

PROGRAM

AFRICA **SME** CHAMPIONS FORUM

KAMPALA, 6 - 7 OCTOBER 2022
SPEKE RESORT MUNYONYO

EMPOWERED BY



CO-HOST



2 DAYS TO ACCELERATE AFRICA SME'S GROWTH



DAY 1

06 OCTOBER 2022

MORNING SESSIONS

9:00 AM TO 9:50 AM

➤ **OPENING CEREMONY**

10:00 AM TO 10:10 AM

➤ **SETTING THE TONE**

10:10 AM TO 11:00 AM

➤ **OPENING PANEL**

✔ **A COALITION TO REINVENT SMEs LANDSCAPE IN AFRICA**

Addressing the key challenges faced by SMEs in a context of uncertainty

11:00 AM TO 11:10 AM

➤ **THE CHAMPION TALK**

11:10 AM TO 12:00 PM

➤ **SME FINANCING PANEL**

✔ **THE TRIPLE A OBJECTIVE: ACCESSIBILITY, AFFORDABILITY, AVAILABILITY**

How to mobilize innovative financing for SMEs and Bridge the gap?

12:00 AM TO 12:50 PM

➤ **THEY ARE CHANGING AFRICA PANEL**

✔ **2X CHALLENGE**

Unlocking the power of Women's leadership in business

13:00 PM TO 14:15 PM

➤ **NETWORKING LUNCH**

AFTERNOON SESSIONS

14:30 PM TO 15:30 PM

➤ **UNLEASHING THE WORLD FOOD BASKET POTENTIAL**

✔ **RELIZING THE AGRIBUSINESS VALUE CHAIN**

15:30 PM TO 17:00 PM

➤ **MASTER CLASSES (Parallel Sessions)**

✔ **Investment Readiness :**

- ◆ Investment ready review: determining your financial needs.
- ◆ Presenting the financial data to convince banks and investors.

✔ **Business management :**

- ◆ Business Planning & Selling In Complex Times.

✔ **E-commerce :**

- ◆ Taking Your Business Online.
- ◆ E-Marketing and Social Media.

✔ **Financing your growth:**

- ◆ Finding the right financing channels and products.
- ◆ Private equity: the solution for your growth?

✔ **Market Access Readiness :**

- ◆ Identifying, testing, prototyping, and designing responses to growth.

✔ **2X Challenge:**

- ◆ Banking on Women.

15:30 PM TO 17:30 PM

➤ **DEAL ROOM: Pitch to get the money !**

B to B ROOMS open all day Time to close the deals !

19:30 PM TO 22:00 PM

➤ **GALA DINNER & AWARDS CEREMONY**

The ceremony will recognize various categorie of champions

- SME of the year
- Financial Institution of the Year for SMEs
- Start up of the year
- Women leadership Award
- The MSME Coalition Award
- Special Recognition Award

DAY 2

07 OCTOBER 2022

MORNING SESSIONS

- 9:00 AM TO 9:15 AM ▶ **OPENING REMARKS**
- 09:15 AM TO 09:30 AM ▶ **THE CHAMPION TALK**
 - ✔ SHOWCASING BUSINESS SUCCESS STORIES
- 09:30 AM TO 10:20 AM ▶ **GO DIGITAL PANEL**
 - ✔ THE DIGITAL LEAPFROGGING STRATEGY
Time to disrupt SMEs business
- 11:00 AM TO 11:10 AM ▶ **THE CHAMPION TALK**
- 10:20 AM TO 10:40 AM ▶ **COFFEE BREAK**
- 10:45 AM TO 11:45 PM ▶ **YOUR GROWTH OPPORTUNITY WITH ECSG**
 - ✔ TAKING ADVANTAGE OF ENVIRONMENTAL, CIRCULAR ECONOMY, SOCIAL AND GOVERNANCE DYNAMICS
- 11:45 AM TO 12:45 PM ▶ **WHICH INDUSTRIES WILL DRIVE YOUR GROWTH**
 - ✔ TACKLING THE RIGHT SECTORS, PROJECTS AND PARTNERS.
- 13:00 PM TO 14:30 PM ▶ **NETWORKING LUNCH**

AFTERNOON SESSIONS

- 14:30 PM TO 15:30 PM ▶ **READY TO GO BIG!**
 - ✔ BEST STRATEGIES, THE BEST PLAYERS.
- 15:30 PM TO 16:30 PM ▶ **SPECIAL SESSION WITH BADEA**
 - ✔ BADEA & THE PRIVATE SECTOR
Financing Trade and Private Sector in Uganda

- 15:30 PM TO 17:00 PM ▶ **MASTER CLASSES (Parallel Sessions)**
 - ✔ **HR Readiness :**
 - ◆ Talent recruitment
 - ◆ Talent reviews and succession planning
 - ◆ Develop retention programs for current and future leaders
 - ✔ **Regional Exportation :**
 - ◆ Designing Export Strategies
 - ◆ Risk Management And Mitigation in Export
 - ◆ Supply chain management
 - ✔ **Digitization :**
 - ◆ How to turn your business into success through digitization
 - ✔ **Communication strategy :**
 - ◆ The best way to brand your company and your products
 - ✔ **Leadership & Management :**
 - ◆ Determine the best leadership style for your organization
 - ✔ **Innovation Readiness:**
 - ◆ Fostering innovative strategies for your company

14:00 PM TO 17:00 PM ▶ **B to B ROOMS** open all day Time to close the deals !

14:00 PM TO 17:00 PM ▶ **DEAL ROOM: Pitch to get the money !**

17:30 PM TO 18:30 PM ▶ **CLOSING CEREMONY**

THE 2022 FORUM AT A GLANCE

HIGH-LEVEL
ROUND TABLES



MASTER
CLASSES



GET THE
MONEY



B2B
MEETINGS



TAILORED-MADE
CONSULTING SPACE



START UP CORNER



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AFRICA MSME GLOBAL COALITION PARTNERS



SOUTHBRIDGE[®]



mazars



BLUE LIKE AN ORANGE
Sustainable Capital

ASAFO & Co.



MEDIA PARTNERS



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