

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

ASFW
DAKAR

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

ASFW
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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
Amdiatou Diallo – Programme Lead, FNPC (National Federation of Cotton Producers)
Dr. Moctar Touré – Agronomy & Environment Expert
Stephan Rehlen – Director of RFC Consulting

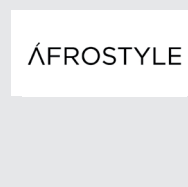
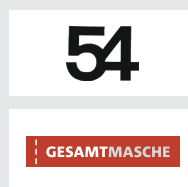
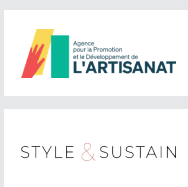
4.00 pm **elegance Fashion Show**
– 4.45 pm

elegance

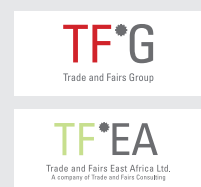
Changes in program structure or an exchange of speakers or referees remain reserved | www.asfw-dakar.com

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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	elegance
– 4.45 pm		

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Saturday, 28 March 2026

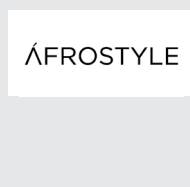
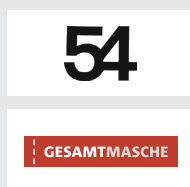
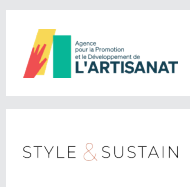
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- 11:45 am **From Local Craft to International Brand; Commercializing African Traditional Textiles and Leather Designs**
- 12.30 pm
- Aïssa Dione, Director, AISSA DIONE
- Sophie Zinga – Director, Agence pour la Promotion et le Développement de l'Artisanat (APDA)
- Irene Claire – Founder and Chief Designer, Credible Jewels
- Denise M. Thiaw – Co-founder and Creative Director, SAYANA
- Marieme Gaye – Director, NeneYaya Brand
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- 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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