

“Made in Africa - Marketplace for Foods” Forum: Presentations & Discussions

Wednesday, 20 January 2021	Thursday, 21 January 2021
<p>9:15 – 10:45</p> <p>Official Opening</p> <ul style="list-style-type: none"> + Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development + Dr. Julia Bellinghausen, Head of Import Promotion Desk <p>Panel Discussion The AfCFTA, Post-Cotonou and EU-African Trade Relations – on Track towards a Common Free Trade Area?</p> <p>Economic Chances and Risks of EU-African Trade Policies</p> <ul style="list-style-type: none"> + Christoph Kannengiesser (CEO, German-African Business Association) + Stephen Karingi (Director of the Capacity Development Division at the United Nations Economic Commission for Africa (UNECA)) + Remco Vahl, Senior Expert, Directorate-General for Trade, European Commission 	<p>9:30 – 10:30</p> <p>Corporate Social Responsibility (CSR) – what is behind it and how can it enhance marketing?</p> <p>The concept of CSR, Success Story from an African exporter, Q&A</p> <ul style="list-style-type: none"> + Nic Jooste, Expert for Sustainability, Marketing and Corporate Communications + Leith Tlemçani, Herbiotech Aroma SA (Tunisia)

<p>11:30 – 12:30</p> <p>Producing private label products in Africa - challenges and successes</p> <p>Important factors when producing private labels and brands, Success Story from an African exporter, Q&A</p> <ul style="list-style-type: none"> + Lydia Gerratt, International Trade Consultant + Andrew Weiler and Gudina Kumsa, Green Path (Ethiopia) 	<p>11:30 – 12:30</p> <p>develoPPP.de</p> <p>Development partnerships with private enterprises - where business opportunities and development policy initiatives overlap</p> <p>Programme options for European and African enterprises, Q&A</p> <ul style="list-style-type: none"> + Ina Dettmann-Busch, Senior Advisor Agency for Business and Development (AWE)
<p>14:30 – 15:30</p> <p>The inside perspective of a European importer: What are the most common mistakes of first-time exporters from Africa?</p> <p>Overview of common mistakes + Insights of two importers + Q&A</p> <ul style="list-style-type: none"> + Teresa Hüttenhofer, Consultant for Development Cooperation & Trade Promotion + Rosita Chang, Berrico FoodCompany bv + Stefan Reincke, Landgard Nord Obst & Gemüse GmbH 	<p>14:30 – 15:30</p> <p>Organic production - market potentials and how to become certified</p> <p>Overview of demand patterns and certification procedure + Insights from an importer + Q&A</p> <ul style="list-style-type: none"> + Kathrin Seelige, Expert for International Trade and Private Sector Development + Vanessa Kuth, Expert for the Organic Market