

AGENDA FOR THE WOMEN ECONOMIC FORUM 2022

23rd February 2022

Day One

Programme

Overall Conference Moderator

TBC

Registration and login of participants and partners

8:30-9:00am Video promos (All participating partners)

9:00am Opening Ceremony (Event MC)

National Anthem/ Kenya and the Federation (EAC)

Prayer

DAY ONE-23 rd FEBRUARY	
TIME	ACTIVITY
15 minutes	Opening session (Event MC)
9 minutes	Welcome Speech by the hosts CRAWN Trust Executive Director, Chairperson-Miriam Cherogony. Miriam makes her remarks and welcomes Dr. Maureen Miruka CARE-Country Director
	High-Level Speakers
	Maureen Miruka- Country Director, Care International
	Keynote address
	Dr. Miruka then welcomes the Canadian high Commissioner
8 minutes	Keynote Address
	Canadian High commissioner to Kenya

<p>8 minutes</p> <p>15 minutes</p> <p>5 minutes</p>	<p>Miriam Cherogony welcomes Credit Bank</p> <p>Miriam Invites, GOK representative</p> <p>Senior government official from the State Department of Trade Declares the meeting officially open then entertainment</p>
<p>Panel 1</p> <p>10:00-11:00am</p>	<p>Session Moderator: *****</p> <ul style="list-style-type: none"> ● Topic: Post COVID country economic outlook <p>Speakers:</p> <ul style="list-style-type: none"> ● Kwame Owino-CEO Institute of Economic Affairs-IEA ● Institute of Public Finance-Kenya CEO James Muraguri ● Kevin Bwire-TISA/Okoa Uchumi <p>Areas of Discussion and questions to panellists</p> <ol style="list-style-type: none"> 1. What is the post COVID country growth forecast for 2022 and is the country likely to achieve it? 2. The government has announced planned cuts as a result of fiscal consolidation, what are the implications to growth and how can women organise economically? 3. Access to credit from mainstream banks poses challenges for women in business. What can be done to address these challenges? 4. Post COVID strategies & implementation of progressive economic policy for women’s economic emancipation 5. What is the current status of women owned entrepreneurship post COVID (Data and evidence sharing) 6. Have stakeholders, including GOK done enough to cover women owned businesses against existing and emerging threats?

11:00-11:20am	HerStory- Business entrepreneur Elizabeth Mbogo
11:20-12:20pm	Session Moderator: Susan Otieno-ED Action Aid International Kenya Topic: Women’s Political Participation and Economic Empowerment Speakers: <ul style="list-style-type: none"> • Anne Nderitu-ORPP • Prof. Grace Wamue • Caroline Gaita- Executive Director Mzalendo Areas of Discussion <ul style="list-style-type: none"> • What is the interplay between Economy, Politics and inclusion? • Are women and their collectives in decision making spaces on matters WEE If yes, are there gains and if No, what are the reasons and possible solutions • What are some of the spaces for engagement and participation to maximize women’s voices and contribution on matters WEE? Questions to panellists <ul style="list-style-type: none"> •
12:20-12:40pm	Power talk with Dr. Nyakan Munyekei
12:40-1:00pm	Interaction with online participants-MC will sample some of the comments coming from the online audience MC to caption comments from different social media platforms (Twitter, Facebook, LinkedIn, Instagram) and read it aloud.
1:00-2:00pm	Lunch Break-Pathfinder Video, participating partner videos
DAY 1	Date 23rd February, 2022

<p>2:00-3.00pm</p>	<p>Theme: financing women for economic empowerment in a post COVID environment</p> <p>Session Moderator: Dr. Linda Musumba</p> <ul style="list-style-type: none"> • Topic: Women’s economic inclusion: stocktaking on policy development and implementation progress <p>Speakers:</p> <ul style="list-style-type: none"> • Beatrice Pamela – Ministry of trade • Njeri Karuru- University of Nairobi – The WEE Hub • Dr Nkatha Kabira – School of law and WEE Hub Researcher. • Representative from Treasury-Ronald <p>Areas of Discussion</p> <ul style="list-style-type: none"> • Policies on entrepreneurship specifically on women operated enterprises and the roadmap for implementation of progressive economic policy that engenders women's economic growth. • Inadequate gender response policies to address the economic needs of Women e.g., access to credit, access local & International markets, access to procurement opportunities for women. <p>Questions to the panellists</p> <ol style="list-style-type: none"> 1. What is the progress on the implementation of the Women Economic Empowerment Strategy?
<p>3:00-4:00pm</p>	<p>Session Moderator: Shiro (events MC)</p> <p>Topic: Women entrepreneurs breaking through</p> <p>Speakers</p> <ul style="list-style-type: none"> • Laban Hihu-JITEGEMEE CREDIT • CREDIT Bank • Catherine Wanjoya • Susan Ndirangu <p>Areas of Discussion</p> <ul style="list-style-type: none"> • Accessing capital, challenges and opportunities • Access to finance, credit, skills and markets

	Questions to the panellists.....
4:00-4:15 PM	MC-Messages and responses: End of Day 1
DAY TWO-24th FEBRUARY	
8:30-9:00am	Anthems, Prayers, Video promos (participating partners) Recapturing of Day 1 by MC (highlighting key issues from Day 1)
9:00-9:15am	Power Talk by Lucy Kang'ethe- Mental health specialist Resilience-Bouncing back in a post COVID- environment
9:15-10:15am	<p>Session Moderator: MC- Shiro</p> <p>Topic: Business mentorship: and why it is important</p> <p>Speakers:</p> <ul style="list-style-type: none"> ● Passion Profit ● Fridah Owinga-Business mentor and coach ● KEPSA <p>Areas of Discussion</p> <ul style="list-style-type: none"> ● Harnessing Women's potential for building a mentorship platform in Leadership and entrepreneurship ● How to incubate and transfer skills to women owned enterprises ● Making technology work for women-Leveraging on technology and riding on its successes <p>Questions to the panellists</p>

	1.
10:15-11:15am	<p>Session Moderator: Beatrice Pamela Apondi</p> <p>Topic: Trade Linkages: Market Intelligence: Making EAC and AfCTA work for women</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Joy Kyula • <p>Areas of Discussion</p> <ul style="list-style-type: none"> • What unexploited opportunities lie in EAC regional trade? • How does the AFCFTA set to benefit women entrepreneurs? • Quality assurance of trading in local markets • The role of grassroots women in championing for agency, business opportunities and economic emancipation <p>Questions to the panellists</p> <ol style="list-style-type: none"> 1. How has covid-19 reshaped government’s approach to policy and program interventions 2. How do we add value to locally manufactured products and link women enterprises to opportunities? <p>How can the ministry of trade create market linkages for locally available products e.g., Macademia nuts, Cashew nuts?</p>
11:15-11:30am	<p>HerStory- Business entrepreneur</p> <p>Florence Alice</p>
11:30-12:30pm	<p>Session Moderator: Purity Wanjiru-CARE Kenya</p> <p>Topic: Social effects of COVID-19 on women and women owned enterprises</p> <p>Speakers</p>

	<ul style="list-style-type: none"> • Dorothy Aseyo- Assistant Country Director-Programmes, CARE International in Kenya • Wangeci Wachira- CREAW • Voice of a woman entrepreneur • Voice of a persons living with a disability from APWD- the effect from a PWD perspective <p>Areas of discussion</p> <ol style="list-style-type: none"> 1. The social effects of COVID 19 on grassroots Women. 2. Recovery and stability, how does it look like. 3. Favourable policies cushioning access to education against the impact of COVID-19 on girls/women. <p>Questions to the panellists</p> <ol style="list-style-type: none"> 1. What are the major effects that women at the grassroots are having to deal with due to COVID-19 & what has been done to resolve some of the challenges women are facing? 2. What are some of the policies that need to be formulated or adjusted to support the continued recovery by women from the gendered effects of Covid 19? 3. What are some of the initiatives that state and non-state actors undertake coherently towards supporting women’s recovery from the social effects of Covid 19? <p>How can women better organize at the grassroots to create a formidable transformative women’s movement?</p>
<p>12:30-12:45pm</p>	<p>HerStory- Business entrepreneur</p> <p>Angela Ngethe</p>
<p>12:45-1:00pm</p>	<p>Interaction with online participants-MC will sample some of the comments coming from the online audience</p>
<p>1:00-2:00pm</p>	<p>Lunch break-Pathfinder Video, participating partner videos</p>

<p>2:00-3:00pm</p>	<p>Session Moderator: Laura Chite</p> <p>Topic: Technology and innovation: Bridging the gender gap in technology for business growth</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Nyevu Karisa- CEO Less stress communications • Yvonne Njeri – Director, Communications & Packaging, Mastercard • Everline Kamau – Senior Territory Manager EA, VMware • Maureen Mwaniki, VP Delivery Operations Centre, Huawei Technologies <p>Areas for Discussions:</p> <ul style="list-style-type: none"> • Fintech-The cost of credit and regulations on mobile money lending • Fintech-The cost of credit and regulations on mobile money lending • Growing your personal and business brand online (LinkedIn) • Mentorship for startups • Cybersecurity - How to keep your brand safe online • Asset management • Building solutions for real problems • Women Empowerment <p>Questions to the panellists</p> <ul style="list-style-type: none"> •
<p>3:00-3:30pm</p>	<p>Launch of the WEE Network and Closing ceremony</p>