

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**

Ministère de l'Industrie et du Commerce

Ministry of Trade and Industry Ghana

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

German Embassy in Dakar

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

Daouda Sembene – CEO, AfriCatalyst

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)

Boubacar Kamissokho – West Africa Advisor at Seed2Shirt

Amidatou Diallo – Programme Lead, FNPC (National Federation of Cotton Producers)

Dr. Moctar Touré – Agronomy & Environment Expert

Stephan Rehlen – Director of RFC Consulting

4.00 pm **elegance Fashion Show**

– 4.45 pm



Changes in program structure or an exchange of speakers or referees remain reserved | www.asfw-dakar.com

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PARTNERS & SUPPORTERS:



ORGANIZERS:



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Friday, 27 March 2026

11:30 am **Enhancing Market Access and Regional Trade – 'Promoting Made in Africa'**
– 12.30 pm ASEPEX – Senegalese Agency for Export Promotion
APIX – Agency for Promotion of Investment & Major Projects
Selly Raby KANE
C & H Garment Senegal

2.00 pm **SPECIAL: COUNTRY FOCUS – GHANA**
– 2.45 pm **Brand Ghana: Positioning the Country as a Preferred Global Investment Destination**
Building Competitive Value Chains: Sourcing, Manufacturing, and Export from Ghana

3.00 pm **Intellectual Property Rights & Cultural Preservation; Collective Rights Management for**
– 3.30 pm **Indigenous Textile and Leather Crafts**
Aisha Dème – Cultural Policy & Creative Industries Expert
Senegal Heritage Hub / ICCROM Initiative
OAPI (African Intellectual Property Organization)
Senegalese Agency for Intellectual Property (ASPIT)
Moustapha Sy Ndiaye, Director, Maraz luxury

4.00 pm **elegance Fashion Show**
– 4.45 pm

elegance

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Saturday, 28 March 2026

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

Aïssa 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**

- 2.45 pm **Value Chain**

Safietou Seck – Founder, SARAYAA

Sikoti Mbaitjongue – SOKOLATA

Nancy Seck – Founder, Canny Fashion

Collé Sow Ardo

Aïssa Dione – Textile Entrepreneur

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