



MSME WORKSHOP: CONNECTING MSMEs TO THE GLOBAL VALUE CHAIN
12-13th SEPTEMBER 2018, PRIDE-INN HOTEL, WESTLANDS ROAD, NAIROBI, KENYA

12TH SEPTEMBER 2018
8.00 – 8.30 AM: REGISTRATION AND COFFEE
8.30 – 8.45 AM: OPENING SESSION <ul style="list-style-type: none"> • Opening Remarks: – Principal Secretary, Industrialization, Ms. Betty Maina
8.45 - 10:15AM: BUYERS SESSION
<p>TOPIC: Understanding Sourcing Requirements – Panel Session focusing on feedback from buyers on products exhibited at Origin Africa and specific tips on product quality, competitiveness and suitability for target market, followed by Q & A</p> <p>Panellists: <i>[Buyers attending Origin Africa]</i></p> <p>Moderator : <i>Matthijs, Secretary General, International Apparel Federation</i></p> <p>Session Objectives: Participants will draw on lessons on:</p> <ul style="list-style-type: none"> • Buyers’ Perspective - How to make your product more attractive • Leveraging on Trade Fairs to test your market • Building lasting relationships with buyers and key service providers at Trade Fairs
10:15-10:45 AM: TEA BREAK & NETWORKING
10:45 – 12.30 PM: MANUFACTURING: USE OF TECHNOLOGY TO ENHANCE PRODUCTION EFFICIENCIES
<p>TOPIC: Digital solutions for production and sourcing for inputs</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • <i>Gerber, - Automating Workflow, from Design to Production</i> • <i>UNITEX – TexZeppelin, Belgium: Digital Printing and Finishing</i> <p>Session Objectives:</p> <ul style="list-style-type: none"> • How to leverage on technology to improve manufacturing and design processes • Using technology to remain competitive, automate workflow and to meet the ever-changing customer trends



12:30-2:00PM: LUNCH & NETWORKING

2:00 PM- 3.30 PM: AUTOMATING MANUFACTURING

TOPIC: Use of Technology to enhance workflow efficiency

Speakers :

- *Anne McCreath – Cluster Manufacturing - The Colombian Experience*

Session Objectives:

- Cluster Manufacturing – The Colombian Experience
- Use of Common Manufacturing Facilities

3:30- 4.00 PM: TEA BREAK & NETWORKING

4:00 – 5.30PM RETAIL AND E-COMMERCE

TOPIC : Retail and Marketing- Ecommerce and Global Distribution.

Panellists:

- *Amazon - Use of E-commerce for Global distribution*
- *Google Kenya– E-commerce and Data Security Solutions*

Session Objectives:

- How to successfully access global market through e-commerce
- Securing customer data and payment modes

5.30 PM NETWORKING



13TH SEPTEMBER 2018

8:30 - 10:30 AM : DESIGN THINKING AND PRODUCT DEVELOPMENT

TOPIC: Design Thinking and Product Development for the Export Market – Presentation by Dr. Lilac Osanjo, University of Nairobi, School of Design

Panellists:

- *Dr. Lilac Osanjo, University of Nairobi, School of Design*
- *Peter Bivott, Export Promotion Council*
- *SheTrades Commonwealth Program*

Session Objectives:

- Designing products with the target market in mind
- Export Readiness: Market-centric productive development programs

TEA BREAK & NETWORKING

11:00AM- 12.30 PM: ACCESS TO FINANCE

TOPIC: Alternative Financing Models for the Creative Sector:

Panellists:

- *HEVA Fund*
- *Africa Development Bank- Fashionomics*
- *British Council*
- *Danish Embassy*

Session Objectives:

- To share information on the financing options for the creative sector
- De-risking the creative sector

12:30 - 2:00 PM: LUNCH & NETWORKING

2.00 – 3.30 PM: FOUNDERS SESSIONS



TOPIC: Experience Sharing on Founders' Entrepreneurial Journey

A panel of six successful designers will share the highlights of their entrepreneurial journey – challenges, lessons learnt and advise to entrepreneurs who wish to scale up their businesses.

Panellists:

- *Molly, Keogh - Osei Duro, Ghana*
- *Katherine-Mary- Pichulik, South Africa*
- *Aulgah Ojijo - Nato Designs, Kenya*
- *Wandia Gichuru – Vivo Designs, Kenya*

Session Objectives:

- A learning session on how to grow and launch your business into the export market.
- Making Money from your craft

3:30PM- 4:00PM: TEA BREAK & NETWORKING

4:00PM-5:00PM : SPEAKING IN ONE VOICE – Role of BMOs

TOPIC: Role of Business Member Organizations (BMOs)

Panellists:

- *Kenya Fashion Council – Akinyi Odongo*
- *Ubunifu – Grace Mbugua*
- *Leather Apex – Beatrice Mwasi*

Session Objectives:

- Role of Business Member Organizations in enhancing collaboration amongst industry peers

5.30 PM NETWORKING