



French Week



Wednesday 13th November Day 02 Agribusiness

*Food Security, Sustainable Value
Chains, Export Opportunities*

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Wednesday 13th November **Day 02/Agribusiness**

Time: 07.30 am - 17.00 pm

In partnership with the Agro Club - French Embassy, and Valorial

Opening Remarks

- 07.30 | Registration and Networking Breakfast
- 08.15 | Welcome address by **Laure PAUGAM**, CEO, French Chamber of Commerce
- 08.30 | Keynote speech by **Guest of Honor - Ministry of Agriculture**
- 09.00 | Presentation #1 | **France, the European Union Agriculture Leader**
 - **Martin PARENT**, Regional Agriculture Counsellor, French Embassy

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Morning Sessions

- 09.30 | Roundtable #1 | **Opportunities for enhanced collaboration between France and Kenya: the dairy industry case study**
 - **Reza CHABOKRO**, Marketing & Innovation Director East Africa, Brookside
 - **Dr. Kimutai MARITIM**, Director of Regulatory Services, Kenya Dairy Board
 - **Joseph Thuku KIHARA**, Chief Commercial Officer, Quickmart
 - **Dr. Ignatius GATHIGI KAHIU**, Member of the Board of Directors and Chair of Implementation, Monitoring, and Learning Committee of ASNET, Vice President of the World Veterinary Association
 - Moderator: **Soumeya LOUCIF**, Public and Governmental Affairs Manager - Africa, bioMérieux
- 10.15 | *Networking Coffee Break*
- 10.45 | Presentation #2 | **Agribusiness outlook in East Africa with IPSOS**
 - **Melissa BAKER**, CEO Africa & Middle East, Development Research and Evaluation
 - **Samuel MUTHOKA**, Director East and Horn of Africa - Development Research and Evaluation

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Morning Sessions

- 11.15 | Roundtable #2 | **Developing local value chains with a positive environmental, social and economic impact**
 - Priti PATEL, Director, Njoro Canning
 - Maisa GALAL, Director Human Capital and Sustainability, Carrefour
 - Florence KARIUKI, General Manager Food & Agriculture Pillar, Equity Group Foundation
 - Lola MEUNIER, Investment Officer - Agribusiness Africa, IFC
 - Laurent DEMUYNCK, CEO, Kigali Farms
 - Cyril ROULLET, Export Manager, FAO Société Nouvelle
 - Moderator: Laure PAUGAM, CEO, French Chamber of Commerce
- 12.15 | Presentation #2
 - **French Treasury financial tools to support investments in agriculture and agrifood**
 - Martin PARENT, Regional Agriculture Counsellor, French Treasury
 - **Case study: Project Ecostim - Elephant Vert / Kenya Biologics & KALRO**
 - Martin MONTBARBON, Managing Director, Elephant Vert / Kenya Biologics
- 13.00 | Conclusion and closing remarks by the French Chamber of Commerce

13.15 | Networking Light Lunch

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Afternoon Sessions

- 14.00 | **Farm'Innov Connection Event - part 1**
 - An interactive workshop between France and Kenya on Supply Chain, with shared experiences and best practices from French and Kenyan Leaders
 - **Farm'Innov is a cooperation and technical assistance project between Kenya and France that aims to support innovation and competitiveness in Kenya's agricultural and agri-food sectors.**
 - *In partnership with Valorial, 1st French network devoted to agri-food innovation*
 - **Adele GUERIN**, Farm'Innov Project Officer, **Valorial**
 - **Guillaume POLGE**, Water and Sanitation Project Officer, **AFD**
 - **Olive ETSULA**, Supply Chain expert and founder, **Tenderzville Portal**
 - **Maiwenn LE PIERRES BULLI**, CEO, **Prince De Bretagne / Cerafel**
- 15.30 | *Networking Coffee Break*
- 16.00 | **Farm'Innov Connection Event - part 2**
 - **Akeno Tom OKEYO**, Chief Finance and Investments Officer, **Agricultural Finance Corporation**
 - **Bernard KIBARU**, Fruits and Vegetables Manager, **Naivas**
- 17.00 | Conclusion and closing remarks by the French Chamber of Commerce



French Week 2024

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