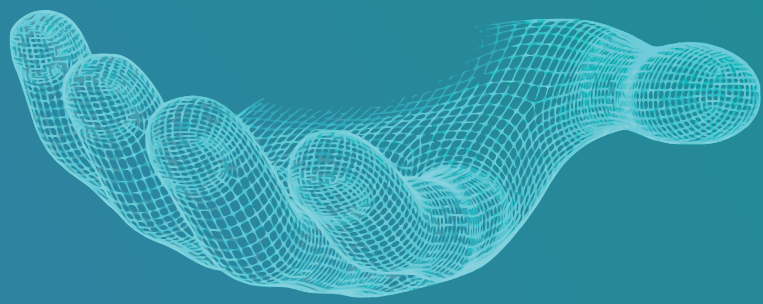




2ND
Annual Micro, Small & Medium-sized Enterprises
MSME
F O R U M

Start-up Acts: Fostering Development and Innovation in Africa

ADDIS ABABA 4 - 8
ETHIOPIA SEPTEMBER 2023



WORK PROGRAMME

au.int   

MSME TRAINING PROGRAM

Venue: OLD PLENARY HALL, OLD BUILDING

DAY TWO	SESSION ONE 09:00 – 11:00	KAIZEN MINDSET FOR COMPETITIVE MSME DEVELOPMENT; UNLOCKING THE POTENTIALS AND SPURRING INNOVATION	AUDA-NEPAD
	11:00 - 11:15	COFFEE / TEA BREAK	
	SESSION TWO 11:30 – 13:00	E-COMMERCE FOR TECH FOCUSED SMES / BUSINESS INTELLIGENCE	ITC
	13:00 - 14:00	LUNCH BREAK : MELES ZENAWI	
	SESSION THREE 14:15 - 16:15	OPPORTUNITIES FOR AFRICAN SMES IN CROSS BORDER TRADE	AFREXIMBANK
	16:30	COFFEE / TEA BREAK/ END OF DAY	
	SESSION FOUR 16:30 - 18:00	SEZS AND SMES; USING VIRTUAL TECH APPROACH TO ACCELERATE INTEGRATED MARKETS IN THE AFCFTA ERA.	AAASME
		COFFEE / TEA BREAK/ END OF DAY	

DAY THREE	SESSION FIVE 09:00 – 11:00	QUALITY INFRASTRUCTURE TO BOOST INTRA-AFRICA TRADE	ARSO
	11:00 - 11:30	COFFEE / TEA BREAK	
	SESSION SIX 11:30 – 13:00	EXISTING FINANCING MODELS IN THE CONTINENT	AUC
	13:00 - 14:00	LUNCH BREAK : MELES ZENAWI	
	SESSION SEVEN 14:00 - 16:00	LEVERAGING AI & MACHINE LEARNING FOR ENHANCED BUSINESS PERFORMANCE	IMPACTHER
	16:00 - 16:15	COFFEE / TEA BREAK	
	SESSION EIGHT 16:15 - 18:30	BRANDING AND MARKETING FOR SMES	UNIDO
		COFFEE / TEA BREAK/ END OF DAY	

DAY FOUR	SESSION NINE 09:00 - 11:00	PITCHING STRATEGIES	ITC
	11:00 - 11:30	COFFEE / TEA BREAK	
	SESSION TEN 11:30 - 13:00	PITCHING COMPETITION	
	13:00 - 14:00	LUNCH BREAK : MELES ZENAWI	
	SESSION ELEVEN 14:15 - 16:15	PITCHING COMPETITION	
	16:15	COFFEE / TEA BREAK	
	SESSION TWELVE 17:00 - 18:00	PITCHING COMPETITION	
		END OF DAY	



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



International
Trade
Centre



Pan African Chamber of
Commerce and Industry



**This session will hold in Nelson Mandela Hall, New Building .*

TO PARTICIPATE VIRTUALLY



SCAN OR CLICK

<https://bit.ly/3E7G47R>

08:00 - 9:00	Arrival and Registration
09:30 - 10:30	Program Director. Mrs. Ron Osman, Ag. Head of Industry, Innovation, and Minerals
09:30 - 10:30	<p>Plenary Session</p> <p>Welcoming Remarks</p> <ul style="list-style-type: none"> • Mr. Innocent Iyalla Harry, President of the All African Association for Small and Medium Enterprises (AAASME) • Prof Amb. Kheswar Jankee – President, World Association for Small and Medium Enterprises (WASME) • Dr. Amany Asfour, President of Africa Business Council (AfBC) • Mr. Patrick Dupont, Head of Political Section, European Union Delegation to the African Union • Dr. Matthias Naab, Director of the Regional Service Centre for Africa, United Nations Development Program (UNDP) • Ms. Fatou Haidara, Managing Director and Director General's Special Representative for Africa, United Nations industrial Development Organization (UNIDO) (Pre-recording) • Ms. Pamela Hamilton Coke, Executive Director – International Trade Centre (ITC) (Prerecording) • H.E Amb. Albert Muchanga, Commissioner of the Economic Development, Trade, Tourism, Industry, and Minerals (ETTİM) of the African Union Commission (AUC)
10:30 – 11:00	Media Briefings/Group Photo/ Health Break
SESSION TWO: PLENARY SESSION: HIGH-LEVEL OPENING PANEL	
11:00 - 12:30	<p>Start-up Acts: A Game Changer for Innovation in Africa.</p> <p><i>Start-up Acts can significantly improve private sector development and tackle high unemployment rates and economic development. The passage of Start-up Acts in Tunisia and Senegal, in 2018 and 2019 respectively, paved the way for multiple proposals in other African countries that reflect the growing interest in improving the enabling environment for start-ups and investors.</i></p> <p>Moderator: Dr. Patrick Ndzana Olomo, Ag. Head of Economic Policy & Sustainable Development, (AUC)</p> <p>Keynote Presenter: Mr. Stefan Riezebos, Project Manager, Innovation for Policy Foundation (i4Policy)</p> <p>Panelists</p> <ul style="list-style-type: none"> • H.E Amb. Albert M. Muchanga, Commissioner for Economic Development, Trade, Tourism, Industry and Minerals (AUC) • Dr. Amany Asfour, President of the Africa Business Council (AfBC) • H.E Prof Jankee, President of the World Association for SMEs (WASME) • Mr. Amadou Sarr Diop - Director of Small and Medium Industries Ministry of Industrial Development and Small and Medium Industries, Senegal • Mr. Kebour Ghenna, Secretary-General of the Pan African Chamber of Commerce and Industry (PACCI)*
12:30	Cultural Performance / Health Break
13:00 - 14:00	LUNCH BREAK: Multipurpose Hall



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



<p>14:00 – 15:30</p>	<p>SMES Leveraging on the African Continental Free Trade Area (AfCFTA) <i>Small and medium-sized Enterprises are the backbone of the African economy, representing more than 90% of businesses and are responsible for 60% of the jobs many of whom are taken up by women and youth.</i> <i>The AfCFTA provides opportunities for African manufacturers especially SMEs to take part in this market. According to Trade Law to the Trade Law Center (Tralac) Intra-Africa trade is mostly dominated by manufactured products; Agricultural products account for only 23% of total intra-Africa trade which is an opportunity for those adding value to effectively take part in the AfCFTA.</i> <i>The panel discussion aims to highlight the importance of innovative Youth-led SMEs and how best to position SMEs in Africa to tap into and benefit from the AfCFTA.</i></p> <p>Moderator: Mrs. Ron Osman, Ag. Head of Industry, Innovation, and Minerals</p> <p>Keynote Presenter: Ms. Lily Sommer, Programme Management Officer – AfCFTA, International Trade Centre (ITC)</p> <p>Panelists</p> <ul style="list-style-type: none"> • Ms. Gugu Siso: CEO and Founder of Thumbaza • Ms. Jennifer Eweonam, CEO, DZORDZOE Skincare • Mr. Emolot Allan David, Chairperson, Independent Continental Youth Advisory Council on AfCFTA • Ms. Linda Mcleod, Consultant: Startup & Scale, Namibia Investment Promotion and Development Board <p>Africa Export-Import Bank (Afreximbank) CEO Survey Presentation:</p> <ul style="list-style-type: none"> • Mr. Patrick Utomi, Assistant Manager, ARTP (Afreximbank)
<p>SESSION FOUR: WOMEN AND YOUTH IN FINANCIAL ECONOMIC INCLUSION</p>	
<p>15:30 - 16:30</p>	<p>WYFEI at present - Leveraging partnerships and policies towards advancing the sustainable development of women and youth-led MSMEs <i>The discussion will be held to facilitate policy discussion amongst stakeholders from various sectors, including regional, national, and potentially sub-national private enterprises through a dialogue that will pave the way for informed policies that promote financial access for women and youth. It will also serve as a knowledge and experience sharing platform to discuss ways of promoting access to finance for women and youth entrepreneurs.</i></p> <p>Moderator: Dr. Tapiwa Uchizi Nyasulu Rweyemamu, Head of Division, Women, Gender and Youth Directorate (WGYD)</p> <p>Opening Remarks: Ms. Prudence Ngwenya Director, WGYD</p> <p>Panelists</p> <ul style="list-style-type: none"> • Ms. Rabiadou Mamadou Arzika, President, African Women in Processing • Dr. Ify Ogo, Regional Specialist UNDP (AfCFTA) • Dr. Sampa Bannerjee, Executive Director, World Association for Small and Medium Enterprises (TBC) • Mr. Meluleki Dlamini, Director of SME Unit, Ministry of Commerce
<p>16:45 - 16:30</p>	<p>Recommendations and Key messages Ms. Katlego Sekhobe, Policy Officer, WGYD</p>
<p>18:00 - 22:00</p>	<p>GALA DINNER Mrs. Ron Osman Ag. Head of Industry, Innovation, and Minerals Remarks by: H.E Amb. Albert Muchanga, Commissioner for ETTIM (AUC)</p>



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



Pan African Chamber of Commerce and Industry



**This session will hold in the Small Conference Hall 1.*

09:30 - 09:45	<p>Supporting the Implementations of the Outcomes of the 17th Extraordinary Summit on Industrialization and Economic Diversification</p> <p><i>The 17th Extraordinary Summit on Industrialization and Economic Diversification held in Niamey, Niger on 25th November 2022 called on African Union member states to commit to enhancing domestic resource mobilization to ensure sustainable financing of Africa's industrialization and allocate a minimum of 5% of their national budgets towards industrial development. The Summit tasked the African Union Commission (AUC) in collaboration with AUDA-NEPAD, RECs, UNECA, the Afro Champions Initiative, UNIDO, ITC, and other relevant stakeholders, at all levels, to develop an implementable and results-based action plan to implement its outcomes as contained in the Summit Decision and Declaration. A coordinated Approach to financing industrialization will therefore be key to achieving the outcomes of this extraordinary Summit. (Refer to the Niamey Declaration)</i></p> <p>Welcome Remarks: Mrs. Ron Osman Ag. Head of Industry, Innovation, and Minerals</p>
09:45 - 10:00	Adoption of the Draft Agenda
10:00 - 10:15	Consideration of the Terms of Reference Establishing the Technical Working Group on Financing Industrialization
10:15 - 10:30	Draft Terms of reference for a consultant to conduct a feasibility study for the Establishment of an African Industrialization Fund (AIF) and Strategy for Resource Mobilization
10:30 - 11:15	Discussions
11:15 - 11:30	COFFEE BREAK
11:30 - 12:00	<p>Understanding the industrialization financing landscape in Africa (progress, opportunities, risks & challenges) Presentation by the DFIs</p> <ul style="list-style-type: none"> • African Development Bank (AfDB) • Africa Export-Import Bank (AFREXIMBANK) • Arab Bank for Economic Development in Africa (BADEA) • EUROPEAN UNION INVESTMENT BANK (EIB) • International Islamic Trade Finance Corporation (ITFC) • International Finance Corporation (IFC) • Association of African Central Banks (AACB) • United Nations Industrial Development Organization (UNIDO)
12:00 - 12:30	Discussions
13:00 - 14:00	LUNCH BREAK: Meles Zenawi Building
14:00 - 15:30	<p>Presentation: Strengthening SME/Is support structures through the Enterprise Africa Network</p> <p>i. AUC ii. ITC</p>
15:30 - 15:45	Way Forward
15:45 - 16:00	<p>Closing Remarks Mrs. Ron Osman, Ag. Head of Industry, Innovation, and Minerals</p>



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



**This is a closed session organized by AUC, ITC, and AAASME. It will hold in Small Conference Hall 2.*

10:00 - 10:30	<p>Supporting African Participation and Priorities in the WTO MSME Informal Working Group.</p> <p><i>The primary objective of this meeting is to inform Directors on the process of joining the WTO IWG on MSMEs and what to expect from being a member of the informal group in terms of contributions and benefits.</i></p> <p><i>The meeting will provide a space for Directors to table questions to the existing African IWG membership, learn about how to make connections between their capital offices and missions in Geneva, and brainstorm on priorities for African countries in the WTO Ministerial discussions on MSME matters.</i></p> <p>Opening Remarks</p> <ul style="list-style-type: none"> • Mrs. Ron Osman Omar, Ag. Head of Industry, Innovation, and Minerals Division • Ms. Aissatou Diallo, Senior Coordinator – AfCFTA, LDCs and LLDCs, International Trade Centre (ITC)
10:30 - 11:00	<p>Kenya & Cote d'Ivoire, MSME IWG Champions, present their motivations for becoming members and share their experiences in the WTO MSME IWG</p>
11:00 - 11:15	<p>COFFEE BREAK</p>
11:15 - 11:45	<p>Questions and Answers from the audience</p>
11:45 - 12:15	<p>Moderated brainstorming discussion to identify priorities for African countries in the WTO Ministerial discussions on MSME matters</p>
12:15 - 12:45	<p>Summary of outcomes and recommendations to inform inputs into the AU SME Forum Outcome Document</p>
12:45	<p>Chair closes the 2nd EGM</p>
13:00 - 14:00	<p>LUNCH BREAK: Meles Zenawi Building</p>
14:00 - 16:30	<p>DIRECTORS CAN ATTEND THE MSME TRAINING SESSIONS AT THE OLD PLENARY HALL IN THE OLD BUILDING</p>



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



Co-funded by the European Union



**This is a session organized by AUC and UNIDO. It will hold in Small Conference Hall 1.*

09:00 - 09:20	<p>Awareness Session on Cluster Development and Upgrading</p> <p><i>The purpose of the Awareness Session facilitated by UNIDO is to present “Cluster development and industrial upgrading/enterprise modernization and innovation (EMIP)” to showcase good practices to support SMEs' competitiveness and enhance their participation in the African Continental Free Trade Area (AfCFTA) and in international markets in general.</i></p> <p>Opening Remarks</p> <ul style="list-style-type: none"> • Mrs. Ron Osman Omar, Ag. Head of Industry, Innovation, and Minerals Division • Ms Aurelia Calabro, UNIDO Director of the Regional Hub in Ethiopia
09:20 - 09:30	Meeting Objectives (By Moderator)
09:30 - 09:45	Overview of the AU SME Strategy and link to clusters and upgrading Ms. Bulelwa Nkosi , SME Expert, AUC.
09:45 - 10:15	UNIDO's approach on MSME competitiveness in Africa and beyond Mr. Victor Djemba , Chief (UNIDO Africa Bureau)
10:15 - 10:30	TEA BREAK
10:30 - 11:00	Presentation of the UNIDO Cluster Development Methodology Mr. Fabio Russo , Chief / Ebe Muschiali, Industrial Development Expert (UNIDO/TCS/SME) (online)
11:00 - 11:30	Presentation of the UNIDO Upgrading Methodology Mr. Rafik Feki , Industrial Development Officer (UNIDO/TCS/DAS)
11:30 - 12:10	Best Practices and lessons learnt from Upgrading projects implemented in Africa
12:10 - 12:30	Cluster Development for African MSMEs – Experiences from Successful Implementation of Cluster development programs in India Mr. Vijay Kumar, Director-General World Association for SMEs (WASME)
12:30 - 13:00	Wrap-up and conclusions
13:00 - 14:00	LUNCH: Meles Zenawi Building
14:00 - 17:00	DIRECTORS CAN ATTEND THE MSME TRAINING SESSIONS AT THE OLD PLENARY HALL IN THE OLD BUILDING



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



**This is a session organized by AUC and PACCI, and it will hold in Small Conference Hall 1.*

14:00 - 14:15	<p>Addressing the Financing Challenges for Innovative SMEs in Africa</p> <p><i>The main objective of this side event is to explore and address the financing challenges faced by innovative Small and Medium-sized Enterprises (SMEs) in Africa.</i></p> <p><i>The session will focus on identifying practical solutions and strategies to enable these SMEs to access adequate and appropriate funding for their innovative projects and initiatives.</i></p> <p>Opening Remarks</p> <ul style="list-style-type: none"> • PACCI • AUC
14:15 - 14:30	<p>Meeting Objectives</p>
14:30 - 15:30	<p>Understanding the Financing Gap for Innovative SMEs</p> <ul style="list-style-type: none"> • <i>Presentation on the specific financing challenges faced by innovative SMEs in Africa.</i> • <i>Discussion on the barriers preventing these enterprises from accessing traditional funding sources.</i> • <i>Showcase of various alternative financing mechanisms available to innovative SMEs, such as venture capital, angel investors, crowdfunding, and impact investing.</i> • <i>Case studies and success stories of SMEs that have leveraged alternative funding successfully.</i>
15:30 - 16:00	<p>Government and Policy Support for Innovative SMEs</p> <ul style="list-style-type: none"> • <i>Presentation on the role of governments and policies in supporting the growth of innovative SMEs.</i> • <i>Examination of favorable regulations, tax incentives, and financial support programs tailored to the needs of such businesses.</i>
16:00 - 16:15	<p>TEA BREAK</p>
16:15 - 17:15	<p>Interactive Breakout Session</p> <ul style="list-style-type: none"> • <i>Participants will be divided into smaller groups for interactive discussions and brainstorming.</i> • <i>Each group will identify potential solutions and actionable steps to bridge the financing gap for innovative SMEs.</i> • <i>Each group will present their key findings and recommendations from the breakout session.</i>
17:15 - 17:30	<p>Capacity Building and Technical Assistance</p> <ul style="list-style-type: none"> • <i>Presentation on the importance of capacity building and technical assistance for SME owners to attract investors and improve financial sustainability.</i>
17:30	<p>Closing Remarks</p>



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



Co-funded by the European Union



**This is a session organized by AUC and PACCI, and it will hold in small Conference Hall 2.*

09:00 – 09:15	<p>Access to Seed Financing</p> <p><i>The objective of this side event is to discuss the challenges and opportunities related to seed financing for early-stage startups in Africa. The session aims to explore innovative approaches to enhance access to seed capital, which is crucial for the survival and growth of new businesses.</i></p> <p>Opening Remarks</p> <ul style="list-style-type: none"> • PACCI • AUC
09:15 – 09:30	<p>Understanding the Seed Funding Landscape in Africa</p> <ul style="list-style-type: none"> • <i>Presentation on the current state of seed financing in Africa, including available seed funds and their sources.</i> • <i>Discussion on industries or sectors that receive the most significant seed investments.</i>
09:30 – 10:30	<p>Investor-Startup Engagement: Navigating the Seed Funding Process</p> <ul style="list-style-type: none"> • <i>Insightful talk on the dynamics between investors and startups seeking seed funding.</i> • <i>Exploration of investor expectations and criteria used to select potential Investments.</i> • <i>Tips and strategies for startups to effectively pitch their ideas and secure seed funding.</i> • <i>Presentation on the importance of promoting inclusivity in seed financing.</i> • <i>Examination of gender-sensitive policies and their role in supporting women entrepreneurs and underrepresented groups.</i> • <i>Case studies of successful diverse investment opportunities.</i>
10:30 – 11:00	TEA BREAK
11:00 - 11:30	<p>Fostering a Supportive Ecosystem for Startups</p> <ul style="list-style-type: none"> • <i>Discussion on the significance of creating a supportive entrepreneurial ecosystem.</i> • <i>Highlighting the role of incubators, accelerators, and mentorship programs In aiding startups to grow and attract seed financing.</i>
11:30 – 12:15	<p>Interactive Breakout Session</p> <ul style="list-style-type: none"> • <i>Participants will be divided into smaller groups for interactive discussions and brainstorming.</i> • <i>Each group will identify challenges and innovative ideas to improve access to seed financing for startups.</i> • <i>Each group will present their key findings and recommendations from the breakout session.</i> • <i>Open discussion and Q&A with all participants to share insights and best practices</i>
12:15 - 12:45	<p>Cross-Border Seed Investments in Africa</p> <ul style="list-style-type: none"> • <i>Exploration of the potential for cross-border seed investments within the African continent.</i> • <i>Discussion on regional collaboration and investment partnerships to boost seed funding for startups.</i>
12:45	Closing Remarks



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



DAY FOUR 7TH SEPTEMBER 2023		SESSION NINE (CONTD): INNOVATIVE FINANCING FOR AFRICAN START-UPS AND SMALL BUSINESS GROWTH	
	13:00 – 14:00	LUNCH: Meles Zenawi Building	
	14:00 – 17:00	PARTICIPANTS CAN ATTEND THE PITCHING COMPETITION AT THE OLD PLENARY HALL IN THE OLD BUILDING	
DAY FIVE 8TH SEPTEMBER 2023		SESSION TEN: WRAP UP SESSION	
<p>TO PARTICIPATE VIRTUALLY</p>  <p>SCAN OR CLICK</p> <p>https://bit.ly/3Ea8FcA</p>	09:00 – 09:30	Wrap-Up Session <ul style="list-style-type: none"> Program Director: Mrs. Ron Osman Omar, Ag. Head of Industry, Innovation, and Minerals Division 	
	09:30 – 10:30	CLOSING REMARKS AND AWARDS CEREMONY <ul style="list-style-type: none"> H.E Amb. Albert M. Muchanga, Commissioner for ETTIM, AUC 	
	13:00	LUNCH: Meles Zenawi Building	
END OF THE MSME FORUM			



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



Co-funded by the European Union



Pan African Chamber of Commerce and Industry



