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**
1.30 pm – 2.00 pm	**PRESS CONFERENCE** by organizers & partners **(for media only)**
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) Nicholas Mudungwe – Executive Director, Africa Leather and Leather Products Institute (ALLPI) 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 Hibret Lemma – CEO of the Hawassa Special Economic Zone Investors Association 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)

Changes in program structure or an exchange of speakers or referees remain reserved | **www.asfw-addis.com**

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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: Dugassa Dunfa – Manager, Modjo Leather City 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 COUTURE

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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: Dr. Stephan Kunz – Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Senegal Anna Lixi (PhD) - Head of the Governance and Peace Sector, Delegation of the European Union to Ethiopia 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 Preston Viswamo – Regional Design Studio Project Manager, 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** Conference Area (By invitation only)

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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: Meaza Ashenafi Mengistu – Former Chief Justice of the Federal Supreme Court and Co–Founder, Ethiopian Women Lawyers Association (EWLA) Liz Lenjo – Advocate of the High Court of Kenya, Managing Consultant, MYIP Legal Studio; Chairperson Copyright Tribunal Kenya Sikoti Mbaitjongue – Founder at SOKOLATA, Exquisite Afromantic Basics Moderator: Rahel Belay - Component Manager, Private Sector Development in Ethiopia (PSD-E) project, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
2.30 pm – 3.30 pm	**SHEBA Fashion Show** Conference Area

ORGANIZERS:
TFG Trade and Fairs Group
TFEA Trade and Fairs East Africa Ltd.

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