

8 Nov

Skylight Hotel, Addis Ababa
10:00 am - 6:00 pm

THEME:
"Fashion, Sourcing, Sustainability and Innovation"

10:00 am

Start of ASFW 2024 Exhibition

11:00 am - 1:00 pm

INAUGURATION OF ASFW 2024
and Official Tour by the Organizers, Governments and Partners

1:30 am - 2:00 pm

PRESS CONFERENCE
by organizers & partners (for media only!)

2:15 pm - 3:00 pm

Strategies for Successful Market Entry: Navigating the US and EU Export Markets

Speakers:

Mr. Eyob Bekele – Chief Executive Officer (CEO), Desta PLC Ethiopia
Ms. Rebecca Alt – German Embassy, Addis Ababa / Ethiopia
Mr. Richard Davies – Textiles & Apparel, Deputy Director, Technical Specialist, Gatsby Africa
Mr. Russell Kelly – President, American Chamber of Commerce in Madagascar

Moderator:

Ms. Barbara Kudziel – Messe Frankfurt France

3:15 pm - 4:00 pm

The Growth of the Organic Cotton Market: Certification & Opportunities in Ready-Made Garments: Reclaim Sustainability Program on Cotton-Textile Value Chain

Speakers:

Dr. Stephan Kunz – Project Manager, Head of Business & Invest, GIZ West Africa
Dr. Tadesse Amara – RFC Consulting Group
Mr. Kalayu Gebru, Project Manager – Sustainable Textiles and Cotton, Solidaridad Network
Mr. Daniel Tesfaye – Project Manager, Solidaridad Network

Moderator:

Mr. Stefan Rehlen – RFC Consulting Group

4:15 pm - 5:00 pm

The Role of The Textile and Garmenting Industry in Ensuring Quality Menstrual Hygiene Products and Promoting Gender Equality.

Speakers:

Ms. Shivani Swamy - Global Sales and Business Development Lead, Livinguard Technologies AG
Ms. Metsehate Ayenekulu - Adolescent and Youth Program Specialist, UNFPA Ethiopia
Ms. Addisalem Ambaye - Gender Officer, International Labor Organization (ILO)

Moderator:

Mr. Jan Hilger - Head of Business Unit Textiles and Apparel, Livinguard Technologies AG

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



9 Nov

Skylight Hotel, Addis Ababa
10:00 am - 6:00 pm

THEME:
"Fashion, Sourcing, Sustainability and Innovation"

11:30 am - 12:15 pm

From Concept to Closet: The Startup Journey in Fashion Design

Speakers:

Dr. Shalemu Sharew Hailemariam (Ph.D.) - Associate Prof. Department of Garment Engineering, Bahir Dar University; Bahir Dar, Ethiopia
Mr. Lebeoana Matsimane – Founder, CEO UMAL
Ms. Melat Terefe - Founder & Creative Director, DoIMel
Ms. Bethel Abraham – Garment Technologist and Founder, Bethale London

1:00 pm - 2:00 pm

LUNCH

2:00 pm - 2:45 pm

Slow Fashion vs. Fast Fashion: The Role of Leather in Creating Timeless Designs

Speakers:

Mr. Kerry Brozyna, EMBA - President of Leather and Hide Council of America (LHCA)
Mr. Nicholas Mdungwe - Executive Director of Africa Leather and Leather Products Institute (ALLPI)
Ms. Hellen Kelly – Founder and Owner, Handmade from Tanzania

Moderator:

Ms. Beatrice Mwasi, Executive Director of the Center for Business Innovation & Training (CBiT)

3:00 pm - 3:30 pm

Real Leather. Stay Different. Africa Design Showcase - "Promoting Leather Sustainability and Nurturing Design Talent in Africa"

By Africa Leather and Leather Products Institute (ALLPI)

Speakers:

Mr. Preston Viswamo –Regional Design Studio Manager ALLPI

3:45 pm - 4:15 pm

Sustainable Sourcing and Supply Chain Transparency

Speakers:

Ms. Nursema Cil - Head of Africa, Otto International Scan Thor
Ms. Melina Schmidt - Brand Management Interior & Contract Textiles / Apparel Fabrics & Fashion at Messe Frankfurt Exhibition GmbH

Moderator:

Ms. Rebecca Alt – German Embassy, Addis Ababa / Ethiopia

7:00 pm - 9:00 pm

ELEGANCE FASHION SHOW By ASFW (By Invitation Only)

Special partners:

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



10 Nov

Skylight Hotel, Addis Ababa
10:00 am - 6:00 pm

THEME:
"Fashion, Sourcing, Sustainability and Innovation"

11:00 am - 11:30 am

Linking Threads: Collaborating for A Clean Global Fashion Value Chain Free of Harmful Substances.

Speakers:

Ms. Ozunimi Iti - Industrial Development Officer, Green Industrial Policy Lead at UNIDO
Mr. Sintayehu Teshome Bayu - Country Manager, Hohenstein Institute
Mr. Theodros Zekaria – Bluwin Limited, External Consultant
Mr. Aselefech Getachew - Environmental Expert for Textile Value Chains, GIZ
Mr. Gebrehiwot Hailemichael - Co-owner and Manager GAHT trading plc.

Moderator:

Ms. Mariella Noto - Academy Director, ZDHC

11:45 am - 12:15 pm

Designing for a Greener Future: Fashion Designers' Role in Mitigating environmental impacts of chemicals

Speakers:

Mr. Firew Konjo - Owner and General Manager, Jano Handicraft
Dr. Tamrat Tesfaye [Ph.D.] - Scientific Director (Vice President) Ethiopian Institute of Textile and Fashion Technology, Bahir Dar University
Ms. Melat Terefe - Founder & Creative Director, DoIMel Manufacturing PLC
Mr. Muktar Dodo – Representative in Africa, Global Organic Textile Standards (GOTS)

Moderator:

Ms. Mariella Noto - Academy Director, ZDHC

12:30 am - 2:00 pm

LUNCH

2:00 pm - 2:30 pm

Doing business in Ethiopia's Versatile Context

Speakers:

Ms. Nursema Cil - Head of Africa, Otto International Scan Thor
Dr. Amare Matebu Kassa - Head of IUPRC (Industry, Urban and Infrastructure Policy Research Center) FDRE, Policy Studies Institute
Mr. Dawit Feleke - Advisor to the EIC Commissioner
Ms. Hibret Lemma - CEO of Hawassa Industrial Park Investors Association (HIPIA)

Moderator:

Mr. Jean-Baptiste Damestoy Ph.D. - Strategy Advisor, Sustainable Industrial Clusters (S.I.C.)
Project /Sustainable Textile Project II (eTex II)Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Special partners:

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



10 Nov

Skylight Hotel, Addis Ababa
10:00 am - 6:00 pm

THEME:
"Fashion, Sourcing, Sustainability and Innovation"

2:45 pm - 3:15 pm

UKTP Programme and UK Market Trends / DCTS Scheme

Speakers:
Alexandra Karlsson, Private Sector Development Advisor, Foreign Commonwealth and Development Office (FCDO)
David Leigh-Pemberton: Deputy Director of Policy and Engagement at the British Fashion Council
Moderator:
Muchaneta Ten Napel: Circularity and Policy Expert at Shape Innovate

3:30 pm - 4:15 pm

UK Brands Needs Towards Circularity

Speakers:
Camila Villas - Programme Officer at the International Trade Centre
Blathnaid Geoghegan - Senior Product and Material Manager at Pangaia
Leila Abu-El-Hawa - Group Head of Sourcing and Ethical Trade at Boohoo Group
Moderator:
Muchaneta Ten Napel: Circularity and Policy Expert at Shape Innovate

5:00 pm - 8:00 pm

SPECIAL FASHION SHOW By Real Leather, Stay Different (RLSD) Initiative

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

