

Draft

Webinar
The Agribusiness chain in Africa.
Focus on Kenya, Uganda and Rwanda
2 March, h. 10.00 (Italy time)

10.00 Opening Session

Letizia Pizzi – Director General Confindustria Assafrica & Mediterraneo

Roberto Natali – Italian Ambassador in Kenya

Massimiliano Mazzanti – Italian Ambassador in Uganda and Rwanda

10.15 Economic Outlook on Agribusiness in Africa

Andrea De Meo - Country Risk Analyst Sub-Saharan Africa SACE

10.25 Aggregators role in East Africa Agribusiness

Giorgio Sartori – Business Development Africa E4Impact Foundation

10.35 Macfrut, a large Agribusiness hub to achieve Business, Knowledge, Networking

Cecilia Marzocchi - International Sales and Marketing Dept. Macfrut

10.45 Actions of the Italian trade Agency for the agroindustry sector in Africa

Maurizio Forte - Director of Made in Italy Promotion Department – Italian Trade Agency

10.50 Case histories

Italian company

African company

11.10 Closing remarks

Frank Cinque – General Director E4Impact Foundation

Working language: English