

Organizer



Co - Organizer



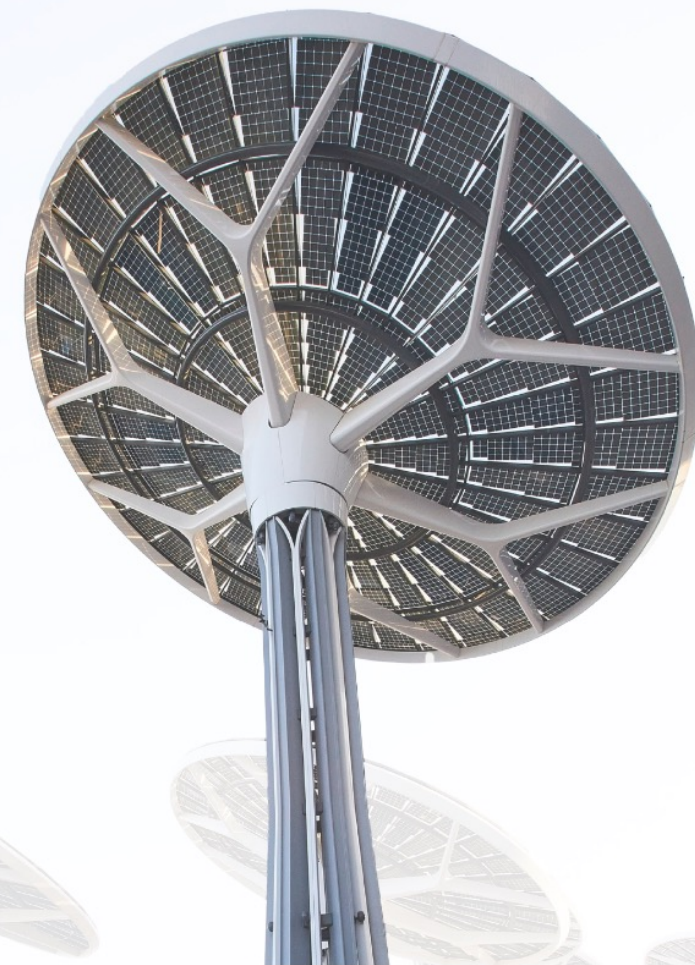
Strategic Partners



POST EVENT REPORT

# SUSTAINABLE TRADE AFRICA

Transforming Africa Trade for Climate Resilience  
& Sustainable Development



Supporting Partners



# SUMMARY



## Event Dates

4 & 6 December 2023



## Number of Visitors

500+



## Event Venues

COP28 (Expo City Dubai)  
Jafza One Convention Centre





# KEY SPEAKERS



**His Excellency**  
**Dr. Thani bin Ahmed Al Zeyoudi**  
Minister of State for Foreign Trade  
Minister in Charge of Talent Attraction  
and Retention



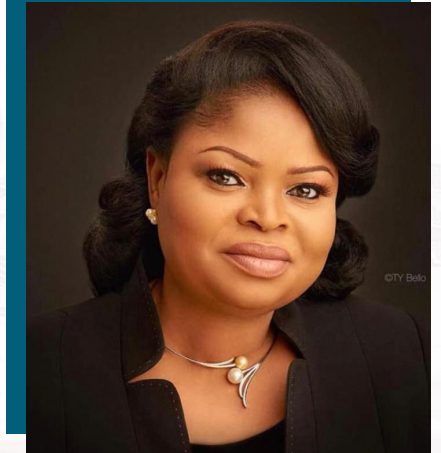
**His Excellency**  
**Sultan Ahmed bin Sulayem**  
Group Chairman & Chief Executive Officer  
DP World



**Dr. Akinwumi A. Adesina**  
President  
African Development Bank Group



**His Excellency**  
**Prof. Benedict Okey Oramah**  
President & Chairman of the Board  
African Export - Import Bank  
(Afreximbank)



**Her Excellency Princess**  
**Adejoke Orelope Adefulire**  
Senior Special Adviser to the President  
on SDGs



**H.E. Ibrahim Matola**  
Minster of Energy, Malawi



**Her Excellency  
Mrs. Nardos Bekele-Thomas**  
Chief Executive Officer  
Africa Union Development Agency-  
New Partnerships for Africa's  
Development (AUDA- NEPAD)



**His Excellency  
Wamkele Mene**  
Secretary-General of the African  
Continental Free Trade Area (AfCFTA)  
Secretariat



**Dr. James Mwangi**  
Group Managing Director and CEO  
Equity Group Holdings Plc



**Mr. Solomon Quaynor**  
Vice President for Private Sector,  
Infrastructure & Industrialization  
African Development Bank (AfDB)



**Dr. Alexander Ezenagu**  
Founder & Chief Consultant  
Sapient Consulting Group Limited



**Mr. Shaka M. Kariuki**  
Co-CEO and Chief Investment Officer  
Kuramo Capital Management



**Mr. Alain Ebobissé**  
Chief Executive Officer  
Africa50





**Mr. Saleh Lootah**  
Chairman  
UAE Food & Beverage Manufacturers Group



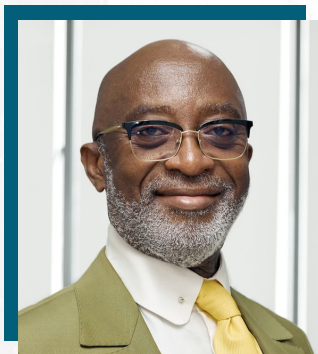
**Mr. Tobias Maier**  
CFO for Middle East & Africa  
DHL Global Forwarding



**Ms. Allen Sophia Asiimwe**  
Deputy CEO and Chief of Programmes  
TradeMark Africa



**Eng. Mahmood Albastaki**  
Chief Operating Officer  
Digital Trade Solutions  
DP World



**Mr. Yofi Grant**  
Chief Executive Officer  
Ghana Investment Promotion Centre



**Mr. Walid Hareb Al Falahi**  
Chief Executive Officer  
UAE Trade Center



**Prof. Dr. Ahmed Eltigani Elmansouri**  
Founder and Chief Executive Officer  
Al Rawabi Dairy



**Mr. Ahmed Mulla**  
Deputy CEO  
Infinity Power



**Ms. Mary Kamari**  
Corporate Affairs and Investor Relations  
Group Executive, Trade & Development Bank  
(TDB Group)



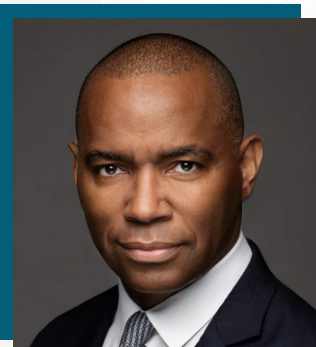
**Mr. Faisal Mkhize**  
Chief Executive of Relationship Banking  
ABSA Group LTD.



**Dr. Rose Mwebaza**  
Regional Director and Representative,  
Regional Office for Africa  
UN Environment Programme (UNEP)



**Dr. Adeeb Rahmeh**  
CEO & Managing Director  
Majd Energy



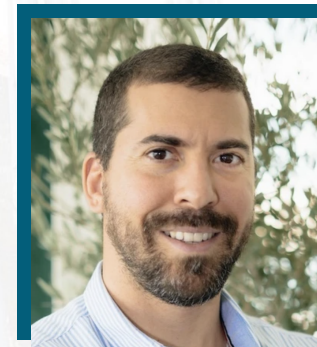
**Mr. António Henriques da Silva**  
Founder and CEO  
Invest-A LTD.



**Mr. Bhavin Vyas**  
Chief ESG Officer  
ARISE IIP and ARISE IS



**Ms. Emily Njeri**  
Directorate of Trade in Services,  
Investment, Intellectual Property Rights,  
AfCFTA Secretariat



**Mr. Alexandre Allegue**  
CEO & Founder  
Graze-it





**Mr. Ekenem J. Isiche**  
Director  
Corporate Council on Africa



**Dr. Christopher Cleverly**  
President  
Tingo International Holdings



**Ms. Helen Aigbe Brume**  
Director for Product Asset-Based Finance  
African Export - Import Bank (Afreximbank)



**Dr. Ashraf A. Mahate**  
Chief Economist - Trade & Export Market  
Dubai Dept of Economy and Tourism



**Dr. Fahd Al-guthmy (PHD)**  
Programme Director (Conservation Finance)  
Miamba Yetu: Sustainable Reef investments  
Programme  
Wildlife Conservation Society



**Dr. Victor Oladokun**  
Senior Advisor to the President  
(Communication)  
African Development Bank Group



**Ms. Tracy Lane**  
Associate Director  
KPMG East Africa



**Mr. Edgar Isingoma**  
Partner and Head of International  
Development Advisory Services and ESG  
KPMG East Africa



# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH

[Official Launch Gallery | Sustainable Trade Africa](#)







## AGENDA | Dec 04, 2023 | Connect Conference Center C3, Green Zone, Expo City Dubai

TIME	ACTIVITIES
11.30 am – 12.00 pm	<b>Arrival &amp; Welcome</b>
12.00 pm – 12.10 pm	<b>Keynote Speech - UAE</b>  <b>HIS EXCELLENCY DR. THANI BIN AHMED AL ZEYOUDI</b>   Minister of State for Foreign Trade of the UAE
12.10 pm – 12.15 pm	<b>Remarks</b> “Transforming African Trade for Climate Resilience and Sustainable Development”  <b>HIS EXCELLENCY MR. WAMKELE MENE</b>   Secretary General, African Continental Free Trade Area (AfCFTA) Secretariat
12.15 pm – 12.20 pm	<b>Remarks</b>  <b>HIS EXCELLENCY MR. SULTAN AHMED BIN SULAYEM</b>   Group Chairman & Chief Executive Officer DP World
12.20 pm – 12.25 pm	<b>Remarks</b> “Infrastructure Development: Building the Foundation for Prosperity”  <b>HER EXCELLENCY MRS. NARDOS BEKELE-THOMAS</b>   Chief Executive Officer, Africa Union Development Agency - New Partnerships for Africa’s Development
12.30 pm – 12.35 pm	<b>OFFICIAL LAUNCH OF THE SUSTAINABLE TRADE AFRICA</b>
12.45 pm - 13.25 pm	<b>PANEL SESSION: FINANCING SUSTAINABLE DEVELOPMENT IN AFRICA</b> Financing Mechanism to support sustainable Trade including Investment in Clean Energy, Sustainable Agriculture, Climate Finance, green infra and logistics.
13.25 pm – 13.30 pm	<b>Closing Remarks</b>  <b>MR. WALID HAREB ALFALAHI</b>   Chief Executive Officer, UAE Trade Center & DC Global

## Media Report

### Interviews:

**OFFICIAL LAUNCH**

وكالة أنباء الإمارات-وام  
EMIRATES NEWS AGENCY-WAM





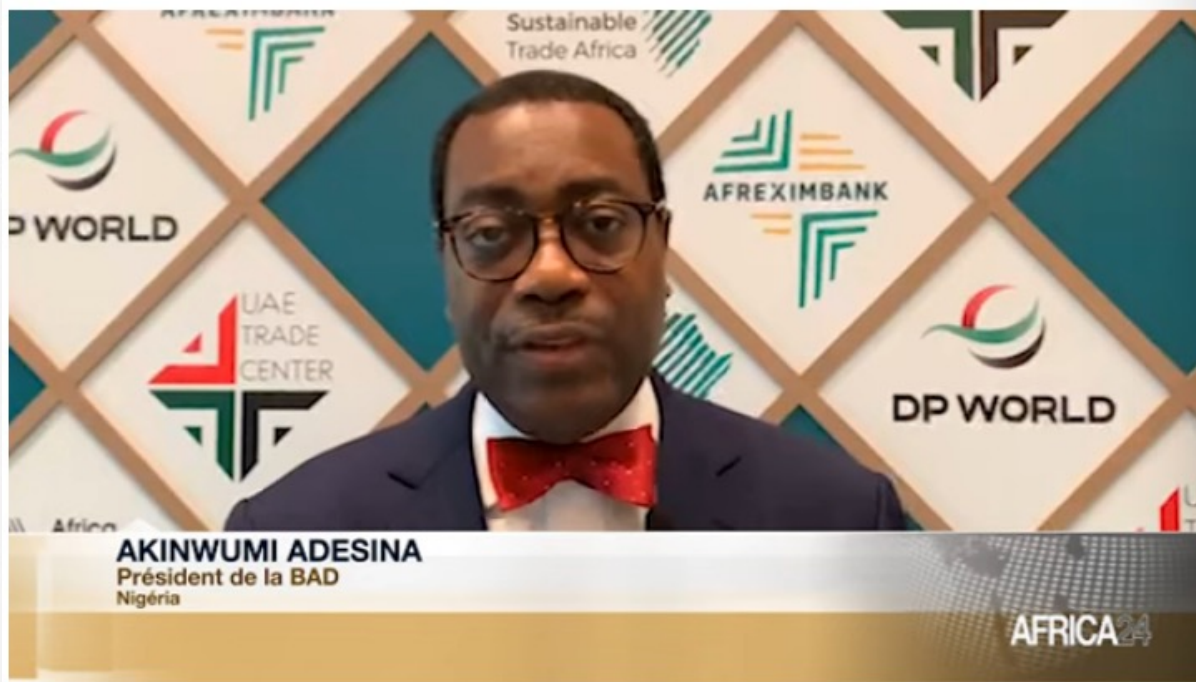
# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH

### Africa 24 TV:

<https://africa24tv.com/afrique-le-continent-possede-60-des-meilleures-ressources-solaires-du-monde/>





وكالة أنباء الإمارات-وام  
EMIRATES NEWS AGENCY-WAM

# OFFICIAL LAUNCH

## Gulf Today

مؤتمر التجارة المستدامة في أفريقيا يؤكد دور القارة في إيجاد حلول للتغير المناخي عالمياً

الثلاثاء 5 ديسمبر 2023 10:28 م • دقيقتين قراءة

1 / 6



## STA drives sustainability actions and foster collaboration at COP28

05 Dec 2023



Dr Thani Bin Ahmed Al Zeyoudi speaks during the event.



# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH

# البيان

12:15  
12 ديسمبر 2023

البيان

الرئيسية / الإمارات / العالم / الاقتصادي / الرياضي / الثقافة / منوعات / اتجاهات / التقنية / الصحة / COP28

الرئيسية / التجارة

ثاني الزبودي: أفريقيا محورية جهود العالم للانتقال إلى اقتصاد أكثر استدامة



# الوطن

يومية - سياسية - مستقلة

مؤتمر التجارة المستدامة في إفريقيا يسلط الضوء تعزيز الحوار  
حول الاستدامة والنمو الاقتصادي

الاقتصادية 05 الثلاثاء 05 ديسمبر 2023



# الإمارات اليوم

# الإمارات اليوم

البحث

الصفحة الرئيسية / النسخة الرقمية / أخبار الإمارات / الخط الساخن / اقتصاد / العالم / حياة وثقون / رياضة / الرئيسية / اقتصاد / هتلي

لنعمل معاً نحو تحقيق  
قطاع طاقة منخفض الانبعاثات.

خلال فعاليات منتدى التجارة المستدامة في أفريقيا

ثاني الزبودي: أفريقيا محورية جهود العالم  
لانتقال إلى اقتصاد أكثر استدامة





# SUSTAINABLE TRADE AFRICA



## MAIN CONFERENCE

[Main Conference Gallery | Sustainable Trade Africa](#)





# MAIN CONFERENCE

Main Conference | Dec 6, 2023 | Function Hall, Jafza One Convention Centre Jebel Ali Dubai

TIME	ACTIVITIES
09.00 am – 09.30 am	Arrival & Reception
09.30 am – 10.00 am	Registration
10.00 am – 10.05 am	<b>Welcome Address</b>  <b>MR. WALID MOHAMMED HAREB ALFALAHI</b> Chief Executive Officer UAE Trade Center & DC Global
10.10 am – 10.15 am	<b>Remarks</b>  <b>HIS EXCELLENCY DR. AKINWUMI ADESINA</b> President African Development Bank Group
10.20 am – 10:25 am	<b>Remarks</b>  <b>HIS EXCELLENCY PROF. BENEDICT OKEY ORAMAH</b> President & Chairman of the Board African Export-Import Bank (Afreximbank)

10.30 pm – 10.35 pm	<b>SPECIAL POETRY SESSION</b>  <b>BY MS. ALHANISLAM</b>
10.40 am – 10.45 am	<b>Keynote Speech</b>  <b>Her Excellency Princess Adejoke Orelope Adefulire</b>  Senior Special Adviser to the President on SDGs
10.50 am – 11.05 am	FIRESIDE CHAT ON SUSTAINABLE TRADE & INVESTMENT IN AFRICA  <b>MR. ALAIN EBOISSÉ</b> CEO, Africa50  Host: <b>DR ASHRAF MAHATE</b> , Chief Economist - Trade and Export Market Development, Dubai Dept of Economy and Tourism
	<b>Closing Remarks</b>  <b>MS. EMILY NJERI, MBURU-NDORIA,</b> Directorate of Trade in Services, Investment, Intellectual Property Rights, AfCFTA Secretariat

# MAIN CONFERENCE

## **PANEL SESSION 1: GREEN TRANSPORTS & LOGISTICS**

Unlocking Africa's Export Potential: Facilitating Market Access for Manufactured Goods and Promoting Services Exports

## **PANEL SESSION 3: GREEN FINANCE & INVESTMENTS**

Funding a Sustainable Tomorrow: Embracing Green Finance in Africa

## **PANEL SESSION 2 : CLEAN ENERGY**

Strategic Sustainable Power Projects: A Just Transition

## **Panel Session 4: AGRICULTURE**

Recover, Regenerate, Act: Africa's Solutions to Food Systems Transformation



## STA shaping the future of sustainable trade at COP28

07 Dec 2023



Top officials during the Sustainable Trade Africa event in Dubai in Wednesday.

# MAIN CONFERENCE

## Media Report

البيان

البيان  
12 ديسمبر 2023 - 14:45

البيان

الرئيسية | الإمارات | العالم | الاقتصادي | الرياضي | الثقافة | منوعات | اتجاهات | التقنية | الصحة | COP28

الرئيسية | الاقتصادي | الإمارات

القطاع الخاص الإماراتي يؤسس شركات لمشاريع تحويلية في أفريقيا



# SUSTAINABLE TRADE AFRICA



الخليج

## MAIN CONFERENCE

الوطن  
يومية - سياسية - مستقلة

الإمارات اليوم

### مسؤولون أفارقة: الإمارات بوابة التجارة المستدامة للقارة السمراء

أكدوا أهمية تعزيز التعاون الاقتصادي

8 ديسمبر 2023 17:57 مساءً



خلال منتدى الاستثمار في إفريقيا

الوطن  
يومية - سياسية - مستقلة

### مؤتمر التجارة المستدامة في أفريقيا يختتم فعالياته

الاقتصادية 07 ديسمبر 2023



### مؤتمر التجارة المستدامة في أفريقيا يختتم فعالياته في دبي



2023 08 08

2023 08 08





## Afrique : le continent possède 60% des meilleures ressources solaires du monde

La Rédaction 6 décembre 2023 6:42



## Les pays africains exhortés à profiter des avantages de l'économie verte

La Rédaction 17 décembre 2023 2:26



## Le président de la BAD appelle à croire dans le potentiel du continent

La Rédaction 17 décembre 2023 12:53



# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH & MAIN CONFERENCE

### Social Media

Highlighting speakers and their topics to generate interest in the event

Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**KEYNOTE SPEAKER**

**SUSTAINABLE TRADE AFRICA**



**His Excellency Dr. Thani bin Ahmed Al Zeyoudi**  
Minister of State for Foreign Trade  
Minister in Charge of Talent Attraction and Retention

December 4, 2023 | 12:00 - 13:30  
**Official Launch of Sustainable Trade Africa**  
Connect Conference Centre - C3, EXPO CITY DUBAI

**COP28 UAE**  
— Connect —

Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**MODERATOR**

**Sustainable Trade Africa**



**MS. TRACY LANE**  
Associate Director  
KPMG EAST AFRICA

**AGRICULTURE, FOOD TECH & AGRIBUSINESS**  
"Recover, Regenerate, Act: Africa's Solutions to Food Systems Transformation"

December 6, 2023 | 09:00 - 16:00  
JAFZA ONE Convention Centre Dubai

www.sustainabletradeafrica.com  
@SustainableTradeAfrica

Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**SPEAKER**

**SUSTAINABLE TRADE AFRICA**



**Mr. Walid Hareb AlFalahi**  
Chief Executive Officer  
UAE Trade Center & DCG

December 4, 2023 | 12:00 - 13:30  
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**SPEAKER**

**Sustainable Trade Africa**



**DR. FAHD AL-GUTHMY (PHD)**  
Programme Director (Conservation Finance)  
Miami Yutu: Sustainable Reef Investments  
Programme: Wildlife Conservation Society Programme

**FINANCE**  
"Conservation Finance In The Blue Economy"

December 6, 2023 | 09:00 - 16:00  
JAFZA ONE Convention Centre Dubai

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Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**KEYNOTE SPEAKER**

**SUSTAINABLE TRADE AFRICA**



**His Excellency Prof Benedict Okey Oramah**  
President & Chairman of the Board of Directors  
African Export-Import Bank (Afreximbank)

December 4, 2023 | 12:00 - 13:30  
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**COP28 UAE**  
— Connect —

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**SPEAKER**

**Sustainable Trade Africa**



**HIS EXCELLENCY IBRAHIM MATOLA**  
Minister of Energy, Malawi

**CLEAN ENERGY**  
"Strategic Sustainable Power Projects: A Just Transition"

December 6, 2023 | 09:00 - 16:00  
JAFZA ONE Convention Centre Dubai

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Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**KEYNOTE SPEAKER**

**SUSTAINABLE TRADE AFRICA**



**His Excellency Wamkele Mene**  
Secretary-General of the African Continental Free Trade Area (AfCFTA) Secretariat

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— Connect —

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**SPEAKER**

**Sustainable Trade Africa**



**ENG. MAHMOOD AL BASTAKI**  
Chief Operating Officer, Digital Trade Solutions, DP WORLD

**GREEN TRANSPORT & LOGISTICS**  
"Unlocking Africa's Export Potential: Facilitating Market Access for Manufactured Goods and Promoting Services Exports"

December 6, 2023 | 09:00 - 16:00  
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Organizer: JAFZA ONE, Co-Organizer: AFRICA TRADE CENTER, Strategic Partners: DP WORLD, Africa Finance Corporation, AFRICA TRADE CENTER

**SPEAKER**

**SUSTAINABLE TRADE AFRICA**



**Dr. Alexander Ezenagu**  
Founder & Chief Consultant  
Sapient Consulting Group Limited

December 4, 2023 | 12:00 - 13:30  
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**COP28 UAE**  
— Connect —

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**SPEAKER**

**Sustainable Trade Africa**



**MR. AHMED MULLA**  
Deputy CEO  
IHH RITHY POWER

**CLEAN ENERGY**  
"Strategic Sustainable Power Projects: A Just Transition"

December 6, 2023 | 09:00 - 16:00  
JAFZA ONE Convention Centre Dubai

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# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH & MAIN CONFERENCE

Build Anticipation Countdown posts, Highlight Key Details, Event Promotion



# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH & MAIN CONFERENCE

### Sneak peak of STA

 Sustainable Trade Africa

**Supporting Partners**

[www.sustainabletradeafrica.com](http://www.sustainabletradeafrica.com)

 Sustainable Trade Africa

**Strategic Partner**

 **Africa Finance Corporation**  
Instrumental Infrastructure.  
Instrumental Africa.

[www.sustainabletradeafrica.com](http://www.sustainabletradeafrica.com)

 Sustainable Trade Africa

 **AFREXIMBANK**

**Co-Organizer**

[www.sustainabletradeafrica.com](http://www.sustainabletradeafrica.com)

 Sustainable Trade Africa

**Strategic Partner**

 **AFRICAN DEVELOPMENT BANK GROUP**

[www.sustainabletradeafrica.com](http://www.sustainabletradeafrica.com)



### Live Feeds From the Event

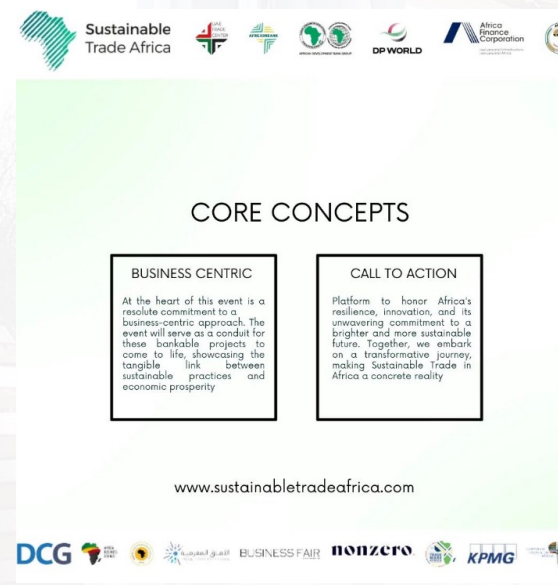
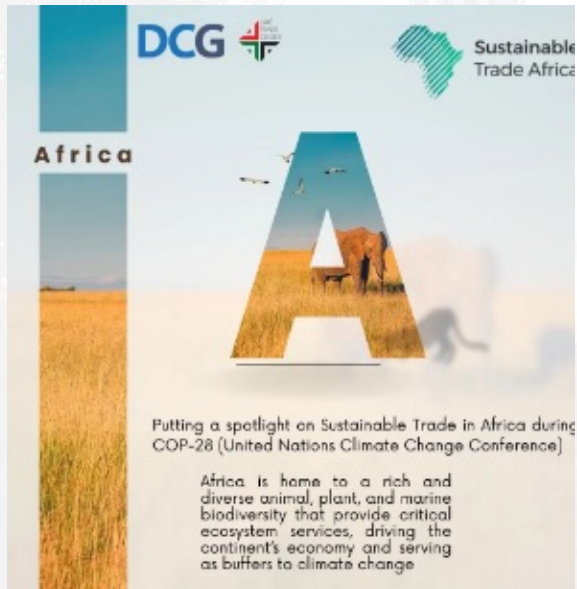


# SUSTAINABLE TRADE AFRICA



## OFFICIAL LAUNCH & MAIN CONFERENCE

### Building up Sustainable Trade Africa (STA) as a brand





## Analytics and Insights

Providing insights into the reach, engagement and impact of our content

#SustainableTradeAfrica

### Highlights

Data for 11/12/2023 - 12/11/2023

417

New followers  
▲ 2,216.7%

451

Reactions  
▲ 1,266.7%

552

Page views  
▲ 626.3%

227

Unique visitors  
▲ 740.7%

Impressions

Views

276

143

Comments

▲ 1,400%

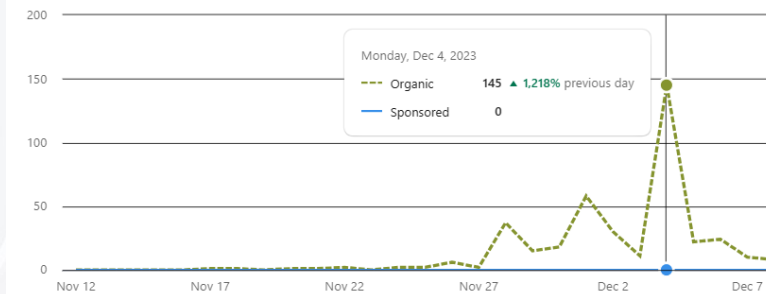
Reposts

▲ 166.7%



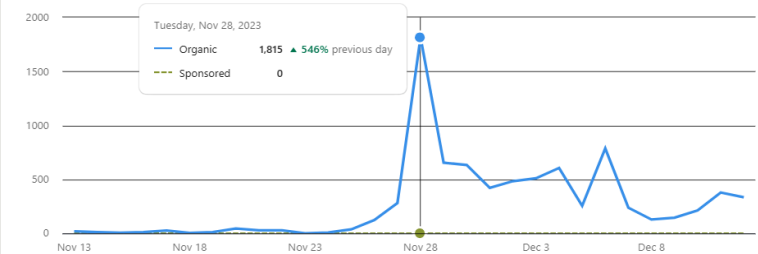
@sustainabletradeafrica

### Follower metrics



### Metrics

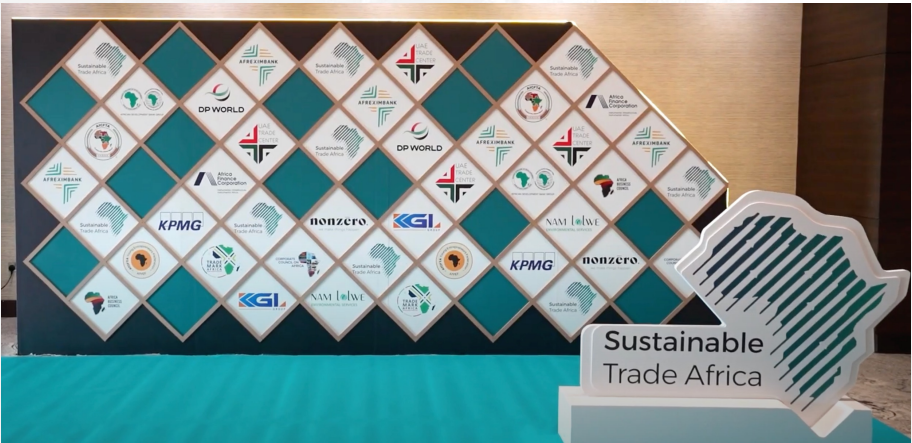
Impressions



# SUSTAINABLE TRADE AFRICA



# BRANDING





**SUSTAINABLE  
TRADE AFRICA**



**BRANDING**



4 & 6 Dec 2023

## SUSTAINABLE TRADE IN AFRICA

Transforming Africa Trade for Climate resilience & Sustainable Development

REGISTRATION



Let's Chat!





Africa is poised to play a pivotal role in the global shift towards a sustainable economy, possessing the resources, talent and trade connectivity needed for developing and distributing green products and services. Supporting Africa's renewable energy sources, extracting in-demand minerals and enhancing logistics capabilities should be a developmental priority. Platforms like Sustainable Trade Africa are instrumental in delivering this support, driving stakeholder collaboration and facilitating strategic investments in sectors that bolster Africa's economic resilience and independence. As such, they make a vital contribution to global economic transformation.

**H.E. Dr. Thani bin Ahmed Al Zeyoudi**  
**Minister of State for Foreign Trade, UAE**



I extend my heartfelt appreciation to Mr. Walid for the invitation to participate in the side event, 'Sustainable Trade in Africa: A Driver for Economic Growth and Environmental Conservation,' during COP28 in Dubai, UAE. The event provided valuable insights, emphasizing the crucial role of sustainable trade. We commend your efforts in fostering such impactful discussions.

**H.E. Mrs. Nardos Bekele-Thomas**  
**CEO, AUDA-NEPAD**



## TESTIMONIALS



We embark on the journey to make our entire operations sustainable. Our commitment to nature-friendly objectives has reached new heights, as we focus on the holistic decarbonization of our entire ecosystem. At Equity Group Holdings Plc, we recognize the imperative to lead in sustainable practices, ensuring a positive impact on both our business and the environment. I congratulate my friend Walid and his team for such remarkable initiative and successful launch during Cop28 UAE.

**Dr. James Mwangi**  
**CEO, Equity Group Holdings Limited**



The Sustainable Trade in Africa event stands out as a crucial gathering, hosting influential speakers and fostering insightful discussions. I thank my brother Walid for extending the invitation and having us all here for this impactful event. One of Africa50's key areas of focus is trade-enabling infrastructure, which is critical to grow the continent's internal and external trade linkages and drive sustainable growth. We commend the work of the UAE Trade Center and are eager to strengthen our partnerships to concretize transformational projects in Africa.

**Mr. Alain Ebobissé**  
**CEO, Africa50**





## TESTIMONIALS



Platforms like Sustainable Trade Africa create a dynamic ecosystem that facilitates finding the right partners, whether it's for acquisitions or collaborations. The conference provides a valuable space for forging meaningful connections, fostering opportunities, and contributing to the sustainable growth of the agriculture and food sector.

**Mr. Saleh Lootah**  
**Chairman, UAE Food and Beverage Manufacturer's Group**

Organizer



Co - Organizer



Strategic Partners



# SUSTAINABLE TRADE AFRICA



Supporting Partners

