

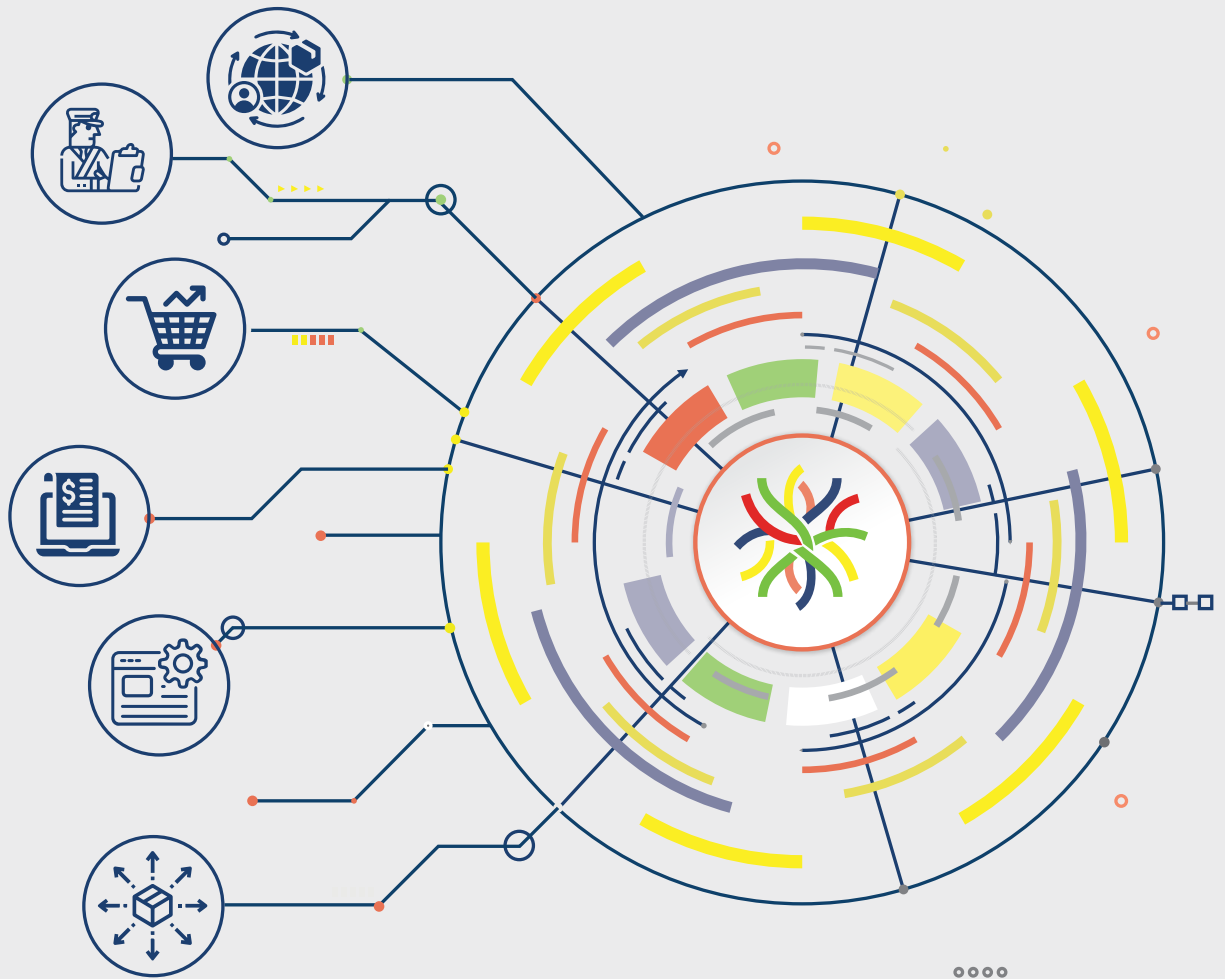


**AFRICA TRADE  
DEVELOPMENT  
FORUM 2024**

**THEME**

# UNLOCKING AFRICA'S TRADE POTENTIAL THROUGH DIGITAL INNOVATION

**#ATDF2024**



**2-3 DECEMBER 2024**



**THE MARRIOTT HOTEL, KIGALI, RWANDA**



Republic of Rwanda  
**Ministry of Trade  
and Industry**



# INTRODUCTION

Africa is advancing its economic development agenda rapidly. As the youngest continent in the world, with **65% of its population under 25**<sup>1</sup>, Africa's youth are demanding not just jobs, but fulfilling careers that offer control over their futures. However, the employment landscape for Africa's nearly **420 million youth aged 15-35** presents a challenge, with one third unemployed, another third vulnerably employed, and only one in six in wage employment<sup>2</sup>.



Trade, under the frameworks of the African Continental Free Trade Area (AfCFTA), holds the potential to radically change this scenario. Leaders in Africa, therefore, must work together, to connect the dots between trade policies and the economic empowerment and sustainable development the continent is pursuing.

With the right investments in digital transformation to facilitate trade, alongside entrepreneurship and leveraging technology, Africa can address its unemployment crisis and ignite substantial economic progress. Trade, often seen as a complex web of transactions, is fundamentally a vehicle of opportunity.

<sup>1</sup>[www.mo.ibrahim.foundation/sites/default/files/2020-08/international-youth-day-research-brief.pdf](http://www.mo.ibrahim.foundation/sites/default/files/2020-08/international-youth-day-research-brief.pdf)

<sup>2</sup>[www.afdb.org/fileadmin/uploads/afdb/Images/high\\_5s/Job\\_youth\\_Africa\\_Job\\_youth\\_Africa.pdf](http://www.afdb.org/fileadmin/uploads/afdb/Images/high_5s/Job_youth_Africa_Job_youth_Africa.pdf)

To harness this opportunity, TradeMark Africa is partnering with governments across the continent to stimulate the growth of intra-African trade and increase Africa's share of global trade, while making trade more pro-poor and more environmentally sustainable.

## TMA'S STRATEGY IS THREE PRONGED



### Reducing time & Cost of trade

By reducing the time and cost of trading across borders, countries can lower prices and make essential goods and services accessible to more people.



### Streamlined trade processes

Streamlined trade processes create trade opportunities for export-oriented businesses, so stimulating further investment and growth.



### Conducive business environment

Finally, a conducive business environment catalyses the creation of jobs and empowers small and medium enterprises. This environment invites innovation, attracts investments, and builds the foundations on which nations can thrive.

# TRADE DEVELOPMENT FORUM

With our shared goals for a prosperous Africa, we are re-establishing the Africa Trade Development Forum, a gathering designed to propel advancements in trade facilitation and shape a strategic voice for trade across the continent. This year, the Government of Rwanda and TradeMark Africa are proud to co-host the event in Kigali from December 2 to 3, 2024 under the theme: **Unlocking Africa's Trade Potential Through Digital Innovation.**

Building on the successes of previous fora held in 2011, 2012, 2014, 2018, and 2019, this platform will bring together Heads of State and senior Government Officials, Development Partners, Academicians, Multilateral Organisations and Private Sector leaders and innovators to discuss and make decisions that will achieve our vision of a thriving Africa.

## Digital trade drives economic growth in Africa by:

1. Expanding market access, scaling operations, and boosting revenue potential.
2. Broadening the range of products and services traded online.
3. Strengthening economies with increased flexibility and resilience.
4. Enhancing competitiveness through digital imports of essential services such as finance and marketing, helping African companies meet global standards.
5. Helps governments monitor exports and imports, reducing tax evasion and increasing revenue.
6. Streamlines processes, such as reducing customs clearance times, enhancing business efficiency.

## TOPICS OF DISCUSSION

Participants will discuss innovative digital trade practices and technologies already adopted in the continent and future opportunities. The following will be explored:

	<p><b>1. Driving inclusion and sustainability</b> – how to increase access, sustainability and ethics in trade through digital processes.</p>		<p><b>4. Increasing trust</b> – the place of distributed ledger technology (DLT) and Artificial Intelligence.</p>
	<p><b>2. The future for policy</b> – integrating digital technologies into traditional trade governance frameworks.</p>		<p><b>5. Evolution of e-commerce</b> – digital trade as a catalyst for expanding opportunities to access markets.</p>
	<p><b>3. New funding models</b></p>		

## THE CONVERSATION

This event will reimagine Africa's trade landscape, where digital innovation unlocks the continent's borderless potential. We will explore how technology can empower businesses, connect markets, and foster inclusive economic growth. Backed by data, we will envision a future where cross-border trade is seamless, secure, and sustainable; with a focus on interoperability of digital services, in particular payments and information exchanges. Through insightful discussions and collaborative exploration, we will uncover strategies to bridge the digital divide,

ensuring that every African benefits from digital trade. Examples of digital trade initiatives that will be showcased:

1. **Digital policy infrastructure:** AfCFTA's digital trade protocol.
2. **From port to capitals** - Africa's groundbreaking public Regional Electronic Cargo Tracking System (*Read more about this [here](#)*).
3. **Trust driven paperless trade corridors** - The Trade Logistics Information Pipeline (*Read more about this [here](#)*).
4. **Africa's custom agencies embracing the future:** Use of Artificial Intelligence in trade.

# OBJECTIVES



1. Showcase Africa's digital trade experiences, lessons and share success stories from a people, politics and practice perspective.



2. Strengthen partnerships among government officials, industry leaders, scholars and key stakeholders in the trade and digital sectors.



3. Provide a collaborative platform to amplify a unified voice for Africa's digital future and explore innovative concepts.

# PROGRAMME HIGHLIGHTS

## OPENING REMARKS

Keynote speeches from the host Government and international funding bodies.

## HIGH LEVEL FIRE SIDE CHAT

Featuring the host Government and leaders from the private sector and funding bodies.

## TMA INVESTMENT FORUM

A sideline event organised by Trade Catalyst Africa to explore funding opportunities and partnerships for infrastructure development.

## PLENARY SESSIONS

Will include interactive sessions such as panel discussions, round tables, open-mic sessions. Discussions will focus on emergent trends in digital trade, policy evolution and technological breakthroughs, based on research findings from leading institutions.

## BREAKOUT SESSIONS

Showcases and targeted discussions on digital payments, AI integration, and the nexus on digital and green trade.

## CLOSING PRONOUNCEMENT

A joint call to action underscoring key outcomes of the forum and commitments to drive growth of digital trade.



AFRICA TRADE  
DEVELOPMENT  
FORUM 2024

## Unlocking Africa's Trade Through Digital Innovation

 KIGALI, RWANDA  
2-3 DECEMBER, 2024





## SIDE EVENT TCA INVESTMENT CONFERENCE

On the margins of the Africa Trade Development Forum, Trade Catalyst Africa (TCA) will host a focused half-day session to deliberate on trade financing. This investment conference, set in the context of TCA's strategic five-year plan, will bring together private sector, financiers, development finance bodies, and government agencies.

### OBJECTIVES

1. To introduce TCA's mission, team, and approach.
2. To showcase innovative digital trade finance solutions being developed by TCA and its partners.
3. To explore financing opportunities for TCA's projects through partnerships.

### ABOUT TCA

TCA was set up in 2022 as catalytic finance company to pilot commercially viable projects for creating trade infrastructure (both physical and digital) as well as increasing access to Trade Finance for Small and Medium Enterprises (SMEs).

### PROGRAMME OUTLINE **3 DECEMBER | DAY 2 | ROOM 2 | RUBAVU CONFERENCE ROOM**

<b>9:15 AM - 9:20 AM</b>	Welcome Address
<b>9:20 AM - 9:30 AM</b>	<b>A Word from the TCA Board Chair</b> Patrick Obath
<b>9:30 AM - 9:40 AM</b>	<b>Kick-off Session - Setting the Scene</b> Duncan Onyango - CEO, TCA
<b>9:40 AM - 11:00 AM</b>	Masterclass – <b>Bite-Size PPPs</b> Prof. William Kosar - Trade Specialist, Senior Legal Advisor, Kenya
<b>11:00 AM - 12:00 PM</b>	<b>This Is How We Do It</b> Dr. Joy Kategekwa - Director - Regional Integration Coordination Office, African Development Bank Ms. Patricia Ojangóle - CEO, Uganda Development Bank Mr. Samson Vese - Vice President, Treasury & Financial Institutions, Africa Finance Corporation (AFC)
<b>12:00 PM - 12:15 PM</b>	<b>BREAK</b>
<b>12:15 PM - 12:30 PM</b>	<b>Fireside Chat - Easing Trade Through EASETRADE</b> Abhishek Sharma - Chief of Party, TCA Antoinette Tesha - Investment Director, TCA
<b>12:30 PM - 12:45 PM</b>	<b>Fireside Chat - Where More Than Two Convene, Innovation Happens</b> A presentation of the Contech Modular EPZ project. Naeem Pasta - Founder & CEO, Container Technology Ltd Antoinette Tesha - Investment Director, TCA
<b>12:45 PM</b>	<b>BREAK FOR LUNCH</b>

# PROGRAMME

## DAY ZERO DEC 1, 2024

2:00 PM

ACTIVITY	FACILITATOR
<ul style="list-style-type: none"> <li>Arrival in Kigali, Rwanda</li> <li>Registration and badge collection at Marriott Hotel and Four Points by Sheraton.</li> </ul>	TradeMark Africa

### AT THE SAME TIME

Hotel Check in for foreign delegates

## DAY ONE DEC 2, 2024

8.00 AM - 9.25 AM

ACTIVITY	FACILITATOR
Arrival and Registration	TradeMark Africa

9:25 AM - 10:30 AM

ACTIVITY	FACILITATOR
• Coffee and Tea • Networking • Entertainment	TradeMark Africa

10:35 AM - 11:00 AM

ACTIVITY	FACILITATOR
CONVENING THE ROOM AND VIP ARRIVALS	MASTER OF CEREMONY Jerry Adjorlolo

11:10 AM - 11:40 AM

ACTIVITY	SPEAKER
<b>SESSION 1 - SPEECHES</b>	
Tomorrows trade in an evolving tech space	<b>Prudence Sebahizi</b> Minister of Trade and Industry, Rwanda
Rapid advancements and the ambitious future of digital trade - A TMA experience	<b>David Beer</b> TMA CEO
Digital Dividends Digital transformation agenda with the future in mind	<b>H.E Hailemariam Desalegn Boshe</b> TMA Board Chair and Former Prime Minister of Ethiopia

## DAY ONE DEC 2, 2024

**11:45 AM - 12:45 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 2 HIGH-LEVEL FIRESIDE CHAT</b> <b>ROOM: Kilimanjaro</b> <b>Summary</b> This discussion is set against the backdrop of the recently adopted AfCFTA Digital Trade Protocol and addresses some of the most critical questions confronting intra-African trade and by large global trade today:  Can trade truly serve as the great equalizer in an age dominated by digital monopolies and tech giants, or are we simply perpetuating an illusion of inclusion for the masses?  In a world where giants of digital commerce shape the narratives, is Africa prepared to navigate these turbulent waters successfully, or does the continent face the risk of being overwhelmed?  What strategic measures and investments must Africa undertake to not only remain competitive but also to seize and exploit the opportunities presented by a serious and practical digital revolution, particularly with the advent of new digital protocols?  This discussion will ignite a thought-provoking discourse on Africa's role and strategies within the digital trade sphere, and decisions it must make. The question to the continent remains: Africa, are you leading the charge or walking the plank?  <b>Activity</b> A peep into the future: Introducing Trade Logistics Information Pipeline	<b>MODERATOR</b> Jerry Adjorlolo  <ol style="list-style-type: none"> <li><b>H.E Hailemariam Desalegn Boshe</b> TMA Board Chair and Former Prime Minister of Ethiopia</li> <li><b>H.E Wamkele Mene</b> Secretary General, AfCFTA.</li> <li><b>Mr Haytham El Maayergi</b> Executive Vice President, Global Trade Bank, Afrexim.</li> <li><b>Ms Annette Mutaawe Ssemuwemba</b> Deputy Secretary General in Charge of Customs Trade and Monetary Affairs.</li> </ol>

**12:50 PM - 1:00 PM**

ACTIVITY	SPEAKER
GUEST OF HONOUR SPEECH	<b>Rt. Hon Edouard Ngirente</b> Prime Minister of Rwanda

**1:05 PM - 1:15 PM**

ACTIVITY	FACILITATOR
PHOTO SESSION INFRONT OF THE STAGE	Jerry Adjorlolo

**1:15 PM - 2:25 PM**

ACTIVITY	FACILITATOR
LUNCH - All Delegates - Main Lunch hall	MARRIOTT HOTEL
In Lunch Conversation with Ministers of Trade and Industry and Secretary Generals - Cucina <b>(By invitation)</b>	TMA and MINICOM



## DAY ONE DEC 2, 2024

**2:30 PM - 3:25 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 3</b> <b>I LIKE MY COFFEE BLACK – TRADE TODAY AND TRADE TOMORROW- THE REALITIES</b>	<b>MODERATOR</b> <b>Allen S. Asiimwe</b> Deputy CEO TMA.
<b>ROOM : Kilimanjaro</b>	
<p>The session is a candid discussion on trade in Africa, and then zooming in to digitalisation as an enabler of trade. A panel of both seasoned private sector leaders, trade experts and emerging digital innovators and thinkers will explore how digitalisation can better drive cross-border trade and expand African exports.</p> <p>The group will question what is working, what is not, and where we need to focus our efforts. The discussion will encourage cross-continental peer learning to enhance digital adoption strategies around the following themes:</p> <ul style="list-style-type: none"> <li>• Regulatory environment</li> <li>• Driving inclusion and sustainability</li> <li>• The future for policy</li> <li>• Increasing trust</li> <li>• Evolution of e-commerce</li> <li>• New funding models for trade development in Africa.</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Antoine Sebera</b> Chief Digital Officer Rwanda Information Society Authority (RISA).</li> <li><b>2. Moses Kemibaro</b> Founder and CEO, Dot Savvy and thought leader in Tech in Africa.</li> <li><b>3. Bernice Omiunu</b> Founder, Women in Block Chain.</li> <li><b>4. Gabriel Negatu</b> Atlantic Council and TMA Board Director.</li> </ol>

**3:30 PM - 4:15 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 4</b> <b>OPEN MIC - FINANCE MAKES THE TRADE GO ROUND: NEXT-GEN DEVELOPMENT FINANCE</b>	<b>FACILITATOR</b> <b>Antoinette Tesha</b> Investment Director, Trade Catalyst Africa.
<b>ROOM : Kilimanjaro</b>	
How to build a city when the kitty is low	<b>Mme Khomotso Letsasti</b> Group Executive, Lanseria Smart City SPV
Africa is not only South Africa	<b>Mme Umulinga Karangwa CFA</b> Co-Lead Asset Management, Trade & Development Bank

**DAY ONE  
DEC 2, 2024**
**4:20 PM - 5:15 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 5A AFRICA'S DIGITAL CORRIDOR – A MARKET MOSAIC</b>	<b>MODERATOR</b> <b>Dr. Tsotetsi Makong (PhD)</b> Chief Technical Advisor, Office of the Secretary General, AfCFTA Secretariat
<b>DOUBLE PLAY</b>	
<b>ROOM : Kilimanjaro</b>	
<b>Presentation</b> Enhancing intra-African trade through digital technologies.	<b>PRESENTER</b> <b>Lola Aworanti-Ekugo</b> Digital Executive & Director, SWIT - Odu'a Investment Company (Nigeria).
<b>Presentation</b> Developments in Implementation of Africa's Digital Trade Protocol	<b>PRESENTER</b> <b>Dr. Dirk te Velde</b> Director, International Economic Development Group, ODI.
<b>Summary</b> This session delves into the essentials of digital trade in Africa. Armed with findings from research, Government leaders and private sector will examine how digital connectivity serves as the backbone for cross-border trade and acts as a catalyst for boosting African exports. The group will shine a spotlight on policies that either support or obstruct this progress.	<b>PANELLISTS</b> <ol style="list-style-type: none"> <li><b>Dr. Joy Kategekwa</b> Director - Regional Integration Coordination Office, African Development Bank.</li> <li><b>Julie Crowley</b> Canadian High Commissioner to Rwanda.</li> <li><b>Hannes Berggren</b> National Board of Trade, Sweden.</li> <li><b>Gilbert Ewehmeh</b> Chairman / Continental Coordinator, Accelerate Africa (AA).</li> <li><b>Prof. David Luke</b> Professor in Practice and Strategic Director, Firoz Lalji Institute for Africa.</li> </ol>
<b>Discussion Points</b> <ul style="list-style-type: none"> <li>How do we integrate digital technologies into traditional trade governance frameworks? How can traditional governance structures evolve to incorporate digital innovations, which is crucial for enhancing policy effectiveness and facilitating smoother cross-border transactions.</li> <li>Who is at the forefront of digital transformation, either across regions or within specific industries?</li> <li>What is slowing Africa down, and what developments are pushing her forward in adopting digital solutions for cross-border trade?</li> </ul> <p>The objective of this session is to discuss and arrive at priority policy objectives for greater harmonisation of continental digital regulations to further intra African trade and African digital exports to the rest of the world.</p>	

**DAY ONE**  
**DEC 2, 2024**

**4:20 PM - 5:15 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 5B</b> <b>FUELING TRANSPORTATION WITH GREEN PRACTICES IN AFRICA</b>	<b>MODERATOR</b> <b>Patrick Obath</b> Vice Chair, International Chamber of Commerce
<b>ROOM : Rubavu</b>	
<b>Presentation</b> Environmentally friendly best fleet management practices	<b>PRESENTER</b> <b>Prof. Alwin Hofman,</b> North-West University (NWU)
<b>Summary</b> This session explores insights from Southern Africa's initiative to green its logistical transport systems. Prof. Alwin Hofman will highlight practical learning points and actionable strategies that other African nations can employ to improve their transport logistics practices for better sustainability.  Discussants will examine the real-world implications of greening transport corridors-from farms and firms to ports and shelves-and how these concepts are being transformed into actions from both a policy and practice perspective; who will be the financiers of the transition; available technologies and capacities that need building for a just transition.	<b>PANELLISTS</b> <ol style="list-style-type: none"> <li><b>Philippe Ndikumana</b> President, Federation of East Africa Freight Forwarders.</li> <li><b>Ziad M. Hamoui</b> National President, Ghana Borderless Alliance.</li> <li><b>Mrs Elizabeth Getahun</b> President, Ethiopian Logistics Central Association.</li> <li><b>Dr Merian Sebunya</b> Chairperson BTS and Chair, National Logistics platform - Private Sector Uganda.</li> <li><b>Captain William Ruto</b> Managing Director, Kenya Ports Authority.</li> </ol>
<b>Discussion Points</b> Driving inclusion and sustainability: How to increase access, sustainability, and ethics in trade through digital processes with an emphasis on building capacities for a just transition; sustainable practices within logistics and transportation and policies that address both environmental impact and the broader goals of inclusive and ethical trade practices across Africa.	

**5:40 PM**

ACTIVITY	SPEAKER/FACILITATOR
ANNOUNCEMENT, COFFEE, END OF DAY'S PROGRAMME	<b>Jerry Adjorlolo</b>

**7:00 PM**

ACTIVITY	SPEAKER/FACILITATOR
Networking / Welcome cocktail HOSTED BY BRITISH HIGH COMMISSION, RWANDA. VENUE: HIGH COMMISSIONERS RESIDENCE, KACYIRU	<b>TMA RWANDA</b> <b>&amp;</b> <b>BRITISH HIGH COMMISSION RWANDA</b>

## DAY TWO DEC 3, 2024

8:30 AM - 8:55 AM

ACTIVITY	FACILITATOR
Arrival and registration	TradeMark Africa

9:00 AM - 9:15 AM

ACTIVITY	SPEAKER
<b>OPEN MIC: AFRICA TRADE GATEWAY BY AFREXIMBANK</b>	<b>Ms. Annerose Ngemu</b> Senior Manager, Digital Business (Global Trade)
Introduced by the African Export-Import Bank (Afreximbank), the Africa Trade Gateway (ATG) is a dynamic digital trade ecosystem for Commercial banks and their trading customers. Constantly evolving, it is designed to revolutionise cross-border trade across Africa and seize the opportunity of the African Continental Free Trade Area	

9:20 AM - 10:25 AM

ACTIVITY	SPEAKER
<b>SESSION 6 ROLE OF RECS IN BOOSTING INTRA-AFRICAN TRADE THROUGH DIGITALISATION</b>	<b>HOST</b> <b>Pascal Lamy</b> President, Paris Peace Forum and Former WTO Director General
<b>ROOM : Kilimanjaro</b>	
A chat with Secretary Generals, Development Partners and Private Sector from Africa's Regional Economic Communities.	<b>PANELLISTS</b> <ol style="list-style-type: none"> <li><b>Amb Erastus Mwencha</b> Former Deputy Chair, AUC &amp; Former SG, Comesa.</li> <li><b>Annette Mutaawe Ssemuwemba</b> Deputy Secretary General, East Africa Community Secretariat.</li> <li><b>Belén Calvo Uyarra</b> European Union Ambassador to Rwanda.</li> <li><b>Mr. Jas Bedi</b> Chairman, Kenya Export Promotion &amp; Branding Agency.</li> <li><b>Dr. Ozonnia Ojielo</b> UN Resident Coordinator for Rwanda.</li> </ol>

10:30 AM - 10:45 AM

ACTIVITY	SPEAKER
<b>OPEN MIC NUMBERS DON'T LIE</b> Dr Simon Mevel will unpack the latest UNECA findings on digital integration, under the African Regional Integration Index; providing insights on priorities for AfCFTA digital regulations harmonisation.	<b>Dr. Simon Mevel</b> UNECA

## DAY TWO DEC 3, 2024

10:50 AM - 11:40 AM

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 7 A LIVE DEMONSTRATION</b>	<b>MODERATOR</b> <b>Rosine Uwamariya</b> Country Director, TMA Rwanda
African experiences in Artificial Intelligence for Customs Agency enhancements in Africa	<b>PRESENTER</b> <b>David Smason</b> CEO, Cargo Seer
<b>ROOM : Kilimanjaro</b>	
<b>Summary</b> During a live demonstration, Cargo Seer will illustrate the potential of Artificial Intelligence in enhancing customs operations, streamlining processes, and boosting efficiency. This presentation will set the stage for a discussion between Revenue Authorities Commissioners and players from the private sector on the practical adoption of AI within Customs Agencies. Participants will delve into the necessary steps and resources that countries must embrace to effectively adopt and maximize AI technologies. Experience AI for Customs in action-where theoretical concepts are applied in practical settings.	<b>PANELLISTS</b> <ol style="list-style-type: none"> <li><b>Mr. Mwumvaneza Felicien</b> Commissioner for Customs, Rwanda Revenue Authority.</li> <li><b>Mr. Roger Nkubito</b> Managing Director, Africa Global Logistics (AGL).</li> <li><b>Flavia Busingye</b> Director Customs, East Africa Community Secretariat.</li> <li><b>Albert Atambo</b> Chief Manager, Scanner Management, Business Transformation Office, KRA.</li> </ol>
<b>Discussion point</b> Increasing trust: The place of distributed ledger technology (DLT) and Artificial Intelligence with an emphasis on how AI can enhance transparency, efficiency, and trust in customs operations, which is important for increasing trust in digital technologies within governmental operations.	

11:45 AM -12:00 PM

ACTIVITY	SPEAKER/FACILITATOR
<b>PAINFULLY TECH THE HOT TAKE ON THE HOT SEAT RAPID FIRE</b>	<b>OPEN MIC SESSION</b>
<b>Discussion Points</b> What are the pioneering advances in digital finance as we envision a future where digital infrastructure across Africa is democratised - making access, availability, and usability universal?  Where is the next wave of technological innovations in facilitating trade and is Africa part of it?	<b>FIRE TENDER</b> <b>Adetola Onayemi</b> Founder, Nore Base and Technical Expert AfCFTA Digital Trade Protocol  <b>ON THE MIC</b> <ol style="list-style-type: none"> <li><b>Hilda Moraa</b> Founder, Pezesh</li> </ol>

**DAY TWO  
DEC 3, 2024**
**12:00 PM - 1:00 PM**

ACTIVITY	SPEAKER/FACILITATOR
<b>SESSION 8 FRICTIONLESS FRONTIERS</b>	<b>HOST</b> <b>Dr Mukhisa Kituyi</b> Former Secretary-General, UNCTAD
Digital innovations towards no stop borders	<b>PRESENTER</b> <b>Dr Bruce Byiers</b> Associate Director, Sustainable and inclusive economic development, ECPDM
<b>ROOM : Kilimanjaro</b>	
<p><b>Summary</b> Dr. Mukhisa Kituyi will guide the discussion during this visionary session that will dissect the future trajectory of border management-Borders 2.0, venturing beyond the concept of One Stop Borders to No Stop borders. Policy leaders from regional communities and global private sector representatives will dissect the elements necessary to forge a borderless Africa, covering everything from policy imperatives and financial frameworks to the impact of political economies and the top technological innovations designed to dissolve physical, imagined, and bureaucratic barriers. This session is dedicated to envisioning a continent interconnected by ideas and opportunities, rather than constrained by borders.</p> <p><b>Discussion Point</b> The Future for Policy: Integrating Digital Technologies into Traditional Trade Governance Frameworks.</p>	<p><b>PANELLISTS</b></p> <ol style="list-style-type: none"> <li><b>Ole Thonke</b> Undersecretary for Development Policy, Ministry of Foreign Affairs, Denmark.</li> <li><b>Annette Mutaawe Ssemuwemba</b> Deputy Secretary General, East Africa Community Secretariat.</li> <li><b>Prof Dominic McVey</b> Board, TMA.</li> <li><b>Ms Jacqueline Mkindi</b> CEO, Tanzania Horticulture Association.</li> <li><b>Mulualem Syoum</b> CEO, Ae Trade Group.</li> <li><b>Ahmed Farah</b> CEO, Kenya National Chamber of Commerce.</li> </ol>

**1:05 PM - 2:05 PM**

ACTIVITY	FACILITATOR
BANTU BAZAAR and LUNCH BREAK FOR ALL DELEGATES	MARRIOTT HOTEL
LUNCH SESSION FOR MINISTER, AMBASSADORS AND CEOs (By Invitation)	MARRIOTT HOTEL

**DAY TWO**  
**DEC 3, 2024**

**2:10 PM - 2:50 PM**

DOUBLE PLAY	
ACTIVITY	SPEAKER
<b>SESSION 9A</b> <b>A BYTE TO THE MARKET</b>	<b>MODERATOR</b> <b>Mr. Sanjay Rughani</b> CEO, Standard Chartered Bank, Uganda.
<b>ROOM : Kilimanjaro</b>	
<b>Presentation</b> Advancing Firm Digitalisation in Sub-Saharan Africa to promote SME competitiveness and access to global markets	<b>PRESENTER</b> <b>Floriana Borino</b> International Trade Centre.
<b>Summary</b> This session will delve into the intricacies of digital transformation and explore what it takes for businesses to thrive in the digital arena. From the technical foundations to fostering an ecosystem where the workforce is proficient in digital subtleties and operates within a supportive regulatory framework. We believe that exposure to technologically advanced enterprises internationally not only inspires but also quickens the digital journeys of local businesses.  In this session, the International Trade Centre will provide evidence of those who have successfully navigated this path, showing how engagements with globally advanced digital enterprises can offer both inspiration and practical momentum to local companies.	<b>PANELLISTS</b> <ol style="list-style-type: none"> <li><b>Hon Lucia Lipumbu</b> Minister of Trade and Industry, Namibia.</li> <li><b>Tobias Alando</b> CEO, Kenya Association of Manufacturers.</li> <li><b>Kampeta Pichette</b> CEO, Rwanda Development Bank.</li> <li><b>Mr Stephene Miezán</b> President, Ghana National Chamber of Commerce.</li> <li><b>Lucy Nshuti Mbabazi</b> CEO, Better Than Cash Alliance</li> </ol>
<b>Discussion Point</b> Evolution of e-commerce: Digital Trade as a catalyst for expanding opportunity to markets.	

**DAY TWO  
DEC 3, 2024**
**2:10 PM - 2:50 PM**

ACTIVITY	SPEAKER
<b>SESSION 9B IT'S A QUESTION OF TRUST-TLIP</b>	<b>MODERATOR</b> <b>Daniel Wilcox</b> Economic Counsellor & Head of Prosperity and Climate, British High Commission, Kenya.
<b>ROOM : Rubavu</b>	
<b>Presentation</b> Trade Logistics Information Pipeline-Co-Developing a digital supply chain management suite for international trade trust systems	<b>PRESENTER</b> <b>Jens Lund Nielsen</b> Head of Global Trade & Supply Chains, IOTA Foundation.
<b>Summary</b> Imagine a world where trade flows seamlessly, free from the time consuming paper-based processes. This is the vision promised by Trade Logistics Information Pipeline (TLIP) developed by TMA, IOTA and KRA. However, for this vision to materialise, trust is paramount. As we look at scaling up, how do countries and firms build the necessary trust to take this digital step forward?  Armed with insights from the implementation of TLIP, discussants will dissect the various layers of trust-from policy frameworks and technical assurances to the political will essential for successful digital transitions. These elements must converge to foster an environment conducive to adopting paperless trade systems. Indeed, a seamless paperless trade future appears achievable as soon as 2025.	<b>PANELLISTS</b> <b>1. Mr Frank Matsaert</b> Senior Adviser and Global Lead, Trade and Infrastructure, Tony Blair Institute. <b>2. Raphael Kiptis</b> Group Head of Finance, Sian Rose. <b>3. Erick Sirali</b> Director, Digital Trade, TMA. <b>4. Lukoye Erick</b> Head of Projects, KenTrade
<b>Discussion Point</b> Increasing trust: The place of distributed ledger technology (DLT) and Artificial Intelligence in facilitating trade in Africa.	

**2:55 PM - 3:00 PM**

ACTIVITY	FACILITATOR
REFRESHING BREAK	Jerry Adjorlolo



## DAY TWO DEC 3, 2024

3:05 PM - 3:15 PM

ACTIVITY	SPEAKER
<b>OPEN MIC</b> REIMAGINE THE FUTURE	<b>Patrick Buchana</b> CEO, AC Group Rwanda and Forbes Afrique top 30, 2018

3:20 PM - 4:30 PM

ACTIVITY	SPEAKER
<b>SESSION 10</b> <b>SEIZE THE FUTURE</b> Matters arising from the conference and actions.	Presentation of matters arising from the conference and proposed actions to take forward. <b>David Beer, CEO, TMA</b>
<b>ROOM : Kilimanjaro</b>	
<b>MINISTERIAL ROUNDTABLE AND PRONOUNCEMENT</b>	<b>CHAIR</b> <b>H.E Hailemariam Desalegn Boshe</b> TMA Board Chair and former Prime Minister of Ethiopia.
<p>The ministerial roundtable brings together ministers and policy makers from across the globe, leaders of multi-laterals and DFI's who will unpack the outcomes of the conference. Each contributor will bring their perspective to the forefront, challenging assumptions, and commitment to move the needle in African trade. This is where practice, policy and innovations will intersect and give us a sneak peek into the future.</p> <p>The intended outcome is an action document that TMA and partners will use to engage widely beyond the conference as we drive the African Digital Trade agenda forward.</p>	<ol style="list-style-type: none"> <li><b>Hon Prudence Sebahizi</b> Minister of Trade and Industry, Rwanda.</li> <li><b>Hon Lucia Lipumbu</b> Minister of Trade and Industry, Namibia.</li> <li><b>Hon. Exaud Silaoneka Kigah</b> Deputy Minister of Industry &amp; Trade, Tanzania.</li> <li><b>Hon. Wycliff Oparanya</b> Cabinet Secretary for Cooperatives and MSMEs, Kenya.</li> <li><b>Hon Sosten Alfred</b> Minister of Trade and Industry, Malawi.</li> <li><b>H.E. Mohamed Warsama Dirieh</b> Minister of Trade, Djibouti.</li> <li><b>Hon. Frederick Ngobi Gume</b> Minister of State for Cooperatives, Uganda.</li> </ol>

4:20 PM - 4:25 PM

ACTIVITY	FACILITATOR
MINISTERIAL PHOTO	Jerry Adjorlolo

4:30PM - 5:25PM

ACTIVITY	SPEAKER/FACILITATOR
<b>END OF FORMAL PROGRAMME</b>	Jerry Adjorlolo

## ABOUT MINISTRY OF TRADE, RWANDA

With rigour and proficiency, the Ministry of Trade and Industry, facilitates Rwanda's economic transformation goals and vision through advancing for a competitive and knowledge based private sector, promotion of industrialization, create a conducive and flourishing environment for entrepreneurs, integrate into regional and global markets while ensuring a high level of consumer and intellectual property protection for Rwandans.

[www.minicom.gov.rw](http://www.minicom.gov.rw)

## ABOUT TRADEMARK AFRICA

TMA is a leading African Aid-for-Trade organisation, established in 2010 with the mission to grow intra-African trade and increase Africa's share in global trade, while helping make trade more pro-poor and environmentally sustainable. Our focus on reducing the cost and time of trading across borders through enhanced trade policy, better trade infrastructure, standards that work for businesses, greater use of digital innovations and a focus on creating trade access for vulnerable groups, has contributed to substantially lower cargo transit times, improved border efficiency, and reduced trade barriers. TMA has expanded in recent years to cover 14 countries across East and the Horn of Africa, to Southern and West Africa.



TMA operates on a not-for-profit basis and is funded by 12 institutional and philanthropic development partners. TMA works closely with regional and continental organisations, national Governments, the private sector and civil society organisations to deliver results that drive shared prosperity and reduce poverty.

[www.trademarkafrica.com](http://www.trademarkafrica.com)





Republic of Rwanda  
**Ministry of Trade  
and Industry**



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