



Building economic
resilience with trade

GTR
EAST AFRICA
VIRTUAL 2020

Post-event media kit

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#GTREastAfrica

GTR EAST AFRICA VIRTUAL 2020

GTR East Africa 2020 took place virtually on October 1-2, once again welcoming support from a host of leading trade finance players alongside key supranational and industry bodies. Beginning an exciting new era for this long-running event series, 2020's meeting utilised GTR's bespoke virtual platform to deliver a comprehensive range of discussion content and unrivalled networking opportunities.

Participants joined a host of expert speakers to explore the latest trends impacting key trade sectors, from commodities and agribusiness, to the development of local manufacturing and value-add industry, and furthering digital innovation across physical trade and financing. Featuring a variety of high level content, practical guidance and interactive discussion formats, GTR East Africa 2020 once again welcomed record breaking participation, with a core focus on networking, collaboration and knowledge sharing.

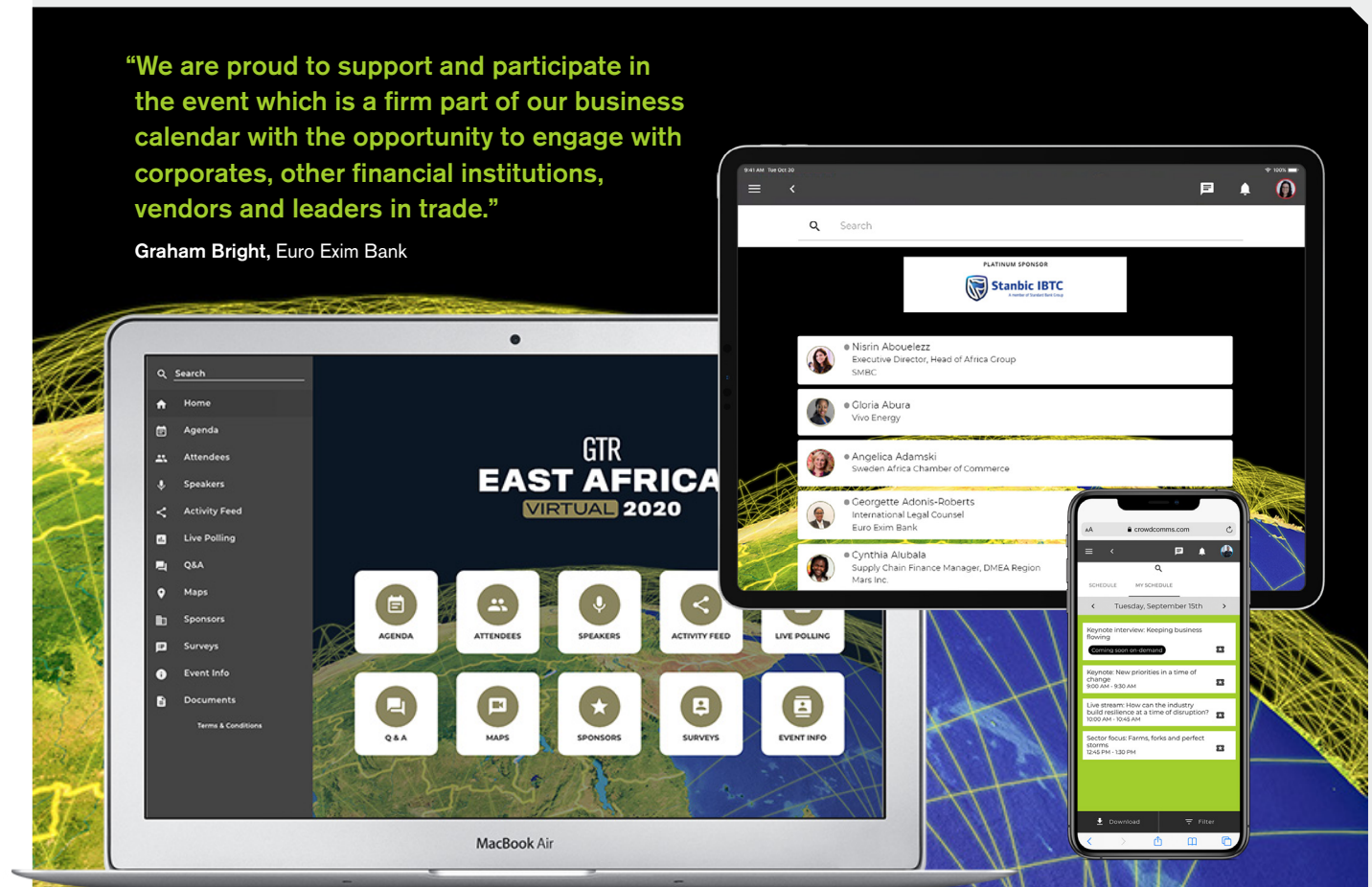
Join us again next year for more exciting and informative discussion on the horn of Africa's trade landscape.

Join the conversation at #GTREastAfrica



"We are proud to support and participate in the event which is a firm part of our business calendar with the opportunity to engage with corporates, other financial institutions, vendors and leaders in trade."

Graham Bright, Euro Exim Bank



Sponsorship opportunities

Peter Gubbins
CEO
pgubbins@gtreview.com
+44 (0)20 8772 3000

Speaking opportunities

George Mitchell
Associate Director, Production
gmitchell@gtreview.com
+44 (0)20 8772 3017

Marketing & media opportunities

Elisabeth Spry
Marketing Manager
espry@gtreview.com
+44 (0)20 8772 3006

Top attended sessions

Identifying the flows driving East African trade into the new decade

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

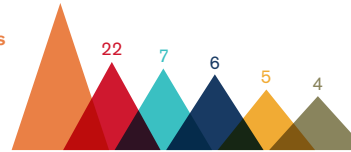
Rebooting East African trade with innovative tech

Collaborate and overcome: Can global financiers stay relevant to East African trade?

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

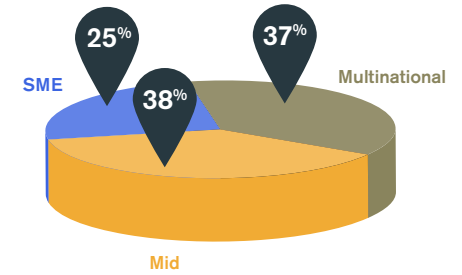
Attendees by sector in 2020

Corporates & traders
48%



- 22 Banks & financiers
- 7 Consultants & accountants
- 6 Non-bank financiers
- 5 Govt orgs & public bodies
- 4 Insurers & risk managers
- 2 Media
- 2 Recruitment
- 2 Technology & fintech
- 1 ECAs & multilaterals
- 1 Lawyers

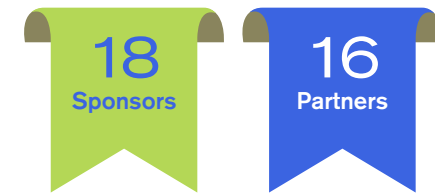
Company size breakdown in 2020



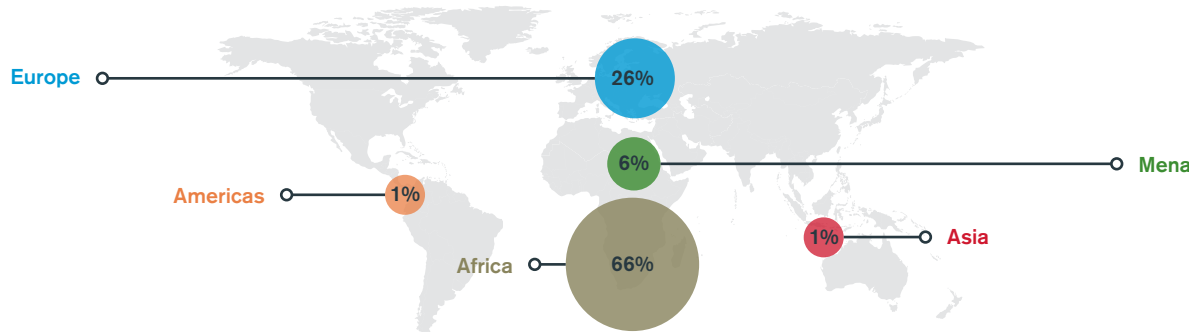
Vital stats



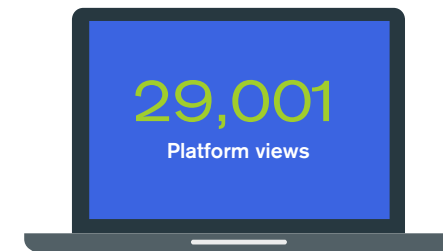
Total supporters



Regions represented



Virtual platform statistics



Thank you to all GTR East Africa 2020 Virtual's sponsors and partners who helped make the event such a great success

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MEDIA PARTNERS



Companies who attended 2020's event

Corporates & traders		
Aerobotics	EQUIXPX	Olam International
AFGRI	Equitorial Nut Processors	Omega Waters
Africa Logistics Properties	Estim Construction	Outlook Limited
Afri-Sky Medical	Eterna	Pacific International Lines (PIL) Mumbai Ltd.
AgriTerra	Export Trading Group (ETG)	Palladium
AlmaStone	Flame Tree Group	PhilAfrica Foods
Amir Hamza	Galana Oil	Plus Petro Oil Trading
Argonne National Laboratory	GasOilnc Trade Desk	Prima Corporation
ASGC Holding	Genzed Enterprises	QLAS
Axcel Insights	Global Metcorp Limited & Ardour World Limited	RB
Bamburi	Good Nature Agro	Reckitt Benckiser Group
Banyan Trade & Investment	Hilton Lambert	Reinhardt Transport Group
Bayer	Home Comforts Tea	Riftcot
Beta Healthcare	Inyani Intelligence	Royal Nut
BIC	Jatlee Commodities	Rubis Kenya
Blue Skies	Kahama Oil Mills	Sai Commodities
Bonite Bottles	Kinetics Engineering	Scania
Bridge Motivation and Travel Limited	Lanre Shittu Motors	Seaharvest Group
British American Tobacco	Larsen & Toubro Construction	Simba Foam
Bubanks	Life in the Woods	South Energy
Bunge	Mabati Rolling Mills	Ssoe (Kenya)
Byblos Industries Zambia	Main Street 1310	Steelinvest Group
Capedge Overseas Dmcc	Manuchar	Talion Group
Capespan	Mara Group	Trade House
Capital Energy Resources Ltd	Max Energy	Tradeable House Africa
Capital Operating Partners	Meridian Health Group	Trafigura Group
Chai Trading Company	MGS	True Ways
CHC Commodities	Mkopa Kenya	TVET UK
China CAMC Engineering	M-KOPA Solar	Value Chain Solutions
Cooper K-Brands	MRS Holdings	Varian Medical Systems International AG
Copy Cat Ltd	New Bukumbi Coffee Processors	Vivo Energy
Cummins	NMS	Yapi Merkezi
Davis & Shirliff	Nokia	Zamara
DHL	Oando	
Dints International	OCP Group	

Consultants & accountants		
Asare-AB	GKB Ventures	Kofa International Co.
Deloitte	Holtarka Limited	Lean Africa Consultants
DelReeve Konsult	Independent	Ledovi Limited
eBiashara Africa	Intro Africa	Trade Risk Consulting
Foce Consultora	Kleos Advisory UK	

Media		
Africa Oil & Power	GTR	
Alain Charles	The Exchange EA	

Banks & financiers		
Absa	DIB Bank Kenya	ODDO BHF
AfrAsia Bank	Doha Bank	Rabobank
AfreximBank	Ecobank	Rand Merchant Bank
BACB	Euro Exim Bank	RAP Solutions Limited
Bank of Africa	FCMB Bank UK	Santander
Bank of China	Greensill Capital	SBM Bank
Bank of Kigali	Gulf African Bank	SBM Bank (Mauritius)
BMCE Bank	Gulf International Bank	Stanbic Bank
Citi	KBC Bank	Standard Bank
Commercial International Bank (CIB)	KCB Bank	Standard Chartered
Co-operative Bank	Landesbank Baden-Wuerttemberg (LBBW)	Sumitomo Mitsui Banking Corporation (SMBC)
Co-operative Bank of Kenya	MCB	The Access Bank UK
Co-operative Bank of Kenya	Mizuho Bank	The London Fund
CRDB Bank plc	National Bank of Kenya	Trade and Development Bank (TDB)
Crown Agents Bank	NCBA Group	UBA Group
Dashen Bank	Nedbank CIB	Victoria Commercial Bank

Non-bank financiers		
Africa Merchant Capital	GMS Finance	Orbitt
Africa Trade Finance Limited	Greensill Capital (UK) Limited	Samawati Capital Partners
Bayi Capital	GTR Ventures	Trade and Export Finance
Credit Africa	London Market Capital Strategies	Wilben Trade

Govt orgs & public bodies		
Association of Corporate Treasurers (ACT)	Department for International Trade (DIT)	South African Department of Trade & Industry (DTI)
BAFT	FCI	
British High Commission - Nairobi	Nairobi Securities Exchange	Sweden Africa Chamber of Commerce
Comesa		University of Nairobi

Insurers & risk managers		
African Trade Insurance Agency (ATI)	Coface GK	Minet
Atradius	Credendo	Parker Norfolk & Partners
BPL Global	Global Collateral Control (GCC)	Swiss Re Corporate Solutions

Lawyers		
CMS	Francis Wilks & Jones	

ECAs & multilaterals		
Trade & Development Bank of Mongolia (TDB)		

Recruitment		
CA Global Executive Search	Relocation Africa	
Healy Hunt	Total Se	

Technology & fintech		
China Systems	eBiashara	TradeSun
Dorae	Kobo360	

GTR East Africa 2020 Virtual's speakers included

- › **Nisrin Abouelezz**, Managing Director, Head of Africa Group, **Sumitomo Mitsui Banking Corporation (SMBC)**
- › **Gloria Abura**, Treasury & Credit Manager, Vivo Energy,
- › **Dev Anand Haman**, Assistant Secretary General, Admin & Finance, **Comesa**
- › **Martin Azenga**, Country Head of Trade, **Stanbic Bank Kenya**
- › **George Bellord**, Director, **BPL Global**
- › **Robert Besseling**, Executive Director, **EXX Africa**
- › **George Bodo**, Director, **CallStreet Research & Analytics**
- › **Graham Bright**, Head of Compliance & Operations, **Euro Exim Bank**
- › **Simon Cook**, Partner, **Sullivan Law**
- › **Idrissa Diop**, Director, Compliance, **Afreximbank**
- › **Stella Gatakaa Volemi**, Principal, Trade Product Manager, Transaction Banking, **Standard Chartered Bank Kenya**
- › **Tedd George**, Founder & Chief Narrative Officer, **Kleos Advisory**
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- › **Dheerie Govender**, Chief Executive Officer, **Global Collateral Control (GCC)**
- › **Eric Intong**, Senior Manager, FI, Sovereigns & Corporates, **Afreximbank**
- › **Sachin Jain**, Chief Financial Officer, Kenya, Uganda, Rwanda, Burundi & Ethiopia, **ETG**
- › **Louis Kamau**, National Sales Manager, Kenya, **British American Tobacco**
- › **Dennis Kathurima**, Country Manager, Kenya, **Kobo360**
- › **Jack Kiche**, Head of Structured Finance, Southern Central, East & West Africa, **Nokia**
- › **Marianne Kilonzi**, Trade Product Manager, Treasury & Trade Solutions, **Citi**
- › **Patrick Makau**, Executive Principal, Head of Trade, Transaction Banking, Kenya & East Africa, **Standard Chartered**
- › **Shannon Manders**, Editorial Director, **GTR**
- › **Lodewyk Meyer**, Partner, **Baker & McKenzie**
- › **Zhann Meyer**, Head, Agricultural Commodities, **Nedbank**
- › **Catherine Muchai**, General Manager, **Outlook Limited**
- › **Timothy Muchiri**, Director, Head of Distribution for Africa, **Greensill**
- › **Prosper Nambaya**, Head of Corporate Banking, **CRDB Bank**
- › **Samuel Ndonga**, Co-founder & Managing Director, **Samawati Capital Partners**
- › **Marieme Niang Camara**, Managing Director, Africa, **Wilben Trade**
- › **Manaseh Oiro**, Trade & Policy Manager, **Kenya Association of Manufacturers (KAM)**
- › **Nicholas Oliver**, Head of Business Development, NMS International Group; Co-chair, **Africa Infrastructure Board**
- › **Lanre Oloniniyi**, Co-Founder, **Orbitt**
- › **Linda Onyango**, Chief Executive Officer, **SME Support Centre**
- › **Hillary Oonge**, Group Treasury Manager, **M-KOPA Solar**
- › **Duarte Pedreira**, Head of Emerging & Frontier Markets, Crown Agents Bank; Board Member, **ITFA**
- › **Aba Schubert**, Chief Executive Officer & Co-founder, **Dorae**
- › **Snehar Shah**, Managing Director, East Africa, **Azuri Technologies**
- › **Caroline Stockmann**, Chief Executive, **ACT**
- › **Shona Tatchell**, Founder & Chief Executive Officer, **halotrade**
- › **Ashish Thakkar**, Founder & Chief Executive Officer, **Mara Group**
- › **Kagure Wamunyu**, Eastern Africa Regional Head, **Kobo360**

“This is a great event for networking and discussing current trends on the continent.”

T Nkambule, PhilAfrica Foods



“A prosperous Africa is based on inclusive growth and sustainable development.”

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



“The future is factoring.”

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



“Some developments will continue, despite uncertainty over a number of key projects in East Africa.”

Robert Besseling, Executive Director, EXX Africa



“The reality is that everywhere in the world has been effected by Covid, badly, nowadays we all have to get used to transacting digitally more than we did before.”

Tedd George, Founder & Chief Narrative Officer, Kleos Advisory



“A thriving organisation during a risk poeriod, does require strong culture and leadership.”

Hillary Oonge, Group Treasury Manager, M-KOPA Solar

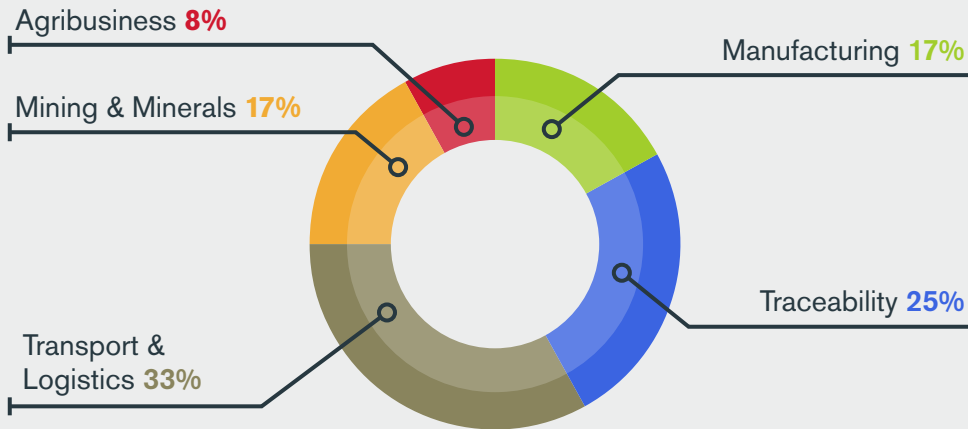


“Reciprocity is key. Trade flows both ways.”

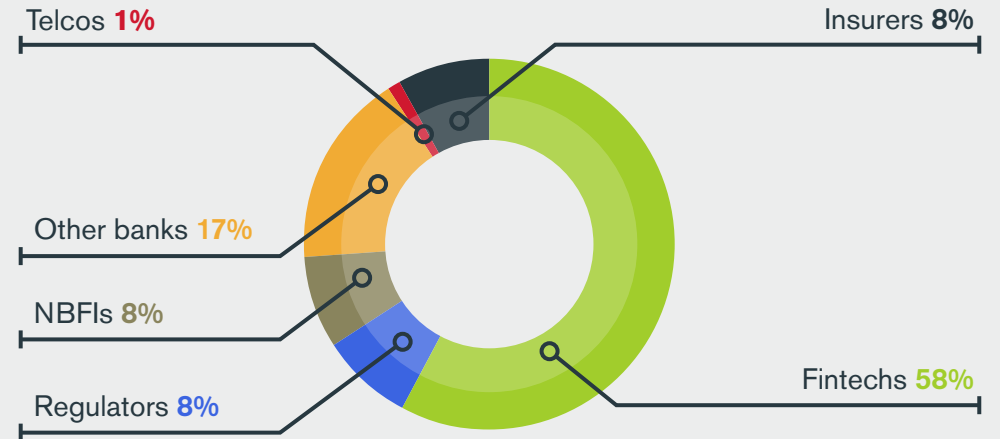
Nisrin Abouelezz, Managing Director, Head of Africa Group, Sumitomo Mitsui Banking Corporation (SMBC)

Featured polling results

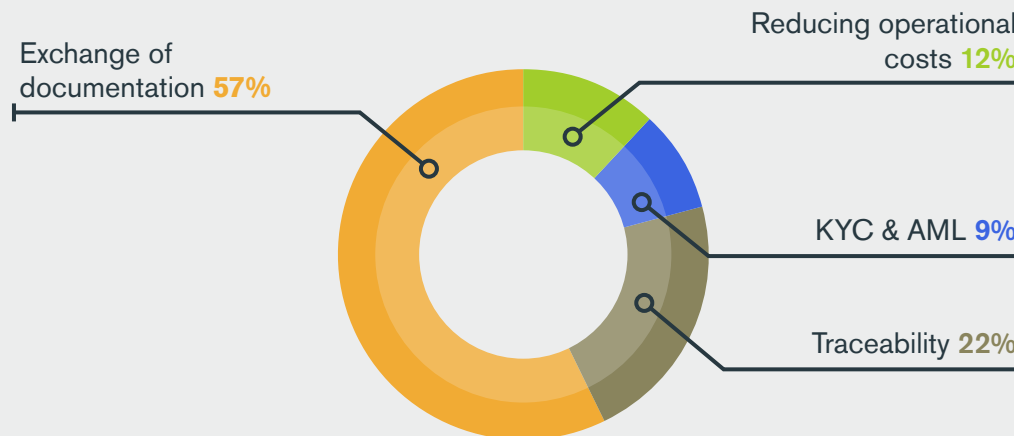
Which sectors have been hardest hit by liquidity shortages and reduced lending?



In your opinion, who are banks' most important partners in East African trade?



There do you think tradetech will bring the most benefit in the trade value chain?



Follow the official event hashtag
#GTREastAfrica to be a part
of the conversation

