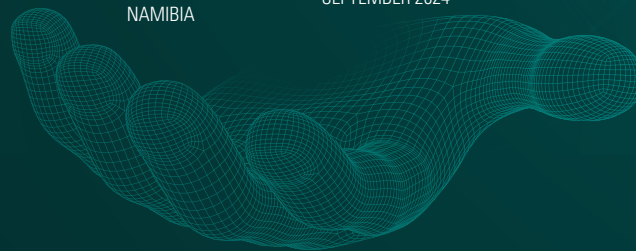




**Fostering Financial Empowerment
and Educational Innovation for
African startups & SMEs.**

WINDHOEK COUNTRY
CLUB, WINDHOEK,
NAMIBIA

9TH - 13TH
SEPTEMBER 2024



WORK PROGRAMME

DAY ONE 9TH SEPTEMBER 2024		
<i>*This will take place in T Baucher's Boardroom</i>	08:00 - 13:00	AUC Commissioners Meeting Speakers/Facilitators: <i>Amb. Albert Muchanga, Commissioner for ETTIM, AUC</i>
<i>*This will take place in The Falls</i>	08:00 - 11:00	Registration & Accreditation: Foreign Participants Facilitators: <i>National Intelligence NIPDB Org Com AUC Org Com</i>
<i>*This will take place in Oryx 6 & 7</i>	09:00 - 09:45	Chelete Cage Session: Structuring a Compelling Pitch Session 1 Facilitators: <i>Pitch Coaches - NIPDB</i> Participants: <i>Chelete Cage Top 12</i>
	10:00 - 10:45	Chelete Cage Masterclass: Securing Growth and Expansion Funding Session 2 Facilitators: <i>Arinze Okafor, CEO & Co-founder - Bellatrix</i> Participants: <i>Any Entrepreneurs</i>
<i>*This will take place in Oryx 5</i>	10:00 - 11:00	African Green Minerals Strategy in Action <i>Launch of the Lithium-Ion Hackathon</i> Facilitators: <i>TBC</i> Participants: <i>All</i>

DAY ONE 9TH SEPTEMBER 2024		
<p><i>*This will take place in Oryx 5</i></p>	<p>11:00 – 11:45</p>	<p>Insights from the EAN Fellowship Program Selection Jury</p> <p>Facilitators: <i>Bulelwa Nkosi, SME Expert – AUC-ETTIM</i></p> <p>Participants: <i>Precious Ezinne Agaecheta, Private sector development expert, AUC-ETTIM</i> <i>Abdel-Nasser Kinefour, Senior Programme Officer - 100 Million MSME Initiative lead, AUDA-NEPAD</i> <i>Mkhululi Nkosilamandla Ncube, Program Officer – Africa Minerals Development Centre</i></p>
<p><i>*This will take place in Oryx 1 - 3 Plenary</i></p>	<p>11:15 - 12:00</p>	<p>AfCFTA Panel Discussion</p> <p><i>How MSMEs can take advantage of the Integrated African Market ushered in By the African Continental Free Trade Area</i></p> <p>Moderator: <i>Claudia Capelao, Manager: SME Ecosystem Optimisation - NIPDB</i></p> <p>Panelists: <i>Cynthia Essognim Gnassingbe-Essonam, Senior Advisor Office of the Secretary General - AfCFTA Secretariat</i> <i>Dr. Ify Ogo, Regional Specialist - UNDP</i> <i>Reuben Gisore, Technical Director - ARSO</i> <i>Chinwe Ezenwa, CEO - Lelook Bags Entrepreneur</i></p>
<p><i>*This will take place in Oryx 4</i></p>	<p>12:00 – 13:00</p>	<p>Ministerial Round Table</p> <p><i>Hon. Lucia Lipumbu, Ministry of Industrialisation and Trade - Namibia</i> <i>Hon. Julien Paluku Kahongia, Ministre du commerce extérieur - DRC</i> <i>Hon. Louis Kabamba Watum, Ministre de l'industrie et developpement des PME - DRC</i> <i>Hon. Stella Ndabeni-Abrahams, Minister, Department of Small Business Development - RSA</i> <i>Hon. Doris Nkiruka Uzoka-Anite, Minister, Ministry of Industry, Trade and Investment - Nigeria</i> <i>H.E. Kofi Ahenkorah Marfo, Deputy Minister SMEs, Ghana</i></p>
<p><i>*This will take place at the Tea & Coffee Station</i></p>	<p>12:00 - 12:15</p>	<p>TEA BREAK</p>

DAY ONE 9TH SEPTEMBER 2024		
<i>*This will take place in Oryx 1 - 3 Plenary</i>	12:15 - 13:00	<p>High Level Panel Discussion <i>Fostering Financial Empowerment and Educational Innovation for African startups & SMEs</i></p> <p>Moderator <i>Julia Muetudhana, Executive Director - NIPDB</i></p> <p>Panelists <i>Alka Bhatia, Resident Representative - UNDP</i> <i>Henning Wahlers, ProSME Teamleader - GIZ Namibia</i> <i>Dr. Amany Asfour, President – Africa Business Council</i> <i>Mr. Tola Adekunle Johnson, Senior Special Assistant to the President on MSMEs and Job Creation - Office of the Presidency, Nigeria</i> <i>Eng. F Gondo, Chief Director - Ministry of Women Affairs, Community Small and Medium Enterprises Development, Zimbabwe</i></p>
<i>*This will take place at Koekerboom Restaurant</i>	13:00 - 14:00	LUNCH
<i>*This will take place in Oryx 6 & 7</i>	14:00 - 14:45	<p>Chelete Cage Session: Sealing the Deal Session 3</p> <p>Facilitators: <i>Pitch Coaches - NIPDB</i></p> <p>Participants: <i>Chelete Cage Top 12</i></p>
<i>*This will take place in Oryx 1 - 3 Plenary</i>	14:45 - 15:00	Seating of Guests
	15:00 - 15:15	<p>Welcoming</p> <p>Speakers/Facilitators: <i>Nangula Uaandja, Chief Executive Officer - Namibia Investment Promotion & Development Board</i></p>
	15:15 - 15:30	AU & Namibian Anthems
	15:30 - 15:45	<p>Opening Remarks</p> <p>Speaker: <i>Amb. Albert Muchanga, Commissioner for ETTIM, AUC</i></p>
	15:45 - 16:00	<p>Address from Afrexim Bank</p> <p>Speaker: <i>Prof. Benedict O. Oramah, President and Chairman of the Board of Directors - Afrexim Bank</i></p>

DAY ONE
9TH SEPTEMBER 2024

<p><i>*This will take place in Oryx 1 - 3 Plenary</i></p>	<p>16:15 - 16:30</p>	<p>Address from International Trade Center</p> <p><i>Pamela Hamilton Coke, Executive Director - International Trade Center.</i></p>
	<p>16:45 - 17:00</p>	<p>Introduction of the Vice President of Namibia</p> <p><i>Hon. Lucia Ipumbi, Minister of Industrialisation & Trade - Namibia</i></p>
	<p>17:00 - 17:30</p>	<p>Keynote Address</p> <p><i>H.E. Netumbo Nandi-Ndaitwah, Vice President, Republic of Namibia</i></p>
	<p>17:30 - 18:00</p>	<p>Entertainment</p> <p><i>Performers</i></p>
	<p>17:30 - 18:00</p>	<p>Launch of the African MSME Definition</p> <p><i>Ron Osman Omar, Ag. Director of Division: Industry, Minerals, Entrepreneurship, and Tourism (IMET) - Dept. for Economic Development, Trade, Tourism, Industry and Minerals, African Union Commission</i></p>
<p><i>*This will take place in The Foyer</i></p>	<p>17:30 - 18:00</p>	<p>VIP Group Photo Session</p> <p><i>VIPs</i></p>
<p><i>*This will take place at The Exhibition Market</i></p>	<p>18:00 - 19:00</p>	<p>Ribbon Cutting & Tour of Exhibition Area</p> <p><i>H.E. Netumbo Nandi-Ndaitwah, Vice President, Republic of Namibia</i></p>
	<p>19:00 - 22:00</p>	<p>Opening Networking Cocktail</p> <p><i>All</i></p>
	<p>19:30 - 22:00</p>	<p>Night Market</p> <p>Facilitators:</p> <p><i>Entrepreneurs</i></p>

END OF DAY 1

DAY TWO 10TH SEPTEMBER 2024		
<p><i>*This will take place in Oryx 2</i></p>	<p>09:00 - 10:30</p>	<p>Lets Talk About Money: Entrepreneurs Perspectives on Access to Finance <i>Rym Ben Salah , AUC- WGYD</i> <i>Katlego Sekhobe, AUC- WGYD</i> <i>Sandzisile Madonsela, AUC- WGYD</i></p>
<p><i>*This will take place in Oryx 3</i></p>	<p>09:00 - 10:30</p>	<p>E-Commerce Opportunities for African SMEs <i>TBC, - ITC & Alibaba</i></p>
<p><i>*This will take place in Oryx 1</i></p>	<p>09:00 - 10:30</p>	<p>Media Round Table <i>Abimifoluwa John Oloyede, Communication Expert – AUC</i> <i>Catherine Shipushu, Senior Manager Marketing, Branding and Communications - NIPDB</i> <i>Local Media Houses</i></p>
<p><i>*This will take place in Oryx 3</i></p>	<p>10:30 - 11:15</p>	<p>FIGURING OUT FINANCE FOR AFRICA'S SMEs <i>Navigating the Sources of Funding for African Entrepreneurs</i></p> <p>Moderator: <i>Chiza Charles Chiumya, - AUC</i></p> <p>Panelists: <i>Ody Akhanoba, Head: SME Development - Afreximbank</i> <i>John Steytler, CEO - Development Bank of Namibia</i> <i>Bianca Janse van Neuwenhuizen, Head: SME, Data & Financial Analytics - Bank Windhoek</i> <i>Ben Bertolini, Managing Director - M&G Investments</i> <i>Christian Jagla, Head of Financial System Development - GiZ Namibia</i></p>
<p><i>*This will take place at the Tea & Coffee Station</i></p>	<p>11:15 - 11:30</p>	<p>TEA BREAK</p>
<p><i>*This will take place in Oryx 6 & 7</i></p>	<p>11:00 - 13:00</p>	<p>Trading in the Era of Expanding Sustainability Standards: Empowering African StartUps and MSMEs to Seize Opportunities and Overcome Challenges <i>Jean Bertrand Azapmo - AUC</i></p>
<p><i>*This will take place in Oryx 2</i></p>	<p>11:30 - 13:00</p>	<p>Boosting Financial Inclusion for African SMEs: Training <i>Ody Akhanoba, Head: SME Development - Afreximbank</i></p>

DAY TWO
10TH SEPTEMBER 2024

<p><i>*This will take place in Oryx 3.</i></p>	<p>11:30 - 13:00</p>	<p>Catalyzing SME Excellence Balancing Quality and Innovation While Scaling in the Global Market</p> <p><i>Efe Ukala, Founder - ImpactHER</i></p>
<p><i>*This will take place in Oryx 2</i></p>	<p>12:15 - 13:00</p>	<p>The Role of Digital & Financial Literacy in SME Development</p> <p><i>Joseph K Ihemba, Deputy Director - Financial Literacy Initiative Fimanekeni Mbodo, CEO - Foster Digital Education Nrupesh Soni, Founder - Facilitat8 Namibia</i></p>
<p><i>*This will take place at Koekerboom Restaurant</i></p>	<p>13:00 - 14:00</p>	<p>LUNCH</p>
<p><i>*This will take place in Oryx 1</i></p>	<p>14:00 - 16:00</p>	<p>Chelete Cage Dry Runs</p> <p>Facilitators: <i>Pitch Coaches - NIPDB</i></p> <p>Participants: <i>Chelete Cage Top 12</i></p>
<p><i>*This will take place in Oryx 3.</i></p>	<p>14:00 - 15:30</p>	<p>The Future is Now: Harnessing Youth Energy for SME-Led Economic Growth</p> <p><i>AUC-ARBE</i></p>
<p><i>*This will take place in Oryx 4.</i></p>	<p>14:00 - 14:45</p>	<p>Silicon Overdrive and Amazon Web Services: Offerings for MSMEs</p> <p><i>Ross Davie, Business Development Director - Silicon Overdrive</i></p>
<p><i>*This will take place in Oryx 6 & 7</i></p>	<p>14:00 - 16:00</p>	<p>Essential Tools for African MSMEs in Global Trade</p> <p><i>Kebour Ghenna, Executive Director, The Pan African Chamber of Commerce and Industry (PACCI)</i></p>
<p><i>*This will take place in Oryx 5</i></p>	<p>14:00 - 16:30</p>	<p>AUSMEF 2024 Communiqué</p> <p><i>Design Thinking Workshop on Consolidating the Best Practices from Across Africa</i></p> <p>Facilitator: <i>Dr Yrika Maritz, - UNDP</i></p> <p>Participants: <i>Collins Ayoo, Consultant - AUC</i></p>

DAY TWO
10TH SEPTEMBER 2024

		<p><i>Cynthia Essognim GNASSINGBE-ESSONAM, Senior Advisor Office of the Secretary General - AfCFTA Secretariat</i> <i>Faith Tigere, One Trade Africa AfCFTA Expert - ITC</i> <i>Ody Akhanoba, Head: SME Development - Afreximbank</i> <i>Efe Ukala, Founder - ImpactHer</i> <i>TBC, SADC-Chair</i> <i>TBC, NIPBD</i> <i>Abdel-Nasser Kinefour, Senior Programme Officer - 100 Million MSME Initiative lead - AUDA-NEPAD"</i></p>
<i>*This will take place at the Tea & Coffee Station</i>	15:30 – 15:45	TEA BREAK
<i>*This will take place in Oryx 2.</i>	16:00 – 17:00	<p>EdTech Innovation Showcase - Equipping SMEs to unlock AfCFTA opportunities: Harnessing the Power of Edtech and Education for Trade Readiness</p> <p><i>Adam Alqali, President - Afrikan Youth Business Council</i> <i>Faith Tigere, One Trade Africa AfCFTA Expert - ITC</i> <i>Nandi Mkwanazi, Programs Manager - Afrikan Youth Business Council</i></p>
<i>*This will take place in Oryx 1</i>	17:30 – 18:00	<p>Chelete Cage Judges' Briefing</p> <p><i>Judges</i></p>
	18:00 - 21:00	<p>Chelete Cage Pitch Night"</p> <p>Moderator <i>TBC</i></p> <p>Judges <i>Denille Roostee, Group Executive:Marketing, Momentum Metropolitan</i> <i>Ben Bertolini, Managing Director, M&G Investments</i> <i>Efe Ukala, Founder - ImpactHER</i> <i>Ody Akhanoba, Head: SME Development - Afreximbank</i> <i>Natanael Nabot, Founder, Byte Able</i></p> <p><i>Pitchers</i> <i>TBC</i></p>

END OF DAY 2

DAY THREE		11TH SEPTEMBER 2024	
*This will take place in Oryx 4.	08:00 – 17:00	AUC Commissioners Meetings <i>Amb. Albert Muchanga, Commissioner for ETTIM, AUC</i>	
*This will take place in Oryx 1.	08:00 – 12:30	General Principles on the Quality Infrastructure and Quality Management System <i>ISO 9001 Standard</i> <i>TBC, - ARSO & PAQI</i>	
*This will take place in Oryx 5.	08:15 – 09:00	Driving Inclusive Growth in Africa’s Entrepreneurial Ecosystem <i>TBC, Women, Gender and Youth Department - AUC</i> <i>Vuyelwa Nyakaza, Managing Director - Sukume Consulting</i> <i>Dr. Ify Ogo, Regional Specialist - UNDP</i>	
*This will take place in Oryx 2.	09:00 - 09:45	Derisking SME Finance - Highlighting Insurance <i>The role of Insurance Services in Creating Access to Finance</i> <i>Sam Kauapirura, Head: Compliance & Public Relations, Hollard</i> <i>Rennie Kariuki, Senior Underwriter - ATIDI"</i>	
*This will take place in Oryx 6 & 7	09:00 - 09:45	Derisking SME Finance - Leveraging Education & Innovation The role of Virtual Incubation & Acceleration Programs Creating Access to Finance <i>"Elizabeth John-Hasheela, Programme Manager- CCHUB</i> <i>Jessaya Hano-Oshike, Director - Basecamp</i> <i>Irish Goroh, Program Specialist - UNDP"</i>	
*This will take place in Oryx 5.	10:30 - 17:00	Sensitisation and Validation Workshop Draft AU Strategy on Export Growth and Diversification <i>Tapiwa Cheuka, Trade Officer - AUC-ETTIM</i>	

DAY THREE
11TH SEPTEMBER 2024

<i>*This will take place in Oryx 6 & 7.</i>	10:30 – 11:15	Working Together to Financially Empower SMEs as Enablers Lead: <i>Business Support Organisation Dr. Armany Asfour, AfBC Aminou Akadiri, FEWACCI Buhle Sibanoyi, SMME Chamber of Commerce Marianne Nzioki, Comesa Business Council Wincate Muthini, PACCI</i>
<i>*This will take place in Oryx 3</i>	10:30 – 11:15	Crafting investible projects <i>Fundi Ngundi, Finance Expert for East Africa - UNIDO</i>
<i>*This will take place at the Tea & Coffee Station</i>	11:30 – 11:45	TEA BREAK
<i>*This will take place in Oryx 1</i>	12:00 – 13:00	MSME App Launch Soft Launch of the in4msme App <i>Nawa Likando, Digital Transformation Manager- Mobile Telecommunications Company</i>
<i>*This will take place at Koekerboom Restaurant</i>	13:00 – 14:00	LUNCH
<i>*This will take place in Oryx 1</i>	14:00 - 15:30	AI-Powered Marketing Strategies training <i>Sayali Patil, Lead Coach - Google Apata Blessing, Moderator - Google</i>
<i>*This will take place at The Exhibition Market</i>	15:30 – 16:00	Closure of Exhibition Area
<i>*This will take place in The Foyer</i>	17:00 - 18:30	Assembly
<i>*This will take place in Droombos</i>	19:00 - 22:00	Closing Banquet & Awards Night

END OF DAY 3

DAY FOUR
12TH SEPTEMBER 2024

**This is will be held at The Exhibition Market*

08:00 – 16:00

Exhibition Continues

Entrepreneurs

**This will take place in Oryx 5.*

09:00 – 16:00

**Sensitisation and Validation Workshop
Draft AU Strategy on Export Growth and Diversification**

Tapiwa Cheuka, AUC-ETTIM

**DAY FOUR
AND FIVE**

**12TH & 13TH
SEPTEMBER 2024**

Excursions:

CENTRAL: *City Walk, Nankuse, Oanob, Okapuka, Daan Viljoen, Midgard, Gros Barmen, Nankuse, Goheganas*

NORTH: *Crocodile Farm, Waterberg, Cheetah Conservation Fund, Etosha*

SOUTH: *Spitz Koppe, Sossussvlei*

COAST: *Swakopmund, Walvis Bay*