

REALIZING THE FULL POTENTIAL OF AGOA THROUGH EXPANSION OF TRADE AND INVESTMENT

United States--Sub-Saharan Africa Trade and Economic Cooperation Forum (AGOA Forum) August 4-6, 2009 – Kenyatta International Conference Centre, Nairobi, Kenya

PRIVATE SECTOR SESSIONS (rev – 17/07/09)

Monday August 3, 2009

09.00 – 18.00 Registration of participants

09.00 – 18.00 AGOA Forum Exhibition

15h00 - Official Opening of Exhibition: Hon Amos Kimunya, Minister for Trade, Government of Kenya (tbc) and Amb Ron Kirk, USTR (tbc)

Tuesday August 4, 2009

07.30 – 09.00 Registration of participants

09.00 – 18.00 AGOA Forum Exhibition

9.00 – 11.00 **PLENARY 1:** Official opening and Plenary Presentations

Moderator: Chairman or CEO, Kenya Association of Manufacturers. (Vimal Shah- Chair, Betty Maina –CEO).

Speakers:

- Hon. Amos Kimunya, Minister for Trade, Government of Kenya (tbc)
- Mr. Erastus Mwencha – Deputy Chairperson, Africa Union (AU)
- Mr. Trevor Robertson - Vice President/Managing Director of Polo/Ralph Lauren, Asia Sourcing.
- Mr. Jaswinder Bedi – Chairman, African Cotton and Textile Industry Federation (ACTIF)

and Kenya Apparel Manufacturers and Exporters Association.

- Brian Herlihy, President, SEACOM
- Strive Masiyiwa, Chairman, ECONET Wireless.

Description:

This opening plenary seeks to situate the issues surrounding expanded trade between Africa and US, the benefits of targeted trade expansion programme. In addition, the session will explore solutions to realizing the promise of AGOA. Speakers will handle the following subjects

- Benefits of expanding trade between US and SSA
- Sustainability of AGOA – What next beyond 2015?
- Improving the Competitiveness of African Suppliers

11.00 – 11.30 ☐ BREAK

11.30 – 13.30 Morning BREAKOUT SESSIONS (Each session will address what the private sector wants to achieve under AGOA, successes and challenges so far as well as specific recommendations to bring to attention of African Ministers and the US Government)

Session 1 - Agri-business

Moderator: Ms Claire Starkey - President, Fintrac Ltd

Speakers:

Sicily Kariuki – MD, Tea Board of Kenya (C); Mr. Jim Thaller – CEO, Talier Trading Group(C); Mr. Phillip Gitao- ED EAFCA (C); Mr. Hasit Shah - Chair of the Horticulture Council of Africa (C) and Mr. Nicholas Gutierrez - Executive Agricultural Service Officer – USDA (C)

Description:

The agribusiness panel will examine issues around both supply and demand for fresh and processed agricultural products produced in Africa. This will include SPS issues, inspections, cold storage and regional opportunities for collaboration on marketing and cold storage. Examples will be experienced based with buyers and sellers of product presenting together with Government implementing agencies.

Session 2 - AGOA value chain in Cotton and Textiles

Moderator:

Mr. Trevor Robertson - Vice President/Managing Director of Polo/Ralph Lauren, Asia Sourcing

Speakers:

Mr. Ravi Patel – Director of Dunavant (Uganda) Ltd (C); Mr. Christian Kemp-Griffin – CEO of Edun Apparel Ltd (C); Mr. Jaswinder Bedi – Chairman – African Cotton & Textile Industries Federation (ACTIF) and MD – Bedi investments Ltd, Nakuru – Kenya (C); Mr. Jean Claude Mazingue – US Sourcing Agent, based in South Carolina, USA (TBC)

Description:

This session will review experiences of the Cotton and Textile producers and exporters and make recommendations on deepening the AGOA value chain.

Session 3 - Making trade support instruments work better

Moderator: Mr. Matthew Troniak – COMPETE.

Speakers:

Ms Nathalie Gabala - Standard Chartered Bank (TBC), Mr. Stewart Kinloch - African Trade Insurance Agency (C), Mr. Ade Ayeyemi – Citibank (TBC), Ms. Annette W. Kihuguru - Stanbic Bank (TBC).

Description:

Through AGOA and other agreements, the US Government has established instruments and vehicles to support increased trade between Africa and the US. This session will review various mechanisms especially in Financing and make recommendations on their improvements.

Session 4 - Climate change and renewable energy

Moderator:

Mr. Christopher Akiwumi - GE Infra, Energy

Speakers:

Mr. Jay Wileman, GE Energy (C); Mr. Adriaan Tas, Carbon Africa (C); Mr. Tom Owino , VP JP Morgan Climate Care(C); Dr. Stephen Karekezi, AFREPREN (C).

Note: Awaiting two (2) speakers' confirmations from the IFC and Ministry of Energy.

Description:

African countries face many challenges with regard to energy supplies and are all reporting shortfalls. This session will explore requirements for increasing investment in energy supply especially with a focus on renewable energy and taking advantage of the global carbon market

13.30 – 15.00 LUNCH – hosted by the Corporate Council on Africa and sponsored by SEACOM (restricted to Private sector delegates and invited guests. Lunch will feature a high level Speaker from the US Government and CEO of SEACOM, Brian Herlihy).

15.00 – 16.30 BREAKOUT SESSIONS

Session 5 - AGOA nuts & bolts/toolkit session

Moderator:

Mr. Finn Holm-Olsen - Director, East and Central Africa Trade Hub, COMPETE Program,

Speakers:

Amanda Hilligas - Director, Trade Competitiveness Project, Southern Africa Trade (C), Robert Karanja, AGOA Business Linkages Coordinator, COMPETE (C), Peter Lovett - Shea Butter Consultant, West Africa Trade Hub (C), Jim Thaller - Managing Director, Taller Trading (C), Mike King'ori, Marketing Director, K-Net Flowers, Kenya (C)

Description:

The AGOA Toolkit session is designed to provide participants with practical knowledge of the African Growth and Opportunity Act and the rules and requirements for meeting its terms when exporting to the U.S. market. Such areas as the overall rules of origin, apparel rules of origin, shipping and customs documentation, product labeling and pricing will be explored. The session is tailored to companies that are currently exporting or considering exporting to the U.S. under AGOA. The regional USAID Trade Hubs from East/Central, West and Southern Africa will be available as resource persons to provide information on their programs and various assistance facilities, which are designed to help their respective business communities successfully export to the U.S. under AGOA. Useful for companies with little or no knowledge of the AGOA opportunities.

Session 6 – Development of and access to AGOA export markets

Moderator:

Mr. Joseph N. Kosure – Ag. Chief Executive - Export Processing Zones (EPZ) Authority

Speakers:

Mr. Karim Dostmohammed – IPS Group (C); Vanessa Adams – Project Director (C); West Africa Trade Hub,; Steve Lande, Manchester Trade.

Note:

Awaiting confirmations on SA/ WA Hub representatives, TWG (to suggest a speaker).

Description:

This session will explore experiences of Companies who have been operating under AGOA and make recommendations on further deepening of such access. Topics to be covered include product development to meet market/buyer requirements, branding (both product and regional for collaboration in marketing. It will also include testimonies of buyers and sellers under AGOA and indications of contributors to success. Useful for companies with some experience in Trading and investing under AGOA and with a desire to deepen it.

16.30 -17.30 BREAK

17.30 – 18.30 **PLENARY 2 - Report back from breakouts on main recommendations, Conclusion and adoption of Report**

18.30 – 20.00 Cocktail Reception - Sponsored by American Chamber of Commerce – Kenya (all registered delegates welcome)

Wednesday August 5, 2009

07h00 – 08h45: Breakfast meetings with African Ministers (tbc): (restricted entry to invited participants only)

09.00 – 18.00 AGOA Forum Exhibition

09.00 – 17.30 Ministerial Forum

Thursday August 6, 2009

07h00 – 08h45: Breakfast meetings with US Delegation (tbc): (restricted entry to invited Participants only)

09.00 – 18.00 AGOA Forum Exhibition

09.00 – 16.00 Ministerial Forum

Friday August 7, 2009

09.00 – 14.00 Optional tours to:

- Flower Farm
- Export Processing Zone
- Nairobi National Park

Secretariat for the Private Sector Events

Kenya Association of Manufacturers,
P. O. Box 30225, 00100
Nairobi Kenya
Chief Executive: Betty Maina: betty.maina@kam.co.ke

Forum Organising Team: agoaforumkenya@kam.co.ke, Joseph Wairiuko
joseph.wairiuko@kam.co.ke

About the Exhibitions

The Forum will run concurrently with a 4-day business exhibition dubbed “The AGOA Forum Exhibition 2009”. The exhibition will provide participants with the opportunity to interact with potential buyers and sellers from all over the world who will be interested in forging business

partnerships, looking for suppliers of finished products, selling machinery and equipment, supplying raw materials, importing and exporting.

Contacts for Exhibition: □

Websites: www.eeoevents.com/agoa or www.exhibitionevents.com

Email: Mary Wambua; mary@exhibitionevents.com, marketing@exhibitionevents.com or info@exhibitionevents.com