

**8 Nov**

**Skylight Hotel, Addis Ababa**  
10:00 am - 6:00 pm

**THEME:**  
*"Fashion, Sourcing, Sustainability and Innovation"*

10:00 am

**Start of ASFW 2024 Exhibition**

11:00 am - 1:00 pm

**INAUGURATION OF ASFW 2024  
and Official Tour by the Organizers, Governments and Partners**

1:30 am - 2:00 pm

**PRESS CONFERENCE**  
by organizers & partners (for media only!)

2:15 pm - 3:00 pm

**Strategies for Successful Market Entry: Navigating the US and EU Export Markets**

**Speakers:**

Mr. Eyob Bekele – Chief Executive Officer (CEO), Desta PLC Ethiopia  
Ms. Rebecca Alt – German Embassy, Addis Ababa / Ethiopia  
Mr. Richard Davies – Textiles & Apparel, Deputy Director, Technical Specialist, Gatsby Africa  
Mr. Russell Kelly – President, American Chamber of Commerce in Madagascar

**Moderator:**

Ms. Barbara Kudziel – Messe Frankfurt France

3:15 pm - 4:00 pm

**The Growth of the Organic Cotton Market: Certification & Opportunities in Ready-Made Garments: Reclaim Sustainability Program on Cotton-Textile Value Chain**

**Speakers:**

Dr. Stephan Kunz – Project Manager, Head of Business & Invest, GIZ West Africa  
Dr. Tadesse Amera – RFC Consulting Group  
Mr. Kalayu Gebru, Project Manager – Sustainable Textiles and Cotton, Solidaridad Network  
Mr. Daniel Tesfaye – Project Manager, Solidaridad Network

**Moderator:**

Mr. Stefan Rehlen – RFC Consulting Group

4:15 pm - 5:00 pm

**The Role of The Textile and Garmenting Industry in Ensuring Quality Menstrual Hygiene Products and Promoting Gender Equality.**

**Speakers:**

Ms. Shivani Swamy - Global Sales and Business Development Lead, Livinguard Technologies AG  
Ms. Metsehate Ayenekulu - Adolescent and Youth Program Specialist, UNFPA Ethiopia  
Ms. Addisalem Ambaye - Gender Officer, International Labor Organization (ILO)

**Moderator:**

Mr. Jan Hilger - Head of Business Unit Textiles and Apparel, Livinguard Technologies AG

Special partners:

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



## 9 Nov

**Skylight Hotel, Addis Ababa**  
10:00 am - 6:00 pm

**THEME:**  
*"Fashion, Sourcing, Sustainability and Innovation"*

8:00 am - 10:00 am

**REGISTRATION**

11:30 am - 12:15 pm

**Fashion Retail Strategy in the Age of E-commerce, Digital Transformation in Textile Manufacturing**

1:00 pm - 2:00 pm

**LUNCH**

2:00 pm - 2:45 pm

**Slow Fashion vs. Fast Fashion: The Role of Leather in Creating Timeless Designs**

**Speakers:**

Mr. Kerry Brozyna, EMBA - President of Leather and Hide Council of America (LHCA)  
Mr. Preston Viswamo, Project Manager of the Regional Design Studio (RDS) initiative at the Africa Leather and Leather Products Institute (ALLPI)  
Ms. Hellen Kelly – Founder and Owner, Handmade from Tanzania

**Moderator:**

Ms. Beatrice Mwasi, Executive Director of the Center for Business Innovation & Training (CBiT)

3:00 pm - 3:30 pm

**Real Leather. Stay Different. Africa Design Showcase - "Promoting Leather Sustainability and Nurturing Design Talent in Africa"**

By Africa Leather and Leather Products Institute (ALLPI)

**Speakers:**

Mr. Preston Viswamo –Regional Studio Manager ALLPI

3:45 pm - 4:15 pm

**Sustainable Sourcing and Supply Chain Transparency**

**Speakers:**

Ms. Nursema Cil - Head of Africa, Otto International Scan Thor  
Ms. Melina Schmidt - Brand Management Interior & Contract Textiles / Apparel Fabrics & Fashion at Messe Frankfurt Exhibition GmbH

**Moderator:**

Ms. Rebecca Alt – German Embassy, Addis Ababa / Ethiopia

7:00 pm - 9:00 pm

**ELEGANCE FASHION SHOW By ASFW (By Invitation Only)**

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**THEME:**  
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8:00 am - 10:00 am

**REGISTRATION**

11:00 am - 11:30 am

**Linking Threads: Collaborating for A Clean Global Fashion Value Chain Free of Harmful Substances.**

**Speakers:**

Ms. Ozunimi Iti - Industrial Development Officer, Green Industrial Policy Lead at UNIDO  
Mr. Sintayehu Teshome Bayu - Country Manager, Hohenstein Institute  
Mr. Theodros Zekaria – Bluwin Limited, External Consultant  
Mr. Aselefech Getachew - Environmental Expert for Textile Value Chains, GIZ  
Mr. Gebrehiwot Hailemichael - Co-owner and Manager GAHT trading plc.

**Moderator:**

Ms. Mariella Noto - Academy Director, ZDHC

11:45 am - 12:15 pm

**Designing for a Greener Future: Fashion Designers' Role in Mitigating environmental impacts of chemicals**

**Speakers:**

Mr. Firew Konjo - Owner and General Manager, Jano Handicraft  
Dr. Tamrat Tesfaye [Ph.D.] - Scientific Director (Vice President) Ethiopian Institute of Textile and Fashion Technology, Bahir Dar University  
Ms. Melat Terefe - Founder & Creative Director, DoIMel Manufacturing PLC  
Mr. Muktar Dodo – Representative in Africa, Global Organic Textile Standards (GOTS)

**Moderator:**

Ms. Mariella Noto - Academy Director, ZDHC

12:30 am - 2:00 pm

**LUNCH**

2:00 pm - 2:30 pm

**Doing business in Ethiopia's Versatile Context**

**Speakers:**

Ms. Nursema Cil - Head of Africa, Otto International Scan Thor  
Dr. Amare Matebu Kassa - Head of IUPRC (Industry, Urban and Infrastructure Policy Research Center) FDRE, Policy Studies Institute  
Mr. Dawit Feleke - Advisor to the EIC Commissioner  
Ms. Hibret Lemma - CEO of HIPIA

**Moderator:**

Mr. Jean-Baptiste Damestoy Ph.D. - Strategy Advisor, Sustainable Industrial Clusters (S.I.C.) Project / Sustainable Textile Project II (eTex II), GIZ

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2:45 pm - 3:15 pm

**UKTP Programme and UK Market Trends / DCTS Scheme**

Activities of the ITC Presented by Ms. Delphine Clement - Programme Officer, Sector and Enterprise Competitiveness (SEC)

**Speakers:**

Alexandra Karlsson, Private Sector Development Advisor, Foreign Commonwealth and Development Office (FCDO)

David Leigh-Pemberton: Deputy Director of Policy and Engagement at the British Fashion Council

Muchaneta Ten Napel: Circularity and Policy Expert at Shape Innovate

3:30 pm - 4:15 pm

**UK Brands Needs Towards Circularity**

**Speakers:**

Camila Villas - Programme Officer at the International Trade Centre

Blathnaid Geoghegan - Senior Product and Material Manager at Pangaia

Leila Abu-El-Hawa - Group Head of Sourcing and Ethical Trade at Boohoo Group

5:00 pm - 8:00 pm

**SPECIAL FASHION SHOW By Real Leather, Stay Different (RLSD) Initiative**

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