

KENYA TRADE WEEK HOSTS

Source21

— COMESA International Trade Fair & High Level Business Summit —

"The Hallmark of Quality"

17th - 21st July, 2019

Venue: Kenyatta International Conference Center, Nairobi, Kenya

Visit: <http://comesabusinesscouncil.org/source21/> to register!



DRAFT AGENDA 4

15- 16 TH JULY, 2019- REGISTRATION AND COLLECTION OF CARDS	
DAY 1- 17 TH JULY 2019	
0900HRS- 1000HRS	<ul style="list-style-type: none"> • Registration • Coffee and networking <p>Delegates are advised to walk over to the Business to Business (B2B) and confirm your meetings</p>
10:00HRS- 1100HRS	<p>OPENING CEREMONY</p> <p>Welcoming Remarks</p> <ul style="list-style-type: none"> • CBC Chief Executive Officer • CEO, Kenya Association of Manufacturers <p>Opening Statements</p> <ul style="list-style-type: none"> • CBC Chairperson • COMESA Secretary General; • Ministry of Trade and Industry-Kenya <p>Official opening statement</p> <ul style="list-style-type: none"> • HE, President of the Republic of Kenya
LAUNCH	<ul style="list-style-type: none"> ▪ SOURCE 21 HANDBOOK ▪ 50 MILLION WOMEN PLATFORM

11:00HRS- 1230HRS	<p>1. PRESIDENTIAL /MINISTERIAL PUBLIC PRIVATE ROUNDTABLE</p> <ul style="list-style-type: none"> • Global Sourcing- Clearing the path for Africa’s products into the regional and world markets. What needs to be done? • The importance of visibility, collaboration and efficiency in regional supply chain networks. • Reducing Regional Trade Barriers- When public policies deter the growth of manufacturing sector in Africa. Public Private collaboration towards industrial competitiveness. • Integrating SMES into Regional supply chains. Supplier partnership relations-encouraging joint ventures among SMEs to meet market demand. How can governments promote partnerships for trade? Implementing preferential procurement for SMEs? • Trust, credibility and transparency- building bridges for business partnerships in Africa. <p>SPEAKERS</p> <p>GOVERNMENTS</p> <ul style="list-style-type: none"> ✓ Kenya ✓ 5 Representatives <p>BUSINESS LEADERS</p> <ul style="list-style-type: none"> ✓ Liquid Telcom ✓ Dangote <p>REGIONAL POLICY</p> <ul style="list-style-type: none"> ✓ COMESA
1230HRS -1330HRS	PHOTO- SESSION AND LAUNCH AND TOUR OF EXHIBITION STANDS- Press conference
1330HRS-1430HRS	LUNCH BREAK
1430HRS-1530HRS	<p>2. MANUFACTURE AFRICA – VALUE FOR MONEY</p> <p>Africa is called the next emerging frontier, with a young growing population and the fastest urbanization rate in the world. With business to business economic spending representing a third of that of China, it is noted that by 2025 Africa could double its manufacturing output from 500Billion US\$ today, to 950Billion US\$ in 2025, as long as the manufacturing sector environment is improved.</p> <ul style="list-style-type: none"> • <i>Focus on market share, affordable labour and business friendly trade agreements.</i> • <i>Africa’s value proposition; What makes the continent more viable for business than other alternative markets? What can we change for the better?</i> <ul style="list-style-type: none"> - <i>Focus on market share, affordable labour and business friendly trade agreements.</i> - <i>Africa’s value proposition; What makes the continent more viable for business than other alternative markets? What can we change for the better? How do we create inclusive regional manufacturing hubs?</i> - <i>Participation of SMEs in regional manufacturing supply chains,</i> - <i>Building competitive regional brands;</i>

	<p>Speakers:</p> <ul style="list-style-type: none"> • Kenya Association of Manufacturers/Skanem • Ministry of Trade - Zambia • Proctor and Gamble • SME
<p>1530HRS-1630HRS</p>	<p>3. INDUSTRY ROUNDTABLE - Internationalizing African Brands</p> <p>Breaking Grounds- Accessing regional markets What does it take to have African products selling competitively in regional and international markets? Defining supplier characteristics that are viable for foreign markets.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • ALIBABA • JUMIA <p>Building African Brands- Integrating the African market through compliance with standards and quality products.</p> <p>Developing quality products, building quality, systems and product standards is a prerequisite for a well-functioning and competitive regional and African market. This can be spearheaded through the following;</p> <ul style="list-style-type: none"> - Developing a harmonized quality assurance system - Strengthening business compliance with standards - Inculcating a culture for awareness and preference of local products and addressing issues of trust - Effectively tackling Illicit Trade and strengthening industry sustainability <p>Speakers</p> <ul style="list-style-type: none"> • Brand Kenya • Ogilvy • JC Decaux • Movit • JTI <p>Strengthening Supply Chain Networks International sourcing for SMEs is very challenging. It normally takes a number of small businesses working together and acquiring years of relationship building and networking. What are the best business model approaches that support opportunities for International sourcing from African businesses? What are our potential buyers in foreign markets looking for as characteristics of sustainable partnerships?</p> <ul style="list-style-type: none"> • Ministry Of Trade Zambia • DUFY • Coca Cola Foundation • SME

1630HRS-1700HRS	NETWORKING TEA BREAK
1700HRS-1800HRS	<p>4. <i>How attractive are you to your financial partner?</i></p> <p>Defining bankability, credit worthiness, and investment readiness for enterprises.</p> <ul style="list-style-type: none"> • TDB • Standard Chartered Bank • KCB <p>When Innovation meets regulation; Regional common payment policies to strengthen cross border transactions</p> <ul style="list-style-type: none"> • SADC Bankers Association Experience • Kenya Bankers Association • MTN Africa • SAFARICOM
1830HRS-2100HRS	<p><i>CORPORATE DINNER AND ENTERTAINMENT</i></p> <p>LEAD PRESENTATION- DIGITAL TAKES OVER. ARE WE READY FOR BUSINESS?</p>
	DAY 2- 18TH JULY 2019
0900HRS-1000HRS	<p>5. <i>Showcasing Africa’s Trendsetters- The young minds of business</i></p> <p><i>From Agriculture, industry to services- the session showcases African SMEs and entrepreneurs – Business trendsetters who have developed innovative solutions for the continent.</i></p> <p><i>Keynote -ALLPI and ENENSI on Leather and Leather Products</i></p> <ul style="list-style-type: none"> • <i>Company in Agriculture</i> • <i>Company in Tech services</i> • <i>Company in mobile payments</i> • <i>Company in Manufacturing</i>
1000HRS-1100HRS	<p>6. <i>BRIDGING THE GAP- DIGITALISATION LINKS BORDERS</i></p> <p>Africa’s challenges continue to prevail in infrastructure development. Internet penetration in sub-Saharan Africa remains at 20%, with mobile phones dominating telephony, while smart phones ownership is still low. Digital marketing, cross border transaction, e-commerce are among the viable solutions to link products to markets in Africa. Digitalization of trade and logistics services can reduce costs and support the efficient delivery of goods and services, as well strengthen distributional channels across Africa- a key hindrance to intra- trade.</p>

	<p>Can digitalized networks also break the business impediments brought on by political conflict and other business barriers?</p> <ul style="list-style-type: none"> • IBM <p>Can digitalized industry and enterprise models such as mobile payment systems formalize the growing number of MSMEs into sustainable enterprises that are high performers in cross border trade?</p> <ul style="list-style-type: none"> • GSMA <p>What form of political will is needed to ensure a more efficient and competitive enterprise driven economy for Africa?</p> <p>International companies can offer quality logistics, but these services are expensive, and there aren't many of these companies at present. Poor, and relatively few, roads make ground transportation difficult and add to export costs Local players are cheaper but limited in both service quality and number. Does digitalization offer solutions to the business of logistics and distribution channels in Africa?</p> <ul style="list-style-type: none"> • DHL <p>Average Internet penetration in Africa at about 20%. Mobile phones dominate telephony, but smartphone ownership is low. However, on the bright side- about 866 million users of mobile money, of which 45.6% are in Africa. Digital transformation has opened doors to financial inclusiveness and increased cross border trade. Is digitalization the solution to becoming a competitive Africa? What does it take to ensure at least 80% of businesses in Africa have access to affordable solutions that can boost competitiveness in global markets?</p> <ul style="list-style-type: none"> - Minister of ICT- Rwanda - Liquid Telcom
1100HRS-1130HRS	<i>NETWORKING TEA BREAK</i>
1130HRS-1230HRS	<p>7. The Future of Agriculture – <i>Optimizing sustainable partnerships in regional agribusiness.</i></p> <p>Africa remains a net importer of food, importing about US\$35 Billion annually, despite the importance of agriculture to most economies. It is quite apparent to build sustainable economies and address food security there is need to transform African agriculture and built robust agro industries. Technology has become a major driving force in industry and agriculture for increasing productivity, markets and agribusiness development. How do we ensure the efficiency of agribusiness to enable regional partnerships? How do we upscale the participation of SMEs, small scale farmers within regional value chains?</p> <p>The session examines the opportunities and challenges in Agricultural competitiveness in Africa.</p> <p>Strengthening commodity markets- Improving markets for inputs and products; Regional strategies and investments for agro value chains.</p>

	<ul style="list-style-type: none"> • BAYER <p>Embracing Agro- technology as a means to increase yield, profitability and reduce poverty in Africa</p> <ul style="list-style-type: none"> • SUNCULTURE <p>Building the capacity of SMEs and small-scale farmers in terms of standards and quality for participation in retail chains in the region</p> <ul style="list-style-type: none"> • SHOPRITE • KANDIA FRESH <p>Addressing food trade - a balanced and open policy arrangement to allow for regional sourcing and enabling farming and agribusiness environment -key issues- taxation, land tenure and finance issues to increase efficiency and productivity.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Alliance for Green Revolution for Africa (AGRA) • Minister of Agriculture- Kenya
1230HRS-1330HRS	<p>8. Smart Cities are good for business – Consumer trends towards sustainability. A complementarity-Smart and Sustainable Cities and Business</p> <p>Over the past decade smart cities have become a significant development global issue, yet largely remains unexplored in Africa. Smart cities put technology at the center of driving urban systems and service delivery. How can the public and private sector leverage technologies for building sustainable cities and infrastructure to address some of the business challenges faced by the private sector in the region?</p> <p><i>The session features perspectives, models and experiences from across the region and globally on the development of ‘Smart Cities’ in building competitive and sustainable cities; the experience of island countries. It also examines technology solutions that can deal with some business constraints through the implementation of Smart Cities.</i></p> <p>SPEAKER:</p> <ul style="list-style-type: none"> • Mauritius Experience • Singapore Experience • Seychelles Experience
1330HRS-1500HRS	LUNCH BREAK
1500HRS-1600HRS	9. Africa’s competitive advantage- One large market and Free Trade Agreements

	<p>Understanding the benefits of the CFTA and COMESA trade regime to improving Business to Business spending across the region.</p> <ul style="list-style-type: none"> - How the various regimes impact a trader’s business across the COMESA region- linking the Trade Rules to sourcing in Africa; - Competitive rivalry- what should businesses be expecting from open markets? Enterprise readiness to embrace the future Africa. - Going regional, building global markets- a trajectory of Africa’s economic boom in the next 30 years. <ul style="list-style-type: none"> • EL- SEWEDY Experience • COMESA
1600HRS-1700HRS	<p><i>CLOSING SESSION</i></p> <p><i>The way forward- walking the talk.</i></p> <ul style="list-style-type: none"> • <i>Ministry of Industry, Trade and Cooperatives – Kenya.</i> • <i>Kenya Association of Manufacturers President</i> • <i>COMESA Business Council Chairman</i> • <i>COMESA Secretary General</i>
19 th JULY	<p><i>BUSINESS TO FINANCE DAY - partnerships for success.</i></p>