



Micro, Small, and Medium-sized Enterprises Day.

“African entrepreneurs contributing to, and benefitting from AfCFTA.”

27th June 2023.

African Union Headquarters.

AGENDA PROGRAM:

High-level event link: <https://zoom.us/meeting/register/tJUkce2uqjgrH9VYjpaWI8HrvS8LFP6yhYm>

Time	Activity
Session 1: 10:00-11:00hrs Moderator: Mr. Chiza Charles Newton Chiumya Rapporteur: Mr. Okello Robine	High-Level Event of the MSME Day, 2023 Moderator: Mr. Chiza Charles Newton CHIUMYA - <i>Ag. Director for Industry, Minerals, Entrepreneurship, and Tourism</i> <ul style="list-style-type: none"> • Prof Amb. Kheswar Jankee – <i>President, World Association for Small and Medium Enterprises (WASME)</i> • Dr. Amany Asfor, <i>President, Africa Business Council (Prerecording / Virtual)</i> • EU Representative • H.E. Pamela Hamilton Coke, <i>Executive Director – ITC (Prerecording)</i> • H.E. Nardos Bekele-Thomas, <i>Executive Director - AUDA, NEPAD</i> • H.E. Gerd Müller, <i>Director General, UNIDO</i> • H.E. Albert Muchanga, <i>Commissioner for Economic Development, Trade, Tourism, Industry, and Minerals Department – AUC</i> <i>Protocol to be advised*</i>

GROUP PHOTO

PANEL Discussions

<https://zoom.us/meeting/register/tJwuce6rri0vG9W8VvuHcng22rndAwbgqbmo#/registration>

Session 2: 11:15-11:45hrs Moderator: Mr. William Rapporteur: Mr. Zakaria Ouari	Panel Discussion 1: <i>Start-up Acts: An emerging instrument to foster development and innovation in Africa.</i> Moderator: Ms. Eferiekose Ukala, Founder of ImpactHer Panelists: <ol style="list-style-type: none">i. Mr, Oussama Messaoud - Secretary-General of Tunisian Startupsii. Mr, Amadou Sarr Diop - <i>Director of Small and Medium Industries Ministry of Industrial Development and Small and Medium Industries, Senegal</i>iii. Ms, Belinda Baah, I4Policyiv. Michelle Vu, ITCv. Dr. Alex Ariho, <i>CEO of the African Agribusiness Incubators Network (AAIN)</i>
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11:45 – 12:00: Coffee Break

Session 3: 12:00-13:00 Moderator: Mr. William Rapporteur: Mr. Bahdon Ismael	Panel Discussion 2: <i>The Role of SMEs Boosting Intra-African Trade</i> Moderator: <i>Mr. Peter Kuria</i> <ol style="list-style-type: none">i. Ms Lily Sommer, <i>Programme Management Officer – AfCFTA, ITC</i>ii. Jennifer Eweonam, <i>CEO, DZORDZOE Skincare</i>iii. Providence Mavubi, <i>Director in charge of Industry and Agriculture programme at COMESA Secretariat</i>iv. Mr. Rafik Feki, <i>Industrial Development Officer, UNIDO</i>v. Harry Innocent Iyalla, <i>President AAASME</i>vi. Arzika Mamadou Rabito, <i>AWIP President</i>vii. Chinwe Florence Ezenwa, <i>CEO LeLook Bags</i>
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13:00 – 14:00: LUNCH

Expert Group Meeting for MDAs in Charge of SMEs	
	Moderator – Jasper Eradiri, Secretary General AASME
Session 4: 14:10 – 14:20 Moderator: Adil Diani Rapporteur: Mr. Zakaria Ouari	Welcome and Introductory Remarks Ron Osman Omar , Ag, Head of Industry, Innovation and Minerals Division, AUC Aissatou Diallo , Senior Coordinator – AfCFTA, LDCs and LLDCs, ITC
Session 5: 14:20 – 14:25 John Youhanes Magok	Meeting objectives Lily Sommer , Programme Manager – AfCFTA, ITC
Session 6: 14:25 – 14:40 John Youhanes Magok	Overview of the AU SME Strategy Bulelwa Nkosi , SME Expert, AUC
Session 8: 14:40 – 15:10 Moderator: Mr. William Simwanza Rapporteur: Mr. Bahdon Ismael	Guided discussion on aligning national policy frameworks to AU SME Strategy
16:00 – 16:15: Coffee Break	
Session 9: 15:10 – 15:25	Overview of WTO MSME Informal Working Group Lily Sommer , Programme Manager – AfCFTA, ITC

<p>Session 10: 15:25 – 15:55</p> <p>Moderator: Mr. William Simwanza</p> <p>Rapporteur: Mr. Bahdon Ismael</p>	<p>Guided discussion to identify recommendations to promote SME development in Africa</p> <p>To inform the drafting of the Action Document for validation at AU SME Forum, and to be presented to Ministers to inform a common African position at MC13</p> <ul style="list-style-type: none"> - SME-related information – collection, maintenance and access - Trade facilitation and SMEs - Promoting SME inclusion in regulatory development in the area of trade - SME access to finance and cross-border payments
<p>Session 11: 16:30</p> <p>Rapporteur: Mr. Zakaria Ouari</p>	<p>Closing Remarks</p> <p><i>Remarks by: Mrs. Ron Osman Omar - Ag. Head of Industry, Innovation, and Minerals</i></p>