

AMCHAM BUSINESS SUMMIT

U.S. - EAST AFRICA TRADE & INVESTMENT FORUM

CATALYZING THE FUTURE OF U.S. - EAST AFRICA TRADE AND INVESTMENT



APRIL 24-25, 2024



WINDSOR GOLF HOTEL

PROGRAM



USAID
FROM THE AMERICAN PEOPLE

In the past three years alone, the United States, through USAID, has brought over

\$150 million

to the table in order to grow Kenya's private sector, creating

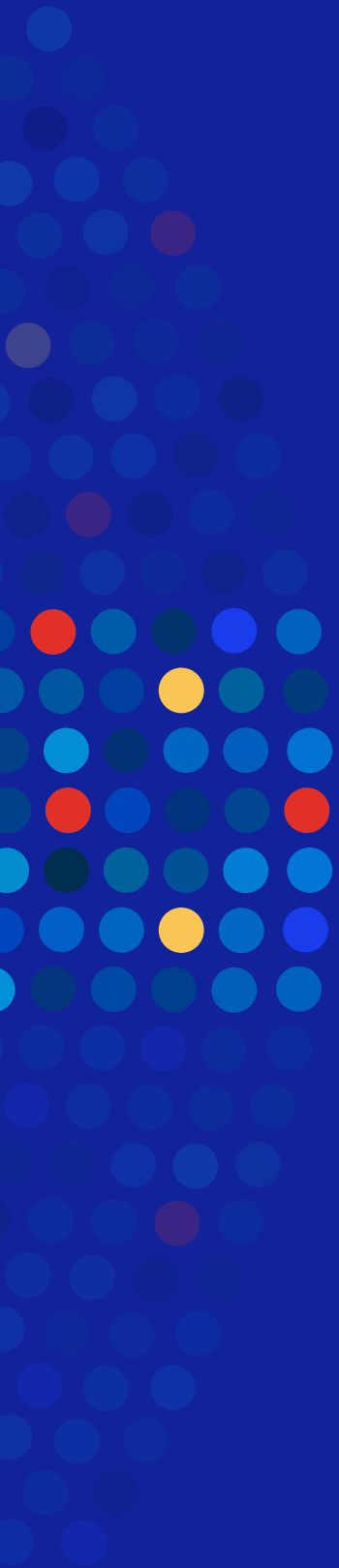
26,000

jobs and adding over

\$375 million

in trade by 2025.





DAY ONE



TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**06:30 – 08:00 CHECK-IN + NETWORKING + EXPO**

08:15 – 08:35 OFFICIAL WELCOME & OPENING SEGMENT (MAIN STAGE)

The 2024 AmCham Business Summit will kick off with an Official Welcome & Opening Segment under the theme - Catalyzing the Future of U.S. East Africa Trade and Investment. The opening segment will not only be an inspiring kick-off to the summit, but also a call to action and a commitment to catalyze a sustainable future.

Speakers

1. Peter Ngahu, AmCham Board President
 2. Luisa Ortega, President, Coca Cola Africa
 3. Hon. Rebecca Miano, Cabinet Secretary, Ministry of Investments, Trade and Industry
 4. British Robinson, Coordinator, Prosper Africa
-

08:40 – 09:00 THEMATIC SEGMENT: TRADE & INVESTMENT (MAIN STAGE)**Opening Keynote**

This thematic segment kicks-off with an illuminating keynote that promises to be enlightening, inspiring, and instrumental in shaping the economic narrative of U.S.-East Africa relations. Delve into the dynamic landscape of trade and investment, gain strategic insights, market perspectives, and explore opportunities for collaborative pathways that pave the way for a prosperous future.

Keynote Speaker

Ambassador Meg Whitman, United States Ambassador to Kenya



TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**09:05 – 09:40****PANEL SESSION: SHAPING THE FUTURE OF U.S.-EAST AFRICA TRADE AND INVESTMENT (MAIN STAGE)**

This high-level panel brings together policymakers and industry leaders, to envision the future of economic collaboration between the United States and East Africa.

Panelists will engage in a thought-provoking dialogue on emerging trends, opportunities, and challenges that will shape the future trajectory of a sustainable and mutually beneficial trade and investment relationship between the United States and East Africa.

Speakers

1. Ms. Marie Angelique Umulisa, Principal, International Trade, East African Community (EAC)
2. Luisa Ortega, President, Coca Cola Africa
3. Kendra Gaither - President, U.S Africa Business Center, US Chamber of Commerce
3. Preston Mendenhall, Group COO and Country Head, Rendeavour Tatu City

Moderator

David Gosney, Mission Director, USAID Kenya and East Africa

09:45 – 10:05**THEMATIC SEGMENT: CLIMATE ACTION & GREEN BUSINESS (MAIN STAGE)****Opening Keynote**

This thematic segment explores the intersection of climate change and green business. The opening keynote promises to be an enlightening exploration of sustainable practices, climate resilience, and the pivotal role that green business can play in fostering growth of climate investments towards a sustainable future for East Africa.

Keynote Speaker

Wanjira Mathai - Managing Director, Africa & Global Partnerships, World Resources Institute

TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**10:10 – 10:40 PANEL SESSION: INNOVATIVE SOLUTIONS FOR CLIMATE ACTION IN EAST AFRICA (MAIN STAGE)**

This panel will gather thought leaders, experts, and visionaries at the forefront of climate action to explore groundbreaking innovations and strategies that address the unique climate challenges in East Africa. The discussion will delve into the inventive approaches driving positive change and resilience in the face of climate change, paving the way for a more sustainable and resilient future in the region.

Speakers

1. Samir Ibrahim, CEO and Co-Founder, Sun Culture
2. Lyndsay Handler, Co-Founder & Managing Partner, Delta40 Venture Studio
3. Chris McKinney, Chief Commercial Officer, Burn Manufacturing

Moderator

Bilha Ndirangu, CEO, Great Carbon Valley

10:45 – 11:15 PANEL SESSION: SCALING E-MOBILITY IN EAST AFRICA (MAIN STAGE)

Join industry pioneers and policy makers in this electrifying panel discussion that envisions a future where electric mobility takes center stage in East Africa. As the region strives for sustainable development, this panel will explore the opportunities, challenges, and transformative potential of scaling up e-mobility. From electric vehicles to charging infrastructure, this panel discussion delves into the key drivers propelling the region towards a sustainable and electrified transportation landscape.

Speakers

1. Jit Bhattacharya - CEO and Co-Founder BasiGo
2. Josh Whale - Chief Executive Officer, Ampersand
3. Rajal Upadhyaya, Chief Finance Officer, ROAM
4. Kagiso Khaole, General Manager, Sub-Saharan Africa, Uber

Moderator

Mills Schenck, Managing Director, Partner and Head of Office, BCG



TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**11:15 – 11:30 TEA BREAK****11:30 – 13:00 CONCURRENT SECTOR ROUNDTABLE SESSIONS**

These concurrent roundtable forums are designed to provide an intimate setting for sector-specific discussions in alignment with the commitment to fostering actionable solutions for a sustainable future.

Industry leaders, policy makers, experts, and ecosystem stakeholders in *Priority Value Chains* will engage in focused dialogue, share insights, and collaboratively navigate the challenges and opportunities within each sector, contributing to a comprehensive approach to catalyzing trade and investment in their sectors.

Format: Interactive panels and moderated roundtable discussions featuring a mix of government and private sector drawn from East Africa and the U.S.

MANUFACTURING ROUNDTABLE**Speakers**

1. Dr Juma Mukwana, Principal Secretary, State Department for Industry
2. Andrea Albright, Executive Vice President, Sourcing – Walmart Inc.
3. Gavin Hudson, Chief Operating Officer, Coca Cola Beverages Africa
4. Antoinette Tesha, Program Director, Textiles & Apparel, Gatsby Africa
5. Wayne Cook, Acting Deputy Managing Director, Del Monte

Knowledge Partner

EY

Session Facilitator

Hadijah Nannyomo, Partner, EY

TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**INFRASTRUCTURE ROUNDTABLE****Speakers**

1. George Odenyo, CEO, American Tower Corporation (ATC)
2. Amb. Kyle McCarter, Senior Advisor, Everstrong Capital LLC
3. Vibhuti Jain, Regional Managing Director, Africa, Development Finance Corporation (DFC)
4. Heather Lanigan, Regional Director, Sub-Saharan Africa - U.S. Trade and Development Agency (USTDA)

Knowledge Partner

PWC

Session Facilitator

Isaac Otolu, Partner, Deals - Transaction Advisory PWC

AGRICULTURE ROUNDTABLE**Speakers**

1. Henry Kinyua, Advisor, Crops Value Chain, President Economic Transformation Secretariat (PETS)
2. Ryan R. Scott, Regional Agricultural Counselor, United States Department of Agriculture (USDA)
3. Betty Kiplagat, Head Government Affairs & Sustainability, Africa Middle East, Corteva Agrisciences
4. Pritpal Singh, Head of Sales, East Africa/Middle East, John Deere

Knowledge Partner

Boston Consulting Group (BCG)

Session Facilitator

Chris Mitchell, Partner & Managing Director, BCG

13:00 – 14:30 NETWORKING LUNCH + B2B + B2G + EXPO

TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**14:30 – 14:50 THEMATIC SEGMENT: HEALTH AND LIFE SCIENCES (MAIN STAGE)****Opening Keynote**

This enlightening thematic segment is dedicated to exploring the transformative landscape of Health and Life Sciences. Understand the significance of global health partnerships in addressing regional health challenges. Explore collaborative efforts that leverage international expertise and resources to enhance healthcare outcomes in East Africa. This session presents a unique opportunity to stay abreast of the latest developments in health and life sciences that are shaping the future.

Keynote Speaker:

Dr. Gitahi Githinji, Group CEO, Amref Health Africa

14:55 – 15:30 ENHANCING HEALTH ACCESS - PATHWAYS TO UNIVERSAL HEALTH COVERAGE IN EAST AFRICA (MAIN STAGE)

This panel discussion delves into the critical imperative of achieving Universal Health as a cornerstone for fostering health and wellbeing in East Africa. Panelists will explore strategies, innovations, and collaborative efforts necessary to make quality healthcare accessible and affordable for everyone. Examining successful collaborations between public and private sectors in strengthening health systems as well as innovative financing mechanisms to ensure sustainable investment in health.

Speakers

1. Susan Nakhumicha, Cabinet Secretary, Ministry of Health, Kenya
2. Bruno Pinto e Sa, Regional General Manager, South and East Africa RMDx – Abbott
4. Nyawira Njeru, Director Market Access, Government Affairs-Middle East & Africa - Hologic
5. Dr. Menghis Bairu, Co-Founder and CEO, Bio Usawa Biotechnology
6. Amy Herman-Roloff, Ph.D., M.P.H. Country Director Program Director, Division of Global Health Protection (DGHP) CDC

Moderator

Matheiu Lamiaux, Managing Director and Senior Partner, BCG

TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024**15:40 – 17:00 CONCURRENT SECTOR ROUNDTABLE SESSIONS**

These concurrent roundtable forums are designed to provide an intimate setting for sector-specific discussions in alignment with the commitment to fostering actionable solutions for a sustainable future.

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Format

Interactive panels and moderated roundtable discussions featuring a mix of government and private sector drawn from East Africa and the U.S.

HEALTH SECTOR ROUNDTABLE**Speakers**

1. Dr. Patrick Amoth, EBS, Ag. Director General of Health, Ministry of Health, Kenya
2. Caitlin Burton, Senior Vice President, Zipline
3. Dennis Lumula, Country Director, Africa Healthcare Network
4. Dr. Yuthika Naidoo, Market Access Manager Africa, Abbott

Knowledge Partner

Africa Health Business (AHB)

Session Facilitator

Dr. Amit Thakker, Chairman Africa Health Business



TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024

DIGITAL ECONOMY AND TECHNOLOGY ROUNDTABLE

Speakers

1. Eng. John Tanui, Principal Secretary, State Department for ICT and the Digital Economy
2. Robert Ivanschitz, Associate General Counsel, Microsoft Europe, Middle East & Africa
3. David Bunei, Country Leader and Cloud Systems Sales Director - CEA, Oracle
4. Clayton Naidoo, Senior Director Country Digital Acceleration (CDA) Strategy for Africa, CISCO
6. Manoj Narendra Madhani, Managing Director for EMEA Expansion, Marathon Digital Holdings

Knowledge Partner

Africa Practice

Session Facilitator

Magdalene Kariuki, Associate Director, E.A, Africa Practice

RENEWABLE ENERGY ROUNDTABLE

Speakers

1. Alex Wachira, Principal Secretary, State Department of Energy – Kenya
2. Nicholas Selby, VP of Engineering, Renewevia Energy
3. Vahid Monadjem, Head of Africa, Talus Renewables
4. Erik Granskog, Founder & CEO, Milele Energy
5. Naomi Wagura, Director, Solution Lead Countries Africa, Global Energy Alliance for People & Planet (GEAPP)

Knowledge Partner

Power Africa

Session Facilitator

Gordon Shaw, RTI Renewable Energy Expert

17:00 – 17:30 NETWORKING + B2B

17:30 - 20:00 OFFICIAL NETWORKING RECEPTION
Opening remarks by Ambassador Meg Whitman, United States Ambassador to Kenya



DAY
TWO



TIME (EAT) DAY 2 - THURSDAY April 25, 2024**07:00 – 08:00 CHECK-IN + NETWORKING + EXPO**

07:00 – 08:00 THEMATIC SESSIONS

1. Global Business Services Forum
 2. SME Forum
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08:30 – 09:30 MINISTERIAL PANEL SESSION – KE, TZ, UG, ET, RW (MAIN STAGE)

This Ministerial panel discussion presents a unique opportunity to hear high-level discourse on the strategic, economic, and policy dimensions of the U.S.-East Africa partnership from top ranking policy makers from East African countries. This distinguished gathering will delve into the core of economic collaboration, examining the strategic imperatives that define the partnership between the United States and East Africa. Gain valuable insights as ministers unpack priorities, opportunities, and lay the foundation for a future characterized by innovation, sustainability, and shared prosperity.

Speakers

1. Hon. Rebecca Miano, Cabinet Secretary, Ministry of Investments, Trade and Industry – Kenya
2. Hon. Evelyn Anite, Minister of State for Finance, Planning and Economic Development (Privatisation and Investment) of Uganda
3. Ms. Marie Angélique Umulisa, Principal, International Trade, East African Community (EAC)

Moderator

David Beer, CEO, TradeMark Africa

TIME (EAT) DAY 2 - THURSDAY April 25, 2024**09:40 - 10:00 THEMATIC SEGMENT: DIGITAL TRANSFORMATION (MAIN STAGE)****Opening Keynote**

This captivating keynote presentation is an unmissable opportunity to gain insights into the transformative impact of Generative AI - a technological marvel that is redefining our creative, professional, and technological landscapes. Delivered by a seasoned expert in the field, this presentation promises to unveil the untapped potential, applications, and ethical considerations surrounding Generative AI.

Keynote Speaker

Brad Smith, Vice Chair and President - Microsoft Corporation

10:05 - 10:35 PANEL SESSION: ACCELERATING THE SILICON SAVANNAH (MAIN STAGE)

A dynamic panel of industry experts will converge to explore the vibrant landscape of Kenya's flourishing tech sector, affectionately known as the 'Silicon Savannah.' Panelists will delve into the strategies and initiatives propelling this acceleration, and dissect the opportunities and challenges inherent in fostering a thriving tech ecosystem. The panel will inspire and ignite a collective vision for accelerating the Silicon Savannah into a global tech hub, fostering economic prosperity for Kenya and the region.

Panelists

1. Alex Okosi, Africa Managing Director, Google
2. Francine Katsoudas, Executive VP and Chief People, Policy & Purpose Officer, CISCO
3. Shehryar Ali, Senior Vice President and Country Manager, East Africa and Indian Ocean Islands - Mastercard
4. Marek Busfy, CEO Africa, American Tower Corporation (ATC)

Moderator

Ambassador Meg Whitman, United States Ambassador to Kenya



TIME (EAT) DAY 2 - THURSDAY April 25, 2024**10:35 – 11:00 TEA BREAK (25mins)**

11:00 - 11:20 THEMATIC SEGMENT: SUSTAINABLE FINANCE (MAIN STAGE)**Opening Keynote**

This segment will present a unique opportunity to gain comprehensive understanding of the transformative potential of sustainable finance. Speakers will explore the evolving dynamics of sustainable finance, offering a roadmap for businesses seeking to integrate environmental, social, and governance (ESG) principles into their financial strategies to drive a sustainable and equitable future for East Africa.

Keynote Speaker

Hon. Enoch T. Ebong, Director, U.S. Trade and Development Agency (USTDA)

11:25 – 12:00 PANEL SESSION: NAVIGATING AND MOBILIZING SUSTAINABLE FINANCE IN EAST AFRICA (MAIN STAGE)

Panel will explore key challenges and opportunities in mobilizing Sustainable Finance including metrics, market perceptions, and the evolving nature of sustainable investment opportunities. Including discussions on collaborative efforts between financial institutions, businesses, and governments to mobilize sustainable finance at scale in developing economies.

Speakers

1. Akin Dawodu, Sub Saharan Africa Head, Citi
2. Jackson Kimani, CEO, Climate Action Platform for Africa
3. Mateo Goldman, Vice President, Office of Investment Funds, Development Finance Corporation (DFC)

Moderator

Rosemary Ngure, Lead ESG & Impact Expert

TIME (EAT) DAY 2 - THURSDAY April 25, 2024**12:05 - 13:00 CREATIVE ECONOMY - PATHWAYS FOR OPPORTUNITY & INCLUSION**

Panel will explore various aspects at the intersection between creativity, innovation, and economic development. Exploring initiatives and strategies to deepen opportunities, bringing together insights from different perspectives to understand global trends, challenges, and opportunities in the creative sector.

Speakers

1. Clare Akamanzi, CEO, NBA Africa
2. Lucrezia "Lulu" Basignani, Founder & CEO, Kukua Studios
3. Emma Gichonge, General Manager, East Africa, Showmax
4. Reuben Odanga, Film Maker & Producer, Kenya

Moderator

Meron Demisse, Founder & CEO, The Africa Culture Group

13:00 - 14:00 NETWORKING LUNCH + B2B + OFFICIAL VIP LUNCH (INVITE ONLY)**15:00 - 15:20 PRESIDENTIAL SEGMENT****Speakers**

- Peter Ngahu, AmCham Board President
- Hon. Gina M. Raimondo, U.S. Secretary of Commerce
- Hon. Rebecca Miano, Cabinet Secretary, Ministry of Investments, Trade and Industry

15:20 - 15:35 PRESIDENTIAL ADDRESS

His Excellency Dr. William Ruto, President, The Republic of Kenya

15:35 - 15:55 Fireside Chat featuring His Excellency President William Ruto and Hon. Gina M. Raimondo, U.S. Secretary of Commerce**Moderator**

Ambassador Meg Whitman, United States Ambassador to Kenya

16:00 - 16:05 PHOTO SESSION**16:05 - 16:30 EXPO TOUR | SUMMIT ENDS**

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DIGITAL TRANSFORMATION FOR AFRICA (DTA) PROGRAM

TIME (EAT) DAY 1 - WEDNESDAY April 24, 2024

11:00 - 12:45 DIGITAL TRANSFORMATION FOR AFRICA (DTA) PAVILION RIBBON CUTTING AND DEAL ANNOUNCEMENTS SESSION

Join U.S. Secretary of Commerce Gina Raimondo, the Director of the U.S. Trade and Development Agency, Enoch T. Ebong, and other U.S. Government officials for an action-packed session of U.S. Government and Private Sector Deal Announcements, which will be kicked off with a ribbon-cutting ceremony.

13:00 - 16:00 DTA PAVILION PITCH SESSIONS

The DTA Pavilion will be hosting Pitch Room sessions, which will create a platform where investors, entrepreneurs, and private & public sector stakeholders (East African & U.S.) in the digital space connect and make impactful deals. The Digital Transformation for Africa (DTA) is a U.S. Government initiative that has a goal to expand digital access in Africa via three pillars:

- i) Digital Economy and Infrastructure
- ii) Human Capital Development
- iii) Digital Enabling Environment.

Each of the company pitches in this session will be aligned with these pillars.

TIME (EAT) DAY 2 - THURSDAY April 25, 2024

11:00 - 13:30 DTA PAVILION PITCH SESSIONS

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- i) Digital Economy and Infrastructure
- ii) Human Capital Development, and
- iii) Digital Enabling Environment.

Each of the company pitches in this session will be aligned with these pillars.



REFRESHINGLY LOCAL



96
YEARS OF
REFRESHING
AFRICA



30

AUTHORIZED BOTTLERS



136

BOTTLING PLANTS



50,000+

EMPLOYEES

COCA-COLA IN EAST AFRICA

75+ YEARS OF REFRESHING THE REGION



11

AUTHORIZED BOTTLERS



21

BOTTLING PLANTS



10,000+

EMPLOYEES



OUR PURPOSE IS TO REFRESH THE WORLD AND MAKE A DIFFERENCE; WE DO THIS THROUGH:

- LOVED BRANDS.** We craft meaningful brands and a choice of drinks that people love and that refresh them in body and spirit.
- DONE SUSTAINABLY.** We grow our business in ways that achieve positive change in the world and to build a more sustainable future for our planet.
- FOR A BETTER SHARED FUTURE.** We invest to improve people's lives, from our employees to all those who touch our business system, to our investors, to the broad communities we call home.



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