



5th EDITION PROSPERITY AFRICA 2022



SMALL BUSINESS EXPORTERS CONFERENCE

MAY 17-19 GABORONE, BOTSWANA

Benefitting from the AfCFTA

Organized by:



Pan African Chamber of
Commerce and Industry



the Association of SADC Chambers
of Commerce & Industry



BUSINESSBOTSWANA



AGENDA

PAC/ADM/PRAGN-01/v19.5

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BUSINESSBOTSWANA



Empowered lives.
Resilient nations.



United Nations
Economic Commission for Africa



African Union

In Partnership with:



The Pan African Bank



International
Trade
Centre



SHARED
VALUE
AFRICA INITIATIVE



Initiative Africa

KEY:

Element		
Plenary / Break Out Session 1	Plenary	BR 1
Break Out Session 2		BR 2
Time	SAT	

DAY 1: MAY 17

FORMAT	TIME	SESSION
	08:00 am	Arrival and Networking
	08:45 am	Arrival of VVIPs
	09:15	Welcome by Moderator
HYBRID ENG & FRN		<u>OPENING REMARKS 01: 0930Hr – 1010Hr</u>
		<ul style="list-style-type: none"> Mr Gobusamang Keebine President Business Botswana
	PLENARY	<ul style="list-style-type: none"> Mr Kebour Ghenna, Executive Director, Pan African Chamber of Commerce and Industry (PACCI)
	09:30 am	
	10:10 am	<ul style="list-style-type: none"> Dr Balázs Horváth, Resident Representative of UNDP Mayor Father Mapongo, The Mayor of Gaborone City Hon. Beauty M. Manake Assistant Minister of Trade and Industry (Botswana)
		CULTURAL PERFORMANCE
HYBRID ENG & FRN		<u>OPENING REMARKS 02: 1030Hr – 1110Hr</u>
		<ul style="list-style-type: none"> H.E. Wamkele Mene Secretary General, AfCFTA Secretariat
	PLENARY	<ul style="list-style-type: none"> H.E. Albert Muchanga, Commissioner for Economic Development, Trade, Industry and Mining – African Union Commission (AUC)
	10:30 am	
	11:10 am	

	PARALLEL	Photo Session and Press Conference
HYBRID ENG & FRN	PLENARY 11:15 am 12:15 pm (60 Min)	<p><u>FIRESIDE CHAT 01:</u> 1115Hr – 1215Hr</p> <p>New opportunities for young business women and men under the AfCTA</p> <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Ms Neo Tlhaselo- Founder and MD, Conversation with Africa Conference <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Ms Sheila Onyango – CEO, Okapu Bags ▪ Mr Siita Sofo Hissan – President, AfCFTA Young Entrepreneurs Federation
		LUNCH
BR1 HYBRID ENG & FRN	PARALLEL 02:10 pm 03:00 pm (60 min)	<p><u>PRESENTATION & PANEL 01:</u> 1410Hr – 1500Hr</p> <p>Maximizing market opportunities for Industrialization and Trade under the AfCFTA. – UNDP</p> <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Mr Rassim BENGHANEM - General Manager, BG ICC <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Mrs Neneh Sainey Secka – Founder Creative Director, Lineage ▪ Mr Franck Hermann Aka - ROYAL CROWN PACKAGING LTD
BR 2 FRN & ENG	PARALLEL 02:10 pm 03:00 pm (60 min)	<p><u>Round Table 01:</u> 1410Hr – 1500Hr</p> <p>Securing capital to trade under the AfCFTA for SMEs</p> <p>Moderator:</p> <p>Kiprono Kittony- Head, Nairobi Stock Exchange</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Mr. Christopher Gwere – Acting CEO, Stanbic Bank ▪ Mr Zemedeneh Negatu - Global Chairman, Fairfax Africa Fund ▪ Dr James Kanagwa - Country Representative, Ecobank Ethiopia ▪ Dr Samuel Kanga – Group Financial Controller, Sasini PLC



		BREAK
BR 1	PARALLEL	<p><u>PRESENTATION 02:</u> 1530Hr – 1600Hr Gender Equality Seal - UNDP</p> <p><u>PANEL 02:</u> 1610Hr – 1700Hr Ways for the Private Sector to Fast Track Gender Equality under the AfCFTA</p> <p>Keynote: How to drive Gender Quality Implementation within the private sector.</p> <ul style="list-style-type: none"> ▪ Meron Genene- Gender Specialist Consultant, Initiative Africa <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Mrs Beatrice Gakuba- CEO, AWAN Afrika <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Mrs Adenike Adedeji – CEO, DAHDOT SERVICES LIMITED ▪ Mrs Irene Simon Ivambi – CEO, Mrembo Naturals Limited
BR2	PARALLEL	<p><u>PRESENTATION 03:</u> 1530Hr – 1600Hr Leveraging Business Engagement for a Transformative AfCFTA towards the SDGs and Agenda 2063 - UNDP</p> <p><u>SHOWCASE 01:</u> 1610Hr – 1700Hr Do business with Botswana - Business Botswana</p>
HYBRID	PLENARY	<p><u>SHOWCASE 02:</u> 1715Hr – 1800Hr Boosting Intra-African Trade by Transforming and Facilitating Payment Transactions- Afrexim Bank</p> <p>Mr. John Bosco Sebabi - Deputy Chief Executive Officer, PAPSS</p>



	CLOSING
EVENING	Networking

DAY 2: MAY 18		
FORMAT	TIME	SESSION
	0800Hr 0845Hr	Arrival and Networking
BR 1 HYBRID ENG & FRN	PARALLEL 09:00 am 11:00 am (120 Min)	<p><u>PRESENTATION 04:</u> 0900Hr – 0930Hr AfCFTA Country Business Index</p> <ul style="list-style-type: none"> ▪ Wafa Aidi – Program Manager, Africa Trade Policy Center (ATPC)
		<p><u>PRESENTATION 05:</u> 0935Hr – 1015Hr Digital Intra – African trade: Opportunities for SMEs to Scale Across Borders. UNDP (Regional AfCFTA Unit)</p> <p><u>FIRESIDE CHAT 01:</u> 1030Hr – 1100Hr The hospitality and tourism industry amid COVID 19 pandemic</p> <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Ms Wandiswa Ntengento – Media Consultant Prosperity Africa Conference <p>Speakers:</p> <ul style="list-style-type: none"> ▪ Ms Adinet Feleke – CEO, Jacaranda Tours ▪ Mr Toufiq Turkey – Chairman, Turkey Group of Companies Ltd
BR 2 HYBRID ENG & FRN	PARALLEL 09:00 am 11:00 am	<p><u>PANEL 03:</u> 0900Hr – 0950Hr The role of SMEs in powering Agricultural Value Chains</p> <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Mr. Aminou Akadiri – CEO, Federation of West Africa, ED Africa Business Council



(120 Min)

Panelists:

- **Mrs Lucy Muchoki** – CEO, Pan African Agribusiness Consortium
- **Mr Miqdad Hassan** – Managing Director, Fawakih Import and Export Ltd

FIRE SIDE CHAT 02: 1000Hr – 10:30Hr

Embrace the digital revolution

Moderator:

- **Mrs Chiraz Bensemmane**, CEO, Pitch World Fast

Speakers:

- **Mr Eugene Kweku Boadu** - leader in the operations design and strategy formulation groups, mPedigree Network,
- **Mrs Hind Benghanem** – CEO, Eurl Gyrus Technologies

BREAK

PARTNER SESSION: 1115hr– 1245 hr

Organized by Shared Value Africa Initiative (SVAI)

Moderator:

- **Shorn Molokwane**, Senior Product Design, Botswana institute for Technology Research and Innovation (BITRI)

PRESENTATION 06: 1115hr– 1130hr

The importance of favorable trade policies for SMEs.

- **John Bee**, former Nestle Regulatory and Scientific Affairs Regional Head in Sub-Saharan Africa and Shared Value Expert

PRESENTATION 07: 1135hr– 1150 hr

Increase trade by consciously structuring financial support for our SMEs.

- **Sazini Mojapelo**, Shared Value Africa Initiative

PANEL 04: 1155hr– 1245hr

The African Entrepreneurs Trade Journey

BR 1

PARALLEL

HYBRID

11:15 am
12:45 pm

ENG &
FRN

(90 Min)

Panelists:

On stage

- **Shorn Molokwane** – Senior Product Designer, Botswana Institute for Technology, Research & Innovation
- **Botho Chalebgwa** – Creative Director, Botocry Creations,
- **Tumi Mabitsela** – Managing Director, Mpilo Mobile Healthcare

On Screen

- **Robert Chidzugwe** - Founder & MD, Athel Technology
- **Tarryn Daniels** – Executive, Consumer Goods Council
- **Amanda Sibiya** – Founder, Branding Africa

ROUNDTABLE 02: 1115hr– 1155hr

Education-Industry Linkage to facilitate Research and Development for SMEs
Africa Private Sector Summit

Moderator:

- **Lillian Moremi** – Founder/ Executive Director, Career Coaching (Pty) Ltd,

Discussants:

- **Dr Ekwow Spio-Garbrah** – Chair, Africa Education Trust Fund (AETF)
- **Mr. Ransford Bekoe**- Association of African Universities
- **Dr Felicia Ugwu** – Intellectual Property Consultant
- **Mr. Wendell Addy** - Chair, Africa Private Sector Summit (APSS)

SHOWCASE 04: 1210Hr – 1245HR

Intra Africa Trade Fair (IATF) 2023

- **Mr. Hillary Kumwenda**, Manager, Intra-African Trade Initiative, Afreximbank

LUNCH & NETWORKING

BR 2

PARALLEL

HYBRID

11:15 am
12:45 pm

ENG &
FRN

(90 Min)

HYBRID ENG & FRN	PLENARY 02:00 pm 03:30 pm (105 Min)	<p><u>WORKSHOP 02:</u> 1400Hr – 1530Hr</p> <p>Harnessing the Power of Data to Accelerate Regional Integration in Africa - the African Trade Observatory</p> <p>International Trade Center (ITC) & African Union Commission (AUC)</p> <ul style="list-style-type: none"> ▪ Ms Jacqueline Salguero Huaman - Trade and Market Intelligence Section (ITC)
		<p>BREAK</p>
BR 1 HYBRID ENG & FRN	PARALLEL 03:45 pm 05:10pm (90 Min)	<p><u>PRESENTATION 08:</u> 1545Hr – 1605Hr</p> <p>Africa's Economy in a Snapshot</p> <ul style="list-style-type: none"> ▪ Ms Makeda Mulushewa- Pan African Chamber of Commerce and Industry <p><u>PANEL 05:</u> 1615HR – 1710HR</p> <p>Building authentic relationships and growing your export business within Africa and Beyond.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Mrs Chiraz Bensemmane- CEO, Pitch World Fast <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ▪ Mr Hakim Benbadra- Family Business Director, AFRICA CEO FORUM <p><i>Panelists:</i></p> <ul style="list-style-type: none"> ▪ Mrs Sivi Malukisa- CEO, Manitech ▪ Mrs Chiraz Bensemmane- CEO, Pitch World Fast ▪ Dr. Penninah Gasheri Mugao – CEO, Sheth Naturals Limited ▪ Ms Neo Tlhaselo- Founder and MD, Conversation with Africa Conference
BR 2 HYBRID	PARALLEL 03:45 pm 05:10pm	<p><u>FIRESIDE CHAT 03:</u> 1545Hr – 1615Hr</p> <p>Strengthening Cooperation and Partnership for trade</p> <p><i>Moderator:</i></p> <p>Ms Wandiswa Ntengento – Media Consultant Prosperity Africa Conference</p>



ENG & FRN	(90 Min)	<p>Speakers:</p> <ul style="list-style-type: none"> ▪ Mr Stefan Moritz - Managing Director, European Entrepreneurs CEA-PME ▪ Mrs Khadie Alabi - Khadie Afro Foods Ltd <hr/> <p>SHOWCASE 03 : 1620 Hr – 1700Hr</p> <p>SME Blue pages for listing “Made in Africa” Building Brands, Loyalty and Revenue with the AfCFTA.</p> <ul style="list-style-type: none"> ▪ Linda Onyango – CEO, SME Support Center
BREAK FOR LAST SESSIONS OF THE DAY		
BR 1 HYBRID ENG & FRN	<p>PARALLEL</p> <p>05:20 pm 06:30 pm (70 Min)</p>	<p>PRESENTATION 11: 1720 Hr – 1740Hr</p> <p>Chamber 4.0 - the experience of Dubai Chamber of Commerce</p> <ul style="list-style-type: none"> ▪ Mr Omar Khan- Director Dubai Chamber of Commerce International Offices <p>ROUNDTABLE 03: 1720Hr – 1830Hr</p> <p>Strategic direction for chambers of commerce to support AfCFTA</p> <p>Discussants:</p> <ul style="list-style-type: none"> ▪ Chamber of Commerce Senior Officials
BR 2 HYBRID ENG ONLY FRENCH ONLY	<p>PARALLEL</p> <p>05:20 pm 06:30 pm (70 Min)</p>	<p>PRESENTATION 09: 1720 Hr – 1740Hr</p> <p>Understanding the Phase II of the AfCFTA: Intellectual Property Rights, Competition Policy, and Investment</p> <ul style="list-style-type: none"> ▪ Peter Lunenborg - South Center
	CLOSING Plenary	
	EVENING 7:40 pm	GALA DINNER / Networking

DAY 3: MAY 19

B2B MEETINGS PROGRAMME

Transportation: A 15 seater cost est: P 40

If Interested contact:

Goitsemodimo Mosaninda & Amantle Mothei (goitsemodimo@bb.org.bw / amantle@bb.org.bw)

MORNING SESSION

TIME	ACTIVITY	MORE INFO
0900hrs – 0945hrs	ARONA NATURAL FOODS Business scale: SMME Arona Natural Foods is the first ever Cold Pressed Natural Virgin Sunflower Cooking Oil manufacturer in Botswana. Specializes in manufacturing of Cold Pressed Natural Virgin Sunflower Cooking Oil using Grade-A sunflower seed as raw material	Arona Natural Foods
1100hrs – 1145hrs	SALLY DAIRY Business scale: SMME Quality Milk, Madila, Yoghurts and other Great Tasting Foods!	(1) Sally Dairy Facebook
1200hrs – 1245hrs	SENN FOODS Business scale: LARGE	(1) SENN FOODS Facebook
1200hrs – 1245hrs	MOTHERWELL T/A REAL TEA Business scale: SMME <i>Real Tea is high-quality tea that is locally manufactured in Block 3 Industrial Gaborone.</i>	Home - Real Tea

AFTERNOON SESSION		
TIME	ACTIVITY	OVERVIEW / COST
1430Hrs – 1530Hrs	ORGANIC FERTILISERS Business scale: SMME	Home organicfmb
1430Hrs – 1530Hrs	POWER ENGINEERING Business scale: LARGE Power Engineering is a manufacturer of power cables, telecom cables, and copper rods whilst the sister company Pan African Trading specializes in Cement and cement products such as bricks.	

