



## Changing Perceptions, Building Synergies & Doing Business

10 - 12 November 2014, Intercontinental Hotel, Nairobi, Kenya

### PROGRAM

SUNDAY, 9 <sup>th</sup> NOVEMBER - REGISTRATION & WELCOME RECEPTION	
15:00 – 18:30	Registration: Intercontinental Hotel
17:30 – 19:00	Welcome Reception
MONDAY, 10 <sup>th</sup> NOVEMBER – OPENING, SEMINAR SERIES, TRADE EXPO & B2B	
07:30 – 17:45	Registration: Intercontinental Hotel
07:30 – 8:00	Tea/Coffee & Light Snacks to be served at the foyer outside the seminar rooms
08:30 – 10:30	<p><b>SEMINAR SERIES</b> - Please note that two seminars will be held in parallel during this time.</p> <p><b>Seminar 1:</b> Cotton Seminar: Improving Productivity &amp; Value Addition in Africa  <b>Venue:</b> Le Chateau</p> <p><b>Moderator:</b> Dr. Terry Townsend, Cotton Analytics</p> <p><b>Speakers:</b> Speaker 1: Mr. Christoph Kaut, COMPACI /CmiA            Speaker 2: Mr. Matthias Knappe, International Trade Commission [ITC]            Speaker 3: Mr. Edoardo Peterlini, ACP/UGP Cos Coton Program            Speaker 4: Mr. Gerald Estur, Cotton Trade Consultant            Speaker 5: Mr. Fritz Grobien, Immediate Past President of Bremen Cotton Exchange            Speaker 6: Dr. Margaret Karembu, Director of ISAAA Africenter</p> <p><b>Facilitator:</b> Mr. Protase Echessa, EATIH Agribusiness Advisor</p>
08:30 – 09:30	<p><b>Seminar 2:</b> Home Textile &amp; Home Decor: Product Development &amp; Marketing</p> <p><b>Venue:</b> Le Petit Chateau</p> <p><b>Moderator:</b> Mr. Mark Kwami, External Consultant, Centre for the Promotion of Imports [CBI]</p> <p><b>Speakers:</b> Speaker 1: Demand Side – Ms. Mercedes Gonzalez, Director, Global Purchasing Companies            Speaker 2: Supply Side - Ms. Haile Nigest, CAWEE, Ethiopia</p> <p><b>Facilitator:</b> Mr. Finn Holm-Olsen, EATIH Trade Promotion Advisor</p>
09:30 – 10:30	<p><b>Seminar 3:</b> Special Sourcing Seminar</p> <p><b>Speaker:</b> Mercedes Gonzalez, Director, Global Purchasing Companies</p>
11:00 – 17:00	<p><b>TRADE EXPO &amp; B2B MEETINGS</b></p> <p><i>Cotton Fibre, Textile &amp; Apparel, Home Textile &amp; Home Décor, Technology Suppliers, Accessories Suppliers, Support Agencies</i></p>
16:30 – 17:30	<p><i>Tour of the Origin Africa Trade Expo and Official opening by H.E The President Uhuru Kenyatta before proceeding to the Poolside for the Designer Showcase;</i></p> <p><i>Her Excellency The First Lady of the Republic of Kenya Margaret Kenyatta Officially opens the Fashion Designer Showcase;</i></p>
17:30 – 21:00	<b>Black Tie Dinner &amp; Designer Showcase – Poolside</b>





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#### TUESDAY, 11<sup>th</sup> NOVEMBER – REGISTRATION

07:30 – 17:00	Registration: Intercontinental Hotel
07:30 – 08:30	Tea/Coffee & Light Snacks to be served at the foyer outside the seminar rooms
08:30 – 10:00	<p><b>SEMINAR SERIES</b></p> <p><b>Seminar 4: Apparel Seminar: Africa as a New Frontier for Sourcing</b></p> <p><b>Venue:</b> Le Chateau</p> <p><b>Moderator:</b> Mr. Jas Bedi, Chairman, ACTIF</p> <p><b>Speakers:</b>            Speaker 1: Dr. Achim Berg, McKinsey &amp; Company            Speaker 2: Ms. Marie D'Avignon, AAFA            Speaker 3: Mr. Prashant Agarwal, Wazir Advisors            Speaker 4: Mr. Roy Ashurst, PVH            Speaker 5: Ms. Diana Bird, Deacons            Speaker 6: Mr. Mohamed Kassem, Egyptian Ready-Made Exporters Council</p> <p><b>Facilitator:</b> Mr. Finn Holm-Olsen, EATIH Trade Promotion Advisor</p>
10:00 – 10:30	Health Break
10:30 – 12:00	<p><b>Seminar 5: Technology &amp; Machinery for CTA Value Chain: Innovation to Build Competitiveness</b></p> <p><b>Venue:</b> Le Chateau</p> <p><b>Moderator:</b> Mr. Navdeep Sodhi – Gherzi Textil Organisation</p> <p><b>Speakers:</b>            Speaker 1: Mr. Claude Vernier, Lummus Corporation            Speaker 2: Mr. Sourabh Bafna, Bajaj Steel Industries Ltd            Speaker 3: Mr. C. Arunachalam, Lakshmi Machine Works Ltd            Speaker 4: Mr. Bruno Caffieri, Picanol</p> <p><b>Facilitator:</b> Ms. Kanini Mutooni, EATIH Investment Advisor</p>
11:00 – 17:00	<p><b>TRADE EXPO &amp; B2B MEETINGS</b></p> <p><i>Cotton Fibre, Textile &amp; Apparel, Home Textile &amp; Home Décor, Technology suppliers, Accessories Suppliers, Support Agencies</i></p>
15:00 – 16:00	<p><b>Seminar 6: WRAP Seminar: The Business Imperatives of Sustainability and Social Compliance</b></p> <p><b>Venue:</b> Le Petit Chateau</p> <p><b>Speaker:</b> Mr. Avedis H. Seferian, President &amp; CEO, Worldwide Responsible Accredited Production (WRAP)            Mr. Clay E. Hickson, Senior Director, Strategy and Business Development (WRAP)</p>





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## PROGRAM

### WEDNESDAY, 12<sup>th</sup> NOVEMBER

07:30 – 17:00	Registration: Intercontinental Hotel
07:30 – 08:30	Tea/Coffee & Light Snacks to be served at the foyer outside the seminar rooms
08:30 – 10:00	<p><b>SEMINAR SERIES</b></p> <p><b>Seminar 7: Investment Seminar: Attracting investment in the Textile Value Chain</b></p> <p><b>Venue:</b> Le Chateau</p> <p><b>Moderator:</b> Mr. Cyrille Nabutola, Chief Executive Officer, Export Processing Zones Authority</p> <p><b>Speakers:</b> Speaker 1: Mr. Aref Adamali, World Bank  Speaker 2: Mr. Adan Mohamed, Min. of Industrialization &amp; Enterprise Dev - Kenya  Speaker 3: Hon. M. Rolland Jules Etienne, Min. of Industry and Private Sector Dev – Madagascar  Speaker 4: Ms. Patricia Cisse, Ministry of Industry and Mines, Cote d'Ivoire  Speaker 5: Mr. Jeremy Youmans, ZIMTRADE – Zimbabwe  Speaker 6: Mr. Hugh Scott, Africa Enterprise Challenge Fund (AECF)</p> <p><b>Facilitator:</b> Ms. Kanini Mutooni, EATIH Investment Advisor</p>
10:00 – 10:30	Health Break
10:30 – 12:00	<p><b>Seminar 8: Trade Policy Seminar: Policy Interventions needed to improve Regional &amp; International Trade</b></p> <p><b>Venue:</b> Le Chateau</p> <p><b>Moderator:</b> Ms. Betty Maina, Chief Executive Officer, Kenya Association of Manufacturers</p> <p><b>Speakers:</b> Speaker 1: Mr. Fred Kong'ong'o, COMESA  Speaker 2: Mr. Felix Masha, East Africa Business Council  Speaker 3: Mr. David Luke, Africa Trade Policy Center (UNECA)  Speaker 4: Mr. Samuel Gayi, UNCTAD  Speaker 5: Mr. Abisha Tembo, Department of Trade and Industry, South Africa</p> <p><b>Facilitator:</b> Mr. Bernard Kagira, EATIH Trade Policy Advisor</p>
11:00 – 17:00	<p><b>TRADE EXPO &amp; B2B MEETINGS</b></p> <p>Cotton Fibre, Textile &amp; Apparel, Home Textile &amp; Home Décor, Technology suppliers, Accessories Suppliers, Support Agencies</p>

