

AGOA Forum 2021 – held virtually

Private Sector Session Agenda

10:00 AM - Opening Remarks

Scott Eisner, President, U.S.-Africa Business Center, U.S. Chamber of Commerce

10:05 AM - Welcome Address

Hon. Diane Farrell, Acting Undersecretary of Commerce for International Trade of the United States

10:13 AM - Keynote Address: Creating an Enabling Environment for Ecommerce – The View from Nigeria

Hon. Isa Ali Ibrahim Pantami, PhD, Minister of Communications and Digital Economy of Nigeria

10:20 AM - Panel: Accelerating E-commerce and AGOA's Potential through Cross-border Trade

Ecommerce represents only 1% of Africa's retail market and the sector has been described as one of vast potential for the continent. Yet, most retail traffic is within domestic markets, creating an opportunity to expand cross-border trade and create new export opportunities for African retailers to use AGOA as a vehicle for reaching new customers. The panel will explore the critical elements of the e-commerce ecosystem to unleash the potential of Africa's entrepreneurs to connect to the global marketplace and U.S. consumers.

Distinguished Speakers include:

Kuseni Dlamini, Chairman, Massmart

Matthew Davies, Vice President, Sales, Middle East, Indian Subcontinent and Africa Region, FedEx Express

Bohani Hlungwane, Managing Director - Group Head of Sales, Trade and Working Capital, ABSA Group

10:50 AM - Fireside Chat: Digital Economy and the Future of Trade

Hon. Betty Maina, Cabinet Secretary, Ministry of Industrialization, Trade and Enterprise Development of Kenya

11:00 AM - Spotlight on the Opportunity for African Creative Economy

Dr. Uzodinma Iweala, Author and Filmmaker, and Chief Executive Officer, The Africa Center

11:15 AM - Panel: Creative Economy's Growing Role in Africa's Cultural Exports

UNESCO's October 2021 African Film Industry publication shows the power of the film and audiovisual sectors industries, generating USD 5 billion in GDP and employing about 5 million people. Yet this figure pales in comparison to the growth potential of the sector and the emergence of creative sectors a key driver of economic possibility. The panel will explore the capacity for creative industries as a whole to expand Africa's goods and services exports to the U.S. and a global audience seeking diverse content.

Distinguished Speakers Include:

Linda Oramasionwu-Leverette, Co-Founder and Partner, Kupanda Capital, and Member of the Board, Mavin Records

Firmin Edouard Matoko, Assistant Director-General for Africa, UNESCO

Jay Roewe, Senior Vice President, Government Relations, Incentives & Production Planning, HBO/HBO Max

11:50 AM - Keynote Address: AfCFTA and the Digital Economy: e-commerce's role in expanding continental trade

Hon. Wamkele Mene, Secretary-General, AfCFTA Secretariat*

12:00 PM Adjourn