



PROGRAMME

WEDNESDAY, 20 NOVEMBER 2019

Africa Industrialization Day
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 Africa Continental Free Trade Area.

- H.E. Mr. Moussa Faki Mahamat, Chairperson, African Union Commission
- Ms. Arancha González, Executive Director, International Trade Centre
- H.E. Amb. Albert Muchanga, African Union Commissioner for Trade and Industry
- H.E. Dr. Abiy Ahmed, Prime Minister of the Federal Democratic Republic of Ethiopia (tbc)

THURSDAY, 21 NOVEMBER 2019

9:00–10:00 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. The African Export-Import Bank will outline its solutions for one Africa, such as the new digital payment platform to support trade across the continent. Investors will highlight changing investment trends emerging from the AfCFTA.

Speakers:

- Prof. Benedict Oramah, President, African Export-Import Bank
- Mr. Tewolde GebreMariam, Group CEO, Ethiopian Airlines
- Mr. Israr Ahmed Mecca, Managing Director, Farida Group
- Mr. Ashish J. Thakkar, Chief Executive Officer, Mara Phones
- Eng. Hani Sonbol, CEO, Islamic Trade Finance Corporation

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.

Speakers:

- H.E. Ms. Khumbudzo Ntshavheni, Minister of Small Business Development, South Africa
- Ms. Navalayo Osembo Ombati, CEO and Co-Founder, Enda Sportswear, Kenya
- Ms. Mwayi Kampesi, CEO and Founder, Planet Green Africa, Malawi
- H.E. Ms. Bogolo Kenewendo, Minister of Investment, Trade, and Industry, Botswana (tbc)
- Mr. Henok Assefa, CEO, Precise Consult International (tbc)

Moderator: Mr. Georgie Ndirangu, BBC Africa

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
- 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

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.

The session begins with an overview on the digital status and vision for Africa. It follows with models that serve as cases to scale up the potential of e-commerce and digital tools for business, including in rural areas.

Scene-setter

Ms. Vera Songwe, Executive Secretary, UNECA (tbc)

Speakers:

- H.E. Mr. Papa Amadou Sarr, Minister, General Delegate for Entrepreneurship, Senegal (tbc)
- Mr. Oumar Yam, Co-founder, OuiCarry, Senegal
- H.E. Minister Soraya Hakuziyaremye, Minister of Trade and Industry, Rwanda (tbc)
- Mr. Alex Ntale, CEO, Rwanda ICT Chamber
- Mr. Kalifa Faal, CEO, Xoom Wireless KMF Technology, The Gambia
- Mr. Munir Duri, CEO, Kifiya Financial Technologies, Ethiopia
- Mr. Pawel Hansdorfer, Senior Director, International Business, Asseco
- Mr. Lacina Koné, Director General, Smart Africa Secretariat (tbc)
- Ms. Aida Diarra, Senior Vice President, Sub-Saharan Africa Group Manager (tbc)

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

16:15–17:45 SOCIAL ENTREPRENEURS: PITCH YOUR IDEAS

Finalists pitch their business cases live on stage to a jury of experts.

Co-hosts: ImpactHub and IceAddis incubator

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:

- IceAddis
- Accelerate 2030 candidate
- Candidates from the International Trade Centre projects (YEP Gambia and INTEGRA Guinea)
- Korea-Africa Foundation candidate

Jurors:

- Mr. Charles Ofori, Co-founder, Dext Technology, Ghana
- Mr. Amadou Daffe, CEO and Co-Founder, Gebeya Inc.
- Ms. Colette van der Ven, Director, Trade and Development, Sidley Austin
- Ms. Mahlet Afework, Mafi Mafi, Ethiopia
- Mr. Alieu Jallow, AU-EU Youth Hub representative

RECEPTION

With announcement of the winner of the Young social entrepreneurs competition.

FRIDAY, 22 NOVEMBER 2019

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, Uganda, Andela
- Mr. Manuel Muñoz, Dean, IE School of Global and Public Affairs, Spain
- Dr. Henrietta Onwuegbuzie, Director, Impact Investing Policy, Lagos Business School
- H.E. Mr. Ranieri Sabatucci, Ambassador, Head of Delegation, EU Delegation to the African Union
- H.E. Amb. Mesganu Arga Moach, State Minister, Ministry of Trade and Industry of Ethiopia

Moderator: Mr. Georgie Ndirangu, BBC Africa

10:45–12:00 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
- Dr. Hermogene Nsengimana, Secretary General, African Organizations for Standardisation (tbc)

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

This session features 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
- Mr. Lawrence Agyinsem, CEO, Ghana Export-Import Bank (tbc)
- Mr. Ratnakar Adhikari, Executive Director, Enhanced Integrated Framework, WTO
- Ms. Eleni Kyrou, Head, Representation to Ethiopia and the African Union, European Investment Bank
- Mr. Zemedeneh Negatu, Global Chairman, Fairfax Africa Fund
- H.E. Ms. Jessica E. Lapenn, Ambassador of the United States to the African Union

14.30–15:30 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. Abebe Ababayehu Chekol, Commissioner, Ethiopian Investment Commission (tbc)
- Mr. Frank Matsuert, CEO, TradeMark East Africa
- Ms. Betelhem Dessie, CEO, I-Cog (tbc)
- H.E. Amb. Hoonmin Lim, Ambassador of the Republic of Korea to the Federal Democratic Republic of Ethiopia
- Mr. Wajdi Mirghani, Executive Manager, Mahgoub Sons Group
- Ms. Aba Esther Eshun, AU-EU Youth Hub representative

15:30–16:00 CLOSING SESSION

This session will feature highlights from the week, including the Declaration on Youth Entrepreneurship and Self-employment of the YES Forum, and SheTrades Global recommendations.

- 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, ITC Executive Director



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

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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.