

Post-event media kit

Revitalising

East African economies

through trade



GTR EAST AFRICA 2021 VIRTUAL

#GTREastAfrica

Virtual event
May 12-13, 2021

gtreview.com/gtreastafrica

GTR EAST AFRICA 2021 VIRTUAL

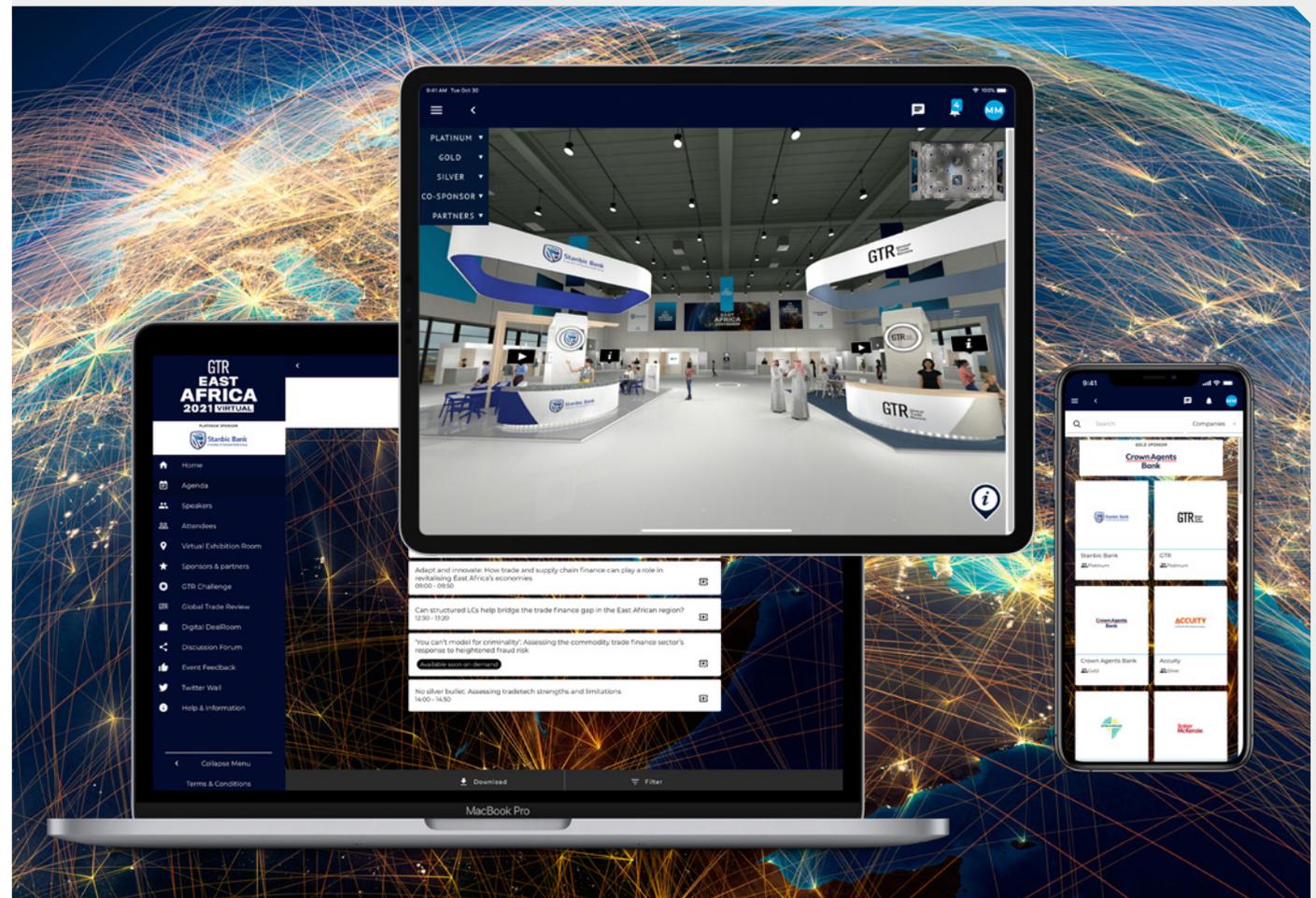
Following the success of the inaugural virtual event in October 2020, GTR East Africa 2021 Virtual returned once again in digital form for 2021, taking place on May 12-13, 2021.

Over the two days, a variety of in-depth sessions focused on key issues impacting the region's trade, covering the latest developments, strategies and solutions employed to drive East Africa's covid response, trade growth, and economic recovery.

"GTR East Africa 2021 virtual was an excellent opportunity to hear diverse views on East African trade issues as impacted by the pandemic... Participation was worth every second."

Lloyd Mhishi, Mhishi Nkomo Legal Practice

Join the conversation at #GTREastAfrica



Sponsorship opportunities

Queenie Taylor-Wong
Head of Business Development
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+44 (0)745 0048 368

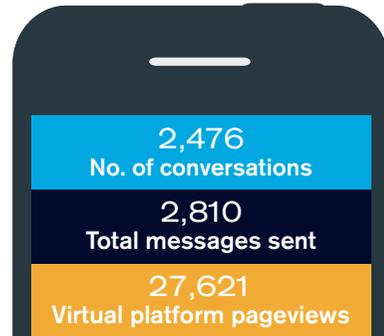
Speaking opportunities

George Mitchell
Associate Director, Content
gmitchell@gtreview.com
+44 (0)20 8772 3018

Marketing & media opportunities

Tilly Redshaw
Marketing Executive
tredshaw@gtreview.com
+44 (0)7810 752 709

Virtual platform statistics in 2021



Top attended sessions

- Adapt and innovate: How trade and supply chain finance can play a role in revitalising East Africa's economies
- AfCFTA roll out: A pivotal moment for East African economic diversification?
- Can structured LCs help bridge the trade finance gap in the East African region?
- Welcome address: East African trade in 2021 – rebounds, aftershocks and evolving geopolitics
- Keynote: The outlook for East African trade and investment

Total supporters in 2021



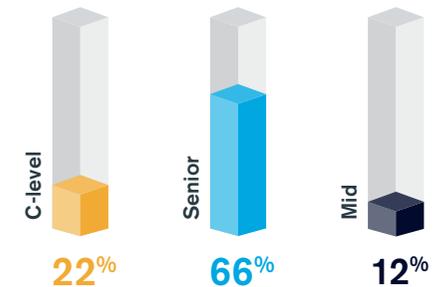
Attendees by sector in 2021



Vital statistics



Job titles represented



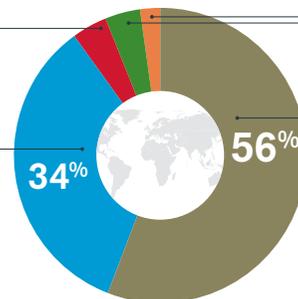
Countries represented in 2021

Asia 4%

- Australia
- Bahrain
- India
- Indonesia
- Lebanon
- Philippines
- Singapore
- Sri Lanka

Europe 30%

- Austria
- Belgium
- Czech Rep.
- Denmark
- France
- Germany
- Hungary
- Ireland
- Italy
- Malta
- Netherlands
- Norway
- Portugal
- Romania
- Russia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- UK



Africa 59%

- Algeria
- Angola
- Botswana
- Cameroon
- Congo
- Cote d'Ivoire

MENA 4%

- Oman
- Qatar
- Djibouti
- Egypt
- Ethiopia
- Ghana
- Kenya
- Liberia
- Madagascar
- Malawi
- Mauritius
- Morocco
- Mozambique
- Nigeria

Americas 3%

- Brazil
- Canada
- United States
- Rwanda
- Senegal
- Somalia
- South Africa
- Tanzania
- Tunisia
- Uganda
- Zambia
- Zimbabwe

GTR East Africa 2021 Virtual's sponsors and partners

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MEDIA PARTNERS



GTR East Africa 2021 Virtual's speakers

- › **Gloria Abura Mugabe**, Treasury & Credit Manager, **Vivo Energy**
- › **Peace Adia**, Treasurer, **Opportunity Bank**
- › **Cynthia Alubala**, Supply Chain Finance Manager, DMEA Region, **Mars Inc.**
- › **Nassourou Aminou**, Regional Director Africa, **FCI**
- › **Dev Anand Haman**, Assistant Secretary General, Admin & Finance, **Comesa**
- › **Martin Azenga**, County Head of Trade, **Stanbic Bank**
- › **Eugene Banja**, Principal Treasury Officer, **East African Development Bank**
- › **Phil Boyall**, Head: Corporate Banking & Payments Sales – Sub Saharan Africa, **Finastra**
- › **Carl Chirwa**, Head of International Banking, **Bank One**
- › **Simon Cook**, Partner, **Sullivan & Worcester UK LLP**
- › **Mathilde Cottard**, Executive Director, Structured Export Finance, Global Trade Finance, **Sumitomo Mitsui Financial Group**
- › **Nirjhar Daripa**, Innovation Product Manager, **Accuity**
- › **Mateja Dermastia**, Chief Executive Officer, **Anteja Africa**
- › **Enock Etyang**, Chief Financial Officer, **African Queen**
- › **Will Garton-Jones**, Business Development Director, **Paycode**
- › **Tedd George**, Founder & Chief Narrative Officer, **Kleos Advisory UK**
- › **Dheerie Govender**, Chief Executive Officer, **Global Collateral Control (GCC)**
- › **Sheleena Govind**, Transactor, Debt & Trade Solutions, Financial Institutions Group, **Rand Merchant Bank**
- › **Michiel Hendriksz**, Founder & CEO, **Farmstrong Foundation**
- › **Anish Jain**, Chief Treasury Officer, **Export Trading Group**
- › **Isaac Kahara**, Country Head - East Africa, **UK Export Finance (UKEF)**
- › **Carol Kihuna**, Group Trade Product Manager, **Equity Bank**
- › **Wouter Kool**, Head Trade & Commodity Finance Africa, **Rabobank**
- › **Richard Kyalimpa**, Finance Controller, **Busoga Forestry Company**
- › **Jelena Madir**, Director of Legal & General Counsel, **Gavi, The Vaccine Alliance**
- › **Lodewyk Meyer**, Partner, **Baker McKenzie**
- › **Zhann Meyer**, Co-Head: Global Commodity Finance, **Nedbank CIB**
- › **Sekete Mokgehle**, Head of Export Credit Finance, **Nedbank CIB**
- › **Tawanda Mudimbu**, Chief Operating Officer, **Asoko Insight**
- › **Benson Muhoro**, Treasury Manager, **Kenya Airways**
- › **Grace Murage**, Regional FI Head, Banks & DFIs, East & Southern Africa, **Rand Merchant Bank**
- › **Sylvester Mutunga**, Head of Treasury, **Java House Africa**
- › **Josephine Mwangi**, Trade Product Manager, **Stanbic Bank**
- › **Caroline Mwanza**, Finance Advisor, **ActionAid International**
- › **Enoch Mwita**, Head of Business Development, Africa, **ASGC Holding**
- › **Susan Namiyigo**, **Uganda Development Bank**
- › **Afolabi Obisesan**, Manager, Specialized Finance, Guarantees & Specialized Finance Unit, **AfreximBank**
- › **Manaseh Oiro**, Trade & Policy Manager, **Kenya Association of Manufacturers**
- › **Nkemjika Onwuamaegbu**, Head of Origination, Low Income Countries, **MIGA**
- › **Hillary Oonge**, Group Treasury Manager, **M-KOPA Solar**
- › **Yvonne Otieno**, Director, **Miyonga Fresh Greens**
- › **Duarte Pedreira**, Head of Emerging & Frontier Markets, **Crown Agents Bank**
- › **David Pitts**, Senior Advisor, International Development Organisations, **Crown Agents Bank**
- › **Rafaravavitafika Rasata**, Director of Economic Expansion, **Ministry of Foreign Affairs of the Republic of Madagascar**
- › **Albert Rweyemamu**, Senior Political & Credit Risk Underwriter, **African Trade Insurance Agency (ATI)**
- › **Ian Sayers**, Head, Access to Finance & Sustainable Enterprise Development, **International Trade Centre (ITC)**
- › **Caroline Stockmann**, Chief Executive, **Association of Corporate Treasurers (ACT)**
- › **John Tumwine**, Head Treasury, **Stanbic Bank Uganda**
- › **Raj Uttamchandani**, Executive Director, **Trade Finance Market**
- › **Emma Wade-Smith**, Her Majesty's Trade Commissioner, **UK Department for International Trade**
- › **Prince Wadie**, Structured Trade Head, East Africa, **Citi**
- › **Douglas Wanjala**, Chief Resume Writer, **The Bold CV**
- › **Sydney Wechuli**, Treasurer, **Nairobi Securities Exchange**
- › **George Wilson**, Independent Trade Finance Expert

Companies who attended GTR East Africa 2021 Virtual 1/3

Corporates & traders						
Acorn Agri	Busoga Forestry Company	ED&F Man	Hashi Energy	LDC Metals Company	Petrocam Kenya	Transmasholding
Adrian Kenya	Cactus Trading DMCC	Elecnor	Home Comforts Tea	Libero Professionalist	Philips	True Ways
African Queen	Cambridge Industries	Elof Hansson	Hotpoint Appliances	Limak Holding	Plexus Cotton	Tyllum
Afrisian Ginning	Capital Energy Resources	Empower Energy Africa	Imathia	M-KOPA Solar	Protech Equipment	UAC Foods
AfroAsia Trading International	Cargill	Endless Africa	IMG Worldwide	Mabati Rolling Mills	PT Ascon Indonesia International	Ultum Mega
Agricas Global FZE	Ceravoid	Enspire DFIC	Imperial Holdings	Makiber	Rajlaks International	Umsekeli Chemicals
AgroCorp	CFAO	ETC Argo	Industrial & Mechanical Supplies	Mars	RentCo Africa	Unatrac
Alpha Crown Engineering Associates	CMC Motors Group	ETG Agri Inuts FZE	InPower Global	Mercator Commodities	Riftcot	Varian Medical Systems International
Anisuma Traders	Coca Cola	Explorer Holdings International	Inspectorate	Metal Crowns	Rubis Kenya	Via Maris
APT Commodities	Cofco International	Export Trading Group (ETG)	Integra	MeTL	Scania	Vinci Energies
Archer Daniels Midland	Contracta Construction UK	Fencas Development Company	Intraspeed	Miyonga Fresh Greens	Schneider Electric	Vivo Energy
Aseye Farms International	Copy Cat	Flame Tree Group	Isuzu Motors	Modern Agriculture	Scipio SA	Volvo Group
ASGC Holding	Crown Motors	Flour Mills Nigeria (FMN)	ITC	Namunkekeru Agro Processing Industries	Simba Technology	Wilben Trade
Axcel Insights	Crown Paints	FLSmith	Jaguar Petroleum	NMS	Sims Group Global Trade Corporation	Wilmar International
Balaji	Cummins	FMCG IMEX DMCC	James Finlay	Nokia	Southern Right Foods	Winget
Bata Shoe	D. K. Engineering	Fotis Gas	Jatlee Commodities	NSD-S HUB	Syngenta Agro	WQE Hardware Manufactures
BB Energy	Daimler	Galactic Integration Group	Java House Africa	OLA Energy	Talion Group	Yenigun Construction
BIC	Dala Textiles	Galana Oil	JPD Landtrac	Olam International	Targray	Yuvraaj Trades
Bidco Africa	Darvesh Group	Gemcorp Commodities Trading	KAP Industrials	Omega Waters	Telkom Kenya	Zan Cosmetic
Bidco Group	Davis & Shirtliff	Genesis Eco-Energy Developments	KEMSA	OneAgrix	TGI Group	Zeus International
Bleu Ciel Foods	De Graft Management	Glaze Diamonds	Kenafric	Ordnance Survey	Total	
Bonite Bottlers	Deutsche Post/DHL Group	Global Tea & Commodities	Kenfreight	Oryx Trading	Toyota Motor Corporation	
Brenntag	Devsons Industries	Good Nature Agro	Kenya Airways	PAA Project Finance	Trade House	
BT	Dints International	Gulf Power	Kenya Nut Company	Pacific International Lines	Tradeable House Africa	
Bunge	EABL	Gulsan Holding	Koltiva	Pash Global	Transique Africa	

Technology & fintech		
4coinvest	HuzaX	Trade Finance Market
Accuity	LexisNexis Risk Solutions	TradelX
AMPP Group	Medical Warehouse	TradeLanes
Anteja Africa	MFI Technology	TradeSun
Asoko Insight	Mitigram	Traydstream
Binkabi	MonetaGo	Trend Micro
Boolean Labs	Paycode	urbanIT Consulting
Cambridge Interactive Development (CIDC)	RAP Solutions	UTIP
DLT Ledgers	Surecomp	Veridapt
Enigio Time AB	Technology Reply	XBLR
Exabler	Tinubu Square	Zambuko
Finastra	The Fintech Institute	
Green Channel IT	TradeAssets	

Govt Orgs & Public Bodies		
African Business Roundtable (ABR)	DIRCO	Ministry of Foreign Affairs of the Republic of Madagascar
Agricultural Research Centre	Embassy of Bangladesh, Rome	
Association of Corporate Treasurers (ACT)	Enterprise Singapore	Monetary Authority of Singapore (MAS)
British Chamber of Commerce Kenya	FCI	Nairobi Securities Exchange
British Chambers of Commerce (UK)	Gavi, The Vaccine Alliance	South African Busines Council
CDC Group	International Trade Centre (ITC)	Southern African Customs Union (SACU)
CNSC	Kentrade	Sweden Africa Chamber of Commerce
Comesa	Kenya Association of Manufacturers	UK Department for International Trade
Consulate of Zimbabwe	Kenya Bankers Association (KBA)	University of Nairobi
Delegation of German Industry & Commerce for Eastern Africa	Kogi State Government	USDA
Department for International Trade (DIT)	Ministry of Finance	World Business Angels Investment Forum (WBAF)

Companies who attended GTR East Africa 2021 Virtual 2/3

Banks & financiers		
Absa	Deutsche Bank	MCB (Muslim Commercial Bank)
Access Bank	DIB Bank Kenya	Mizuho Bank
AfrAsia Bank	East African Development Bank	National Bank of Fujairah (NBF)
AfreximBank	Ecobank Group	National Bank of Kenya
Al Salam Bank Bahrain	Equity Bank	NCBA Group
ANZ	Euro Exim Bank	Nedbank
Atlas Mara	Exim Bank	Nedbank CIB
BACB	Export Development Bank of Egypt (EBE)	Noor Bank
Banco Angolano de Investimentos	Export-Import Bank of India	Ocorian
Banco Atlantico Europa	Export-Import Bank of the United States	Olympia Factors
Banco Privado Atlantico Europa	FBN Bank (UK) Limited	Opportunity Bank
Bank ABC	FCMB Bank UK	Qatar Development Bank
Bank Muscat	First Bank of Nigeria (FBN Bank)	Qatar National Bank (QNB)
Bank of Kigali	First Capital	Rabobank
Bank One	Ghana International Bank	Rand Merchant Bank
Banque Centrale Populaire	GroBank	Resilient International Solutions
Banque des Mascareignes	GT Bank	Santander
BCP Bank	Guaranty Trust Bank	Sberbank
Belfius Bank	Gulf African Bank	SBM Bank
BLOM Bank	Habib Bank	SBM Bank (Mauritius)
BMCE Bank	Helaba (Landesbank Thüringen)	Soleil Chartered Bank
BNP Paribas	Housing & Finance Bank	Stanbic Bank
Bpifrance	HSBC	Stanbic IBTC Bank
CABS	I&M Bank	Standard Advisory
CAC International Bank	ICICI Bank	Standard Bank
CDP Cassa Depositi e Prestiti	Intellect Design	Standard Chartered
CaixaBank	International Finance Corporation (IFC)	Sumitomo Mitsui Financial Group
Citi	Investec	The Access Bank UK
Co-operative Bank	Islamic Development Bank	Trade and Development Bank (TDB)
Co-operative Bank of Kenya	J.P. Morgan	UBA Group
Commerzbank	KCB Bank	Uganda Development Bank
Consolidated Bank	Kenya Commercial Bank	Union Bank of Nigeria
CRDB Bank	KfW IPEX Bank	Union Bank UK
Crédit Agricole CIB	Komerční Banka	United Bank for Africa
Crown Agents Bank	Krystal Financial Consultants	Victoria Commercial Bank
Dahabshil Bank International	M Oriental Bank	Zanaco
Dashen Bank	MCB	ZB Bank

“Great event and prestigious speakers. Very interesting and fruitful panel discussions.”

Doaa Ibrahim Mohamed Elatawy, HSBC Bank Egypt

Consultants & accountants		
African Financial & Economic Data	HFC	Principal Connections Africa
AL-ternative	Holtarka Limited	Rajan Gupta Banking Consulting
Asare-AB	Incatema	Regal Africa
Autonomi Capital	Insight Consulting	S-RM
Bethel Advisors	Inspectorate EA	SAB Consultants
Bongani Consulting	Inspectorate Hellas	Sarenga Group
Centum	International Financial Consulting	Sigma Risk
CITAC	Invigors EMEA	Sofomax Consulting
Cornerstone Performance Solutions	Kleos Advisory UK	SSCG Advisory Services
DHR International	KPMG	Strategy&
EA Ventures	Ledovi Limited	Suekar Freight
Eeden Project Managemnet	LobCom Oil & Gas Resources	Tesselate
EY	Market Intelligence Africa	Terps Consultancy
Financial Intelligence Centre	Mayer & Co	The Bold CV
Fine Accounting Services	Mazars	Timberlane
FITRACOR	Megan International	Tracey Fieber Business Solutions
Flywheel Advisory Africa	Mhishi Nkomo Legal Practise	Trade Finance Global
Futurim	MQuad Consulting	Trade Risk Consulting
GKB Ventures	Nadene Joy	Valour Advisory
Global 3T	NR Wilsher	Vision Ventures
Grant Thornton	Pinnacle Trade Finance	Watson French
Greenfields Capital & Advisory	POBI Consulting	Way2Smile Solutions DMCC

Non-bank financiers		
ACAP GP Fund	Concrete Finance	Obara Capital
ACBM, Arie Capital Investment	Corporate Financial Services COFISE	Octet Finance
Acre Impact Capital	Cresco	Orbitt
Aequitate Capital	Crowe SG	Origin Capital Management Pte
Africa Bridge Capital Management UK	dhow kimura African Commodity Trade Finance Fund	Ovamba
Africa Merchant Capital	EMFC Loan Syndications	Pesa Capital
Africa Trade Finance Limited	Global Tech Export Venture	Portfolio Securitization Capital Group
African Guarantee Fund (AGF)	GMS Finance	Renew Investment Advisors
AfricInvest	Hermond Capital	Restorium Capital
Africinvest Private Credit	Inkho Capital	Samawati Capital Partners
AIC Finanz GmbH	Innovent Leasing Solutions	Scipion Capital UK
AlmaStone	Interrcovest	Siemens Financial Services
Arjan Capital	Invest Africa	Sky British Enterprises
Artis Finance	Investure	Sovereign Trust (Mauritius)
Atrafin	Kimura Capital	TDB Asset Management
Atria Africa	Loita Capital Partners	Trade & Merchant Finance Brokerage
Azimuth Group	London Forfaiting Company	Trade and Export Finance
Barak Fund Management	Momentum Credit	Tusk Merchant Capital
BU Global Capital	Morgenthau Stirling	Verdant Capital
Capmob Financial Services	Mtaji Capital	Working Capital Associates
Centum Investment Company		XE Business Solutions
Channel Capital Advisors		Zip Equity
Cim Finance		

Companies who attended GTR East Africa 2021 Virtual 3/3

Insurers & Risk Analysts		
Ace Global Depository	Control Risks Group Holdings	MBL Global
AFEX	Credendo	Parker Norfolk & Partners
Africa Speciality Risks	Credit Guarantee Insurance Corporation (CGIC)	Partner Re
Africa Trade Insurance	Crum & Forster	Price Forbes & Partners
African Trade Insurance Agency (ATI)	Euler Hermes	Prowess Insurance
Aon	Export Credit Insurance Corporation South Africa (ECIC SA)	RKH Specialty
Ascent Underwriting LLP an Optio Company	Export Credit Norway	Swiss Re Corporate Solutions
ASL International	Gallagher	Tysers
Atradius	Global Collateral Control (GCC)	Underwriting Africa
AXA XL	Marsh JLT Specialty	WeSpecialty
Bellwood Prestbury	Masumali Meghji Insurance Brokers	Willis Towers Watson
Berne Union		
BPL Global		

Lawyers		
Adeyemi Akisanya	CMS Daly Inamdar Advocates	John W Fooks & Co
Babalakin and Co	ENSAfrica	Mayer Brown
Baker McKenzie	Foundation Chambers	OAK Advocates
Campion Willcocks Compliance	Francis Wilks & Jones	R&A Law
Clyde & Co	Gunnercooke	Streamsowers & Kohn
CMS	Herbert Smith Freehills	Sullivan & Worcester UK

Media & Press		
Africa Intelligence	Mergermarket	The Economist
creatair	National Mirror	The Mcernest Company
GTR	NewsDay	Woodrow Communications
Media Xpose	PDP Agencies	

ECAs & multilaterals		
African Development Bank (AfDB)	Export Development Fund of Malawi	MIGA
China Export & Credit Insurance Corporation	Export Finance Australia	SEK
COSEC	ICIEC	UK Export Finance (UKEF)

Education		
Africa College of Insurance & Social Protection	The London Institute of Banking & Finance	University of Technology, Mauritius
Godfrey Okoye University	University of Georgia	
The Brokerage	University of Northern Philippines	

Service Providers		
Control Union Certifications	Euromonitor	Pzd Solutions
DHL	Gateway Group	Tjara Aloula

Non-Profit Organisations and Charities		
ActionAid International	Farmstrong Foundation	Mary's Meals

Investors		
Prim@	Theza Capital	

Recruiters		
Healy Hunt		

“Very insightful discussions relating to trade and investment opportunities in Africa.”

T Mulongo, Co-operative Bank of Kenya

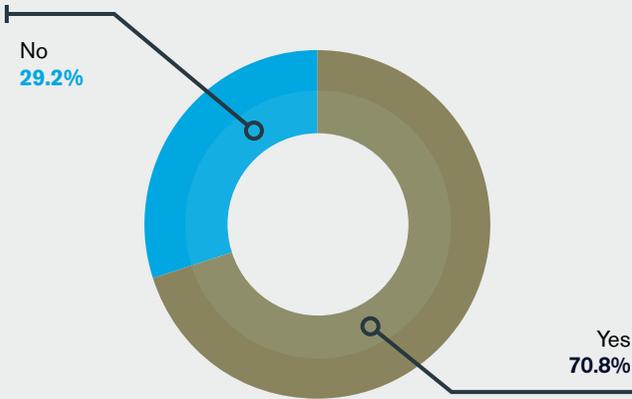
“Very interesting forum that showed even with a pandemic, we have been able to gather great minds together to think of a better Africa.

The forum was well organized, congrats to the organisation team.”

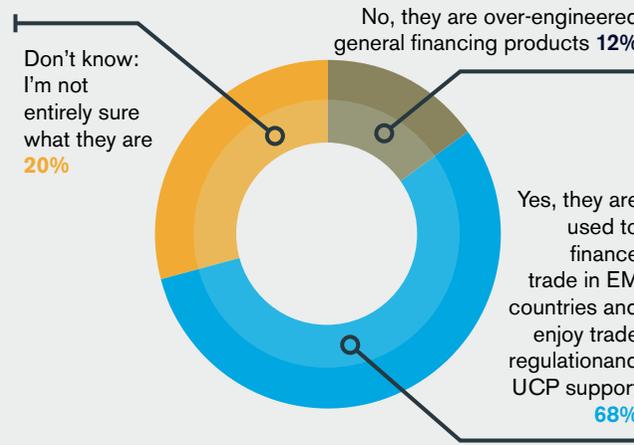
CreatAir

Featured polling results

Have you been involved in structured LC transactions previously?



Are structured LCs trade finance?



“The discussions are great and an eye opener to the economy of Kenya and the position of Kenya to the global market.”

D Muthama, Galana Oil

“Excellent forum to share views and experiences in trade and finance. Created good opportunities to improve business worldwide.”

S Ekei, AfDB

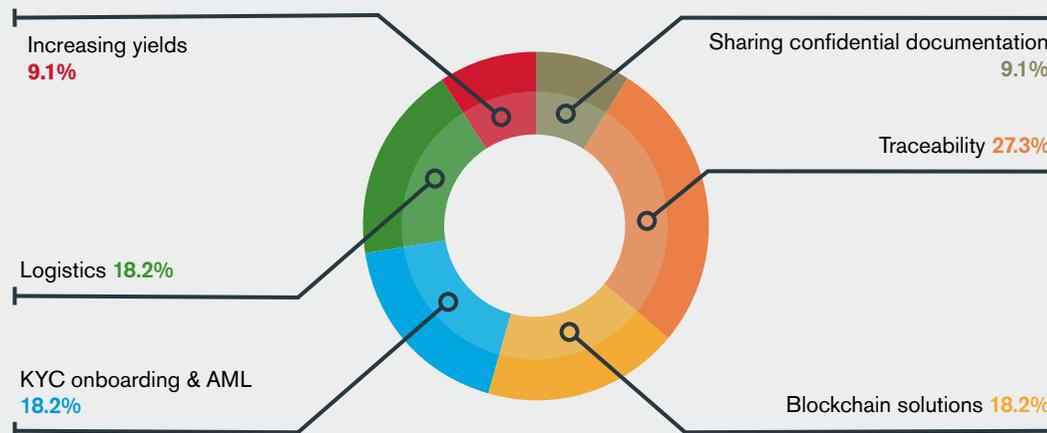
“This is a great event for networking and discussing current trends on the continent.”

T Nkambule, PhilAfrica Foods

“A forum for insightful discussion and exchange of best practice among players in trade finance. Relevant and critical for building continued access to global expertise.”

J Kimutai, CBA

What, in your opinion, is the most compelling user case for tradetech?



Social media statistics from GTR East Africa 2021 Virtual

Follow the official event hashtag
#GTREastAfrica to be a part
of the conversation

