

DRAFT PROGRAMME

COMESA The Single Market Leap

26 MARCH 2026

07:30– 09:00: REGISTRATION

Location: Raddison Blu, Upperhill, Nairobi

MC: Terryanne Chebet

09:00 – 10:00: OFFICIAL OPENING

Welcoming Remarks:

- **John Mwendwa OGW**, CEO Kenya Investment Authority (InvestKenya)

Speakers:

- **Heba Salama**, Chief Executive Officer, COMESA Regional Investment Agency (RIA)
- **H. E. Chileshe Mpundu Kapwepwe**, Secretary General, Common Market for Eastern and Southern African (COMESA)
- **Lee Kinyanjui**, Cabinet Secretary, Ministry of Investment, Trade and Industry, Kenya
- **H.E Dr. William Samoei Ruto**, The President of the Republic of Kenya

10:00 – 10:20

FIRESIDE CHAT: INVESTMENT AND TRADE LIBERALIZATION – BUILDING A COHERENT FRAMEWORK FOR FOREIGN DIRECT INVESTMENT (FDI) ATTRACTION

This opening dialogues frames FDI attraction within COMESA’s broader integration agenda by examining how trade policy, investment governance, and regional integration must work together to attract long-term capital into COMESA.

Speakers:

- **H. E. Amb. Dr. Mohamed Kadah**, Assistant Secretary General (Programmes), COMESA
- **Jaswinder Bedi**, Chairman, Kenya Private Sector Alliance (KEPSA)

10:20 - 11:00

PLENARY SESSION: ATTRACTING FDI INTO REGIONAL VALUE CHAINS; MEETING THE TARGET OF 25% INTRA-COMESA MANUFACTURED EXPORTS BY 2026

This session examines how targeted FDI can accelerate industrialization and deepen Regional Value Chains (RVCs). The discussion will focus on converting COMESA’s resource base into competitive cross-border production ecosystems with the objective of expanding intra-regional manufactured exports and positioning firms for AfCFTA markets.

Speakers:

- **George Odo**, Executive Founding Partner, AfricInvest
- **Dr. James Mwangi**, CEO, Equity Group Holdings Ltd
- **Admassu Tadesse**, Group President and Managing Director and Chairman, Trade and Development Bank (TDB)
- **Brian Portelli**, Chief Technical Advisor, United Nations Industrial Development Organization (UNIDO)

11:00 – 11:20: NETWORKING BREAK

11:20 – 12:00

PLENARY SESSION: COMESA FDI TRENDS: THE SHIFT TOWARDS STRATEGIC RESILIENCE

This session unpacks the key findings of the COMESA Investment Report 2025 (UNCTAD) and recent FDI trends showing that, despite global headwinds, the region is emerging as a hub for future-oriented Greenfield and project finance investments.

Speakers:

- **Richard Bolwijn**, Director, Investment Research, UNCTAD
- **Hope Murera**, Managing Director and Group CEO, ZEP-RE
- **Mohamed Abu Basha**, Chairman, Egyptian Junior Business Association (EJB)
- **Sitoyo Lopokoiyit**, CBS, Managing Director, M-PESA Foundation

12:00 - 12:20

LAUNCH OF COMESA INTERACTIVE INVESTMENT MAP

Speaker:

- **Executive Management, COMESA (TBD)**

12:20 – 13:00

PLENARY SESSION: THE COMMON INVESTMENT AREA (CCIA)– A REGIONAL DEAL FOR INVESTORS

This session examines how the CCIA can be transformed from a legal framework into a practical, investor-facing mechanism. The discussion will focus on creating a predictable, harmonized, and transparent regional investment regime that de-risks cross-border projects and positions COMESA as a single, competitive investment destination.

Speakers:

- **Carole Kariuki**, CEO, Kenya Private Sector Alliance (KEPSA)
- **Sibani Mngomezulu**, CEO, Eswatini Investment Promotion Agency (EIPA)
- **Aslan Berjeb**, President, Tunisian Confederation of Citizen Enterprises (CONNECT)
- **Manuel Moses**, CEO, African Trade and Investment Development Insurance (ATIDI)
- **David Ngarama**, CEO, Kenya Trade Network Agency (KenTrade)

13:05 – 14:00: LUNCH BREAK

14:00 - 16:15: B2B AND NETWORKING SPACE

16:15 – 16:30

LAUNCH OF PRACTICAL GUIDE TO DOING BUSINESS OF KENYA

Speaker:

- **Abubakar Hassan Abubakar**, Principal Secretary, State Department for Investment Promotion, Ministry of Investments, Trade and Industry, Kenya

16:30 – 17:00: OFFICIAL CLOSING

Speaker:

- **Regina Akoth Ombam**, Principal Secretary, State Department for Trade, Ministry of Investments, Trade, and Industry, Kenya