

19th COMESA Business Forum & Exhibition

20 October 2026

Harare International Conference Center

PROGRAMME

08:00 – 08:30	**Accreditation, Arrival of Participants, Coffee & Networking**
08:30 – 09:00	**Welcome & Seating**
	Welcome Remarks and Scene Setting DIRECTOR OF CEREMONY Ms. Ruvheneko Parirenyatwa
09:00 -10:00	**Session 1: Capital at Scale — De-Risking Trade & Investment and Closing the SME Finance Gap** **Presentation: Investor Perspective: Doing Business in COMESA** Mr. Alfred Olajide *Vice President, East and Central Africa, The Coca-Cola Company*

PANEL DISCUSSION

Access to appropriate and affordable finance remains essential for businesses seeking to expand production, trade across borders and participate in regional value chains. This session will consider how financial institutions, investors, development partners and policymakers can mobilise capital, reduce investment risks and widen financing opportunities for businesses of different sizes

MODERATOR:

Mr. Tafadzwa Chinamo
CEO, Zimbabwe Investment Development Agency

PANELISTS

Dr. Anthony Ehimare, *Chief Risk Officer, ATIDI*
Mr. Daniel Pinto Khamula, *FDH Bank Malawi*
Mr. Innocent Kawooya, *HiPipo Uganda*
Mr. Mohamed Guirreh Galab, *3rd Vice President, CBC; Djibouti Chamber of Commerce and Industry*
Mr. Justin Bgoni, *Group CEO, ZSE Holdings- Zimbabwe Entrepreneurship Exchange*

10:00 -11:00

Session 2: From Commodities to Competitiveness – Securing Regional Value Chains for the Future

COMESA's transformation from a supplier of raw materials into a competitive production base will depend on stronger regional value chains and increased investment in value addition. This session will examine opportunities to scale agro-processing, manufacturing and other strategic industries while creating jobs, strengthening resilience and connecting enterprises to regional and global markets.

FACILITATOR

Advocate Chris Mugaga
CEO, ZNCC

PANELIST

Mr. Davison Norupiri, *Chief Executive Officer, Davipel Holdings Ltd*
Dr. Charles Sackey, *International Value Chain Development Expert, UNIDO*
Dr. Phil Daka, *Group Executive Director Corporate Affairs, Trade Kings*
Dr. Nega Wubeneh, *Head of Markets and Trade, AGRA*
Mr. Boniface Makongo, *Director: Competition and Consumer Protection, COMESA Competition and Consumer Commission*

11:00-11:20	**COMESA Federation of Women in Business – COYWA Project Launch** **Opening Short Video** COYWA Short Video **Remarks** **Mr. Chikakula Miti** *Chief Executive Officer, COMFWB* **Remarks** **Mr. Symerre Grey-Johnson** *Director of Technical Cooperation and Programme Funding, AUDA-NEPAD* **Address** **Mr. Lucas Fernández Mosquera** *Head of Division, Spanish Agency for International Development Cooperation (AECID)* **Remarks** **H.E. Chileshe Mpundu Kapwepwe** *Secretary General, COMESA* **Official Grand Launch** **Hon. Sheillah Chikomo,** *Deputy Minister of Foreign Affairs and International Trade, Zimbabwe* Partners photo
11:20-11:35	**Presentation on Intra-African Trade Fair (IATF), the Border Markets Initiative, and the Export Agriculture for Food Security Programme** **Dr. Gainmore Zanamwe** *Director, Trade Facilitation & Investment Promotion, AFREXIM Bank*
11:35-12:35	**Ministerial, High-Level Dialogue: One Market in Motion – Building Seamless and Resilient Trade Systems.** A more integrated COMESA market depends on efficient borders, predictable regulations and the seamless movement of goods, services and businesspeople. This session convenes Ministers responsible for trade and industry alongside COMESA and the private sector in a wide-ranging ministerial dialogue across the full trade and competitiveness agenda: non-tariff barriers, movement of businesspersons, transport-corridor resilience, regulatory convergence and digital trade systems to agree practical actions that reduce the cost of doing business and unlock greater intra-regional trade. **FACILITATOR** **Dr. Busisa Moyo** *Chief Executive Officer, United Refineries Limited*

COMESA Ministers

Ambassador Tadeous Chifamba, *Permanent Secretary of Industry and Commerce, Zimbabwe*
Hon. Hambyrajen Narsinghen, *Junior Minister of Foreign Affairs, Regional Integration and International Trade, Mauritius*
Ambassador Dr. Mohamed Kadah, *COMESA Assistant Secretary General Programs*
Mr. Admassu Tadesse, *Group President and Managing Director of Trade Development Bank*
Mr. Jephita Gwatipedza, *Group Deputy Chief Executive Officer, ZEPRE*
Ms. Sekai Kuvarika, *Chief Executive Officer, Confederation of Zimbabwe Industries*
Ms. Regina Ombam, *Principal Secretary, State Department for Trade, Kenya*
Mr. Clifford Machoka, *Vice President, Public Affairs, Communications & Sustainability Coca-Cola Africa*
Ms. Lilian Bwalya, *Permanent Secretary, Ministry of Commerce, Trade and Industry, Zambia*

12:35 – 13:35 — **Session 3: The Digital Backbone — Scaling AI, Data and Digital Trade Infrastructure**

Digital technologies are reshaping how businesses produce, trade, access finance and engage with customers across borders. This session will explore how digital infrastructure, artificial intelligence, e-commerce and data-driven innovation can strengthen productivity, improve competitiveness and enable COMESA enterprises to participate more effectively in the regional and global economy.

FACILITATOR

Dr. Gift K. Machengete
Director General Postal & Telecommunications Regulatory Authority of Zimbabwe

PANELISTS

Ms. Lorreta Songola, *Chief Executive Officer, Liquid Intelligent Technologies Zimbabwe*
Mr. Ahmad Hamwi, *RINATO Space, Zambia*
Ms. Hope Situmbeko, *Director, Southern Africa, TradeMark Africa*
Mr. Wallace Tapiwa Gara, *EduNova Solutions*

13:35 -14:30 — **Lunch Break**

14:30 – 14:50 — **Institutional partnerships for a Competitive Common Market**

Partners and COMESA institutions provide a range of instruments, programmes and platforms designed to support trade, investment, industrialisation and private-sector development.

Ambassador Erastus Mwencha, *Former COMESA Secretary Generals of COMESA*
Mr. Nathan Belete, *Director of Regional Programmes Africa, World Bank*

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14:50 - 16:10	**Official Opening Ceremony** **National Anthems: Zimbabwe and COMESA and AU Anthems** **Remarks** Mr. Allan Tawanda Majuru *Chief Executive Officer, ZimTrade* **Remarks** Mr. Mucai Kunhiya *President, COMESA Business Council* **Remarks** H.E. Chileshe Mpundu Kapwepwe *Secretary General, COMESA* **Remarks** Hon. Lee Kinyanjui *Chairperson, COMESA Council of Ministers, Kenya* **Remarks** Hon. Prof. dr. Amon Murwira *Minister of Foreign Affairs and International Trade, Government of Zimbabwe* **Keynote Address by Guest of Honour** H.E. President Emmerson Dambudzo Mnangagwa *Government of the Republic of Zimbabwe* **High Level Tour of Exhibition Stands**
16:10 – 16:30	**Closing Session** **Presentation & Adoption of the COMESA Business Forum Communiqué Mr. Mucai Kunhiya, CBC Board President.** **Closing Remarks** Dr. Dev Haman *COMESA Assistant Secretary General, Finance.*
19:00 – 21:00	**MINISTERIAL COCKTAIL – BY INVITATION**