

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: Diane Sayinzoga – Head UNCTAD Regional Office for Africa Michael J. Lawrence - Executive Director, The National Clothing Retail Federation of South Africa (NCRF) Ministry of Trade and Regional Integration (Ethiopia) Ministry of Industry (Ethiopia) African Union Moderator: George Warutere - Deputy Head of Services Division, Delegation of German Industry and Commerce for Eastern Africa	
3.30 pm – 4.30 pm	The Green Thread: Accelerating Organic Cotton Production and Sustainability Certifications in East Africa Panelists: Tsegaye Abebe – Executive Director, Ethiopian Cotton Association Muktar Dodo – GOTS Representative in Africa Samson Asefa - Cotton Development Lead Executive, Ministry of Agriculture (MoA) Dr. Stephan Kunz – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Senegal Moderator: Stephan Rehlen – RFC-Consulting	
4.30 pm – 6.00 pm	Global Standards, Local Impact: Adapting EU's Ecodesign for Sustainable Products Regulation (ESPR) and Extended Producer Responsibility (EPR) for Ethiopia's Textile Industry Panelists: Kidist Desta – Compliance Expert, GIZ Kalayu Gebru – Partnership Lead, Future Bridge Fikre Fiker Tesfu Desalegn – General Manager, Vestis Germent Production Plc Moderator: Dr. Jean-Baptiste Damestoy – Strategy Advisor, Sustainable Industrial Clusters (S.I.C.) Project / Sustainable Textile Project II (eTex II) Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	
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

www.asfw-addis.com

1

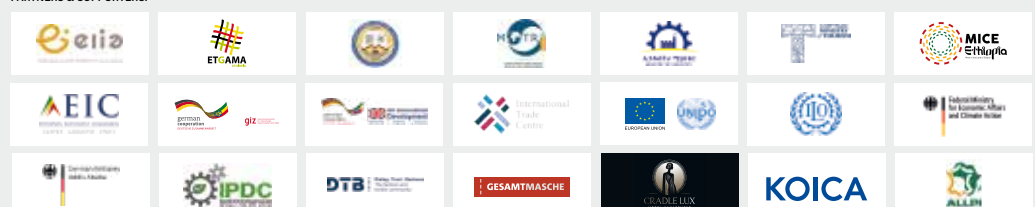
ORGANIZERS:



IN COOPERATION WITH:



PARTNERS & SUPPORTERS:



CONFERENCE PLAN

Addis International Convention Center, Addis Ababa, Ethiopia

Daily 10.00 am – 6.00 pm ASFW Exhibition

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: Zelalem Merawi – President, Ethiopian Leather Industries Association (ELIA) Jimmy Odhiambo – CEO, Kenya Leather Development Council (KLDC) Moses Kipkebut – Manager, Investment Promotion, Export Processing Zones Authority (Kenya) Moderator: Beatrice Mwasi – Managing Director, Centre for Business Innovation & Training (CBiT)
12.00 pm – 12.45 pm	Ethiopia's Position as Africa's Textile & Leather Hub Panelists: Eyob Bekele – General Manager, Desta Garments PLC Wondu Legese – General Manager, Anbessa Shoe Company Hailekiros Debesay – Ethiopian Leather Industries Association (ELIA) Moderator: Zerihun Abeba – Director Textile & Leather, Ministry of Industry, Ethiopia
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 Esther Otieno – Founder, Ellegance Alley 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: Hibret Lemma – CEO, Hawassa Industrial Park Investors Association (HIPIA) Eyob Bekele – General Manager, Desta Garments PLC Bella Musima – Senior Manager, DEG Moderator: Estifanos Samuel – Founder & CEO, East Africa Partners
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 Prof. Dr. Mitslal Kifleyesus-Matschie - CEO Ecopia Group, Jimma University Ifebuche Madu – Founder of Afrikstabel Moderator: Jan Hilger - Head of Business Unit Textiles and Apparel, Livinguard Technologies AG
5:00 pm – 5:30 pm	Couture Fashion Show Conference Area
5.30 pm – 6.30 pm	EXHIBITOR NETWORKING RECEPTION (By invitation only) Conference Area

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

www.asfw-addis.com

2

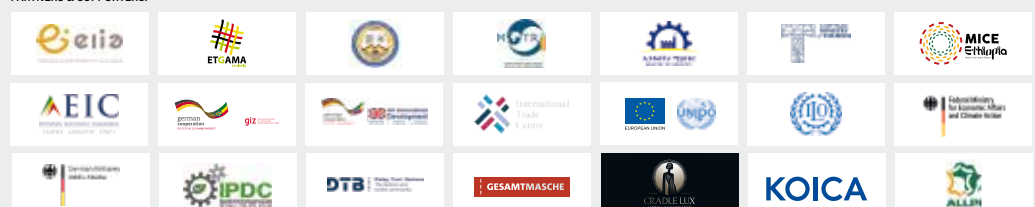
ORGANIZERS:



IN COOPERATION WITH:



PARTNERS & SUPPORTERS:



CONFERENCE PLAN

Addis International Convention Center, Addis Ababa, Ethiopia

Daily 10.00 am – 6.00 pm ASFW Exhibition

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: Dr. Stephan Kunz – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Senegal EU Trade Representative Endashaw Yohannes – Head of Continuous Improvement and Strategy, Shints ETP Garment PLC Moderator: Dr. Jean-Baptiste Damestoy – Strategy Advisor, Sustainable Industrial Clusters (S.I.C.) Project / Sustainable Textile Project II (eTex II) Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
11.45 am – 12.30 pm	High-End Leather Design: Design Excellence in Leather Products for Global Luxury Markets Panelists: Claudio Pasqualucci – Director, Italian Trade Agency, Addis Ababa Claudia Franz – Director Brand Management Interior & Contract Textiles and Apparel Fabrics & Fashion at Messe Frankfurt Preston Viswamo - Regional Design Studio Project Manager, Africa Leather and Leather Products Institute (ALLPI) Antonio Franceschini – National Secretary of National Confederation of Crafts and Small and Medium-Sized Enterprises (CNA) Federmoda Moderator: Wondu Legese – National Project Coordinator, UNIDO LISEC Project
2.30 pm – 3.30 pm	Shaping African Fashion Events as International Trade Platforms, Not Just Runways Panelists: Skander Negasi – CEO, Trade and Fairs Group Elke Wiedemann – GIZ Ethiopia Nicholas Mudungwe – Executive Director, Africa Leather and Leather Products Institute (ALLPI) Moderator: Dr. Stephan Kunz - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Senegal
3.30 pm – 4.15 pm	Sustainable Fashion and Circular Design Panelists: Metio Gaye, Brand: METII Markos Lemma, Creative Hub Ethiopia Lisa Kibutu – Founder of REFACE (Regenerative Fashion Collaborative Exchange) Lea Theres Lahr-Thiele – Founder of LEA LAHR // ZERO WASTE COUTURE Moderator: Amanuel Samuel Getahun – Creative Economies Specialist, Iceaddis
4.30 pm – 5.00 pm	Real Leather Stay Different (RLSD) Fashion Show Conference Area
7.00 pm – 9.00 pm	EXCLUSIVE BUYERS' NETWORKING RECEPTION (By invitation only)

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

www.asfw-addis.com

3

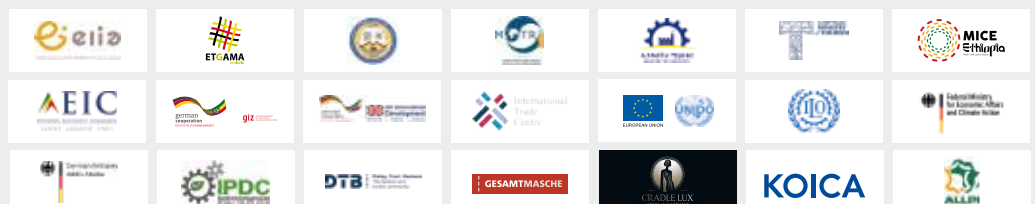
ORGANIZERS:



IN COOPERATION WITH:



PARTNERS & SUPPORTERS:



CONFERENCE PLAN

Addis International Convention Center, Addis Ababa, Ethiopia

Daily 10.00 am – 6.00 pm ASFW Exhibition

Sunday, 15 November 2026

11.30 am
– 12.15 pm

Women Leading Sustainable Enterprises: Driving Inclusive Growth Across Africa's Textile, Apparel & Leather Value Chains

Panelists: Claudine Francois – Country Programme Manager, ILO Country Office for Ethiopia, Djibouti, Somalia, Sudan and South Sudan
Liz Lenjo – Advocate of the High Court of Kenya, Managing Consultant, MYIP Legal Studio;
Chairperson Copyright Tribunal Kenya
Sikoti Mbaitjongue – Founder at SOKOLATA, Exquisite Afromatic Basics

Moderator: Meaza Ashenafi Mengistu – Former Chief Justice of the Federal Supreme Court and Co-Founder, Ethiopian Women Lawyers Association (EWLA)

2.30 pm
– 3.30 pm

SHEBA Fashion Show Conference Area

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

www.asfw-addis.com

4

ORGANIZERS:



IN COOPERATION WITH:



PARTNERS & SUPPORTERS:

