Directorate of Information and Communication

Media Advisory/ 31st AU Summit

African Union Commission/ AfroChampions/Trade and Development Bank/Africa Development Bank
Special event
Launch of the Pan-African Fashion Initiative

INVITATION TO REPRESENTATIVES OF THE MEDIA

When: Saturday, February 9th, 2019

Time: 12:00-3.30 p.m.

Where: Hyatt Meskel Square, Addis Ababa

What: **Special presentation, panel session and fashion parade**

Who: Organized by the **Department of Trade and Industry (DTI)**, the **AfroChampions Initiative**, the **Trade and Development Bank** and the **African Development Bank**

Key note speakers to include:

- **H.E. Ms Sahle-Work Zewde,** President of the Federal Democratic Republic of Ethiopia
- **H.E.M. Albert Muchanga,** Commissioner for Trade and Industry, African Union
- **H.E.M Olusegun Obasanjo,** Former President of the Federal Republic of Nigeria, Patron of the AfroChampions Initiative
- **H.E.Ms. Rkia Derham,** Secretary of State to the Minister of Industry, Investment, Trade and Digital Economy of the Kingdom of Morocco and Chairperson of AU Specialised Committee on Trade Industry and Minerals
- **Mr Edem Adzogenu,** Co-chair, AfroChampions Initiative's Executive Committee
- **Dr. Arancha Sanchez,** Executive Director of the International Trade Centre
- **Mrs Treasure Thembisile Maphanga,** Director for Trade and Industry, African Union
- **Dr. Frannie Leautier,** Chief Operating Officer, Trade and Development Bank Group
- **Mrs Carole Wainaina,** Chief Operating Officer, Africa50Fund
- **Official representative from the African Development Bank**
- **Mr Jas Bedi,** CEO of Bedi Investments, President of International Textile Manufacturers Federation (ITMF) and Chairman of the African Cotton & Textile Industries Federation (ACTIF)
- **Mr Samuel Mensah,** Founder of Kisua
- **Mrs. Roberta Annan,** Co-founder and Managing Partner of Impact Fund For African Creatives
- **Mrs Anna Getaneh,** Founder and Creative Director, African Mosaique
- **Ms Adama Ndiaye,** Organiser of the Dakar Fashion Week and Founder of the African Fashion Federation
- **Ms Aya Chebbi,** Youth Envoy, Africa Union

Objective:
- **Presenting the research** conducted by the AfroChampions Initiative on the African Fashion Industry looking at the current status and opportunities ahead;
- **Discussing the recommendations** to transform the African Fashion Industry into a growth-driver for the entire continent through productive value;
- **Debating the different viewpoints** from the African Union's Commission and public-decision-makers of the Trade and Industry, Textile Value Chain, the African fashion's marketers and the African Fashion event industry;
- **Calling to action to promote, defend and expand** the African Fashion Industry within the panel members; the African Fashion Federation will be presented as an example of such collective effort. **African 1st ladies will support and attend for a unique photo opportunity.**
- Showcasing the creativity of the African Fashion Industry in **a Fashion Parade to mark the event.**

Media representatives are invited to cover the launch of the Pan-African Fashion Initiative

Journalists wishing to interview the Commissioner for Trade and Industry should submit their requests to Mr. Molalet Tsedeke, Media Coordinator, via E-mail: MolaletT@africa-union.org

Journalists wishing to interview Representatives of the AfroChampions Initiative and Representatives from the private sector and creative industries should submit their requests to Mrs. Anne-Elvire Esmel, Program and Communications Lead, AfroChampions Initiative Via email: ae@afrochampions.com

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For further information contact
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