coverage of the 2008 financial crisis and its aftermath, and served as deputy Asia news editor.

Bandula Egodage, Chairman and CEO, Sri Lanka Export Development Board



The Sri Lanka Export Development Board (EDB) under Bandula Egodage's leadership serves as the apex trade promotion institution in the country. Mr. Egodage has also served at Nestle for 28 years, currently as the Assistant Vice President of Corporate Affairs and Communications. His responsibilities include marketing and branding. He is also active in supporting private-school sports administration and sponsorships in Sri Lanka, working as a voluntary adviser for several institutions and ministries.

Jean-Louis Ekra, Chairman and President, African Export-Import Bank



Jean-Louis Ekra has been leading the Afreximbank in Cairo, Egypt, since January 2005. He previously served as the bank's Executive Vice President and Senior Executive Vice President. Mr. Ekra has also held senior positions at Citibank in the International Financial Institutions unit and at the Meridien BIAO SA for the West African Economic and Monetary Union region. He was listed among the 100 most influential people of Africa in 2011 by the New African. In 2013, he received the Lifetime Achievement Award from African Bankers.

Bond Emeruwa, Director, Nollywood Workshops and Sage Productions, Nigeria



Bond Emeruwa, an award-winning director for Nollywood Workshops, an independent filmmaking company for social change, is also a TED Global Fellow. His next movie, Hidden Hunger, addresses malnutrition, microfinance and poverty. His films on AIDS, child labour, faith and gender-based violence, have received multiple Nigerian and African awards. He has served as the President of the Directors Guild of Nigeria and Chair of the Coalition of Nollywood Guilds and Associations.

Yves Eonnet, CEO, Tagattitude, France



Yves Eonnet is the CEO of Tagattitude, a mobile money payment provider and payment solutions in more than 30 countries with 35 payment projects. He was previously the CEO of Smart Design and Vice President of Marketing and the head of innovation for the smart card division for Schlumberger.

Márcio Favilla L. de Paula, Executive Director for Operational Programmes and



Institutional Relations, UNWTO

Favilla Lucca de Paula has been the Executive Director for Operational Programmes and Institutional Relations at the World Tourism Organization since January 2014. From 2010 he was the organization's Executive Director for Competitiveness, External Relations and Partnerships. He was previously Vice Minister of the Secretariat of Institutional Relations of the Presidency of Brazil and Brazil's first Vice Minister of Tourism.

Cecile Fruman, Director, Trade and Competitiveness Global Practice, World Bank, USA



Cecile Fruman currently leads the delivery of country and regional programmes on trade, competitiveness, business regulation and investment facilitation at the Trade and Competitiveness Global Practice of the World Bank. Previously, she served as the manager of the Change Team, a joint project of the World Bank and International Finance Corporation. Ms. Fruman specializes in impact investment and how it can boost economic growth in developing countries.

Hon. Oda Gasinzigwa, Minister of Gender and Family Promotion, Rwanda



Oda Gasinzigwa, Minister of Gender and Family Promotion, has a long career in facilitating the empowerment of women in Rwanda. She has been the President of the National Women's Council, headed the Gender Monitoring Office and served as a member of the National Unity and Reconciliation Commission. She was also part of the committee to implement the 'Beijing Recommendations,' a platform for women's advancement stemming from the 1995 UN Women conference.

Francis Gatare, CEO, Rwanda Development Board



Mr. Francis Gatare is the Chief Executive Officer of the Rwanda Development Board and a Cabinet Member. He has extensive experience in both the public and private sector. From 2009 to 2014, he served as Principal Private Secretary to H.E the President of the Republic of Rwanda. He also served as the Chief Economist and Deputy Head of Policy and Strategy in the Office of the President. Prior to joining the Office of The President, he served as the Principal Deputy CEO of the Rwanda Development Board. Mr. Gatare also served as the Director General of the Rwanda Investment & Export Promotion Agency in 2007 and 2008. From 2005 to 2009, he was the Personal Representative of H.E the President of Rwanda, to the NEPAD Steering Committee. Mr. Gatare has served in several managerial positions in UNDP and taught economics at universities.

Julie Gichuru, News Anchor, Citizen TV, Kenya



Julie Gichuru hosts the prime time, current affairs show "Sunday Live with Julie Gichuru." She has pioneered several television programmes on post-election reconciliation. Her business ventures include the online fashion outlet Mimi and Arimus Media, where she is developing many local productions. She co- established the Footprints in Africa Foundation, a platform for discussion on African challenges and opportunities. She is an ambassador for UNICEF and part of the Aspen Global Leadership Network.

Anabel González, Senior Director, Trade and Competitiveness Global Practice, World Bank Group



Anabel González has extensive experience as a trade policymaker at national and international levels. She has previously served as Minister of Foreign Trade of Costa Rica, Senior Adviser on trade and integration at the Inter-American Development Bank, and Director of the World Trade Organization Agriculture Division. Ms. González also served as the 2012-2014 Chair of the Global Agenda Council on Trade and FDI at the World Economic Forum.

Aranca González, Executive Director, International Trade Centre



Aranca González is the Executive Director of the International Trade Centre (ITC). An expert in international trade and development with 20 years of experience, she has previously held leading positions at the World Trade Organization and the European Commission.

Helen Hai, CEO, Made in Africa Initiative, China



Helen Hai is CEO of Made in Africa Initiative, advising various African governments on industrialization and how to attract foreign direct investment. Until last year she was Vice President of Huajian, one of the largest shoe exporters in China and a top Chinese investor in Africa. She set up Huajian's flagship shoe factory in Ethiopia, creating 4,000 jobs in less than two years.

Marcus Höpperger, Director, Law and Legislative Advice Division, WIPO



Since joining WIPO in 1992, Marcus Höpperger worked in various positions in international industrial property law – including patents, trademarks, geographical indications, industrial designs and international classifications. Currently, he is Secretary to the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications. In this function, he was in charge of preparing and holding the WIPO 2006 Diplomatic Conference, which adopted the Singapore Treaty on the Law of Trademarks.

Shada Islam, Policy Director, Friends of Europe



Shada Islam is the Director of Policy at Friends of Europe, and is responsible for its Asia Programme and the Development Policy Forum. She was formerly the European correspondent for the Far Eastern Economic Review, the German News Agency, DPA English Language Service, and Middle East International.

H.E. Yu Jianhua, Ambassador and Permanent Representative to the WTO, China



Yu Jianhua has been China's Ambassador to the WTO since November 2013. He has been representing his country in multilateral trade negotiations since 2001, when he was appointed Deputy Director-General of the Department of WTO Affairs at the Ministry of Foreign Trade and Economic Cooperation. In 2006, he became Director-General of the Department of International Trade and Economic Affairs at the Ministry of Commerce. He was promoted to Assistant Minister of Commerce in 2011, a post he held until his appointment as Ambassador in Geneva.

Hon. Abdou Jobe, Minister of Trade, Industry, Regional Integration and Employment, The Gambia



Mr. Jobe served as the Director General of the Public Utilities Regulatory Authority (PURA) until July this year, when he was appointed Minister of Trade, Industry, Regional Integration and Employment of The Gambia. Additionally, he previously worked as the Managing Director of the National Water and Electricity Company (NAWEC).

Vianney Kabera, Managing Director, Freshpack Ltd, Rwanda



Vianney Kabera is the Director-General of Freshapak Rwanda Limited, a company which exports horticulture products to the EU, Middle East countries and Congo, and is involved in farming and development of farmers through outgrower schemes. Mr. Kabera also distributes East African Breweries products and is involved in garment manufacturing in Rwanda and Burundi. In addition, he is a member of the Board of Trustees of KILIMO TRUST and several other Boards in (EAC) the East African Community.

Eric Kacou, Partner and Co-Founder, Entrepreneurial Solutions



Eric Kacou is co-founder and CEO of ES Partners. He previously served as Managing Director of OTF Group and led the Rwanda National Innovation and Competitiveness Program, sponsored by President Paul Kagame. He also co-founded the Academy of Leadership in Competitiveness and Prosperity. His Entrepreneurial Solutions for Prosperity for BOP markets was published by Wharton School Publishing. He was also honored as a Young Global Leader by the World Economic Forum.

Maurice Kagame, CEO, Pivot Access, Rwanda

Maurice Kagame founded Pivot Access in 2007, and has been helping Rwandans to pay their electricity bills via the internet and their mobile phones since. Using cutting-edge Web 2.0 technology and agile software development methods, the Kigali-based company has developed a service that allows Rwandans to pay their electricity bills online and via their mobile phones. Pivot Access has developed an inter-banking payment system and is now launching a new service, YourVoice, that allows patrons to provide real-time feedback on service at restaurants, hotels and transport companies.

Hon. François Kanimba, Minister of Trade and Industry, Rwanda



As Minister of Trade and Industry, François Kanimba's emphasis is on improving trade logistics and the horticulture sector in order to expand Rwanda's export base. Previously, he served as the Governor of the Central Bank of Rwanda and as the World Bank Principal Economist for Rwanda in the areas of macroeconomic management and private sector development.

Mr. Gagan Khurana, Head of Value Chain Partnerships, Grow Africa



Gagan Khurana is the Head of Country Operations and Partnerships and leads the Grow Africa engagement in partner countries at the World Economic Forum. He has extensive experience in developing new value chains, agricultural supply chains, innovative solutions for resolving difficult supply chain problems and managing related sustainability issues in food, water and waste management sectors. Prior to his current appointment, Mr. Khurana was working in Latin America where he led agriculture, water and waste related projects.

Prof. Maggie Kigozi, Director, Pepsi Cola Franchise Board, Uganda



Maggie Kigozi, a medical doctor by profession, joined the private sector in 1994 as Marketing Director of Crown Bottlers (Pepsi) Ltd. As the Executive Director of the Uganda Investment Authority, more than 300,000 jobs were created in the eleven years she held the position. Additionally, she founded the UIA Women Entrepreneurs network to build women's business capacity and was also an advocate for women's rights. Ms. Kigozi works as a consultant with the International Trade Centre (ITC) to build the capacity of Women Vendors to supply governments and corporations.

Fred Kumah, Director for Africa, WWF, Kenya



Frederick Kwame Kumah is the World Wildlife Fund (WWF) Director of Africa. Working with the WWF Africa Leaders, he led the development of WWF's Africa 2020 Vision. He was previously Oxfam Great Britain's Deputy Regional Director for the Horn, East and Central Africa Region, and as a Humanitarian Operations Director for Adra International.

Hon. Amelia Kyambadde, Minister of Trade, Industry and Cooperatives, Uganda



Amelia Kyambadde is Uganda's Minister of Trade, Industry and Cooperatives, and has been the National Treasurer of the ruling National Resistance Movement (NRM) Party since May 2011. Ms. Kyambadde was Chairperson of the COMESA Bureau and Council of Ministers in 2013/2014. With 30 years of civil service experience, she has carried out various research works on the promotion of trade opportunities, effects of marketing variables on non-traditional export crops, and information and communications technology (ICT) for industrialization, with special focus on the promotion of SMEs.

Pascal Lamy, Chairman, World Committee on Tourism Ethics, UNWTO



Pascal Lamy is the former Director-General of the World Trade Organization. In addition to his current mandate for the World Tourism Organization, he is a member of the Global Ocean Commission, the Lancet Commission and the UNAIDS commissions. He is Honorary President of Notre Europe - Jacques Delors Institute, President of the Oxford Martin School's Commission on Future Generations and Vice-President of the Foundation for European Progressive Studies.

June Lavelle, President and Chief Consultant at Lavelle & Associates, Inc.



June Lavelle has been helping business incubation and business acceleration in different countries for over 30 years. She has extensive experience in the business and workforce development services fields, encouraging job creation through entrepreneurship, business incubation and business acceleration. Ms. Lavelle has implemented programs to support youth entrepreneurship, particularly in conflict-sensitive states, and assist victims of trafficking to start-up micro-enterprises. She is currently working with the Egypt's Social Fund for Development Programs to develop and support business incubators and provide quality business development services to micro and small enterprises. Dubbed the "Mother of Invention" by Inc. Magazine, she received the prestigious Ernst & Young "Entrepreneur of the Year" award in 1992.

Debashish Mallick, Deputy Managing Director, Export-Import Bank of India



Debashish Mallick has been the Deputy Managing Director of the Export-Import Bank of India since last July. Prior to his appointment he was the Managing Director and CEO of the IDBI Asset Management Company, part of one of India's largest banks. Previously, he was head of Personal Banking for IDBI Bank (West Zone). He has nearly 30 years of experience in banking, including in corporate.

Lamin M. Manneh, Resident Coordinator and UN Development Programme Resident Representative, Rwanda



Lamin M. Manneh has been the United Nations Resident Coordinator and United Nations Development Programme Resident Representative in Rwanda since September 2012. Prior to his current appointment, he served as the UN Resident Coordinator in Congo for four years. Since 1996, Mr. Manneh has served in several Senior Managerial Positions within the United Nations Development Programme. Before serving UNDP, he worked with the African Development Bank and the International Monetary Fund as well as with the Ministry of Economic Planning and the Central Bank in The Gambia.

Frank Matsuert, CEO, TradeMark East Africa



Frank Matsuert is the CEO of TradeMark East Africa, an NGO which promotes regional trade and economic integration. He is a senior economic development and private sector specialist, with a focus on Africa and Asia. Previously, he was the Senior Growth, Trade and Investment Adviser for East Africa for the UK Department for International Development (DFID) Nairobi office.

Sumit Mazumder, President Designate, Confederation of Indian Industry and Chairman and Managing Director, TIL Limited



Mr. Sumit Mazumder is the Chairman and Managing Director of TIL (Tractors India Pvt. Ltd) and is as President-designate of the Confederation of Indian Industry (CII). Previously, he was a Member of the various Committees and Councils of the CII National Council, the CII Membership Council and National Committee on Skill Development. He was once the Chairman of the CII Eastern Region, the Mining and Construction Equipment Division and the National Committee on Capital Goods & Engineering Committee of CII. Mr. Mazumder has also served as a Trustee of Kolkata Port Trust (KoPT) and is Member of the Board of West Bengal Industrial Development Corporation (WBIDC).

John Mirenge, CEO, RwandAir



Under the leadership of John Mirenge Rwandair has become the fastest growing Airline on the African continent: it plans to serve more than 22 destinations and carry more than 1,000,000 passengers in the next 5 years. Previously, as Chief Operating Officer of MTN Rwanda, the biggest private communication company in the country, he launched new products and increased profitability. He joined MTN Rwanda from the Ministry of Finance and Economic Planning where he was the senior legal advisor to the Minister.

Josiah Mugambi, Executive Director, IHUB Kenya



Josiah Mugambi is the Executive Director of IHUB Kenya, a technology innovation community for investors and technology companies. He previously worked in the telecommunications space with NSN and Huawei. He is also one of the co-founders of Skunkworks, an informal gathering of Kenyan technology enthusiasts.

Davidson M. Mugisha, Managing Director, Wildlife Tours, Rwanda



Davidson M. Mugisha has over 18 years of experience in the operation and management of tourism. He is the general manager of Wildlife Tours in Rwanda, a tour operator specialized in high quality, pro-poor and responsible tourism and ecotourism. Mr. Mugisha has extensive experience in developing tourism products in communities with traditional knowledge and skills. He involves community members in product branding, marketing and promotion.

Hannington Namara, CEO, Private Sector Federation, Rwanda (outgoing)



Hannington Namara is the outgoing Chief Executive Officer of Rwanda's main business organization. Prior to joining the Private Sector Federation, he held several positions with the Commercial Bank of Rwanda, including heading the corporate banking division, and in marketing and business development functions. He began his career at the Rwanda Investment Export Promotion Agency, the predecessor of the Rwanda Development Board, in charge of special projects.

H.E. Pierre Claver Ndayiragije, Ambassador and Permanent Representative, Permanent Mission of the Republic of Burundi to the United Nations Office and other international organizations in Geneva

H. E. Pierre Claver Ndayiragije is the Ambassador and Permanent Representative of Burundi in Geneva to the United Nations and the World Trade Organization. He previously served as a Principal Counsellor for the Vice President of Burundi, and as a senior advisor in many capacities for the Ministry of External Relations. He is also a professor of international relations at the Lumière University of Bujumbura.

Agatha Nderitu, Danida Regional Integration Advisor, Regional Economic Integration Support Programme in East Africa; Senior Consultant, Saana Consulting Ltd.



Agatha Nderitu, Senior Consultant with Saana Consulting based in Arusha, Tanzania, is the regional adviser for the Danida Regional Economic Integration Support Programme, helping Denmark implement its regional integration programmes in East Africa, in cooperation with TradeMark East Africa and the EAC Partnership Fund. Ms. Nderitu has over 15 years of experience in trade and economic development in East Africa. Prior to joining Saana, she served as the Executive Director for the East African Business Council. She had also worked as a Trade Officer with the UK High Commission in Nairobi.

Peter Ndoro, Presenter, South African Broadcasting Network



Peter Ndoro is a news anchor for the South African Broadcasting Network, which manages 19 radio stations and 4 television channels. He was also the Director for Corporate Communications for CNBC Africa. He was previously a producer of Soul Buddyz on SABC and an anchor and presenter of Business News for Summit TV.

Richard Newfarmer, Country Director, Rwanda, South Sudan and Uganda, International Growth Center, USA



Richard Newfarmer is the Director for Rwanda, South Sudan and Uganda for the International Growth Centre and was most recently the World Bank's Special Representative to the UN and World Trade Organization. He has been published in the Journal of World Trade, Cambridge Journal of Economics, Journal of Development Economics and Foreign Policy and co-edited Breaking into New Markets: Emerging Lessons for Export Diversification.

Papa Yusupha Njie, Founder and CEO, Unique Solutions and Executive Director, RLG Communications Gambia and Senegal



Papa Yusupha Njie is the founder and CEO of Unique Solutions, an ICT service and solutions provider in the Gambia. Unique Solutions was awarded the Gambia Chamber of Commerce and Industry SME of the Year 2009, and was a winner at the Africa Awards for Entrepreneurship. He is also Executive Director RLG Communications Gambia and Senegal, employing more than 100 people. He chairs the Board of Directors of the National Training Authority of the Gambia.

Ken Njoroge, CEO, Cellulant, Kenya



Serial IT entrepreneur Ken Njoroge founded mobile commerce network Cellulant in 2004. Cellulant powers mobile services for top tier banks including Standard Chartered Bank, Barclays Bank and Kenya Commercial Bank. It is present in seven countries: Kenya, the United Republic of Tanzania, Ghana, Zambia, Nigeria, Malawi and Botswana. Before co-founding Cellulant, Mr. Njoroge ran 3mice, a web software development firm.

Janet Nkubana, Managing Director and Co-Founder, Gahaya Links, Rwanda



Janet Nkubana and her sister co-founded Gahaya Links in the wake of the 1994 Rwanda Genocide to train rural women and offer them a small shop to sell hand-woven baskets and earn an income. They later met women in their villages and taught them how they could use traditional Rwandan skills to improve the quality and uniqueness of their products. Today Gahaya Links is a growing network of over 4,000 weavers across the country organized in 52 savings cooperatives. 95% of their sales are for exports, and clients include major international chains, such as Macy's.

Dayo Ogunyemi, CEO, 234 Media, Kenya



Dayo Ogunyemi is the CEO of 234 Media, a firm that makes principal investments in Africa's media, entertainment and technology sectors. He has more than two decades of experience as investor, financier, media entrepreneur, entertainment and intellectual property lawyer, and strategy consultant. He has also advised governments and regional economic communities in Africa on policy and regulatory matters relating to intellectual property, the creative industries and technology. In addition, he has served on the boards of UNECA's Africa Information Society Initiative, the African Film Academy, and the Kenya International Film Festival as a film law expert for the World Intellectual Property Organization

Hon. Alma Omarou, Minister of Trade and Private Sector Development, Niger

Mary Petitt, Global Coffee Issues Advisor



Mary Petitt is former Director of the 100% Colombian Coffee Program and Executive Vice President for the Colombian Coffee Federation Inc. in North America, helping Colombian coffee growers develop and manage branding and sustainability initiatives throughout the coffee industry supply chain. She is a past President of the Specialty Coffee Association of America (SCAA) and served as Trustee for the Coffee Quality Institute (CQI).

Agnes Katsonga Phiri, Vice-Chair for East and Southern Africa, World Customs Organization and Commissioner for Customs and Excise-Imports of the Malawi Revenue Authority



Agnes Katsonga Phiri, the Commissioner for Customs and Excise at the Malawi Revenue Authority, also serves as the World Customs Organization's Vice-Chair for East and Southern Africa. She has over 30 years of experience in customs, having worked as Deputy Commissioner for Operations, Regional Manager, Chief Collectors and Head of Inspectorate. Previously, she worked for USAID Trade Hub as a customs expert on trade facilitation. She is also Chair of the board for the Malawi Re-Insurance Company and Vice Chair for the Mozambique Re-Insurance Company.

Jeroen Roodenburg, Ambassador, Private Sector and International Cooperation, Ministry of Foreign Affairs, the Netherlands



Jeroen Roodenburg is the Director for Sustainable Economic Development for the Ministry of Foreign Affairs of the Netherlands. He previously served as the country's Ambassador to Iraq, Deputy Head of Mission in India and Head of Political Affairs at the Permanent Mission of the Netherlands to the United Nations.

Hon. Valentine Rugwabiza, Minister for East African Community, Rwanda



Valentine Rugwabiza, a former Deputy Director-General of the WTO and Ambassador of Rwanda to the United Nations, has been a member of the country's Cabinet since October 2013. She served as the CEO of the Rwanda Development Board until July this year, when she was appointed Minister for the East African Community. She was a founding member of the Rwandan Women's Caucus, the association of women entrepreneurs, and the country's private sector federation.

Yeşim Seviğ, Secretary General, KAGIDER, Turkey



Yeşim Müftüler Seviğ has been the Secretary General of the Women Entrepreneurs Association of Turkey (KAGIDER) since 2009. Prior to joining KAGIDER, she worked for Turkish Airlines and Tekfen Holding, establishing her own company on marketing materials and founded a chocolate factory. She actively works in the Entrepreneurship and Leadership Committee, Communication Committee, International Relations Committee and other projects of KAGIDER. Ms. Müftüler has over 14 years of experience in entrepreneurship and is a member of the expert working group on training for women entrepreneurs.

H.E. Amb. Dr. Richard Sezibera, Secretary General, East African Community



Richard Sezibera was appointed as Secretary General of the East African Community in 2011. Previously, he served in various capacities in the Rwandan government, including Minister of Health and Ambassador to the U.S. and Presidential Special Envoy to the Great Lakes Region. He is a committed champion of regional integration in East Africa and beyond.

Mulu Solomon, Honorary President, Ethiopian Chamber of Commerce and Sector Associations



In addition to her management of Right Vision, Mulu Solomon Bezuneh is the Honorary President of Ethiopian Chamber of Commerce and Sectoral Associations, Vice-President of the Pan-African Chamber of Commerce and Industry, and Vice-Chair of the Common Market for Eastern and Southern Africa Business Council. Among her many business and education awards, she received the 2013 Women Leadership Award of the Africa-India Business Summit.

Hon. Alain St.Ange, Minister for Tourism and Culture, Seychelles



Alain St.Ange has been the Minister for Tourism and Culture of Seychelles since March 2012. He is also serving as president of the Indian Ocean Vanilla Islands Regional Organisation, which comprises the islands of La Reunion, Madagascar, Mauritius, Comoros, Mayotte and Seychelles. He has authored a number of books, including those about the political history of Seychelles, his father and the underwater world of the islands. He studied hotel management and tourism in Germany and France.

Marjorie Straw, Executive Chairman, Caribbean Network of Service Coalitions, Jamaica



Marjorie Straw is the chair of the Caribbean Network of Service Coalitions. She is also the Special Projects manager at JAMPRO, an agency of the Ministry of Industry, Investment and Commerce. In addition, she is the president of Projex Solutions. Previously, she was the Chief Operating Officer at DLW Enterprise.

Karim Sy, Chief Catalyst, Jokkolabs, Senegal



Karim Sy is the Chair of Maarch West Africa, an open source software company, as well as the Chief Catalyst of Jokkolabs, a set of innovative networking hubs in five countries. He was partner of Afrique Air Affaires and an Ashoka Fellow in 2012. A self-designated "serial entrepreneur," he founded his first start-up at age 19.

Hon. Hanna Tetteh, Minister of Foreign Affairs and Regional Integration, Ghana



Prior to the Minister's appointment as Foreign Minister in February of this year she was the Minister of Trade & Industry for the entire four-year period in the previous term of the Government. As Minister of Trade and Industry Ms. Hanna Tetteh was working to transform enterprises, create jobs, strengthen Ghana's trade and industrial position and, in the end improve livelihoods.

As the Minister of Trade & Industry Hon. Ms. Tetteh was a member of the Economic Management Team, the National Development Planning Commission, the Millennium Development Authority Board, and the Chairperson of the Ghana Free Zones Board.

Ashish J. Thakkar, Founder, Mara Group



The Mara Group operates in four continents, with activities ranging from real estate and tourism to financial services, information and communications technology, renewable energy and manufacturing, employing over 4,500 people. The company is operational in 18 African countries. It has a foundation to support emerging African entrepreneurs, with Mara Launchpad incubation centres and a Mara Launch Fund.

Ms. Sandra Uwera, COMESA Business Council Coordinator, COMESA

Bram van Helvoirt, Programme Manager, CBI, the Netherlands



Bram van Helvoirt is a senior Programme Manager at the R&D department of the Centre for the Promotion of Imports from developing countries, an agency of the Ministry of Foreign Affairs of the Netherlands, dedicated to supporting SME exporters in developing countries. Previously, he worked as a policy advisor at the Sustainable Economic Development department of the Ministry. He has published various articles on private sector development and the role of institutions in economic development.



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