

We are pleased to inform you that Confindustria Assafrica & Mediterraneo and E4Impact Foundation organize the Webinar:

"The Agribusiness chain in Africa. Focus on Kenya, Uganda and Rwanda".

The webinar will take place on **March 2nd, 2023 on Piattaforma Go!**

The plenary session will take place from 10.00 to 11.15 (**Italy time**).
Please find below the draft Program.

Virtual btob meetings with Italian companies will follow starting from 11.40 till 17.00 (Italy time). They will continue 3rd March (8.00 - 17.00 Italy time).

Companies interested to attend the webinar and btob meetings, have to register to the following link:

<https://go.confindustria.it/agribusiness-chain-africa-keniya-uganda-rwanda>

- **Sign up:** (for companies which will register for the first time on PlatformGO!)
- **Sign in** (for companies already registered on Platform GO!).

We are at your disposal for any further necessities you may need.

Kind regards

Draft

Webinar
The Agribusiness chain in Africa.
Focus on Kenya, Uganda and Rwanda
2 March, h. 10.00 (Italy time)

10.00 Opening Session

Letizia Pizzi – Director General Confindustria Assafrica & Mediterraneo

Roberto Natali – Italian Ambassador in Kenya

Massimiliano Mazzanti – Italian Ambassador in Uganda and Rwanda

10.15 Economic Outlook on Agribusiness in Africa

Andrea De Meo - Country Risk Analyst Sub-Saharan Africa SACE

10.25 Aggregators role in East Africa Agribusiness

Giorgio Sartori – Business Development Africa E4Impact Foundation

10.35 Macfrut, a large Agribusiness hub to achieve Business, Knowledge, Networking

Cecilia Marzocchi - International Sales and Marketing Dept. Macfrut

10.45 Actions of the Italian trade Agency for the agroindustry sector in Africa

Maurizio Forte - Director of Made in Italy Promotion Department – Italian Trade Agency

10.50 Case histories

Italian company

African company

11.10 Closing remarks

Frank Cinque – General Director E4Impact Foundation

Working language: English