
AFRICA TRADE AND INVESTMENT CONFERENCE 2021

26TH -27TH MARCH 2021
ROYAL TROPICAL INSTITUTE, NETHERLANDS



FRIDAY, MARCH 26TH, 2021

VENUE: ROYAL TROPICAL INSTITUTE, NETHERLANDS

Theme: Unlocking Africas Trade Opportunities

DAY 1

7:00 AM - 09:00 AM

Registration / Coffee & Business Networking and African Cultural Performance

Opening Ceremony & Introduction Remarks

9:05 AM

Conference Organizer's Opening Remarks:

John Karegwa - Chairman Africa Trade and Investment Conference

9:10 AM

Opening Address:

Benjamin Huss - Chairman, Startup Fund

9.15AM

Opening Keynote Session:

Why Africa? Why Now? - Opening Keynote Speaker

Mr. Richard Ngatia ,President of the Kenya National Chamber of Commerce and Industry- Kenya

Chief Guest Key Note Address: Host Country Official - Government of the Netherlands

9:30 AM

Business in Africa:

Panel Session

- Opportunities and Challenges of doing business with Africa
- The biggest challenges and business opportunities in Africa's booming markets
- Success Stories and understanding the African business system

Panelists:

1) Mr Mohammed Sesay- Regional Director, Cordaid West Africa

2) Hans Walhout-Quadraat Global Project Management

3) Mr Wasim Tahir, Sector Strategist, Financial Institutions, CDC Group - UK

4) Washington Kapapiro, President, Global Africa Business Club

Moderator: Ikenne Ngene

5) Marco Rensma - CEO, Meys Emerging Markets Research

6) Mr Simone Santi President, Leonardo Group - Italy/Mozambique

10:30 AM – 11:00 AM

Deal Time: Coffee and Networking Break Exhibition Viewing Exhibition Halls

PROGRAMME

11:00 AM - 12.00 PM

Trading with Africa

Plenary Panel Session

- o Panelists share their views and lessons learned, Political and Legal risks : Mitigating country to country risks, understanding the African Business System: Taxation, Logistics, Trade and importation incentives, marketing and forming business partnerships.
- o Dutch Government's initiatives to support trade and investments in Africa. Challenges and success stories
- o Overcoming trade barriers between Africa and the Netherlands

Speakers:

- 1) Mr Mohammed Sesay- Regional Director, Cordaid West Africa
- 2) Ms Christine Sitawa Partnership Manager - Kenya Export Promotion and Branding Agency

Moderator:

Workshops

12: 00 PM – 1.00 PM

International Trade Financing and How to Export and Trade Successfully

Facilitator:

12: 00 PM – 1:00 PM

Africa is Open for Business: Going International with Your Business

- Identifying your business partner;
- Successful participation in trade shows;
- International sales and tender pitch training;
- Successful participation in a trade missions;
- How to organise international business growth.
- Africa's Business Success Stories, Forming Partnerships, and Opportunities

1.00 PM - 2.00 PM

Networking Lunch & Exhibition Viewing

(During lunch, come by the exhibition hall to network)

Conference Space

2.05 PM- 3.00 PM

Plenary Session:

A Dialogue with African Ambassadors: Trade and Grow with Africa

- Hear from African Ambassadors on what they are doing to promote investment and trade relations.

Moderator:

PROGRAMME

3:00 PM - 4.00 PM

Conference Space

Africa Trade Experts Panel Session

- Understanding Africa Continental Free Trade Area (CFTA)
- Facilitating efficient movement of goods across borders

Speakers: Washington Kapapiro, President, Global Africa Business Club

4.00 PM TO 5.00 PM

Workshop Rooms (downstairs)

B2B MATCHMAKING FORUM (Pre-identified One on One Business Meetings)

5: 00 PM – 6:00 PM

Netherlands-Africa Business Discussion / Networking Cocktail

The event will bring together Dutch companies, African Government representatives Government of Netherlands representatives and representatives of African companies . It will end with a networking cocktail between Dutch companies and the African delegations present at the Conference.

Afternoon Workshops

2:30 PM- 4.00 PM

Establishing Product value Chains -Where to start! Facilitator:

2:30 PM- 4.00 PM

Leveraging Emerging Market-Sourced Investment

2:30 PM- 4.00 PM

Public–Private Partnerships for Trade and Infrastructure Development

The Need for the public and private sector and businesses to work co-operatively if businesses are to thrive and succeed in Africa.

- The need for essential infrastructure and institutions that must be in place to sustain trade and the private sector.

Facilitator:

PROGRAMME

SATURDAY, MARCH 27TH, 2021

VENUE: ROYAL TROPICAL INSTITUTE, NETHERLANDS

Theme: Unlocking Africa's Trade Opportunities

DAY 2

9.30 PM – 11.00 PM

Conference Space

Technology Transformation in Africa-Panel Session

- o Game changing technologies, digitalization in Africa
- o Africa Technology Startups Ecosystem and Trends
- o How technology is transforming Africa's startup landscape
- o African Digital Economy
- o Shaping up an African Tech Industry
- o Technology, Youth Innovation & Transformation
- o African Fintech Entrepreneurship

Panelists:

1. Ms Martha Mgendi Fisher- African Women in Fintech Payments
 2. Mr Ben Wylie- Baobab Network- UK
 3. Mr Michael Tadic, President -Bridgeways Company- UK
 4. Mohammed Benkhaled- Peacock Financials- Morocco
 5. Benjamin Huss- CEO- Startup Fund Denmark/ Kenya
- Moderator: Ikenna Ngene
6. Ms Liesbeth Huisman, Director Of Strategy, Pharmaccess Group
 7. Ms Linda Ochwada, Managing Director, Afroai UG

11.30 PM – 13.00 PM

Conference Space

11.30 PM – 13.00 PM

The Role of Diaspora in African Development

Speakers:

- 1) Ambassador Pastor Elvis Iruh- Editor- Voice Magazine
- 2) Joy AWE- Chair- African Women in Europe (AWE)
- 3) John Karegwa- Changemaker International
- 4) Stanley Anyetei- Africa Investment Officer - Triodos Bank
- 5) Charlotte Wilming, Program Director, Health Connect, Pharmaccess Foundation

Moderator:

Morning workshops

Moderator

11.30 PM- 13.00 PM

Investment in Africa: Legal Aspects and Regulations

Facilitator: Johnson Kilangi - CEO Lean Africa Consultants Ltd

PROGRAMME

11.30 AM- 1.00 PM

Opportunities and Challenges in SMEs Growth in Africa

Facilitator:

11.30 AM- 1.00 PM

Kenya Country Investment Workshop

Facilitator: Claire Dawai- Sub Sahara Business Council

11.30 AM- 1.00 PM

Morocco Country Investment Workshop

Facilitator: Marco Rensma- Director- Meys Emerging Market Research

11.30 AM- 1.00 PM

Nigeria Country Investment Workshop

Facilitator:

1.00 PM - 2.00 PM

Networking Lunch & Exhibition Viewing

2.00 PM - 3.00 PM

Conference Space

The Impact of Micro Finance in Africa

Speakers:

Mr Wasir Tahir - Sector Strategist, Financial Institutions, CDC Group - UK

Mohamed Sesay - Regional Director, Cordaid West Africa

Patrick Batanze - Liberian Community Finance Ltd

Claire Dawai - Sub Sahara Chamber of Trade

FRIDAY 26TH AFTERNOON WORKSHOPS:

3.00 PM - 4.00 PM

Enhancing Africa Diaspora Investments

Speaker: Mr.Stanley Anyetei- Triodos Bank, Netherlands

3.00 PM - 4.00 PM

Youth Empowerment in Africa

Investing in Youth to transform

Africa's future Opportunities and achieve the Sustainable Development

Goals set by the United Nations.

3.00 PM- 4.00 PM

Women in Business

Facilitator: Ms Kate Kibaarah- Ceo, Kate's Organics- Kenya

3.00 PM- 4.00 PM

Somalia Country Investment Workshop

Hon Mohamed Daryeel

PROGRAMME

3.00 PM- 4.00 PM

Financing Agriculture and Development

Agriculture in Africa

Africa Smart Agriculture in the 21st Century

Panelist:

Dr. James Nyoro - Governor of Kiambu Country, Kenya

Mr. Eelko Bronkhorst - CEO Host Financial Access, Netherlands

Washington Kapapiro - Global Africa Business Club, South Africa

Trevor Hambayi - Senior Partner, Development Finance Associates - Zambia

3.00 PM- 4.00 PM

Keys to Unlocking Capital for Projects in Africa

Facilitator:

4.00 PM – 4.30 PM

Coffee Break & Networking

4.30 PM – 5.30 PM

Conference Space

SMEs as the Engine for Economic Development

1) Mr Benjamin Huss- Start Up Fund

2) Mr.Mohamed Wurie- Cordaid Sierraleone

3) Mr. Ben Wylie- Baobab Network- UK

4) Eelko Bronkhorst- CEO Financial Access- Netherlands

5) Mr Johnson Kilangi- Lean Africa Consultants

6) Mr Trevor Hambayi-Senior Partner- Development Financial Associates

CLOSING CEREMONY

6:00 PM - 10:00 PM

Cocktail Reception, Entertainment and African Fashion Show by Fashion High Tea.