



THE AFRICAN  
DIPLOMATIC CORPS

# African Women Diplomatic Forum (AWDF)



Canadian Council on Africa  
Conseil Canadien pour l'Afrique

# African Women Trade & Investment Opportunities Conference

May 27<sup>th</sup>-29<sup>th</sup>, 2013 Toronto, Canada

at THE  
*Fairmont*  
**ROYAL YORK**  
TORONTO

**Key Note Speaker**  
HAJIA BOLA SHAGAYA  
CEO, Pract Oil Ltd.  
Nigeria

**Key Note Speaker**  
The Honourable Julian Fantino  
Minister of International Cooperation  
Canada



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## DEAR FRIENDS,

Far too often, African women are not fully recognized in Africa's economic success story due to the "single story". They play critical role, not only in reducing poverty, but also generating a powerful economic, educational and social growth for their families and communities. It is against this background that the African Women Diplomatic Forum (AWDF) and African Diplomatic Corps accredited to Canada in collaboration with the Canadian Council on Africa (CCAfrica), are organising a conference under the theme "The Role of African Women in Stimulating the African Economic Growth".

CCAfrica, as the only pan-Canadian non-profit organization, is dedicated to promote a multilateral business, trade, investment relations alongside education and social development between Canada and Africa. Today, we have taken an important initiative to organize a conference dedicated, specifically, to African Women.

The conference titled 'African Women Trade and Investment Opportunities', aims to promote and support African women's entrepreneurship and public service role in building better Africa. AWDF and CCAfrica believe such role of women in African economic growth will increase and strengthen people-to-people tie in all aspects of commercial, political, economic and social progress with all Canadians.

CCAfrica is delighted to announce the dates for the conference which take place on May 27 – 29, 2013 in Toronto prior to the annual celebration of Africa Day. CCAfrica is a proud supporter and facilitator of the network between Canadian and African business community while advocating the use of Market Access Initiative by the 34 African nation-states. CCAfrica continues to work hard to maintain the integration of African businesswomen to the global economy through mentoring activities and other supportive mechanisms.

We are pleased to invite you and your community to attend this important conference and to show your support and appreciation to African women's critical role they play in making Africa competitive.

We hope to welcome you to Toronto in spring!

Respectfully



**Her Excellency Edda  
Mukabagwiza,**  
*High Commissioner of Rwanda  
& Chairperson of AWDF*



**Her Excellency Mathabo  
Tsepa,**  
*High Commissioner of the  
Kingdom of Lesotho & Vice  
Chairperson of AWDF*



**Her Excellency Florence Zano  
Chideya,**  
*Ambassador of the Republic of  
Zimbabwe & the Dean of  
African Diplomatic Corps*



**Lucien Bradet,**  
*President and CEO of  
The Canadian Council on Africa*

# WHY SHOULD YOU PARTICIPATE?

- ✓ To have the **OPPORTUNITY** to provide information about your companies' expertise and to exhibit your products and services.
- ✓ **HIGH PROFILE** speakers from government and all major public and private sectors and industry will be making presentations.
- ✓ You will be benefitting from their experiences during **INFORMATION-PACKED** sessions.
- ✓ You will identify **CONCRETE INTERVENTION** areas in issues like Canadian Market Access Initiative and gain insights from industry and business experts for your practical use.
- ✓ You will take advantage of the **CROSS-INDUSTRY** nature of the event, gain fresh perspectives outside your organization and take home a network of valuable new contacts.
- ✓ The conference 2013 is planned as a real matchmaking and mentoring event between Canadian and African **WOMEN ENTREPRENEURS**.



**KEY NOTE SPEAKER**  
**The Honourable Julian Fantino,**  
Minister of International Cooperation

## AMBASSADORS AND CHARGÉS D'AFFAIRES



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S.E. Mme Nouzha Chekrouni,  
Ambassador of Morocco to  
Canada

**KEY NOTE SPEAKER**  
**HAJIA BOLA SHAGAYA**  
CEO, Pract Oil Ltd  
Nigeria



THE AFRICAN  
DIPLOMATIC CORPS

**African Women  
Diplomatic  
Forum (AWDF)**



**African Women Trade &  
Investment Opportunities Conference**  
May 27<sup>th</sup>-29<sup>th</sup>, 2013 Toronto, Canada

## SPEAKERS

## VENUE AND ACCOMMODATIONS



**JANET NKUBANA**  
GAHAYA LINKS  
Rwanda



**BEVERLY SARAH  
AMBIYO**  
Kenya Technical University  
Kenya



**LAILA MIYARA**  
Director General, Smart  
Contractor  
Morocco



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**ESTHER MKWIZU**  
Chairperson, Tanzania Private  
Sector Foundation  
Tanzania



**MAMAHLAPANE  
RAKUOANE**  
President of the Federation of  
Lesotho Women Entrepreneurs  
Lesotho



**Djakagbé Kaba**  
President of the Guinean  
Association for the Alleviation  
of Feminine Loads  
Guinea



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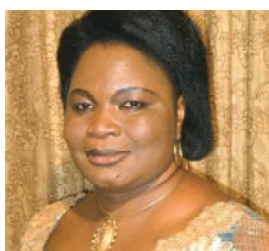
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**JUDITH LÉA NZAKOU**  
NGAYAP  
Sté MOZALE Sarl Nettoyage  
industriel et entretien,  
decoration  
Cameroon



**OUOMOU SISSOKO**  
EPOUSE DIALLO  
Mam Cocktail (Agro- alimen-  
taire) Production of Fruit Juice  
and Yogurt  
Mali



**YAMEOGO MARIE**  
VIVIANE  
Imprimerie  
Burkina Faso



**PRISCHA  
MUPFUMIRA**  
Victoria Food (PVT) LTD  
Zimbabwe



**SUSAN K. MUHWEZI**  
Senior Presidential Advisor on  
AGOA & Other Trade Related  
Matters  
Uganda



**NGOZI OLOJEMEL,**  
FCIDA  
Chairman Board of Directors,  
NSTIF  
Nigeria



**May 27, 2013**

**18:00-21:00** **Conference Registration and Reception (Courtyard Foyer)**  
The Fairmont Royal York, Downtown Toronto

**May 28, 2013**

**Conference Day at the The Fairmont Royal York, Downtown Toronto**

In parallel with the conference, an exhibition to promote the products and services of African business women will be opened.

**08:45-09:15** **Greetings and welcome speeches by the organisers:**

The Canadian Council on Africa  
The African Diplomatic Corps accredited to Canada;  
The Honourable Julian Fantino, Minister of International Cooperation  
African Women Diplomatic Forum in Ottawa;

**09:15-11:15** **Role of women in Business and Trade:**

This panel will feature several African entrepreneurs discussing the role of women in development, their role in reducing poverty and offering economic solutions for their families and countries. Four African entrepreneurs will showcase their stories.

Canadian Business Women's Associations in Canada presentation about evolution of women in Canadian business and discuss obstacles in business world for women (access to credit, difficulties in getting hired in this male-dominated sector), and how to overcome these obstacles.

**11:15-12:30** **Creating a Conducive Environment for Business and Trade**

In this section, an African business specialist will make a presentation about African business women's competitive advantage: African market of 1 billion people, middle class needs in Africa, regional trade barriers, border crossings, the local needs - local solutions for innovation, advocacy and training of younger generation of entrepreneurs.

**12:30-14:00** **Lunch break**

**Keynote Speaker:** Hajia Bola Shagaya, CEO, Pract Oil (Nigeria)

**May 28, 2013**

**14:00-15:15 Facilitating Business and Trade Opportunities**

Presentation: In this section, Export Development Canada, Canada's export credit agency, is best suited to make a presentation about their financial and risk management solutions to help Canadian businesses expand into the international market, as EDC has a long business experience with the continent. In 2011, EDC supported 457 Canadian companies in 46 African countries, for a total of \$2.39 billion in transactions, of which \$1.71 billion took place in Sub-Saharan Africa and \$682 million in North Africa.

Presentation from DFAIT about which countries have Foreign Investment Protection Agreements signed or in progress with African countries. What guarantees does the FIPA offer to Africans and Canadians alike and how to approach the dispute mechanism if needed.

**15:15-15:30 Coffee break**

**15:30-16:30 Access to Canadian markets**

Canada's Trade Facilitation Office presentation on exporting to Canada, the free services provided by TFO Canada for African exporters, Canadian Market Access Initiative and what opportunities it offers to exporters from the 34 Least Developed Countries in Africa.

If necessary and of interest, DFAIT and Border Services Canada can make a special presentation about complexities of importing clothing and textile products to Canada. Special rules apply to clothing sector within MAI (Monthly Africa Indicators) regulations.

**16:30-17:15 Cooperation and Exchange between African and Canadian business women**

Opportunities for mentoring, and internships, and cooperation will be discussed.

**17:15-17:30 Closing remarks**

**May 29, 2013**

**There will be visits of various business communities within the GTA, trips to Niagara Falls or 1000 Islands and sightseeing Toronto will be held.**

**These are 20 women, all under age 45, who wield enormous influence in African business, technology, policy and media.**

**Ory Okolloh** Kenyan, Founder, Ushahidi; **Chimamanda Adichie** Nigerian, Writer; **Yolanda Cuba** South African. Corporate Executive; **Ndidi Nwuneli** Nigerian, Social Entrepreneur; **Dambisa Moyo** Zambian, Economist; **Khanyi Ndhloho** South African, Media Mogul; **Phuti Malabie** South African, CEO, Shanduka Grou; **Funmi Iyanda** Nigerian, Journalist & Broadcaster; **Isis Nyongo** Kenyan, Managing Director, InMobi Africa; **Bethlehem Tilahun Alemu** Ethiopian, Entrepreneur;

**Elsie Kanza** Tanzania, Economic Advisor To Tanzania's President; **Julie Gichuru** Kenyan. Journalist & Broadcaster; **Magatte Wade** Senegal, Entrepreneur; **Jonitha Gugu Msibi** South Africa, Senior Partner, Ernst & Young; **June Arunga** Kenyan, Entrepreneur; **Juliet Ehimuan** Nigerian. Google country manager, Nigeria; **Olga Kimani-Arara** Kenyan, Google Country Manager, Kenya; **Stella Kilonzo** Kenyan, Chief Executive, Capital Markets Authority, Kenya; **Saran Kaba Jones** Liberian, Founder, Face Africa



# REGISTRATION

## Personal Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Company: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

	CANADIAN/OTHER PARTICIPANTS	AFRICAN DELEGATION
Regular Standard Registration	\$170 + HST and 2.5% service fees (Total \$196.90)	\$130 + HST and 2.5% service fee (Total \$150.57)

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 Send by Fax (613)565-3013 or by E-mail to [chris.kianza@ccafrica.ca](mailto:chris.kianza@ccafrica.ca)  
 For more information contact Chris Kianza, Vice President (613)565-3011

### Cancellation Policy

If unable to attend, a designated person is welcome at no extra charge with prior notifications. CCAfrica does not refund for cancellations. CCAfrica will make available information documentation to any registrants who's unable to attend. CCAfrica has the right to change the programme of the conference without notice including the speakers, topics or date of the event.



**Amina Gerba**  
 President CEO Afrique Expansion  
 Board Member of CCAfrica



Far left to right; **Dr Primrose Kurasha**, Vice Chancellor Zimbabwe Open University; **Portia Mutizira-Nondo**, McDonalds franchisee, **Christine Mukute**, Founder/Director 21st Century Woman; and **Divine Ndhlukula**, Founder and CEO of Securico Zimbabwe

# CCAfrica's Offices Across Canada

## Main Office

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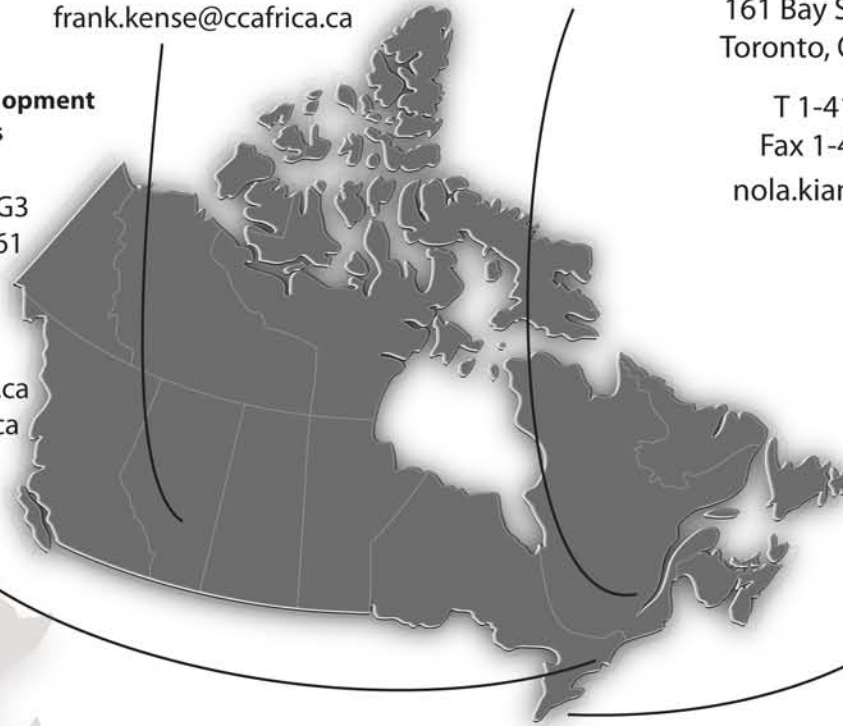
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