

DAY ONE

Objective: Information to inspire Ambition and Rapid Action to Scale.

TIMELINE	ACTIVITY	FACILITATOR
8:00-9:00	REGISTRATION	Protocol Girls
9:00 – 09:10	Play Recorded Video + Chat with Georgie	SME Pain Points - Video
9:15-09:20	CONFERENCE OPENING CEREMONY – Why SME LINK.App	Bonney Tunya
09:20-09:35		President of SFA – SME Landscape – why the partnership
09:40 – 09:55	Quick overview of our solution / what to expect at the conference	Ojil – invite key guest
10:00-11:00	Keynote Speaker – Towards a Connected Global SME Marketplace	Vusi – Inspire, Connect & Scale
11:05-11:20	Launch SME Link App - with Razzmatazz	Stakeholders + Government
INSPIRE: Trade Opportunities and Linkages Objective: Information to inspire Ambition and Rapid Action to Scale.		
11:30 – 12:00	Resources & Research that Government has made available for SMES	CAS Trade & Industrialization – David Osiany
12:00-1:00	Create Awareness on Intra Africa Trade <ul style="list-style-type: none"> • What is the objective of AfCFTA? • What's the current implementation status? • What are the opportunities for SMEs • What are the opportunities for Youth & Women SESSION MODERATOR: Bonney Tunya	AfCFTA Secretariat – Prudence Sebahizi CAS – David Osiany – where Kenya is Vusi Thembekwayo Flora Mutahi
13:00-14:00	LUNCH	Sponsor Videos
14:00 – 14:30	Gender LENS Investing and why it's good for Business	Andia Laura Chakava
14:30-15:15	THRIVING TRADE REQUIREMENTS - To foster friendly relations with regulators. <ul style="list-style-type: none"> • Customs & Taxes • Regulatory Environment Toolkit – Viffa • NSE – Ibuka Program SESSION MODERATOR: Bonney Tunya	Ronalds LLP Victor Otieno Geoffrey Odundo
15:15=16:15	TRANSITION INTO BUSINESS ESSENTIALS MASTER CLASSES ESTABLISHED SME SPEAKERS OBJECTIVE: To deliver appropriate business fundamentals to foster resilience and recovery from impact of Pandemic.	
	PLANNING	Bernard Kiarie – Algum Africa Capital
	PEOPLE	Elana Laichena and Keru Munene Open Capital Advisors
16:15-17:15	NETWORKING TEA AND LEAVE AT LEISURE	

DAY 2 – CONNECT

Sessions are designed to provide insights and information to help SMEs connect to resources and opportunities to foster Scaling.

8:00-08:15	Climate Setting – Activity	MC – Valentine
09:15-9:45	Keynote – Florah Mutahi	KEPSA Chair & Founder Melvin's Tea
09:45-10:45	Technology as an Enabler – conversation on business process tools <ul style="list-style-type: none"> • Twiva – Peter Kironji • Open World Founder, Dr. Dorcas Muthoni – apps to support SMEs to scale • SME Link • Esther Muchemi 	Moderated by Valentine Njoroge
10:45-11:15	Trade & Investment Opportunities that abound in Detroit Michigan & The Great Lakes Region – USA	Akindele Akinyemi – President GABA Network
11:15-11:45	TEA BREAK	
11:45-12:45	FinTech & Logistics CONVERSATIONS to inform on opportunities and resources in Trade Finance and Logistics (important for last-mile fulfillment on eCommerce transactions)	James Mureu - MSEA
	Agricultural Value Chains – Case Study	Peter Njonjo – Twiga Foods
	Agricultural Value Chains	AfDB-Dr. Olufunso Somorin
	How SMEs can leverage Fintech to grow their businesses	Safaricom – Kris Senanu
12:45-13:45	Networking Lunch	
Business Essentials Master Classes Part 2		
14:00 -14:30	3-M Simulation	SFA – Catherine Ndungu
14:30 – 15:00	PROMOTION	Chris Bitti and Brittini Abioulu
15:00 – 15:30	PROCESS	Jonathan Dass Open Capital
	TEA AND DEPARTURE AT LEISURE	
DAY 3 SCALE – ALL THINGS FUNDING	Objective - Exploring funding options from Banks to investors and how to access them.	
8:45-09:00	Climate Setting	MC – Valentine Njoroge
09:00 – 9:30	Where are you as an SME on your Funding Journey?	Eric Osiakwan
09:30-11:30	Masterclass on Growth Funding	Vusi Thembekwayo
11:30-1:30	SME Banking Panels - How SMEs can package themselves to attract Funding from mainstream Banks	Bank Sponsors.
1:30 – 14:00	LUNCH BREAK	
Rhinos Den is an opportunity for pre-select high growth entrepreneurs to pitch to investors to a live audience and get funding or walk away with business growth resources.		
14:00 – 14:30	Leveraging Social Capital to grow your business	Luke Kinoti – Founder & CEO, Vedman Capital
14:30-15:00	Setting the Stage for the Rhino's Den - Eric Osiakwan	Rita Odero - Grofins
15:00-16:30	Rhinos Den	Bernard Kiarie -Algum Capital
		Eric Osiakwan – Chanzo Capital Safaricom Spark Fund – Kris Senanu
16:35	Repertoire Report and what next by SMELink International	
16:55	Tea and End	