



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## Breaking Trade Barriers for Women & Youth Entrepreneurs

A Collaborative, Learning, & Adaptation (CLA) Event

### Event Program



8<sup>TH</sup> June 2023

MovenPick Hotel,  
Westlands, Nairobi

8.00am – 4.30PM

TIME	AGENDA ITEM	RESPONSIBLE
8.00AM - 8.30AM	Arrival and Registration of Guests	TMA
	<b>OPENING REMARKS</b>	
8.30AM - 9.05AM	Jo Ryan: Country director, SHA-KE Mark Priestley – Chief of Party, ERRA, TMA Ahmed Farah TMA Kenya Country Director Development partners DANIDA IRELAND USAID Representative Director, State Department for International Trade	(SHA)
	<b>SME PRESENTATIONS:</b> <i>Lessons &amp; Learning</i>	
9.05AM – 9.15AM 9.15AM – 9.25AM 9.25AM – 9.35AM 9.35AM – 9.45AM 9.45AM – 10.00AM	Shirlam Investment (Claire Onzee, CEO) Mace Foods LTD (Margaret Komen, CEO) Frelin Fresh Exporters: (Lilian Ochieng, CEO) CocoVita LTD (YVONNE ASHEMBI, MANAGER) <i>Opportunity for Reflection (Q&amp;A)</i>	Peter Aluoch
<b>10.00AM – 10.15AM</b>	<b>HEALTH BREAK</b>	<b>TMA</b>
10.15AM -	<b>PLENARY DISCUSSIONS</b> <i>Overcoming Trade Barriers</i>	
10.15AM – 10.50AM	<b>Young Women Entrepreneurs (Below 35Yrs):</b> Overcoming Trade Barriers against Youth Investment 1. Ndakrise Investment LTD (Evelyn Mumo, CEO) 2. Jayasha Enterprises (Doris Maina, CEO) 3. Dolcester Enterprises (Harriet Ochar, CEO) 4. Athi Farms Exporters (Karen Ndulu, CEO) 5. Kenya Bureau of Standards (Naomi Kitur, KEBS)	Abigail Bundi
10.50AM – 11.25AM	<b>Women Entrepreneurs: Overcoming Trade Barriers for Women</b> 1. Smart Logistics (Rose Mutuku, CEO) 2. Kiliview Agribiz (Anjela Ngethe, CEO) 3. Agribusiness Solutions LTD (Florence Alice, CEO) 4. TRUEWAYS LTD (CEO, IRENE MUMO) 5. Lamiro Consults LTD (Phoebe Owuor, CEO)	Peter Aluoch SHA





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TIME	AGENDA ITEM	RESPONSIBLE
11.25AM – 12.00PM	<b>The Export Standards &amp; Regulators: Trade Facilitation Vs Policing</b> 1. Horticultural Crops Development Authority (HCDA) 2. Kenya Export Promotion & Branding Agency (KEPROBA) 3. Jade Fresh Exporters: (Evelyn Munyeti, CEO) 4. Kenya Plant Health Inspectorate Service (KEPHIS) 5. Dheiton Ventures LTD (Jane Nderitu, CEO) 6. Systemic LTD – Global GAP (Paul Muhoro, CEO)	Anataria Uwamariya TMA
12.00 – 12.20PM	<b>FINANCIAL TOOLKIT PRESENTATION:</b> 1. Climate Smart Financing: Kenya Climate Innovation Centre (KCICC) Probhakar Vanam, CEO 2. Solidaridad – PlusPlus (Peter Ayara)	Abigail Bundi
12.20PM – 12.35PM	<b>FEEDBACK SESSION &amp; WAY FORWARD</b>	Gloria Atuheirwe
12.35PM – 1.00PM	<b>THE MARKET PLACE:</b> Product Sharing by SMEs for facilitated buying and selling	Peter Aluoch
1.00PM – 2.00PM	<b>LUNCH AND NETWORKING</b>	<b>ALL</b>
2.05PM – 2.15PM	Pace setting for the AGOA discussion session	Margaret Waitthaka
2.15PM – 3.00PM	<b>Presentation</b> U.S. market opportunity for Kenyan agro products under AGOA	
3.00PM-3.15PM 3.15PM – 4.00PM	<b>Q &amp; A Session</b> <b>Panel Discussion:</b> Making a Success of exporting Kenyan agro - products to the U.S	Abigail Bundi
4.00PM – 4.15PM	<b>HEALTH BREAK</b>	
4.15PM - 4.20PM 4.20PM - 4.25PM	Q & A Session Evaluation Forms	
<b>4.25PM – 4.30PM</b>	<b>Closing Remarks</b>	<b>TMA</b>
<b>4:30PM – 5:00PM</b>	<b>HEALTH BREAK</b>	<b>ALL</b>