



Building

economic resilience

with trade

GTR
EAST AFRICA
VIRTUAL 2020

October 1-2, 2020

Time zone: Eastern Africa Time (EAT)

www.gtreview.com/gtreastafrica

GTR East Africa 2020, the region's leading gathering of trade, agribusiness, supply chain and commodity financing experts, will take place virtually on October 1-2.

Utilising GTR's bespoke virtual event platform, this year's meeting again promises expansive networking opportunities and an extensive discussion programme, all delivered via an interactive digital format: Join industry experts from across the region to explore the trade financing strategies and solutions being employed to promote business continuation and recovery.

Key themes: 6 of the best



What to expect



[Click here to find out more](#)

Read the event agenda on following pages

GTR East Africa 2020 Virtual		Day One: Thursday 1 October, 2020	Time zone: Eastern Africa Time (EAT)
Agenda			
10:00-10:15 Pre event teaser Webtech demo: The elevator pitches Released on demand during the event prior to event day, our featured series of 10 short, 3-minute teasers, featuring the best speakers from the event, will be available to watch and download from the event page. The teasers will be available to watch and download from the event page. The teasers will be available to watch and download from the event page.			
10:00-10:15 Day One: Thursday 1 October			
10:00-10:15 Opening address This opening address will provide a welcome from our host sponsors, presenting the forthcoming 3 days and outlining the importance of connecting the market in a more sophisticated way.			
10:00-10:15 Keynote sessions Our pre-recorded keynote sessions will open the event with high-level insights and 100 speakers presenting perspectives on a range of pressing issues. CAC will be updated during the break-out for future releases.			
10:30-10:45 A new era for globalisation - Reducing East African integration and industrialisation With COVID-19 creating pressing new challenges to globalisation, how can we reduce East African integration and industrialisation?			
11:00-11:45 KEYNOTE INTERVIEW: Value added in Africa - Building world-leading regional supply chains to thrive in the new normal Welcome to a leading Africa-based manufacturer and member of the East Africa export finance. The session will provide insight into the flow of goods throughout an exclusive African manufacturing supply chain, highlighting the various challenges and the solutions that have been implemented. Further discussion will address the growth of value-added industry and what factors are required to support the growth of value-added industry and finance providers to support the requirements of a value-added supply chain from sourcing inputs to payment for finished goods.			
11:00-11:45 LIVE STREAM: Identifying the flows driving East African trade into the new decade Find out the patterns that Africa-based trade of the region is now 'driven' by Africa, with renewed interest from the Trump administration and post-Brexit Britain gaining a foothold in Chinese influence. Markets are quickly recovering in the region, trade volumes and the ongoing implementation of the AfCFTA.			
14:00-14:45 LIVE STREAM: Financing the trade ecosystem - Bringing Africa's advantages to bear Focusing on key value-add industry supply chains, this discussion will provide insight into the specialized ecosystem financing tools and innovation capable of providing more finance, productivity and realised East African economies. With a global acceleration towards digital trade, are the opportunities provided by Africa's rich young population and vibrant trade sector being brought to bear in the form of enhanced value-add ecosystem financing?			
14:00-14:45 LIVE STREAM: Reducing East African trade with innovative tech Learning from an in-depth analysis of the impact of the current trade environment, a panel of experts will discuss how, across the trade ecosystem, the use of digital tools can help to reduce trade barriers and improve trade flows.			

GTR EAST AFRICA VIRTUAL 2020



3 ways to watch the event video



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Attendees by sector in 2019

Corporates & traders
44%



- 25 Banks & financiers
- 6 Consultants & accountants
- 4 Govt orgs & public bodies
- 3 Technology & fintech
- 3 Non-bank financiers

- 3 Insurers & risk managers
- 3 Lawyers
- 3 Media
- 1 ECAs & multilaterals
- 5 Other

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For pre-event release

Tradetech demo lab: The elevator pitches

Released on-demand during the week prior to event day one.

Featuring some of the most innovative tech start-ups operating in Sub-Saharan Africa, a series of punchy 10-minute demo presentations will showcase each solution's capabilities, covering the trade value chain from production to transport and financing. An expert panel will review the pitches during a live session on event day 1, further assessing the challenges and opportunities posed by the ongoing digitisation of East African trade in light of the Covid-19 pandemic.

Kagure Wamunyu, Eastern Africa Regional Head, Kobo360

Snehar Shah, Managing Director, East Africa, Azuri Technologies

Aba Schubert, Chief Executive Officer & Co-founder, Dorae

Shona Tatchell, Founder & Chief Executive Officer, halotrade

Day One: Thursday 1 October

ON DEMAND

Opening address

Covid-19 has disrupted value chains across the world, but East Africa has shown resilience as a regional trade hub. This opening address will look at how commodity trade flows have fared, how regional value chains and trade financiers have adapted to the disruption, and how the imminent roll-out of the AfCFTA has been affected.

Tedd George, Founder & Chief Narrative Officer, Kleos Advisory

ON DEMAND

KEYNOTE INTERVIEW: Value added in Africa – Building world-beating regional supply chains to thrive in the new normal

Welcoming the head of Mara Group, a leading Africa-based manufacturer and creator of the first 'made in Africa smart phone', this session will provide insight into the flow of goods throughout an exclusively African manufacturing supply chain, highlighting the various challenges faced due to disruption caused by the pandemic and the lessons learned during 2020. Further discussion will address the question: Can East African economies now fast track the growth of value-add industry, and what action is required of companies, policy makers and finance providers to achieve this?

Duarte Pedreira, Head of Emerging & Frontier Markets, Crown Agents Bank; Board Member, ITFA

Ashish Thakkar, Founder & Chief Executive Officer, Mara Group

11.30-12.15

LIVE STREAM: Identifying the flows driving East African trade into the new decade

Prior to the pandemic East Africa found itself at the epicentre of a new 'scramble for Africa', with renewed interest from the Trump administration and post-Brexit Britain posing a counterbalance to Chinese influence. Meanwhile steadily increasing intra-regional trade volumes and the ongoing implementation of the AfCFTA demonstrated the huge upside potential of economic integration. Has the ensuing disruption resulted in new commercial and political priorities amongst East African states and their key trade partners? Could the pandemic accelerate a realignment of inter and intra-regional flows? Where do the new opportunities and risks lie for trading entities and their financiers?

Moderator: Tedd George, Founder & Chief Narrative Officer, Kleos Advisory

Graham Bright, Head of Compliance & Operations, Euro Exim Bank

Dev Anand Haman, Assistant Secretary General, Admin & Finance, Comesa

Nicholas Oliver, Head of Business Development, NMS International Group; Co-chair, Africa Infrastructure Board

Nisrin Abouelezz, Managing Director, Head of Africa Group, Sumitomo Mitsui Banking Corporation (SMBC)

14.00-14.45

LIVE STREAM: Financing the trade ecosystem – Bringing Africa's advantage to bear

Focusing on key value-add industry supply chains, this discussion will provide detailed insight on specialised ecosystem financing tools and innovations capable of promoting more diverse, productive and resilient East African economies. With a global acceleration towards digital

trade, can the advantages provided by Africa's tech savvy population and vibrant fintech sector be brought to bear in the form of enhanced value-add ecosystem financing?

- Highlighting the financing requirements of a value-add supply chain from sourcing inputs to payment for finished goods
- Which ecosystem financing tools are most effective, and what are their respective operational demands and financial rewards?
- To what extent have trade and supply chain finance solutions and operations been overhauled to combat Covid-related disruption?
- Can the deployment of technology (blockchain, IoT, smart apps) and the resulting visibility on counterparties and product flow data enable financing earlier and deeper into the supply chain?
- What innovation and progress beyond trade digitisation is needed to combat tight liquidity conditions and other supply chain challenges associated with the pandemic? Do these need to be addressed before Africa's 'leap-frog' advantage can be maximised?

Moderator: Tedd George, Founder & Chief Narrative Officer, Kleos Advisory

Patrick Makau, Executive Principal, Head of Trade, Transaction Banking, Kenya & East Africa, Standard Chartered

Cynthia Alubala, Supply Chain Finance Manager, DMEA Region, Mars

Manaseh Oiro, Trade & Policy Manager, Kenya Association of Manufacturers (KAM)

Simon Cook, Partner, Sullivan Law

ON DEMAND

Commodities trade and agribusiness: Weathering the perfect storm

Oil price wars, a crash in demand for commodities and agricultural produce, physical supply chain disruption and challenging financing conditions collided during 2020 to create a perfect storm for the region's commodity producers, traders and financiers. Bringing together some of the region's foremost commodity market experts, this session will highlight the challenges met and overcome, offering perspectives on the high-impact commodity trade and financing trends resulting from the pandemic, including:

- Global commodity market demand and pricing: A volatile forecast
- Geopolitics & political risks: The thunder rumbles on
- Alternative liquidity sources for commodity trade: A trickle to a flood?

- Broad, rapid digital adoption: Moving commodities into the cloud
- Sustainability in commodity trade financing: A potential silver lining?

Moderator: Shannon Manders, Editorial Director, GTR

Zhann Meyer, Head, Agricultural Commodities, Nedbank

Sachin Jain, Chief Financial Officer, Kenya, Uganda, Rwanda, Burundi & Ethiopia, ETG

Abdulmajid Mussa Nsekela, Group Chief Executive Officer & Managing Director, CRDB Bank

Dheerie Govender, Chief Executive Officer, Global Collateral Control (GCC)

16.00-17.00

LIVE STREAM: Rebooting East African trade with innovative tech

Looking back on and evaluating the examples featured in the on-demand tradetech showcase, a panel of experts sourced from across the trade ecosystem will further offer perspectives on the key topics such as:

- The potential of e-commerce to unlock intra-Africa trade: To what extent is this constrained by physical and regulatory infrastructure? How has the sector been impacted by restrictions on movement?
- KYC compliance and credit appetite: Have these blockages to trade financing become more acute in 2020? Which digital solutions are available to bridge the gap, and how easy are they to implement?
- How might near-shoring and a move from 'just in time' to 'just in case' supply chains lead to evolving trade digitisation priorities and requirements?
- The AfCFTA provides an appropriate platform for negotiating digital trade rules across Africa: Has the pandemic moved digital up the political agenda? Which areas should be prioritised by regulators and regional governments?

Moderator: Tedd George, Founder & Chief Narrative Officer, Kleos Advisor

Marianne Kilonzi, Trade Product Manager, Treasury & Trade Solutions, Citi

Idrissa Diop, Director, Compliance, Afreximbank

Dennis Kathurima, Country Manager, Kenya, Kobo360

Grace Murage, Senior Manager, Banks & DFIs East Africa, Rand Merchant Bank

Martin Azenga, Country Head of Trade, Stanbic Bank Kenya

Day Two: Friday 2 October

ON DEMAND

KEYNOTE: Prosperity through regional integration – Assessing fresh challenges for the Africa Continental Free Trade Area

Representing a population of over 540 million and global trade in goods worth US\$235bn, Comesa forms a major marketplace for both internal and external trade. This high-level overview will assess the progress made in integrating Eastern and Southern African economies, and the role Comesa is playing as implementation of the AfCFTA rumbles on:

- How has negotiation and implementation of the agreement fared amidst extreme global economic disruption?
- To what extent is the continent-wide free trade area expected to impact existing regional blocs?
- How can funding for infrastructure development and physical commerce be supported by pan-African developmental institutions in the wake of Covid-19?

Dev Anand Haman, Assistant Secretary General, Admin & Finance, Comesa

ON DEMAND

Mapping the post-pandemic risk landscape for African trade and infrastructure investment

The UN estimates that Africa requires US\$200bn to respond to the pandemic; combined with major debt servicing requirements this year, significant Chinese debt in markets such as Kenya and Ethiopia, and ongoing uncertainty over debt relief measures, Africa's trade and infrastructure finance gap has widened. This session will provide detailed insight on evolving political, sovereign debt and commercial credit default risks across East Africa and beyond, pinpointing the potential winners and losers as Africa grapples with the fallout of the Covid-19 crisis.

Robert Besseling, Executive Director, EXX Africa

ON DEMAND

Corporate treasury showcase: Pouring oil on troubled waters

A selection of case studies will highlight the crucial role of the corporate treasurer in times of uncertainty, providing valuable practical guidance on the strategies, financing tools and risk management techniques that have been utilised by some of East Africa's leading treasury experts to meet the pandemic's myriad challenges.

14.00-14.45

LIVE STREAM: The SME financing debate – What more can be done to provide financing support for grass roots trade growth?

With many large corporates hoarding liquidity amidst the uncertainty of the crisis, SMEs already at a significant financing disadvantage find themselves at increased risk: the need to improve their access to finance has become even more acute. Progress has been made in this space, demonstrated by the emergence of development finance initiatives such as factoring & reverse factoring, digital platforms and the alternative data-driven underwriting models now producing proven examples of micro and SME financing, if on a small scale.

Aiming to promote open and constructive debate, this session will explore the SME financing challenges faced in the current climate and assess the tangible progress made by key actors, offering practical guidance on the financing sources and techniques capable of supporting grass roots trade growth.

Moderator: Tedd George, Founder & Chief Narrative Officer, Kleos Advisory

Eric Intong, Senior Manager, FI, Sovereigns & Corporates, Afreximbank

Breakouts pre-booked after registration, running from 11.30-12.45

'The virtual classroom': Problem-solving breakouts

Our virtual classroom provides the opportunity to address key issues in a capped group of peers. Participants can watch a series of pre-recorded presentations before choosing which group to join. Our presenters will then lead and facilitate discussions to brainstorm and share ideas.

Breakout 1: Keep it legal – Overcoming regulatory challenges to intra-Africa trade growth

Those preparing to capitalise on the opportunities offered by the AfCFTA face a plethora of different legal jurisdictions, each with their own complex regulatory ecosystems governing merchandise, logistics and financing. Disruption caused by the coronavirus pandemic has only served to muddy the waters further. This group will highlight the legal pitfalls commonly encountered across the region, and the partnerships and solutions that can be employed to ensure success in new African markets.

Led by Georgette Adonis-Roberts, International Legal Counsel, Euro Exim Bank

Breakout 2: Private insurance – Where to find cover for East African trade

Highlighting challenges posed to the private insurance sector by the pandemic, the sectors and markets where insurance market capacity remains available, and providing insight on the underwriting thought process: How do underwriters assess the key aspects of each deal, how do private insurers work with financiers, and what can corporates do to enable this support?

Led by George Bellord, Director, BPL Global

Breakout 3: Trade finance asset distribution – Opportunities emerging from evolving supply and demand dynamics

Previously challenging financial liquidity conditions for developing markets have been exacerbated as traditional lenders focus on supporting their core clients' business through the crisis: the importance of attracting institutional investment to trade, and trade asset distribution, has never been greater. This group will assess the role of asset distribution in promoting a liquid trade

finance sector, considering the post-pandemic market dynamics driving distribution, and the facilitating role that can be played by technology platforms.

Led by Lanre Oloniniyi, Co-Founder, Orbitt

Breakout 4: Silver linings – Capitalising on impact investment and 'ethical lending'

With ethical financing initiatives from sustainability-linked commodity loans to green bonds becoming increasingly popular amongst lenders before the pandemic it is widely expected that investor appetite will continue to strengthen further, potentially providing a vital financial lifeline for commodity producers and exporters. This group will investigate the drivers of global appetite for 'ethical lending', the primary actors in this growing market segment, the opportunities for banks and corporates to participate, and how those opportunities can be accessed.

Led by Samuel Ndonga, Co-founder & Managing Director, Samawati Capital Partners

Linda Onyango, Chief Executive Officer, SME Support Centre

George Bodo, Director, Callstreet Research & Analytics

15.45-16.30

LIVE STREAM: Collaborate and overcome – can global financiers stay relevant to East African trade?

Financial regulation, tight liquidity, compliance demands and political risks continue to take their toll on the availability of trade finance for under-served African markets. While cross-sector collaboration must take root if trade is to play its rightful role in African development, the evolution of the market is opening new paths to deploy global liquidity via a growing variety of partnerships, from development financing initiatives to trade asset distribution platforms. A panel of international experts will highlight the available support for East African trade, and identify the steps necessary to ensure trade finance stays relevant into the next decade:

- GTR East Africa summary: Which market segments have been found to be most in need of financing support? To what extent is the onus now on DFIs in terms of damage limitation?
- Cross-sector collaboration: What tangible progress can be demonstrated in improving Africa's access to global trade liquidity? Which partnerships and innovations are producing results?
- How far along is non-bank trade finance market development in terms of capacity and what is its projected growth? Has the pandemic acted as an accelerant in this space?
- What role can be played by asset distribution and participation of risk off-takers (DFIs, insurers) in ensuring trade liquidity can be channelled to where it's most needed?
- Are banks expected to maintain status as the main player in trade, or assume a reduced role if legacy challenges cannot be overcome? Are market incumbents fundamentally changing their approach, or adapting where necessary?

Moderator: Tedd George, Founder & Chief Narrative Officer, Kleos Advisory

Jack Kiche, Head of Structured Finance, Southern Central, East & West Africa, Nokia

Lanre Oloniniyi, Co-Founder, Orbitt

Lodewyk Meyer, Partner, Baker & McKenzie

Timothy Muchiri, Director, Head of Distribution for Africa, Greensill

Marieme Niang Camara, Managing Director, Africa, Wilben Trade

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