

Sarit Expo Center, Main Hall / Nairobi, Kenya
10.00 am – 6.00 pm EATLW Exhibition

ACCELERATING EAST AFRICAN SUSTAINABILITY IN TEXTILE AND LEATHER INDUSTRIES

DAY 1 28th June 2023

9.00 am – 10.30 am **Registration**

11.00 am – 12.00 noon **Inauguration and opening ceremony**

Principal Secretary, Department of Industry, Ministry of Investment, Trade and Industry;
Chief Executive Officer (CEO) – Exports Processing Zones Authority (EPZA);
Chief Executive Officer (CEO) – Kenya Export Promotion and Branding Agency (KEPROBA);
Ambassador of the Federal Republic of Germany to Kenya;
Chief Executive Officer – Trade and Fairs Group

1.00 pm – 2.00 pm **LUNCH BREAK**

2.00 pm – 2.45 pm **A critical analysis of government policies and initiatives; Agenda to boost production and create employment in the leather and textile industries in the region**

Speakers: Ms. Caroline Chepkwony – MD Tui Apparels (EPZA);
Ministry of Investment, Trade and Industry

3.00 pm – 4.00 pm **BRAND IDENTITY AND SOURCING – SME Dialog session: Establishing a brand name that speaks to the market to enable scaling and enhancing taking of large orders for international markets**

Speakers: Ms. Maureen Mambo – Ag. Director, Nation Brand Development, Marketing and Communication, Kenya Export Promotion and Branding Agency (KEPROBA);
Mr. Nimaljith Perumbuli – Director, Sourcing and Supply Chain, Hela Clothing (EPZA);
Ms. Dianga R. Ochino – CEO / Founder, Diro Jewellers
Moderator: Ms. Grace Mbugua – CEO Jeilo Collections and Chairperson, Ubunifu Association

5.00 pm – 6.00 pm **Fashion Show**

Runway Kenya by Couture Africa

Factory Tour

8.00 am – 10.00 am **Factory Tour to Leather Masters Company**

Pick-up at Sarit Expo Center

Please register through email to Felista@tradeandfairs-eastafrika.com or at the event counter.

Changes in program structure or an exchange of speakers or referees remain reserved

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DAY 2 29th June 2023

9.00 am – 10.00 am	Registration
10.30 am – 11.15 am	<p>Women's economic empowerment in the textile, apparel, and leather industries: Strategies for promoting gender equality and empowerment in the industry</p> <p>Speakers: Ms. Caroline Ngumba – Program Manager Sustainable Manufacturing – Textiles & Apparel (IDH); Ms. Lisa Kibutu – Founder of Regenerative Fashion Collective Exchange (ReFaCE), Baossence, and Swahili Coast Culture; Ms. Catherine Ndungu – CEO, Design 365 / Ubunifu Association; Ms. Serophine Kataka – CEO of Serj Leather and Organics Limited (Women in Business)</p>
11.30 am – 12.45 pm	<p>Combating counterfeits in East Africa: A comprehensive approach to enhancing local sourcing in the textile and apparel industry</p> <p>Speakers: Anti Counterfeit Authority; Mr. Benjamin Chesang – EPZA</p>
1.00 pm – 2.00 pm	LUNCH BREAK
2.00 pm – 2.30 pm	<p>Opportunities in the leather, textile, and apparel industry: Financing and investment prospects for industry growth</p> <p>Speakers: KenInvest; KEPSA; KDC</p>
2.45 pm – 3.30 pm	<p>The Rise and Future of African Fashion Textiles and Technology</p> <p>Speakers: Ms. Akinyi Odongo, OGW – President & Founder, Fashion Agenda Africa (FAA); Ms. Aulgha Nato – International Multi Award Winning Fashion Designer; Mr. Marvin Kiragu – Co-Founder / CEO of ShopZetu and Co-Founder of Mizizi Africa Consumer Holdings (MACH)</p> <p>Moderator: Ms. Connie Aluoch – Award Winning Stylist, Connie Aluoch Styling Management</p>
3.45 pm – 4.20 pm	<p>Protecting intellectual property in the textile and apparel industry: Strategies for safeguarding designs, trademarks, and patents</p> <p>Presentation: Mr. Paul Chege – Assistant Manager, Patents Kenya Industrial Property Institute (KIPI)</p>
4.20 pm – 5.00 pm	<p>Fashioning sustainability in design-led businesses: Systems for sustainability and the role of diversity and inclusivity in shaping wearable design</p> <p>Speaker: EPZA; Ms. Wanjiku Angela – Founder & Creative Lead, Hisi Studio Ms. Waithira Kibuchi – Founder, Qibuchi Creative</p>
5.00 pm – 6.00 pm	<p>Fashion Show</p> <p>Runway Kenya by Couture Africa</p>

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DAY 3 30th June 2023

9.00 am – 10.00 am	Registration
10.30 am – 10.50 am	Africa's Leather Potential for development and ALLPI Support activities in the region Speaker: Ms. Birkinesh Gonfa Yado – Investment, Trade and Marketing Expert, Africa Leather and Leather Products Institute (ALLPI)
11.00 am – 11.45 am	PANEL DISCUSSION Leveraging government support and exploring new markets to promote growth and competitiveness in the East African leather sector Speakers: Ms. Birkinesh Gonfa Yado – Investment, Trade and Marketing Expert, Africa Leather and Leather Products Institute (ALLPI); Ministry of Livestock Ms. Beatrice Mwasi – Leather Apex Society of Kenya;
12.00 noon – 12.45 pm	Strategies towards overcoming challenges such as high investment costs and the need for incentives to attract investment in the leather industry Speaker: Dr. Douglas Okerio Onyantha - Senior Lecturer Department of Chemistry and Dean School of Science, Dedan Kimathi University of Technology
1.00 pm – 2.00 pm	LUNCH BREAK
2.00 pm – 2.45 pm	PANEL DISCUSSION by Couture Africa The Future of Fashion; New technologies are reforming the global fashion industry as we know it. How can African brands – across the value chain – leverage on these emerging technologies to remain competitive Speaker: Ms. Olive Gachara – Couture Africa
3.00 pm – 5.00 pm	MEGA FASHION SHOW Runway Kenya by Couture Africa

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