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## 3<sup>rd</sup> EAST AFRICAN BUSINESS & ENTREPRENEURSHIP CONFERENCE and EXHIBITION

30<sup>th</sup> / 31<sup>st</sup> October 2018, Kampala, Uganda  
*Theme: Towards a Digital Economy in East Africa -  
Getting ready for the Industrialization 4.0*

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## About East Africa Business & Entrepreneurship Conference & Exhibition



The East African Business & Entrepreneurship Conference & Exhibition is an annual event rotating in all Partner States of the East African Community (EAC), co-organized in collaboration with the respective EAC Investment Promotion Agencies. The inaugural edition was successfully held in October 2016 in Nairobi, Kenya while the second took place in November 2017 in Dar es Salaam, Tanzania.



The third edition is envisaged to be held in October 2018 in Kampala, Uganda. The three-day conference will bring together high-level government and private sector decision makers from the EAC Partner States as well as entrepreneurs and investors from the region and abroad.



The conference aims to have a closer look at how global trends and the massive shift in the economic mindset and environment is reflected in the EAC development and industrialization strategy and thus assess the greatest potential for entrepreneurs and investors.



The **4th Industrial Revolution** is described as a range of new technologies that are fusing the physical, digital and biological worlds, and impacting all disciplines, economies, and industries. It is marked by emerging technology breakthroughs in a number of fields, including robotics, artificial intelligence, nanotechnology, quantum computing, biotechnology, the Internet of Things, 3D printing and autonomous vehicles.



With a massive trend towards digitalization and online services physical geographical borders become increasingly irrelevant. This is a chance to increase and ease trade on the one hand but also a challenge when it comes to protecting local markets. In light of the freshly agreed African Continental Free Trade Area the EAC as the most advanced regional block should take a lead to introduce innovative regulation schemes that provide for an appropriate business environment.

The World Economic Forum continuously highlights areas with greatest need and potential for disruptive change. These include Consumption, Energy, Financial Systems, Health, Mobility, Food Security, Education, Gender, Environment, International Trade and more.

These trends open up new alleyways for development, especially in East Africa, where there lies the largest potential and need for disruptive change. The fact that industrialization has been delayed now becomes the opportunity to leapfrog and establish an environment that provides latest state-of-the-art infrastructure for true innovation and economies of scale.

The conference aims at showcasing those opportunities and creating a common understanding of future environmental and regulatory requirements for East Africa in the global context in order to pave the way for modern and innovative business models.

The simultaneous exhibition will give participants the possibility to present themselves and serve as points of contact for their organizations and businesses. The Investment Promotion Authorities will also be able to showcase the latest investment opportunities in the region. Practically, the event will build a bridge and link start-ups and SMEs to investors, financiers and established corporates in the region to evaluate business partnerships and joint ventures.

By convening a unique mix of innovative people from diverse entrepreneurial sectors in the region, the East African Business & Entrepreneurship Conference & Exhibition provides a platform for creative thinking “out of the box” on innovative strategies to attract investment in the EAC.

EABC is promoting the use and trade of locally sourced and manufactured products and services. Part of this “local content” policy is the promotion of African textiles. We strongly encourage the participants of our conferences to **proudly wear East African attire.**

### **Introduction session:**

Keynote Presentation

**Mr. Abdullahi Alim**, Community Manager, World Economic Forum

*“The 4<sup>th</sup> Industrial Revolution – insights from the World Economic Forum in Davos and what it means for the Industrialization Strategy in East Africa”*

Panelists

**Hon. Frank Kagyigyi Tumwebaze**, Minister of ICT and National Guidance, Republic of Uganda

**Dr. Mukhisa Kituyi**, Secretary General, UNCTAD

**Mr. Timothy Oriedo**, Big Data Scientist & Digital Transformation Instructor, Strathmore Business School

#WorldEconomicForum #Industrialization #EACVision2050 #4IR

### **Official Opening Ceremony:**

Acknowledgements: **Ms. Lilian Awinja**, Executive Director, East African Business Council

Welcome: **Mr. Nicholas Nesbitt**, Chairman, East African Business Council

Keynote presentation: **Mr. Mohammed Dewji**, CEO MeTL Group & Young Global Leader, World Economic Forum

*“The private sector perspective: Challenges and opportunities arising from industrialization 4.0 in East Africa”*

Official Address:

**Amb. Liberat Mfumukeko**, Secretary General, East African Community

**Rt. Hon Dr. Alhaj Kirunda Kivejinja**, Chair of the EAC Council of Ministers, and Minister EAC Affairs, Republic of Uganda

Keynote address by **Chief Guest**

### **Digital infrastructure – connect the unconnected**

Presentation: *“connectivity and hardware – constituent stepping stones to partake in the 4<sup>th</sup> industrial revolution”*

**Mr. Akinwumi Adesina**, President African Development Bank

Session Chair: **NN**,

Panelists: **Mr. Charles Murito**, Country Manager Kenya, Google

**Mr. Herman Sigh**, Group Executive Innovation Strategy, Ayo Holdings (MTN)

**Mr. Thomas Sonesson**, CEO, American Towers Uganda

#Connectivity #EmbeddedSystems

## **Governments going digital: “e-government, block chain and Digital Free Trade Zones”**

Presentation: *Disruptive technology vs. old-school governance – potential and requirements for a digital free trade zone”*

**Amb. Sindiso Ngwenya**, Secretary General COMESA

Session Chair: **Prof. Bitange Ndemo**, Associate Professor for Entrepreneurship, University of Nairobi Business School & Chairman of Blockchain & AI task Force, Kenya

Panelists: **Hon. Tumwebaze Kagyigyi Frank**, Minister of ICT and National Guidance, Republic of Uganda

**Hon. Jean de Dieu Rurangirwa**, Minister of Youth and ICT, Republic of Rwanda

**Mr. Rodrick Kayombo**, Chairman, Blockchain Society of Tanzania

#egovernment #blockchain #ArtificialIntelligence

## **pitching cocktail for hubs, labs and centers of excellence**

Keynote: *“The role of hubs, labs and incubators in a creative economy”*

**Dr. Michael Kisangari**, Director, Center of Excellence in ICT in East Africa (CENIT@EA)

**Mr. Jumanne Rajabu Mtambalike**, Founder & CEO, Sahara Ventures

**NN**, Inter University Council of East Africa (IUCEA)

**Ms. Gertrude Ngabirano**, Executive Secretary, East African Commission for Science and Technology (EASTECO)

**Mr. Seth Silverman**, Principal and Africa Operations Director, Factor (e) Ventures

**Mr. John Stever**, Founder, Impact Hub Kigali

#Incubator #Accelerator #Academia-PrivateSector-Partnership

## Session-Highlights:

### ICT – Agri-Business – Fin-Tech – Health – Mobility – Energy – E-commerce

#### ICT: e-services and Internet of Things



→ It is widely said, that Africa has “skipped the analogue age”. E-health, e-government, e-agriculture ... more and more areas of life and business go digital and services can be provided at almost zero marginal cost. This is the core of the 4<sup>th</sup> Industrial revolution and therein lies a great potential for accessibility of services, especially in remote areas. In addition to that, the devices themselves become smarter, reduce the need for logistics and help to compensate the lack of physical infrastructure.

Both the public and the private sector in the EAC region have prioritized usage and application of Information Communication Technology (ICT) tools and applications. The EAC partner states have been investing in ICT infrastructure to promote connectivity and increase efficiency. However, only a liberalized framework will allow to exploit the full potential of the technical innovations in the region and make it competitive in the global environment.

The growing use of and demand for ICT solutions, such as online services, e-commerce, mobile banking, automated manufacturing, smart Apps and devices (Internet of Things), embedded systems, teleconferencing, tracking systems, security, data capture and processing ...offers countless opportunities for investment cutting across all areas of business.

The session will identify the greatest technical, regulatory and financial barriers that still hinder a free and prosperous flow of communication services and data.

Presentation: **Prof. Dr. Jorge Gomez**, Chair Business Information Systems, Carl von Ossietzky University of Oldenburg  
*“Industrialization in East Africa and the importance of embedded and mobile ICT systems ”*

Session Chair: **Mr. Daniel Murenzi**, Principal IT Officer, EAC Secretariat

Panelists:

**Eng. George Mulamula**, CEO at Dar Teknohama Business Incubator (DTBi)

**Mr. Simon Carpenter**, Chief Technology Advisor, SAP Africa

N.N., Bosch

#SmartCities #IoT #Connectivity #BigData #ArtificialIntelligence #EmbeddedSystems

***Target group:** Software-, app-developers, mobile service providers, online-businesses, government authorities with new ICT-applications, other service providers (insurance, finance, logistics, manufacturing, medical, innovation centers, research institutes, labs and Universities, Ministries of Communication, Technology, Education.*

## **Agri-Business: From subsistence to smart farming – East Africa’s potential for disruptive change**



→The development of the agriculture sector is a key area of cooperation as outlined in Chapter 18 (Articles 105-110) of the Treaty for the Establishment of the East African Community.



The agriculture sector in East Africa faces their main challenges of low productivity, inadequate infrastructure and a poorly integrated market. The lack of appropriate storage and processing capacity causes massive post-harvest losses and only little value adding. New technologies, easier access to information and ways of marketing help not only to make the sector more attractive to the younger generation but also to increase efficiency and profitability.



Only with a true paradigm shift from subsistence agriculture to agri-processing and agri-business, East Africa can harvest the full potential of its’ natural resources and labor force as well as create and strengthen local value chains across borders.

This session aims at highlighting some positive examples, demonstrating smart, efficient and easy-to-use applications of modern technologies and identifying the main regulatory issues to be addressed in order to improve the business

environment and enhance the emergence of locally owned agro-processing industries, capable of creating jobs and increasing incomes.

Presentation: **Dr. George N. Njenga**, Dean, Strathmore Business School, Kenya  
*“e-agriculture and food security: Using ICT to prevent post-harvest losses and improve agri business”*

Session Chair: N.N. World Food Programme

Panelists: **Prof. Florence Isabirye**, Director of the Presidential Initiative on Banana Industrial Development, Uganda

**Dr. Rose Omaria**, Country Director Uganda, East African Grain Council

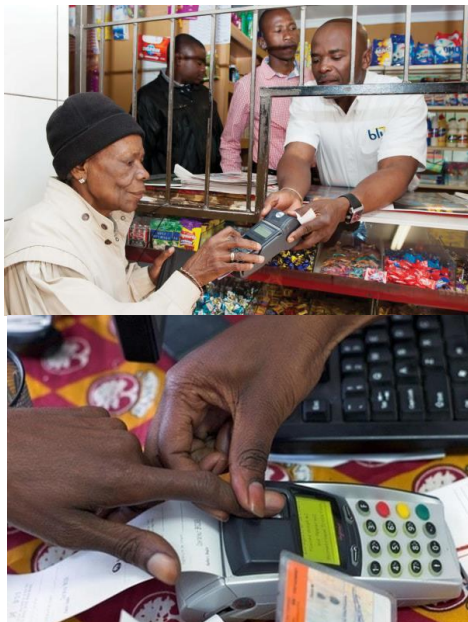
**Mr. Grant Brooke**, CEO, Twiga Foods

**Ms. Amy Barthorpe**, Global Head of Business & Partnership, WeFarm

#FoodSecurity #eAgriculture #HarmonizationofStandards #ValueChain

*Target group: Agribusiness experts, Ministries of Agriculture, Regional bodies on farming, International bodies responsible for Agriculture (FAO), Food security experts, Food Manufacturers, Development Partners dealing with agriculture and agribusiness, agro processors, Food boards, Ministries of Trade*

## **Fin-Tech**



→Fintech has become incredibly important for all kinds of business activities in East Africa. Actually it has become a large ‘testing ground’ for many of these innovative technologies, with huge success.

Much of the digital innovation in Sub-Saharan Africa is being driven by the extend of mobile phone usage, which is providing

a range of alternative payment, lending and savings services that are helping to boost financial inclusion.

Other emerging innovations in Africa include digital tools to build credit profiles for the previously ‘unbankable’ or using block chain technology to get more intelligence about customers and other market actors.





This session will demonstrate the achievements and show the coming trends in the region. It will highlight the challenges for regional businesses and what changes need to be tackled in order to ease the flow of money across borders.

Presentation: *“Future financing and the role of block-chain data for other sectors”*

**Mr. Joseph Ogutu**, Director Strategy & Innovation, Safaricom(M-pesa)

Session Chair: **Ms. Veronica Sentongo**, Head of Digital Banking, Stanbic Bank, Uganda

Panelists: **Mr. Hussein Sayed**, Chief Officer – Mobile Financial Services, Tigo, Tanzania

**Dr. Charles Kimei**, Chief Executive Officer, CRDB

**Prof. Bitange Ndemo**, Associate Professor for Entrepreneurship, University of Nairobi Business School & Chairman of Blockchain & AI Task Force, Kenya

**Mr. Julius Musiime**, Head of Agency Banking, Equity Bank

**Evelyn Namara**, Founder, Vouch Digital

#BlockChain #KnowYourCustomer #MobileLending #MobileMoney

*Target Group: fin tech providers, banks and financing institutions, Insurances, Telecommunication Companies,*

## Trade and Gender



→ Strong networks encourage and support especially young women to explore their full potential and to contribute to design inspiring future concepts for a strong socio economic environment in the region.

Mobilized through and supported by the East African Women in Business Platform (EAWiBP) successful business entrepreneurs will give examples in all sector sessions how especially women can benefit from digitalization. Be it through access to free education and health services or access to markets through online trading platforms and e-commerce.

*Target Group: women entrepreneurs from all sectors, NGOs, ministries of family, trade, social affairs, ...*

In addition to showcasing successful business women, EAWiBP is supporting Small Scale Woman Traders from all over the region to present and sell their products to high profile conference audiences and help them pitch with bigger corporates alongside the exhibition.



## **Increase access to health through medical entrepreneurship**



→ Instead of travelling to Europe or Asia for treatment, patients find more and more medical services offered within the region. Large efforts are being made to improve the accessibility and affordability of proper state-of-the-art health care in the region.

New technologies, smart devices and mobile applications make medical services accessible even in remote rural areas. More and more products and services around health and wellbeing are developed but need to be scaled now.



Policies need to be harmonized at EAC level in order to allow the suppliers full regional market access, portability of insurances, free movement of qualified labor, harmonized quality standards and procedures and much more.

*Target Group: private health care providers, pharmaceutical manufacturers, Ministries of Health, Research Institutions, NGOs,*

(This session is designed by the East African Health Platform)

Keynote presentation: "How to take advantage of the digital economy to provide affordable health services for all"

**Dr Amit Thakker**, Chairman, East African Health Platform

Session Chair: **Prof. Gibson Kibiki**, Executive Secretary, East Africa Health Research Commission (EAHRC)

Panelists: **Dr. Gitahi Githinji**, CEO, Amref

**Dr. Cathy Mangi**, CEO, eHealth, Kenya

**Mr. Andrew Waititu**, CEO Healthcare, GE East Africa

**Dr. John Mark Bwanika**, the Medical Concierge Uganda

## **Mobility: Virtual and Physical Connectivity, Transport and Logistics**



→The EAC Common Market protocol at its core is about 'free movement'. Free movement of people, goods, labor and services.

The major trend in the 4<sup>th</sup> Industrial Revolution is digitalization. Access to internet and mobile networks is essential to be able

to take advantage of numerous technological innovations.



Good coverage thus is a basic requirement for an easy flow of communication, information, money, services and even goods. As long as all EAC Partner States haven't subscribed to the One Network Area, roaming charges lead to competitive disadvantages within the region.

The EAC has identified several corridors and continues to improve the infrastructure to enable faster and safer transport.



This opens up huge opportunities for logistics companies. However, some that are not international or global yet find it difficult as soon as their service delivery crosses borders. They are especially hit by a large number of Non-Tariff-Barriers (NTB).



The session will give tangible examples of the advantages of unlimited mobility and will focus on the obstacles that have to be removed in order to achieve that open shared market space.

It will also demonstrate exceptional cases of high tech logistic

solutions (e.g. drones and air taxis)

*Target Group: Telecommunication Companies, network suppliers and other service providers, transport and logistics, Regulative bodies, aviation authorities, clearing agents, delivery service providers, postal corporations, start-ups, entrepreneurs, online- and mobile-service providers, trade platforms, marketing agencies, , ...*

Keynote presentation: "The meaning of 'free movement' in the digital age – and it's impact on the regional economy"

Keynote presentation: "XXX", CENIT@EA

Session Chair: **Mr. Robert Ford**, Chief Coordinator, Norther Corridor Technology Alliance

Panelists: **Eng. George Mumula**, CEO, COSTECH

**Mr. Loic Amado**, General Manager East Africa, UBER

**Mr. Patrick Nsenga Buchana**, CEO, AC Group

Rwanda Air, Precision Air, Tigo, Airtel, MTN, DHL

#Dronetechnology

#OneAreaNetwork

#OpenSkies

#eCommerce

#Internet4all

#LakeVictoriaChallenge

## Energy:



→Most of the discussed areas on this conference have one thing in common – they require energy supply. Lack of constant, reliable and affordable energy supply has until today been a major obstacle to development in East Africa. In the digital age, the need for power/electricity supply change automatically result in new requirements for a suitable and sustainable

infrastructure. Decentralized electricity production, renewable sources, improved energy efficiency and smart devices open up huge opportunities for the private sector to develop and invest in innovations.

EAC Partner States have taken first steps to incentivize private initiative and investment in energy generation and supply through net metering and mini-grid licenses.

The session will highlight the potential of new technologies and private initiatives and investment to



respond to the energy challenge that holds the regional development back. At the same time it will identify the key regulatory areas that need to be liberalized in order to ease investment and speed up the electrification process.



*Target group: Renewable Energy Companies and start-ups, tech suppliers, grid operators, national energy regulators, Ministries of Energy, utilities, minigridoperators, ...*

(This session will be designed by the newly formed East African Renewable Energy Federation)  
 Keynote presentation: "Making energy accessible for all"  
**NN**, Chairman,  
 Session Chair: **Mr. Matthew Matimbwi, Executive Director, TAREA**  
**Mr. Holger Loesch**, Member of the Executive Board, Federation of German Industries, BDI  
 KfW, Regulator, minigrid operator  
 #Minigrid; #NetMetering; #SmartMeters;

**e-commerce:**

→With the growing integration of the Common East African market, companies all over the



region are looking for ways to widen their market reach and become more productive and competitive. Online-platforms, e-commerce and mobile money help to reduce the cost of production, logistics and operation and have become instrumental and innovative tools for promoting industrialization and trade across the region.



Internet and mobile services allow even small and medium enterprises to reach out to a wide customer and supplier-base and also to link into value chains and existing sales channels. Others can profit from franchise models or find synergies in retail and business process outsourcing.

Even though internet based services are global, the EAC now needs to establish and strengthen frameworks that allow enterprises from the region to take full advantage of the available opportunities.

This session will look at the pros and cons of different business models for different sectors and highlight the potential for business partnerships and marketing within the region and beyond. It will also show the opportunities and challenges of Digital Free Trade.

*Target Group: start-ups, entrepreneurs, online- and mobile-service providers, trade platforms, marketing agencies, banks, ...*

#### **e-commerce: The gate to digital free trade**

Keynote presentation: *“business models for broader market access - potential and requirements for a digital free trade zone”*

**Amb. Sindiso Ngwenya**, Secretary General COMESA

Session Chair: **Mr. Ham Namakajjo**, Country Manager, Jumia Uganda

Panelists: **Mr. Jeffrey Mulai**, Founder & CEO, Tanda NN.

#### **Exhibition:**



The exhibition will give space for companies and young businesses to present themselves and their products, services and innovations. Institutions, associations, investment agencies, universities, governments as well as NGOs, programmes and initiatives, service providers can showcase their one-stop support-opportunities.

As Sector associations play a stronger role this year, we expect to have sector pavilions (eg. for health or energy).



## **Duration 2 days:**

### **day 0 (Monday):**

- set-up of exhibition
- early registration and welcome cocktail

### **day 1 (Tuesday):**

- introduction
- official opening
- governments going digital
- digital infrastructure
- exhibition
- individual B2B and B2G

### **day 2 (Wednesday):**

- parallel sessions on ICT, Agri-business, Fin-Tech, Energy, Health, Mobility
- e-commerce and digital free trade
- individual B2B and B2G
- exhibition
- pitching cocktail

## **Session-format:**

- key-note presentations - a) relevant EAC regulations / national implementations and b) practical showcases
- panel discussion
- plenary debates (Q&A) with further experts and the general audience

## **Partners:**

- Private Sector Foundation Uganda (PSFU) - Burundi Chamber of Commerce (CFCIB) - Kenya Private Sector Alliance (KEPSA) – Rwanda Private Sector Foundation (RPSF) - Tanzania Private Sector Foundation (TPSF) - National Investment Agencies (API, KenInvest, RDB, TIC, UIA) - Confederation of Tanzanian Industries (CTI) - East African Women in Business Platform (EAWiP) - East African Health Platform (EAHP) - Other Chambers of Commerce - EAC and related Ministries – Ministries of Trade, ICT, Agriculture, Health and Energy - East African Science & Technology Commission (EASTEKO) – GIZ - German Development Bank (DEG)... - Corporate sponsors

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## BACKGROUND INFORMATION

### **East African Community (EAC)**

The EAC is the regional intergovernmental organization mandated by the governments of Burundi, Kenya, Rwanda, Tanzania and Uganda to coordinate the East African economic, social and political integration agenda. In April this year, South Sudan also joined. To this end, the EAC partner states established a customs union in 2005 and a common market by 2010. The treaty for the monetary union was signed in 2012. These efforts will ultimately lead to establish a political federation of the East African states as well as a trade and investment hub.

Over the last decade the East African region has experienced enormous growth. With annual GDP growth rates of more than five percent on average, East Africa is among the regions with most stable and highest GDP growth rates within Africa and emerging markets. East Africa has become a popular FDI destination due to excellent features of the region's economy. Underlying fundamentals driving this growth include strong and stable governance systems and structures, a common market of 150 million consumers and a combined GDP of US\$ 150 billion. This is supported by an increasing economic regional integration process. Total intra EAC trade grew from US\$ 1.617 billion in 2006 to US\$ 3.800 billion in 2010, which is more than a 100 percent increase within five years.

Furthermore, in June 2015 three of the four African trading blocks, i.e. the EAC, the Common Market for Eastern and Southern Africa (COMESA) and the Southern Africa Development Cooperation (SADC), signed the Tripartite Free Trade Agreement (TFTA). The TFTA is a free trade zone larger in geographical size and population than the EU. It stretches from Cape Town in South Africa to Cairo in North Africa, connecting 26 African countries. East Africa therefore now offers a perfect entry point into the African market.

Regarding business support services, each of the EAC partner states has a national Investment Promotion Agency (IPA), which is responsible for promoting and facilitating both local and foreign direct investment. These are the Burundi Investment Promotion Agency (API), Kenya Investment Authority (KENIVEST), Rwanda Development Board (RDB), Tanzania Investment Centre (TIC) and Uganda Investment Authority (UIA). These agencies aim at offering a "one-stop shop" that cuts through the challenges of dealing with different offices for the various requirements before commencing a business. All the IPAs offer a variety of incentives such as tax breaks to attract investments.

### **East African Business Council (EABC)**

EABC is the regional apex body for the private sector in the EAC, comprising Burundi, Kenya, Rwanda, Tanzania, Uganda and as of late South Sudan. EABC's mission is to support the private sector to become competitive in the region and internationally. In order to achieve competitiveness, EABC provides the regional platform. With its observer status at the EAC, it offers authentic lobbying at the policy level. EABC aims at creating a constituency for change leading to sustainable bottom-up policy reforms.