

CONFERENCE PLAN

Dakar Expo Center, Dakar, Senegal
Daily 10.00 am – 6.00 pm ASFW Exhibition

Thursday, 26 March 2026

11.00 am **INAUGURATION OF ASFW DAKAR**
– 1.00 pm **and Official Tour by the Organizers, Governments and Partners**
Hon. Sampson Ahi – Deputy Minister for Trade, Agribusiness and Industry
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Kai Baldow – German Ambassador to Senegal
Nicholas Mudungwe – Executive Director, Africa Leather and Leather Products Institute (ALLPI)
Skander Negasi – CEO, Trade and Fairs Group



1.30 pm **PRESS BRIEFING**
– 2.00 pm by organizers & partners **(for media only)**



2.00 pm **Senegal's Investment Code - A Gateway to a Fruitful Partnership with FDI**
– 2.45 pm Moustapha Diop – Senior Investment Promotion Expert, APIX-Promotion des Investissements et Grands Travaux
Ndiol Gaye Sene – Technical Advisor in charge of Textile
Ministry of Economy, Planning & Cooperation
Alla Sene Guieye – Président de la Fédération Nationale des Industries du Sénégal /
President of the National Federation of Industries of Senegal

3.00 pm **Cotton Futures; Scaling Africa's White Gold for Sustainable Growth**
– 3.45 pm Papa Fata Ndiaye – Director General, SODEFITEX (Société de Développement et des Fibres Textiles)
Amdiatou Diallo – Programme Lead, FNPC (National Federation of Cotton Producers)
Dr. Daniel Annerose – Directeur, agCelerant, Senegal
Stephan Rehlen – Director of RFC Consulting
Dr. Stephan Kunz – Project Manager & Head of Business & Investment Component Special Initiative
“Decent Work for a Just Transition”, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Changes in program structure or an exchange of speakers or referees remain reserved

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1

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Friday, 27 March 2026

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- 11:30 am **From Field to Fashion: Unlocking Africa's Cotton Value Chain for Economic Growth and Cultural Sovereignty**
– 12.30 pm
- Dimitri Sanga – Regional Director, UNESCO West Africa
Sophie Nzinga Sy – Director General, Agency for the Promotion and Development of Artisanal Crafts (APDA) Government of Senegal
Aissa Dione – Founder, Aissa Dione Tissus and Owner of cotton textile factory
Letondji Beheton – Director General, SIPI-Benin SA (Glo-Djigbe Industrial Zone / GDIZ)
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- 2.00 pm **SPECIAL: COUNTRY FOCUS - GHANA**
– 2.45 pm **Ghana - Your Preferred Garment Manufacturing Hub and Investment Destination**
- Abena Manso-Howard Gyamfi – Textiles and Garments Unit, Ministry of Trade, Agribusiness and Industry
Johannes Otto – Technical Advisor, GLZ Ghana
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- 3.00 pm **Intellectual Property Rights & Cultural Preservation; Collective Rights Management for Indigenous Textile and Leather Crafts**
– 3.30 pm
- Aisha Dème – Cultural Policy & Creative Industries Expert
Jan Hilger – Head of Business Unit Textiles and Apparel, Livinguard Technologies AG
Moustapha Sy Ndiaye – Director of Maraz luxury
Rahmée Wetterich – Founder, Noh Nee
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- 4:15 pm **Enhancing Market Access and Regional Trade - 'Promoting Made in Africa'**
– 5:00 pm
- Nicholas Mudungwe – Executive Director, Africa Leather and Leather Products Institute (ALLPI)
Habibatou Emmanuelle Thiam – Investment Promotion and Partnership Director, Agency for Promotion of Investment & Major Projects (APIX)
Selly Raby KANE
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2

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Saturday, 28 March 2026

11:45 am **From Local Craft to International Brand; Commercializing African Traditional Textiles and Leather Designs**

Aissa Dione – Director, AISSA DIONE
Sophie Zinga – Director, Agence pour la Promotion et le Développement de l'Artisanat (APDA)
Irene Claire – Founder and Chief Designer, Credible Jewels
Denise M. Thiaw – Co-founder and Creative Director, SAYANA
Marieme Gaye – Director, NeneYaya Brand

2.00 pm **Ethical Fashion: Empowering Women and Artisans Through the Textile and Apparels Value Chain**

Safietou Seck – Founder, SARAYAA
Jan Hilger – Head of Business Unit Textiles and Apparel, Livinguard Technologies AG
Sikoti Mbaitjongue – SOKOLATA
Nancy Seck – Founder, Canny Fashion
Collé Sow Ardo

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3

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