




**Africa Trade and Customs Week Summit**  
**7-9 November 2022 Sandton South Africa**  
Theme: 'Protecting Africa's Borders'

**DAY 1 MONDAY 7 November 2022**

|       |   |
|-------|---|
| 08:00 | <b>Attendee Registration</b><br>Welcome Refreshments and Networking   |
| 08:55 | <b>Opening prayer</b><br><br>Elder Ellen Magaya, Chairperson, <b>Dadem Foundation NPC</b>   |
| 09:00 | <b>Organizers Opening Remarks</b><br><br>Dale Magaya, Chief Executive Officer, <b>Dadem Investments Pty Ltd</b>   |
| 09:10 | <b>Opening Performance</b><br><b>Zulu Warriors</b>  |
| 09:25 | <b>Welcome Address World Customs Organization, East, and Southern Africa ROCB</b><br><br>Larry Liza, Director, <b>World Customs Organization, East, and Southern Africa ROCB</b>  |
| 09:40 | <b>World Customs Organization Keynote Address</b><br><br>Mr Ricardo Trevino, Deputy Secretary General, <b>World Customs Organization</b>  |
| 10:20 | <b>Official Customs Authority Keynote Address</b><br><br>Mr. Abdulla M. Al-Sadhan , Vice Governor Operations, <b>Zakat Tax and Customs Authority</b>  |
| 10:45 | <b>Trade Agreements and its impact on customs, compliance, and trade facilitation. What can we expect in 2023?</b> <ul style="list-style-type: none"><li>• WTO TFA, RCEP, FTAAP – How can these agreements help to liberalize market access, contribute to the facilitation of global value chain (GVC) development, provide transparent and simplified customs administration, institute better surveillance on NTMs and reduce technical &amp; regulatory barriers to trade for importers, exporters, and the service sectors?</li><li>• WTO TFA pre-entry and post entry into force: Discussing potential implementation challenges, priorities, and next steps for the public and private sector</li><li>• Defining the roles of multilateral organizations, donor organizations and trade facilitation consultants/advisors</li></ul> <b>Moderator:</b> <ul style="list-style-type: none"><li>• Donald Mackay, Director, and Founder, <b>XA International Trade Advisors*</b></li></ul> <b>Panelists</b> <ul style="list-style-type: none"><li>• Treasure Maphanga, Chief Operating Officer, <b>AeTrade Group</b></li><li>• Dr Christopher Onyango, Director Trade and Customs, <b>COMESA</b></li><li>• Paulina M. Elago, Executive Secretary, <b>Southern African Customs Union.</b></li><li>• Flavia Busingye, Ag Director Customs, <b>The East African Community Secretariat</b></li><li>• Larry Liza, Director, <b>World Customs Organization, East, and Southern Africa ROCB</b></li><li>• Aude Lanois, Component Lead, Programme Support to the AfCFTA, <b>GIZ AU Office</b></li><li>• Francois Fouche, Executive Director/ Research Associate – Centre for African Management &amp; Markets. <b>Growth Diagnostics</b> and <b>GIBS Business School (Gordon Institute of Business Science) *</b></li></ul> |
| 11:35 | <b>Morning Refreshments &amp; Networking</b>  |
| 12:05 | <b>Developing strategies and identifying best practices in establishing and maintaining a well-functioning national trade facilitation committee</b> <ul style="list-style-type: none"><li>• What is the ideal stakeholder structure and governance?</li><li>• Discussing the issue of funding – who funds what?</li><li>• Adopting sustainable, measurable, attainable, realistic and time bounded objectives and scope</li><li>• Highlighting the importance of MNC and SME private sector involvement and engagement</li><li>• Identifying global case studies, success factors and achievements</li></ul> <b>Moderator:</b> <ul style="list-style-type: none"><li>• Poul Hansen, Chief Trade Facilitation, <b>UNCTAD</b></li></ul> <b>Panelists:</b> <ul style="list-style-type: none"><li>• Peter Nuamah, Senior Private Sector Specialist <b>International Finance Corporation</b></li><li>• Dr. Vera Songwe, Executive Secretary, <b>United Nations Economic Commission for Africa (ECA)</b></li><li>• Demitta Chinwude Gyang, Head Customs, Trade Facilitation and Transit <b>African Continental Free Trade Area</b></li></ul>   |




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| 12:55                                | <b>Networking Lunch</b><br>Exhibition Viewing   |
| 14:05                                | <b>Combating illicit trade to safeguard integrity across global economies, markets, and supply chains and to reduce losses in tax revenues</b> <ul style="list-style-type: none"> <li>Developing capabilities, cooperation and intelligence between customs authorities, trade agencies, law enforcement agencies and the private sector to disrupt illicit trade</li> <li>Can these efforts be harmonized at the international level?</li> <li>Exploring innovative technologies and advancement in track and trace, digital tax verification and product authentication</li> </ul> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Dan Garcia, Senior Analyst, <b>SIMS Worldwide</b></li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Heinz Klein, Chief Commercial Officer, <b>Secure System Group</b></li> <li>Christophe Zimmermann, Business Development Director, <b>SGS</b></li> <li>Mr Ricardo Trevino, Deputy Secretary General, <b>World Customs Organization</b></li> <li>Martin Ewi, Regional Organized Crime Observatory Coordinator for Southern Africa, <b>Institute of Security Studies</b></li> <li>Thomas Andrews, Regional Manager, Southern Africa, and Business Development Manager Innovations (Africa) Government and Trade Services. <b>Intertek</b></li> </ul>  |
| 15:00                                | <b>Corporate Presentation</b> <div style="text-align: center;"> <br/>       Presented by<br/> <b>Peter Kern</b>      <b>Blockchain and Customs: The time is now.</b> </div>   |
| 15:30                                | <b>Dealing with the evolution of customs and global trade: What actions can global companies take to effectively manage customs and global trade compliance issues?</b> <ul style="list-style-type: none"> <li>WTO TFA: How is it progressing or affecting businesses? What are the compliance challenges for the trade teams? How can organizations construct TFA solutions? How can organizations collaborate with the public sector in trade programs and initiatives?</li> <li>Addressing the complexity in the valuation of goods and transfer pricing between related parties</li> <li>Exploring best practices and tools to ensure accuracy of tariff classification</li> <li>How can GTM automated solutions and technologies add value to the bottom-line of organizations, in addition to determining strategic direction for trade compliance</li> </ul> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Dr. Mohammad Saeed, Senior Advisor Trade Facilitation, <b>International Trade Centre</b></li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Rajesh Rizwani, Business Head - Middle East &amp; Africa Region, <b>OCR</b></li> <li>Ms Louise Wiggett, Chief Executive Officer, <b>Global Trade Solution</b></li> <li>Olebogeng Ramatlhodi, Director: Indirect Tax and Global Trade Advisory Leader, <b>Deloitte Africa</b></li> <li>Dolores Halloran, Acting Secretary of WTO's Trade Facilitation Committee <b>World Trade Organization</b></li> </ul> |
| 16:25                                | <b>Chairperson Closing day 1</b>  |
| 17:30                                | <b>Networking function.</b><br><br>Enjoy a truly South African Spit Braai and network with industry leaders   |
| <b>DAY 2 TUESDAY 8 November 2022</b> |   |
| 08:00                                | <b>Attendee Day 2 Registration</b><br><br>Refreshments and Networking   |
| 09:00                                | <b>Organizers Day 2 Opening Remarks</b><br><br>Dale Magaya, Chief Executive Officer, <b>Dadem Investments Pty Ltd</b>   |



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| 09:10 | Day 2 Opening Performance<br>Rishile Gumboot Dancers   |
| 09:25 | Ignite Speed Networking Event   |
| 09:35 | <p><b>Trade Facilitation and the Single Window Implementation: Promoting national trade efficiency, expanding global trading activities, and improving international competitiveness</b></p> <ul style="list-style-type: none"> <li>• Key considerations: IT infrastructure, capacity building, leadership, legal matters, challenges in conversion and change management activities etc.</li> <li>• What are the current costs involved in SW implementation?</li> <li>• Establishing public-private partnerships (PPPs) to mitigate risk and ensure success</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Poul Hansen, Chief Trade Facilitation, <b>UNCTAD</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Bevan Simataa Key Expert Customs <b>SADC*</b></li> <li>• Dan Garcia, Senior Analyst, <b>SIMS Worldwide</b></li> <li>• Christophe Zimmermann, Business Development Director, <b>SGS</b></li> <li>• Siyabonga Madyibi - Executive Director - Corporate, External &amp; Legal Affairs, <b>Microsoft</b></li> <li>• Dolores Halloran, Acting Secretary of WTO's Trade Facilitation Committee <b>World Trade Organization</b></li> </ul>    |
| 10:40 | <b>Morning Refreshments &amp; Networking</b>   |
| 11:10 | <p><b>Innovative next generation trade technology and data revolution: Discussing the impact on customs, compliance, and trade facilitation</b></p> <ul style="list-style-type: none"> <li>• How is technology impacting customs agencies in driving their modernization programs?</li> <li>• Designing systems and processes to utilize trade data analytics to tackle fraud &amp; risk, detect collusion in supply chain entities, prevent revenue leakage and promote legitimate trade</li> <li>• Technology and data as an enabler for successful coordinated border management ambition</li> <li>• Big data, predictive analytics, drones, 3D printing and blockchain – Discussing the trends, threats, opportunities, challenges, and the future</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Hariesh Manaadiar, Founder, <b>Shipping and Freight Resource</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Sikhumbuzo Ngcobo – Director of Public Sector, <b>Microsoft</b></li> <li>• Victor Chaitezvi, Chief Executive Officer, <b>Trippl Software*</b></li> <li>• Ms Louise Wiggett, Chief Executive Officer, <b>Global Trade Solution</b></li> <li>• Igor Jakomin, Deputy CEO &amp; Member of the Management Board, <b>CargoX</b></li> <li>• David Smason, Vice President Business Development, <b>Publican Trade Solutions</b></li> <li>• Dr. Mohammad Saeed, Senior Advisor Trade Facilitation, <b>International Trade Centre</b></li> </ul> |
| 12:10 | <p><b>Corporate Presentation</b></p> <p><b>Powered By Ultra Technology</b><br/>Presented by David Smason</p>   |
| 12:40 | <b>Networking Lunch</b>  |
| 13:50 | <p><b>Identifying the opportunities and challenges posed by e-commerce to customs agencies, governments, and organizations</b></p> <ul style="list-style-type: none"> <li>• Identifying new risk scenarios, threats to revenue and to the security of the supply chain – implications to customs agencies and businesses</li> <li>• Overcoming the tension between two desirables—securing borders through adaptation of security frameworks whilst facilitating small business trade in an increasingly digital world</li> <li>• Developing strategic partnerships with major online platforms to enable the use of risk-targeting and analytics in e-commerce</li> <li>• Suggestions and proposals to secure and encourage small business and online trade whilst protecting revenue and competitiveness</li> </ul>  |



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|       | <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Alastair Tempest, Chief Executive Officer, <b>Ecommerce Forum Africa</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Poul Hansen, Chief Trade Facilitation, <b>UNCTAD</b></li> <li>Annabella Ng, Senior Director, Government Relations, <b>SHEIN*</b></li> <li>Jaco Els, Head of Supply Chain Operations <b>Takealot.com*</b></li> <li>Hennie Heymans, Chief Executive Officer, <b>DHL Express Sub Sahara Africa*</b></li> <li>Kehinde (Kenny) Oriola, Vice President E-Commerce, <b>Konga Online Shopping*</b></li> <li>Dean Bauer, Vice President Group eCommerce Operations &amp; Fulfilment at <b>Massmart*</b></li> </ul>   |
| 14:40 | <p><b>Market access for goods into and out of Africa</b></p> <ul style="list-style-type: none"> <li>How and where have the market access initiatives affected Africa's exports.</li> <li>Have these initiatives effectively improved extensive margins of export competitiveness of the benefiting regional countries, over long term?</li> <li>What are the underlying causes of the successes and failures; and how does one solve the policy paradox for African policy makers and their partners?</li> <li>Can Africa do better with trade?</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Dr. Vera Songwe, Executive Secretary, <b>United Nations Economic Commission for Africa (ECA)</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Neville Matjie, Chief Executive Officer, <b>Trade, and Investments KwaZulu Natal*</b></li> <li>Treasure Maphanga, Chief Operating Officer, <b>AeTrade Group</b></li> <li>Dr Christopher Onyango, Director Trade and Customs, <b>COMESA</b></li> <li>Suja Rishikesh Mavroidis, Director of the Market Access Division, <b>World Trade Organization (WTO)</b></li> <li>Alessandro Maria Poggiali, Vice President External Affairs MEA &amp; DF, <b>Philip Morris International</b></li> </ul>  |
| 15:30 | <p><b>Corporate Presentation</b></p> <p><b>Powered by Intertek</b><br/>Presented by Thomas Andrews</p>    |
| 16:00 | <p><b>Effects of Covid-19 to trade facilitation and Customs across Africa</b></p> <ul style="list-style-type: none"> <li>Beyond the direct dramatic human consequences, the COVID-19 crisis will have a long-term, strong, adverse impact on Africa as it hits its economies. Primarily, evaluations estimate a contraction of the GDP for the major economies of the continent.</li> <li>COVID-19 crisis has exposed the dependency on long global supply chains, just in-time production, and the lack of strategic stocks of emergency supplies and general merchandise</li> <li>How might an implemented African Continental Free Trade Area mitigate a worse economic impact due to Covid-19?</li> </ul> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>Mr Larry Liza, Director, <b>World Customs Organization, East and Southern Africa ROCB</b></li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Elasyed Kamal Hassa Negm, Head of Customs, <b>Egyptian Customs Authority</b></li> <li>Flavia Busingye, Ag Director Customs, <b>The East African Community Secretariat</b></li> <li>Dr. Mohammad Saeed, Senior Advisor Trade Facilitation, <b>International Trade Centre</b></li> <li>Olebogeng Ramatlhodi, Director: Indirect Tax and Global Trade Advisory Leader, <b>Deloitte Africa</b></li> <li>Stephen N. Karingi, Director Regional Integration and Trade Division, <b>United Nations Economic Commission*</b></li> <li>Demitta Chinwude Gyang, Head Customs Cooperation, Trade Facilitation and Transit <b>African Continental Free Trade Area (AfCFTA) Secretariat</b></li> </ul> |
| 16:45 | <p><b>Chairperson Closing day 2</b></p>   |



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| 08:00 | <p><b>Attendee Day 3 Registration</b><br/> Refreshments and Networking</p>  |
| 09:00 | <p><b>outline the methodologies of Risk Profiling and Targeting of Illicit Trade</b></p> <p style="text-align: center;"><b>Sponsored by</b></p> <div style="display: flex; justify-content: center; align-items: center;">   </div> <p>With the implementation of the African Continental Free Trade Area is it time to relook current and future trade partnerships that aim to combat illicit trade.</p> <ul style="list-style-type: none"> <li>• What does Trade Partnership or Customs Business mean to the WCO and its members</li> <li>• What are the tools/instruments/initiatives on Trade Partnership?</li> <li>• How can you be part of the public/private partnership?</li> <li>• How do partnership assist with the African Continental Free Trade Area and fighting the risk of illicit trade?</li> </ul> |
| 11:00 | <p><b>Morning Refreshments &amp; Networking</b></p>   |
| 11:30 | <p><b>Essentials of creating an effective AEO Programme</b></p> <p style="text-align: center;"><b>Sponsored by</b></p> <div style="text-align: center;">  </div> <p>Authorized Economic Operators (AEOs) programmes deliver tangible cost-saving advantages to companies of all sizes and sectors by facilitating cross-border trade and streamlining traders' relationships with local Customs administrations.</p> <ul style="list-style-type: none"> <li>• The impetus for AEO programmes</li> <li>• The supply chain elements and financial metrics of AEO</li> <li>• Why AEO is the future of trade security and trade facilitation</li> <li>• How to increase AEO adoption and results</li> <li>• SMART Borders and AEO programmes for Africa</li> </ul>  |
| 13:30 | <p><b>Networking Lunch</b></p> <p>Exhibition Viewing</p>  |
| 14:30 | <p><b>National Trade Facilitation Committees</b></p> <p style="text-align: center;"><b>Powered By</b></p> <div style="display: flex; justify-content: center; align-items: center;">   </div> <p>Understanding the concept of national trade facilitation committees and identifying the key factors that contribute to the success and sustainability of the committee.</p> <ul style="list-style-type: none"> <li>• What is a national trade facilitation roadmap and its benefits</li> <li>• Making the WTO Trade Facilitation Agreement Work for SMEs</li> <li>• Trade facilitation: Trade competitiveness and the development dimension</li> <li>• Trade Facilitation Programme to help developing countries implement WTO agreement</li> </ul>   |



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| 15:45 | Sponsor vote of thanks   |
| 16:00 | Closing Performance<br>African Revolution Group                                    |
| 16:10 | Closing Remarks<br>Dale Magaya, Chief Executive Officer, Dadem Investments Pty Ltd |
| 16:15 | Africa Trade and Customs Week 2022 Official Close                                  |

**Africa Trade and Customs Week will offer both Arabic and French translation**

**Africa Trade and Customs Week 2022 Matchmaking**

With 500 participants our matchmaking service will facilitate meeting introductions ahead of the Summits to ensure that you make the most of your participation. This is valid for paid and fully registered participants only and includes a real time concierge support for meeting requests. Details available to registered participants only