

CONFERENCE PLAN

Addis International Convention Center, Addis Ababa, Ethiopia

Daily 10.00 am – 6.00 pm ASFW Exhibition

Thursday, 12 November 2026

11.00 am – 1.00 pm	INAUGURATION OF ASFW ADDIS ABABA and Official Tour by the Organizers, Governments and Partners	ASFW ADDIS
1.30 pm – 2.00 pm	PRESS CONFERENCE by organizers & partners (for media only)	ASFW ADDIS
2.15 pm – 3.15 pm	African Continental Free Trade Area (AfCFTA: Advancing Regional Manufacturing, Value Addition, and Trade in Africa's Leather and Textile Industry Panelists: Ministry of Investments, Trade and Industry (Kenya) Ministry of Trade and Regional Integration (Ethiopia) Ministry of Industry (Ethiopia) African Union Moderator: TBC	
3.30 pm – 4.30 pm	Cotton-to-Textile Value Addition in Africa Panelists: Tsegaye Abebe – Executive Director, Ethiopian Cotton Association Cotton made in Africa Dr. Stephan Kunz - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Senegal Moderator: Stephan Rehlen – RFC-Consulting	
4.30 pm – 6.00 pm		
7.00 pm – 10.00 pm	ELEGANCE FASHION SHOW by ASFW (By invitation only)	elegance

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

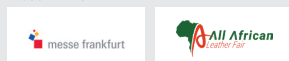
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1

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Friday, 13 November 2026

11.00 am – 11.45 am	Best Practices in Africa's Leather Industry; Driving Quality, Sustainability, Innovation, and Global Competitiveness Panelists: Africa Leather and Leather Products Institute (ALLPI) Jimmy Odhiambo – CEO, Kenya Leather Development Council (KLDC) Moses Kipkebut – Manager, Investment Promotion, Export Processing Zones Authority (Kenya) Moderator: Ethiopian Leather Industries Association (ELIA)
12.00 pm – 12.45 pm	Ethiopia's Position as Africa's Leather Hub Panelists: Ethiopian Industrial Parks Development Corporation (IPDC) Ethiopian Investment Commission (EIC) Ethiopian Leather Industries Association (ELIA) Moderator: Africa Leather and Leather Products Institute (ALLPI)
2.15 pm – 3.00 pm	Fashion Retail Trends in Africa: E-commerce, D2C & Mobile Commerce Panelists: Joy Gikonyo Graham - Fashion AI Product Manager, Graswald Zando (Ubuy Ethiopia) Mekdes Asefa, Founder of AfroCore AI Moderator: Adbaru Esubalew Abate – Fashion Educator, Researcher, and Fashion Business Consultant
3.15 pm – 4.00 pm	Unlocking Capital: Ethiopian Financial Sector Liberalization and New Horizons for Manufacturing Growth Panelists: National Bank of Ethiopia Eyob Bekele – General Manager, Desta Garments PLC Euael Girma – Ethiopian Leather Industries Association (ELIA) Ethiopian Capital Market Authority Moderator: KFW
4.15 pm – 4.45 pm	Protecting African Fashion: Intellectual Property, Innovation, and Brand Growth in a Global Marketplace Panelists: Lidet Abebe – Consultant & Attorney at Law, LAT Legal Services Liz Lenjo – Advocate of the High Court of Kenya, Managing Consultant, MYIP Legal Studio; Chairperson Copyright Tribunal Kenya Designer 1 Moderator: TBC
5:00 pm – 5.30 pm	ASFW ADDIS ABABA RUNWAY SHOW
5.30 pm – 6.30 pm	EXHIBITOR NETWORKING RECEPTION (By invitation only)

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2

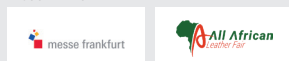
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Saturday, 14 November 2026

11.00 am – 11.30 am	Navigating the EU CSDDDD: Adapting African Supply Chains to Mandatory Sustainability and Human Rights Due Diligence Panelists: EU Trade Representative ELIA Moderator: Ethiopian Textile and Garment Manufacturers Association
11.45 am – 12.30 pm	High-End Leather Design: Design Excellence in Leather Products for Global Luxury Markets Panelists: Italian Trade Agency Claudia Franz - Director Brand Management Interior & Contract Textiles and Apparel Fabrics & Fashion at Messe Frankfurt Delegation of the European Union to Ethiopia National Confederation of Crafts and Small and Medium-Sized Enterprises (CNA) Moderator: UNIDO
2.30 pm – 3.30 pm	Shaping African Fashion Events as Trade Platforms, Not Just Runways (Connie's article) Panelists: Skander Negasi – CEO, Trade and Fairs Group Nicholas Mudungwe – ALLPI Elke Wiedemann – GIZ Ethiopia Shiloh-Elinor Kabede Shoham – Founder & Curator of Educational, Cultural, Diplomatic & Creative Ecosystems Messe Frankfurt Moderator: Jan Hilger - Head of Business Unit Textiles and Apparel, Livinguard Technologies AG
3.30 pm – 4.15 pm	ASFW ADDIS ABABA RUNWAY SHOW
7.00 pm – 9.00 pm	EXHIBITOR NETWORKING RECEPTION (By invitation only)

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3

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