REPORT

THE 3RD
STRATEGIC LEADERS' SUMMIT 2021

KAMPALA

THEME:
AGRIBUSINESS, SMES & DIGITAL ECONOMY WITHIN AfCFTA

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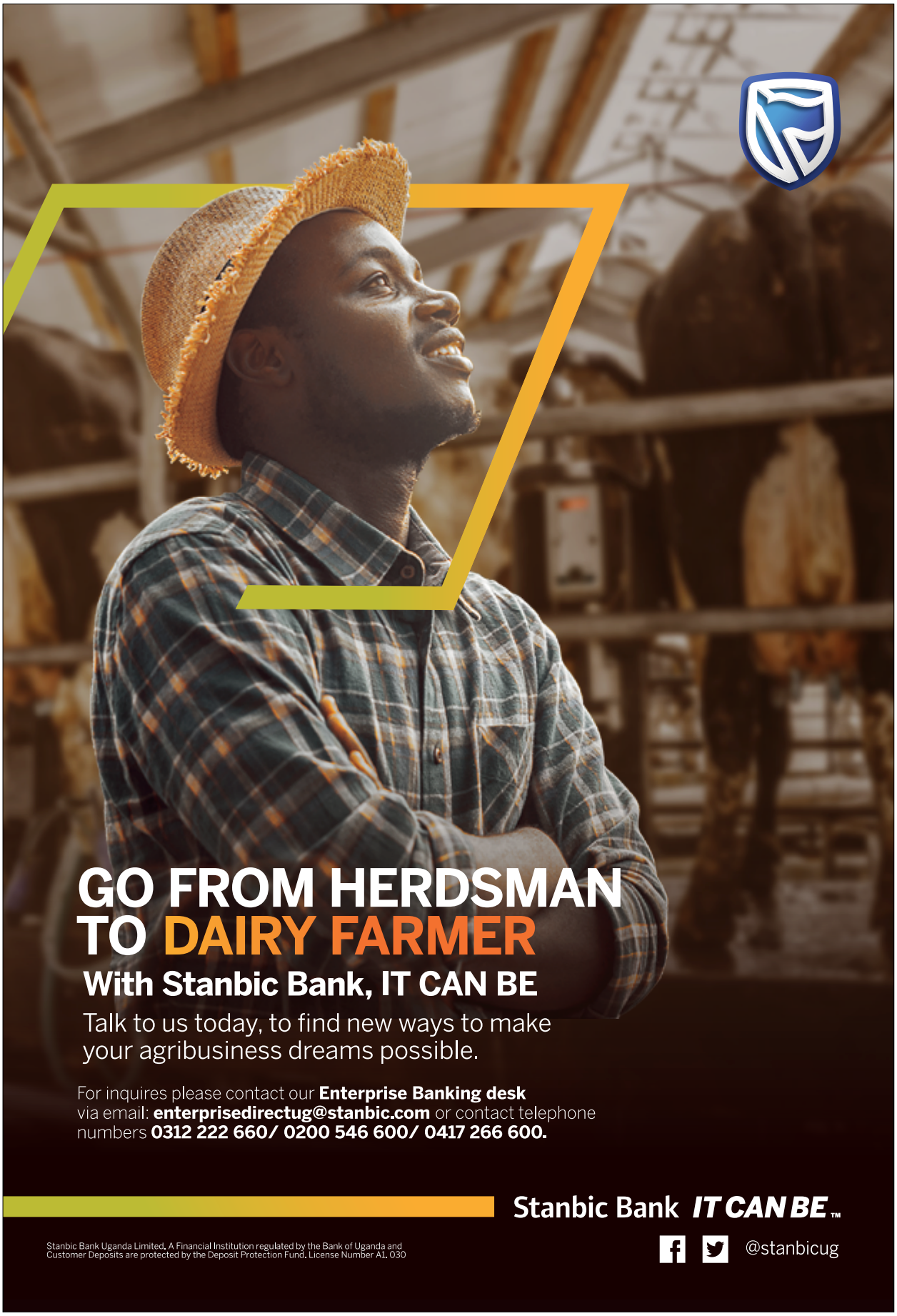
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REPORT
THE 3RD STRATEGIC LEADERS' 2021

Contents

Executive Summary 4
1. Introduction 5
1.1 Background 5

2. Organization 5
2.1 Purpose of the Summit 5
2.2 Sponsors and Partners. 5

3. Mechanics 6
3.1 Pre-Summit 6
3.2 During-Summit 6
3.3 Post-Summit 6

4. Summit Analytics and Survey Results 6

5. Summary on Speakers/Presentations 6

6. Way Forward 13

List of Figures

Figure 1: Gender Composition and Age Group at the Summit participants 9
Figure 2: Countries that Participated in the Summit 10
Figure 3: Professions/Industry Engaged at the Summit 10
Figure 4: Satisfaction with the Summit 11
Figure 5: Areas for a Follow Up To the Summit 12

List of Acronyms

AfCFTA:	Africa Continental Free Trade Area
C.E.O :	Chief Executive Officer
HCI:	Human Capital International
ROI:	Return on Investment
SMEs:	Small and Medium Size Enterprises
SOPs:	Standard Operating Procedures

Statement by the President

It is more than a delight to know that the summit that started as a very simple idea is fast growing to become a global catalyst. To God be all the glory.

On behalf of the Country Manager and Team HCI Uganda, I welcome you all to read the account of summit 2021 which is the third in the series, and first to be held virtually from the Sheraton Hotel, Kampala.

HCI, Uganda, is extremely grateful to all our sponsors and partners for making this happen. We wish you all a thousand-fold return on all your investment as you continue to partners with us to change the narratives of Africa.

Brief about the Summit

The Strategic Leaders' summit has as its main objective, to champion very stimulating public – Private led discussions that will lead to best practices and Innovation oriented dialogue to spur up growth within the SME sector in the future economy.

As a result, the summit offers nothing below cutting edge content, great return on investment (ROI) for sponsors and partners, and promotes innovative but practical ways of growing businesses in the technology driven economies.

The summit by all account, sets the stage as the unique top-tier strategic leadership forum, solely dedicated to SMEs on the continent for thought provoking discussions and digitally driven paradigm orientation, exploring business opportunities, brokering partnerships and exchanging experiences and ideas.

It is positioned to help participants to gain fresh perspectives and insights on the latest global business trends and help SME operators, take their businesses to the next level and be inspired by industry leaders and experts on the issues most relevant to SMEs operations and management.

The summit also affords participants the rare opportunity to learn from world class consultants and leading experts on cutting edge strategies on how to navigate their business' greatest challenge.

Today's Imperatives within AfCFTA

The world of business today, generally, is at the threshold of major transformation driven by confluences of emerging innovation and technologies including artificial intelligence, robotic engineering, automation and 3D technologies.

There is no doubt that human lives are being shaken to the core by these technological advancements with the tech revolution transforming businesses as never before.

Summit 2021's focus was on the implications for AfCfTA on the digital transformation of Agribusinesses for SMEs Growth and Competitiveness in the New Economy.

Our firm belief is that, in order to make the most of the opportunities that the Continental Free Trade Area promises, and to ensure that SMEs in Africa fully benefit from the tech revolution rapidly sweeping all across Africa, certain fundamental questions need answers.

Summit 2021 therefore focused on the steps that should be taken now, the options open to Governments and SMEs, particularly those in Agribusiness and the role of African colleges, universities and the private sector in preparing the continent's SMEs for what could be the biggest economic game changer in African history.
The summit therefore, among many other things, looked at how academia and industry can partner to not only help develop a completive human capital for the SMEs in Africa, but also to position SMEs to attract the much-needed investment for their growth at the continental level.
What you have in your hands is the chronicled account of the proceedings of Summit 2021 and we trust that the content will be useful to your strategic initiatives.

We like to express our profound gratitude to all our sponsors and Partners Roke Telecom, Stanbic Bank, East Africa Business Week Digital, Ecobank, Oracle Technologies, Event Warehouse and Sheraton Hotel, Kampala, for making Summit 2021 a great success.

We wish you a stimulating virtual experience.

Emmanuel Dei-Tumi
President | Chief Copy Writer
Human Capital International.

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Executive Summary

This report decodes the 3rd Strategic Leaders' Summit organized and held virtually by Human Capital International on the 25th of February 2021 and hosted at the Sheraton Kampala Hotel under the theme: "Agribusiness, SMEs and Digital Innovation within the African Continental Free Trade Area."

The main objective of the annual Summit is to champion very stimulating public – private-led discussions that lead to best practices and innovation-oriented dialogue to spur growth within the SME sector in the new digital economy.

Therefore, the Summit offers nothing but cutting- edge content, high return on investment (ROI) for sponsors and partners and addresses the concerns for SMEs growth in the region, as well as promoting practical, innovative ways of growing businesses in a technology-driven economy.

Summit 2021 focused on the options open to Governments, Agribusinesses, SMEs, the role of African universities and the private sector in preparing the continent's SMEs for what could be the most significant economic game-changer in Africa's history.

This report details particulars from Pre, During and Post -Summit; (1) Sponsors and Partners, (2) Pre-summit activities (3) Data Analyses (4) Brief about the presentations (5) Way forward.

The summit attracted 656 general registrants from 20 countries, with 252 participating in the online event. There were as well 76 participants comprising of panelists, professionals and the media who physically attended at Sheraton Hotel-Kampala. Of this number one hundred fifteen (115) people participated in our survey, which was administered both online and in-house. The summit registered a 92% satisfaction rate among the attendees. From the survey report, the primary interest of the participants, as post summit follow-up activity is more on SMEs-continental market linkages and technology workshops, SME-focused leadership and business development training and Agribusiness and SME regional tax tariff policy dialogues.

As a result, Human Capital International intends to consult with the partners and initiate series of mini workshops in areas that have proven to be of high interest as a follow-up activity. This discussion will be triangulated with our Annual Entrepreneurship Master Class in May/June 2021.

1. Introduction

1.1 Background

The Strategic Leaders' Summit is an annual event organised in February by Human Capital International since 2019. The 1st edition was under the theme; "Innovation, Entrepreneurship Development in times of uncertainties". The 2nd edition was under the theme; "Digital Innovation and Good Corporate Governance for SMEs in the Newmarket frontier."

The 3rd and just ended edition was under the theme; "Agribusiness, SMEs and Digital Innovation within the African Continental Free Trade Area".

Unlike the first two editions, the 3rd was a virtual session due to the COVID-19 disruptions. A few of the participants and panelists, though, were hosted at the Hosting Venue – Sheraton Kampala Hotel in Uganda.

The key resource persons of the summit comprised of 5 speakers, and a Keynote speaker from AfCFTA secretariat. In addition, there were remarks made the Heads of our partner institutions a s guests of honour.

The feedback received from the participants and panelists shows that the Strategic Leaders' Summit is fast becoming the foremost business conference in Kampala for SMEs, business leaders, investors, and industry professionals.

2. Organization

2.1 Purpose of the Summit

The purpose of the summit is to champion very stimulating Public – Private led discussions that lead to best practices and Innovation oriented dialogue to spur up growth within the SME sector in the new digital economy.
HCI partners with Key players in the sector to organize the summit so as to have Participants benefit in the following ways;

1. Learn from the best practices of the fast-growing companies while repositioning their businesses.
2. Benefit from unraveled wisdom of top decision makers
3. Identify new opportunities with top business influencers
4. Learn from the best world class consultants and experts on how to navigate business challenges
5. Adjust practices and strategies to suit current digital innovations
6. Gain exclusive insights into promising investment opportunities in the region

2.2 Sponsors and Partners.

This year's Summit attracted eight sponsors and partners, four of whom have been with the summit since its inception three years ago. To enable as many SMEs to benefit from the objectives of the summit and the value it offers, this year's summit was made a non-fee paying event, thereby enabling many SMEs and organisations to attend.

Below is the list of the summit sponsors and partners;

1. Stanbic Bank
2. Ecobank
3. Oracle Technologies
4. Roke Telecom
5. Events Warehouse
6. East African Business Week – Digital
7. Sheraton Kampala Hotel
8. Metajua

3. Mechanics of the Summit

3.1 Pre-Summit

This was the first time we were tackling issues to do with Agribusiness, Technology and Africa Continental Free Trade Area; a new space that required a lot of education for SMEs.

HCI Content Department worked extensively to ensure that people are enlightened with the themes of the summit. This process led to a series of well-researched global-standard articles that were published bi-weekly throughout February. We also undertook a pre-summit survey and a series of marketing efforts on social media, radio, print media and press releases to prepare registrants and participants for the summit. Both the HCI team and its partners invested great efforts to see to the success of the pre-summit event.

3.2 During - Summit

The Summit was hosted and broadcast from at the Sheraton Hotel, Kampala while observing the Covid-19 SOPs.

The event, which started at 2:00 pm, was well managed by the Hostess, Country Manager of Human Capital International, the Moderator and the rest of the team.

All our distinguished speakers, three of whom spoke virtually, addressed their areas successfully.
The Summit ended at 5 pm with a networking cocktail at the Sheraton Kampala Hotel for the in-house participants.

3.3 Post - Summit

A post-summit survey seeking feedback was conducted towards the end of the Summit. (Figs. 1-5 of this report).This report is also part of the post-summit activities to guide follow-up activities, which according to our programme, is scheduled for May/June 2021.

4. Summit Analytics and Results of the Surveys

This section presents the analysis of the Summit data and discusses the results of the survey. In all a total of 656 people registered to attend the summit, out of which 321 participated, most of them online.
A total of 115 people participated in the surveys, and we are pleased with the responses and feedback we have received;

4.1 Gender and Age Group

The summit attracted 68.2% males and 31.8% females. 40.5% of the participants were between the age group of 35-44. This result indicates that the summit attracted a significant youthful audience who are actively engaged in Agribusiness and SME operations.

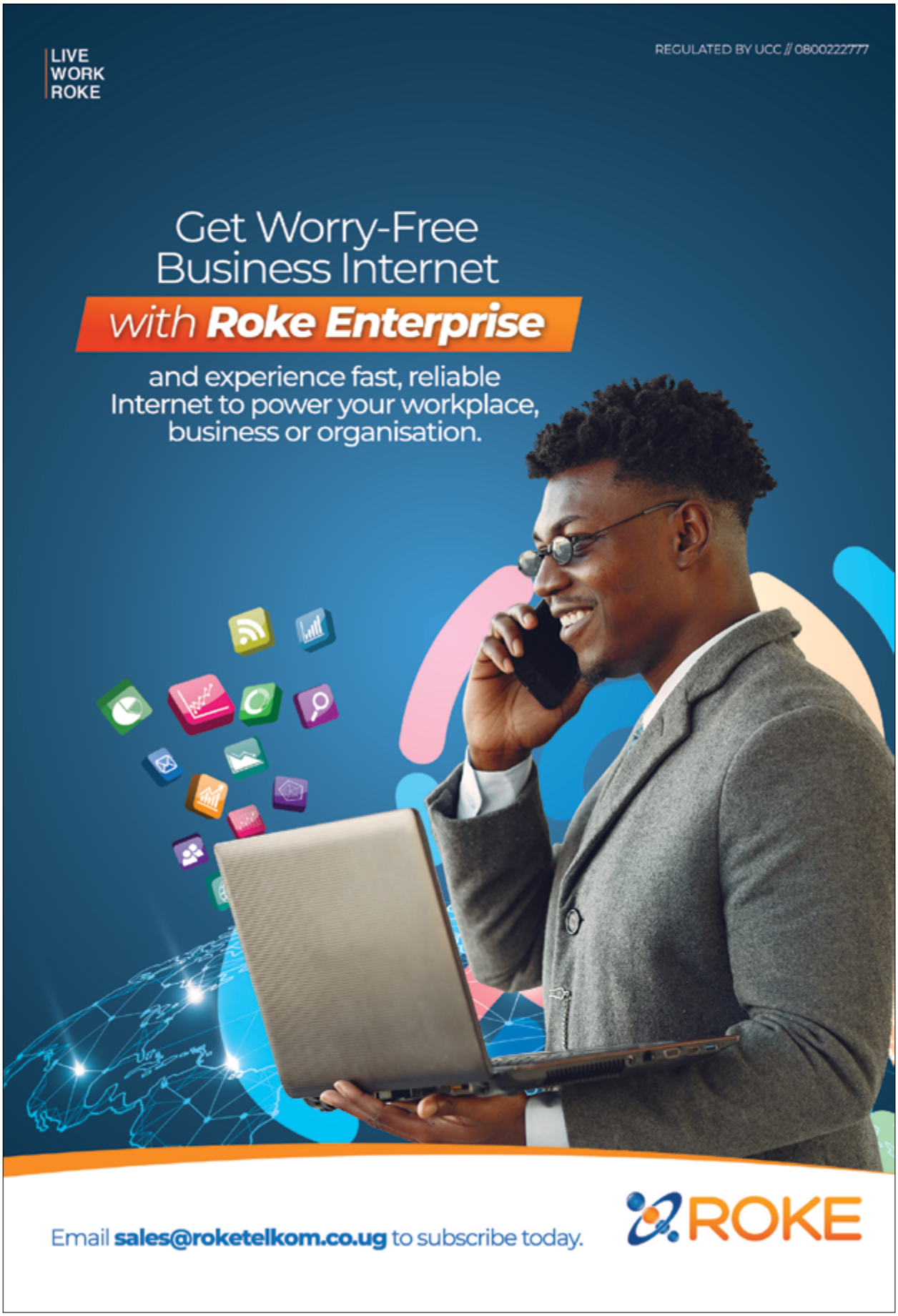
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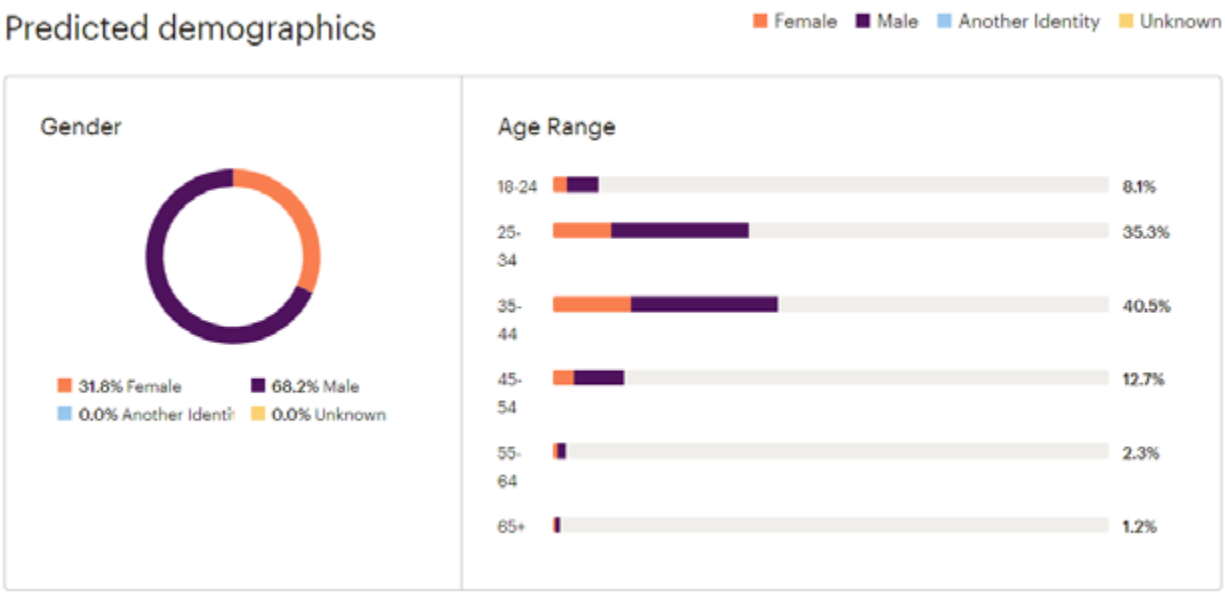
Figure 1: Gender Composition and Age Group at the Summit



4.2 Countries of Summit Participants

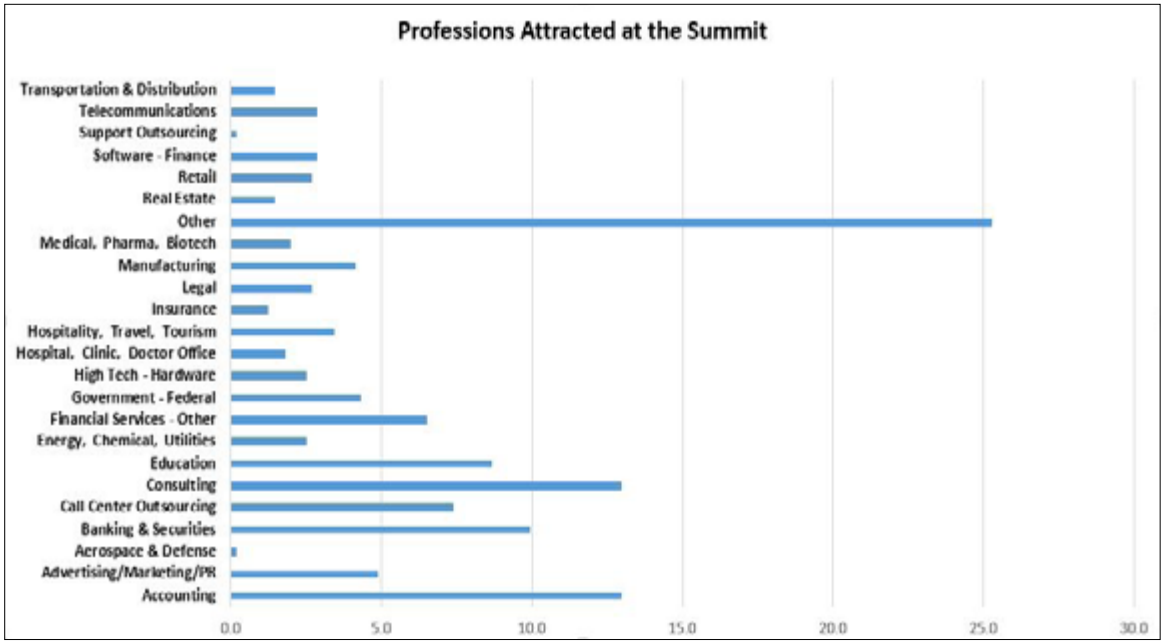
As much as East Africa was the primary target for the Summit, we are happy to note that the online event attracted participants from all over the world. We had participants from 20 countries, with the majority from Uganda, Kenya, USA, the UK, and Ghana.

Figure 2: Countries that Participated in the Summit

4.3 Professional Background of Participants

This year's 3rd Strategic Leaders' Summit attracted 24 professions, while 22% belonged to the undisclosed category. Some of the figures are as follows: Agriculture industry (11%), Accounting (11%), Banking (8%), Education (7%), and Advertising among others. We are pleased to report that over 150 CEOs also participated in the event.

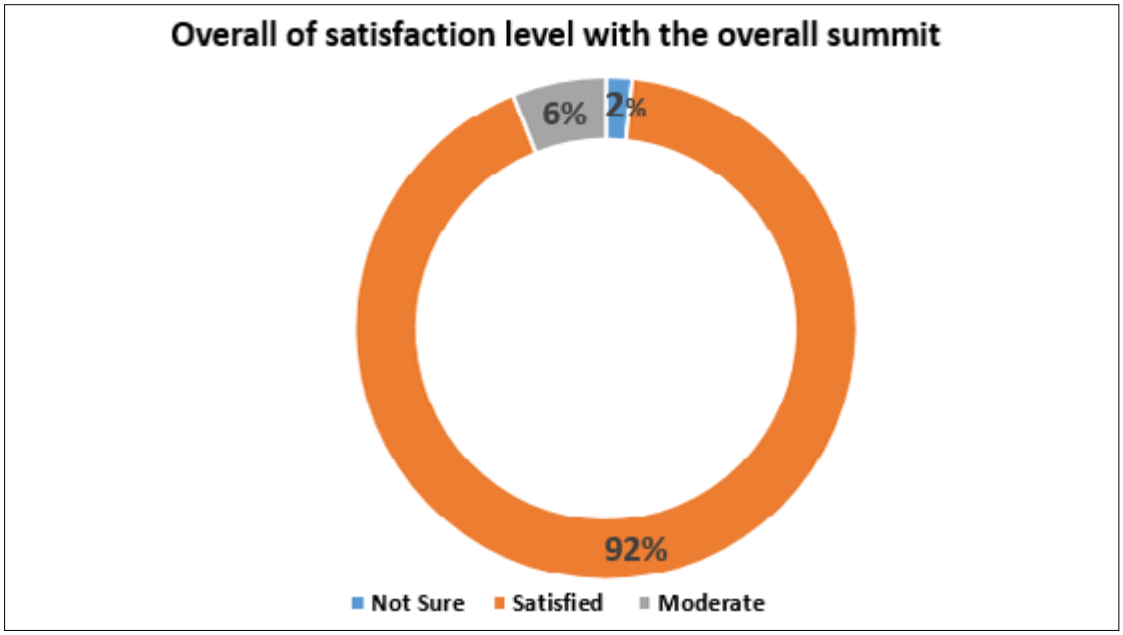
Figure 3: Professions/Industry Summit Participants



1.4 Satisfaction with the Summit

Our survey results indicated a very high level of satisfaction (92%) with the speaker selection, organisation and themes.

Figure 4: Satisfaction with the Summit



4.5 Post Summit Follow-up Areas

Our surveys revealed that SMEs continental market linkages workshop (23%), SMEs focused leadership and business development training and Agribusiness technology training (19%), SMEs regional tax and tariff policy dialogues (19%) are of high interest for post summit follow-up activities.

Since Human Capital International is scheduled to have Entrepreneurship Masterclass in May/June 2021, the follow-up preferences will be factored in those sessions.

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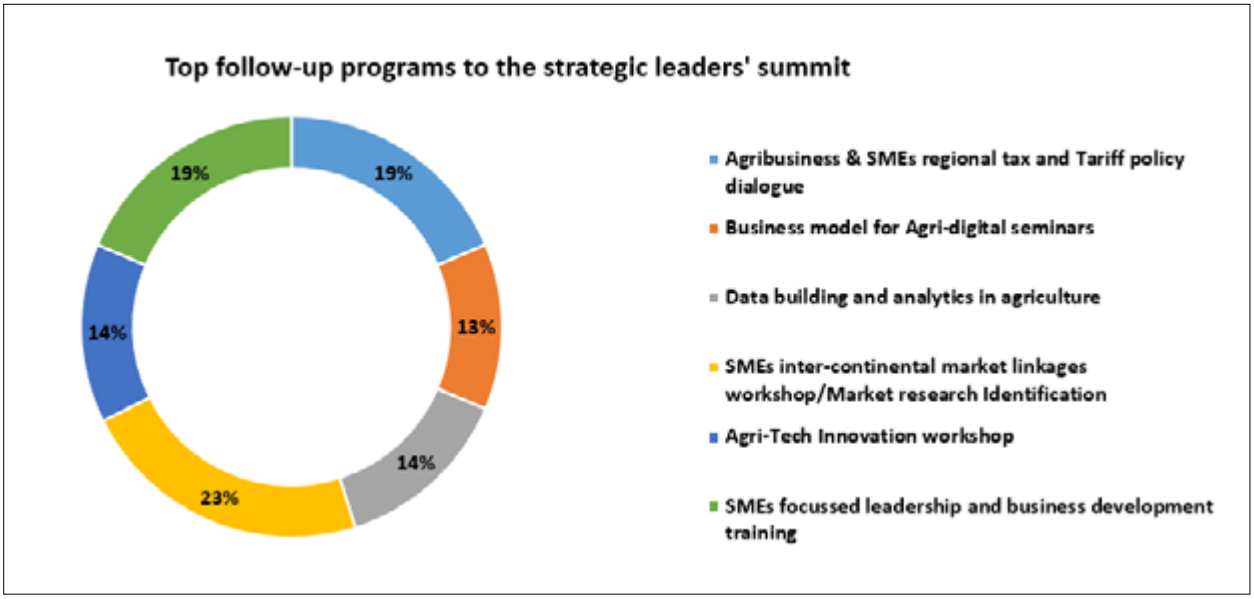
Figure 5: Post Summit Follow up Areas



5. Summary on Speakers/Presentations

The summit which was organized under the broad theme of "Agribusiness. SMEs and Digital Economy within AfCFTA" was addressed by six distinguished expert speakers and four Guest Speakers of diverse professional backgrounds who presented top notch submissions with regards to their specific sub-topics of the summit. The speakers included; Ms. Jemila Abdel Vetah, the Senior Advisor to the Secretary-General of the AfCFTA, who deputized for the Chief of Staff at the AfCFTA secretariat as the keynote Speaker, Ms. Melissa Nyakwera, Head of Agribusiness at Stanbic Bank, Dr Patrick Gyimah Awuah Jr, Founder and President of Ashesi University known for its innovative curricula, Mr. Mounir Boukadidi, from Oracle technologies, Mr. Charles Angebault of Metajua, and Dr Geoffrey Okaka Owich, the Assistant Commissioner, URA.

The Special Guests of honor also included Ms. Annette Kihuguru, the Acting Managing Director of Ecobank Uganda, Ms. Emma Mugisha, Executive Director of Stanbic, Mr. Jean Philippe Bittencourt, the General Manager of Sheraton Hotel, Mr Alexander Bazirake, from ROKE Telkom, and Mr. Godfrey Ivudria, Managing Director of East Africa Businessweek Digital.

Speech Highlights

In her keynote address, Ms. Jemila Abdel Vetah stressed that there is no way the continent should continue seeking help elsewhere when it has abundant resources.

"The [trade] value chain has never been fair at all to Africa. This is something we are tackling through AfCFTA, the most comprehensive regulatory framework ever negotiated by Africans for Africa," she said.

Speaking on the topic "How digital technology can enable women led Agribusinesses and SMEs in Uganda, Ms. Melisa Nyakwera said Stanbic Bank has a wide range of solutions for farmers some of which they have already rolled out. According to her, Stanbic Bank is offering affordable credit solutions, insurance products and using their wide networks to provide farmers access to new markets where they can get higher margins through digital marketing.

Dr Patrick Gyimah Awuah Jr, Founder and President of Ashesi University, a private not-for-profit institution in Ghana, said intellectual property rights should be an incentive to encourage creativity and innovations in institutions of higher learning.

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Mr. Mounir Boukadidi of Oracle, in addressing the summit on "Digital technology in times of COVID-19 disruptions-enabling Agribusinesses and SMEs to face the new imperatives" said there is no question as to whether Africa can feed the world. What rather need to be addressed are the challenges that face agriculture to enable SMEs to tap into agribusiness opportunities. Currently, Boukadidi said, there are initiatives to save bees using technology.

Dr Geoffrey Okaka Owich, the Assistant Commissioner for Trade at the Uganda Revenue Authority said AfCTA is a great initiative that is likely to turn around the continent's economic standing. He cited benefits such as tax incentives that will lower costs of goods and services, thus enabling higher purchasing power and free movement of goods and services, facilitating cross-border trade as some of the areas to explore from the AfCFTA. He emphasized that Agriculture, which the continent has a comparative advantage, will be one of the most significant beneficiary sectors.

Mr. Charles Angebault, a co-founder and current CEO of Metajua – a Ugandan software company specializing in agribusiness supply management, said part of solving smallholder farmers' challenges is through addressing the supply chain.

For that reason, he said, the company has technology that profile farmers, audits them for certification, and links them to buyers. The company also compile data which then enables decision making by all people involved in the agribusiness value chain.

Ms Annette Kihuguru, the Acting Managing Director of Ecobank Uganda, (Co-sponsor of Summit), said now is the time for businesses to collaborate and intensify the use of technology in their operations. She pledged the bank's support for SMEs seeking funding to enable them to realise their potential.

Ms. Emma Mugisha, the Executive Director of Stanbic Bank, Uganda and head of Corporate and Investment Banking said the institution was excited for being a partner in the Summit. She said it was exciting because SMEs and agriculture will be a game-changer for the bank.

Already, Ms. Mugisha said, there are initiatives by the bank to support SMEs in the country, which is where we see our future'.

Mr. Jean Philippe Bittencourt, the general manager of Sheraton Hotel, said the hospitality industry had been stretched to the limit, but that has allowed them to innovate. Nevertheless, he said that innovation has led to the loss of jobs and, at the same time, increased costs of operations, as recovery from the pandemic is slow due to restrictions on travel.

Mr Alexander Bazirake, who represented ROKE Telkom at the Summit, underscored the need to tap into the digital world if Agribusinesses are to grow. The company offers tracking services, connects farmers to cooperatives, and manages information such as sales. With this ability, Mr Bazirake said farmers can manage their businesses digitally.

Mr Godfrey Ivudria, Founder and Managing Director of EABW Digital Limited, a leading business news and digital marketing company, pledged to continue to be a partner of the annual Summit.

He said the Summit gives them the opportunity to think strategically about how best they should provide information on jobs, the stock exchange, trade, and policies favoring business.

6. Way Forward

Continental market linkages workshops for SMEs, SMEs focused leadership and business development training, Agribusiness technology training, SMEs regional tax and tariff policy dialogues were recorded in the survey as high interest areas for post summit follow-ups.

The follow-up preferences will be factored in HCI's Entrepreneurship Masterclass sessions to be organized in May/ June 2021.

More information can be found on the HCI website (www.humancapitalinternational.org).

APPENDICES

Appendix 1. Brief bios about the Summit Officials, Speakers and Guests of Honour.

SILVER OJAKOL

AfCFTA Secretariat - Keynote Speaker

TOPIC

Harnessing The Potential And Benefits Of Agribusiness And SMEs In The Digital Economy -Role of AfCFTA

Silver Ojakol, is the Chief of Staff - AfCFTA Secretariat. He is responsible for overseeing the agreement's implementation establishing the African Continental Free Trade Area (AfCFTA).
A trade economist by training and practice, Ojakol has a strong track record and familiarity with domestic, bilateral, regional, and multilateral trade policy and trade development.

MELISA NYAKWERA

Speaker

TOPIC

How Digital Tech Can Enable Women-Led Agribusiness & SMEs in Uganda

Melisa Nyakwera is the Head of Agribusiness and is tasked with developing and implementing strategies to ensure that Stanbic Bank Uganda Limited supports Uganda's agriculture industry. She has nine years' experience in the banking sector.
She holds a Master of Science in Finance from the University of Leicester, United Kingdom.

EMMA MUGISHA

Special Guest

Emma Mugisha is the Executive Director of Stanbic Bank Uganda and head of Corporate and Investment Banking. Emma has 20 years of banking experience both in Uganda and Kenya.
Emma has an MBA in General Management from The Rotterdam School of Management, Erasmus University, and a Bachelors in Social Work and Social Administration, Makerere University.

GEOFFREY OKAKA OWICH

Speaker

TOPIC

Regional Tax and Tariff Implications of Agribusinesses and SMEs within AfCFTA

Dr Geoffrey Okaka Owich is the Assistant Commissioner, Trade at the Uganda Revenue Authority. Dr Okaka holds a Masters of Business Administration and a Bachelor of Veterinary Medicine. He's a professional Customs Expert with over 20 years of taxation and revenue administration experience.

PATRICK GYIMAH AWUAH JR

Speaker

TOPIC

The Collaborative Role Among Academia, Industry and Policymakers in Developing Needed Skills in the New Digital Economy and How to Provide Them

Patrick Gyimah Awuah Jr is the Founder and President of Ashesi University, a private, not-for-profit institution in Ghana. Patrick was educated at Swarthmore in 1985. He resigned a Program Manager position at Microsoft in 2001, to start Ashesi University. He holds Bachelor degrees in Engineering and Economics from Swarthmore College; many other qualifications.

ALEXANDER BAZIRAKE

Special Guest

As ROKE Telkom's B2B Sales Manager, Alexander Bazirake has over 13 years of business experience (Banking and Telecommunications) across Africa and the United States.

MOUNIR BOUKADIDI

Speaker

TOPIC

Digital Technology In Times Of Covid-19 Disruption, Enabling Agrobusinesses and SMEs to Face The New Imperatives

Mounir Boukadidi is an experienced and highly accomplished managing consultant with experience in Europe, Middle East and Africa. His expertise is in strategic, business and technology consulting with core competencies in Digital Transformation, Cloud Computing Enterprise Architectures/TOGAF, and Business Process Optimisation.

SHENINA AHEEBWA

Hostess

Shenina Aheebwa is the Country Manager, Human Capital International, Uganda. Shenina believes in hard work, Creativity, professionalism and respect as pillars to her career growth. She prides herself in brand awareness and Innovative Resources Management and Monitoring for Organizational Growth.

CHARLES ANGEBAULT

Speaker

TOPIC

AgricTech vs SupplyTech... What productivity platform for African Agribusiness sourcing from Small holder farmers. A Case for an Ecosystem of Tech Enabled Services for Agribusiness

Charles Angebault is co-founder and current CEO of Metajua – a Ugandan software company, specialising in agribusiness supply management. Charles, a French native, came to East-Africa in 2004 to support a coffee farmer cooperative following his work within Fair Trade (FLO).

ANNETTE KIHUGURU

Special Guest

Annette Wabunoha Kihuguru is the Ag. Managing Director, Ecobank Uganda, and manages its commercial and Corporate business. She has over 30 years in banking.
She holds a Master's Degree in Management from the Uganda Management Institute and a Bachelors (Social Sciences) Economics and Political Science from Makerere University.

Appendix 2: Featured Articles
https://www.pmldaily.com/business/2021/02/ugandan-farmers-smes-tipped-on-how-to-utilize-africa-free-trade-zone.html

https://www.watchdoguganda.com/business/20210226/109541/how-ugandan-farmers-smes-can-utilize-africa-free-trade-zone.html

Appendix 3: List of Registrants
This list will be shared with Sponsors and partners only.

Appendix 4: 3rd Strategic Leaders' Summit Programme

THE 3RD
STRATEGIC LEADERS' SUMMIT 2021
KAMPALA
SUMMIT PROGRAM
Opening Prayer
Introduction & Opening Remarks by Moderator
Henry Rugamba
Purpose of Gathering
Ms. Shenina Aheebwa
Country Manager, HCI
Remarks by Sponsors & Supporting Partners
• Sheraton
• East Africa Business Digital
• Ecobank
Digital technology in times of Covid-19 disruption, enabling Agrobusinesses and SMEs to face the new imperatives.
Mr. Mounir Boukadidi
Digital Transformation Specialist - Oracle Technology Systems
The collaborative role among Academia, Industry and Policy makers in the development of the skills needed in the new digital economy and how to provide them
Dr. Patrick Gyimah Awuah Jr
President - Ashesi University
How digital tech can enable women led Agribusiness & SMEs in Uganda?
Melisa Nyakwera
Head, AgriBusiness - Stanbic Bank Uganda
Regional Tax and Tariff Implications of Agribusinesses and SMEs within AfCFTA
Dr. Okaka Geoffrey Owich
Asst. Commissioner, Customs - URA
AgricTech versus SupplyTech... What productivity platform for African Agribusiness sourcing from Small holder farmers. A case for an ecosystem of tech enabled services for agribusiness
Charles Angebault
CEO - Metajua
Harnessing the potential and benefits of Agribusiness and SMEs in the digital economy -Role of AfCFTA
Mr. Silver Ojakol - Keynote Speaker
Chief of Staff - AfCFTA Secretariat
Remarks by Sponsors
• Stanbic Bank
• Roke Telkom
Open Discussion
Moderator's Closing Remarks
Vote of Thanks
Emmanuel De-Tumi
President - HCI
Closing Prayer
Executive Cocktail and Networking session
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THE 3RD
STRATEGIC LEADERS' SUMMIT 2021

KAMPALA

SUMMIT SPEAKERS

SILVER OJAKOL
AfCFTA Secretariat
- Keynote Speaker

MELISA NYAKWERA
Head Agri Business
- Stanbic Bank UG

PATRICK GYIMAH AWUAH JR
President
- Ashesi University

MOUNIR BOUKADIDI
Digital Transformation Specialist
- Oracle Technologies

DR. OKAKA GEOFFREY OWICH
Asst. Commissioner,
Customs - URA

CHARLES ANGEBAULT
CEO
- Metaju

HOSTESS

SHENINA AHEEBWA
Country Manager
- HCI, Uganda

SPECIAL GUESTS

EMMA MUGISHA
Executive Director
- Stanbic Bank Uganda

ANNETTE KIHUGURU
Ag. Managing Director
- Ecobank Uganda

ALEXANDER BAZIRAKE
B2B Sales Manager
- Roke Telkom

THEME:
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