

# CONFERENCE PLAN

Ethiopian Skylight Hotel, Addis Ababa  
Daily 10.00 am – 6.00 pm ASFW Exhibition

## 3 November 2023

### ADDB CONFERENCE ROOM

|                    |  |   |
|--------------------|--|---|
| 11.00 am – 1.00 pm | <b>INAUGURATION OF ASFW ADDIS ABABA AND PERFORA and Official Tour by the Organizers, Governments and Partners</b>  |  |
| 1.30 pm – 2.00 pm  | <b>PRESS CONFERENCE</b><br>by organizers & partners <b>(for media only!)</b>   |  |
| 2.00 pm – 2.30 pm  | <b>GOVERNMENTAL PRESENTATION</b><br><b>Investment Opportunities in Kenya</b><br>Panelists: Kenya Export Promotion and Branding Agency (KEPROBA);<br>Export Processing Zones Authority (EPZA);<br>Ubunifu Association   |   |
| 2.45 pm – 3.20 pm  | <b>GOVERNMENTAL PRESENTATION</b><br><b>Investment Opportunities in Ghana</b><br>By Ghana Export Promotion Authority (GEPA)<br>Panelist: Dr. Afua Asabea Asare, CEO of Ghana Export Promotion Authority (GEPA)  |   |
| 3.30 pm – 4.45 pm  | <b>Decent and Inclusive workplaces for Productivity Improvement: Gender Equality, Maternity Protection, Disability Inclusion and Compliance with Labour Standards for Productivity Improvement</b><br>Moderator: Mr. Teklu Kidane, ILO<br>Panelists: Ms. Engedu Tsegaye, Bole Lemi Industrial Park (BLIP);<br>Ms. Srilakshmi Subramanyam, Ethiopian Business and Disability Network (EBDN);<br>Mr. Mindaye Yirga, Ethiopian Kaizen Excellence Centre (KEC);<br>Ms. Betelhem Degu, Ethiopian Women Lawyers Association (EWLA);<br>Ms. Tigist Fisseha, International Labour Organization (ILO) |   |

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## 4 November 2023

### ADDB CONFERENCE ROOM

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| 8.00 am – 10.00 am  | <b>Buyers Breakfast - by Invitation only</b>   |
| 10.15 am – 10.45 am | <b>Pioneering Leather Quality: Exploring Recent Certifications and Their Influence with a Special Focus on Leather Working Group (LWG) and Geographical Indicator (GI)</b><br>Organized by GIZ Ethiopia<br>Presenter: Anteneh Muheye – General Manager of Prospect Consultancy Plc.  |
| 10.45 am – 11.30 am | <b>Improving access and supply of inputs for leather industries</b><br>Organized by GIZ Ethiopia<br>Presenter: Mishamo Wakaso – CEO of Leather Technology Sector, LLPIRDC  |
| 11.45 am – 12.15 pm | <b>Trade and Global Competitiveness for Textile and Apparel sector in Africa</b><br>Moderator: Ms. Grace Mbugua - Chairperson, Ubunifu Association (Kenya)<br>Panelists: Ms. Jenny Löfbom, IDH Kenya Country Director;<br>Ms. Claudia Franz - Director Brand Management Interior & Contract Textiles and Apparel Fabrics & Fashion at Messe Frankfurt;<br>Mr. Carsten Schreiter - Division Head Operations, Atelier Gardeur GmbH;<br>Mr. Ferdinand von Weyhe, Deputy Head of Mission of German Embassy in Addis Ababa  |
| 12.15 pm – 1.00 pm  | <b>Sustainability in the Labour Force - For Better Jobs</b><br>Presentation by IDH: Mr. Wondwosen Zeleke Shiferaw -T&M Program Manager / Ethiopia<br>Moderator: Mr. Wondwosen Zeleke Shiferaw – T&M Program Manager / Ethiopia;<br>Panelists: IPDC: Mr. Tinsae Yimam (Bole Leim Industry Park Manger);<br>IPWC: Mr. Yechalework Aynalem (BLIP worker's cooperative Chairperson);<br>GAIN: Ms. Hana;<br>Ms. Kidist Chala – International Labour Organization<br>International Labour Organization – ILO;<br>Mr. Eyob Bekele - General Manager, Desta PLC;<br>Expert - German Embassy Addis Ababa / Ethiopia |
| 2.00 pm – 2.45 pm   | <b>German New Supply Chain Act - Impact and Opportunities for the African Manufacturers</b><br>Moderator: Yared Fekade (Mr) – Component Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH<br>Panelists: Carsten Schreiter – Division Head Operations, Atelier Gardeur GmbH;<br>Ms. Susanne Düring – Labor Counsellor of German Embassy in Addis Ababa;<br>Mrs. Elke Wiedemann – Advisor for Sustainable Industrial Park Management, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH   |

### CONFERENCE ROOM 3

|                     |   |
|---------------------|---|
| 10.00 am – 10.45 am | <b>Standards and Certifications Unveiled: Navigating the Complexities of German and European Textile Market Requirements</b><br>Presenter: Ms. Katharina Schaus – Founder and CEO of it fits                  |
| 11.00 am – 1.00 pm  | <b>WORKSHOP: Exploring The Label Landscape: A Deep Dive into Exemplary Textile Standards and Certification in German and European Markets</b><br>Presenter: Ms. Katharina Schaus – Founder and CEO of it fits |
| 2.00 pm – 4.00 pm   | <b>WORKSHOP: Traditional East and West African Fabric Designs Reinterpreted</b><br>Presenter: Mr. René Lang, designformen & President VDMD – Association of German Fashion and Textile Designers              |

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## 5 November 2023

### ADDB CONFERENCE ROOM

11.00 am – 11.45 am **FASHION AND TECHNOLOGY: The role of Artificial Intelligence (AI) and Benefits of E-Commerce in the Fashion Industry**

Moderator: Ms. Tsion Bahru Zewde – Founder/ Creative Director at MISS.TCAL Apparel Design  
Panelists: Mr. Alazar Shenkute – Co-founder & CEO, Tif Software PLC;  
Ms. Claudia Franz – Director Brand Management Interior & Contract Textiles and Apparel Fabrics & Fashion at Messe Frankfurt;  
Mr. Marvin Kiragu – Co-Founder and CEO of ShopZetu, Kenya's Leading Online Fashion Retailer

12 noon – 12.45 pm **Fashion & Textile Design: Menswear in Europe: Fashion Trends and Outlook**

Panelists: Mr. René Lang – designformen & President VDMD Association of German Fashion and Textile Designers;  
Ms. Maryse Mbonyumutwa Mukangabo – CEO, Pink Mango Group

2.00 pm – 3.00 pm **MANUFACTURING – Role of African Governments in the Textile / Apparel Manufacturing Industry**

Moderator: Mr. Estifanos Samuel - Managing Partner, EAP Consulting PLC  
Panelists: Mr. Zerihun Abebe Gizaw - Director, Textile and Leather Directorate, Ministry of Trade and Industry Ethiopia (MoTI);  
Dr. Afua Asabea Asare – CEO of Ghana Export Promotion Authority (GEPA);  
Ms. Grace Mbugua - Chairperson, Ubunifu Association (Kenya);  
Mr. Fitsum Ketema – Chief of staff and Transformation head IPDC, and/or  
Mr. Zemen Junedin – Communication Directorate Director

3.15 pm – 4.00 pm **Fashion Law: Professional Protection of Intellectual Property Rights in Africa**

Ms. Lidet Abebe – Expert of IP at BonelliErede Law Firm

4.00 pm – 4.45 pm **The Future of The African Growth and Opportunity Act - AGOA**

Panelists: Echotex Limited Experts

### CONFERENCE ROOM 3

1.00 pm – 3.00 pm **WORKSHOP: Old forms reinterpreted: The traditional global pool of clothing forms as a source of new ideas**

Presenter: Mr. René Lang – designformen & President VDMD – Association of German Fashion and Textile Designers

3.00 pm – 5.00 pm **WORKSHOP: Green Cotton Growth: Insights into Standards and Certifications in Sustainable Cotton**

Presenter: Ms. Katharina Schaus – Founder and CEO of it fits

## FACTORY VISITS TEXTILE & APPAREL PARKS

6th November 2023, 2:00 pm – 6:00 pm

PICK UP: Skylight Hotel Parking Area

Please download the registration form to your computer and use Acrobat Reader to fill out.

[GET ACROBAT READER](#)

### REGISTRATION

Name of Factory  
(please mark):

- Shangtex Garment Manufacturing Ethiopia**, Bole Lemi, Addis Ababa
- Jay Jay Textiles Plc**, Bole Lemi, Addis Ababa

Name of Company:

Address:

Name of Visitor:

E-mail:

Phone:

[SEND VIA EMAIL](#)

#### CONTACT:

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Partners:

