



INVEST IN  
**AFRICA**  
SUMMIT  
**2025**

# PROGRAMME.



29th to 30th April 2025



Leonardo Royal Hotel,  
The Hague, Netherlands

# DAY 1

**TUESDAY 29TH APRIL 2025**

**8:40 AM**  
–  
**09:00 AM**

**Registration and Networking Coffee**  
Invest in Africa Secretariat

**Performance by Lady Masallah Somba**

**9:00 AM**  
–  
**9:30 AM**

**Opening Remarks**

John Karegwa – CEO, Invest In Africa Summit

**Opening Address**

Ms Brenda Pennell - Fund and Investment Manager Bid  
Capital Partners/ Impact Capital Partners

Mathilde Miedema Programme Director- TNO

Maxime Bayern - Operating Partner, Catalyst Fund

**Chief Guest Keynote Address:**

H.E Francis Danti Kotia - Ghana Ambassador to the  
Kingdom of The Netherlands

Government of the Netherlands

**9:30 AM**  
–  
**10:30 AM**

**Plenary Session: Doing Business in Africa**

- Opportunities and Challenges of doing business with Africa.
- Success Stories and understanding the African business system

**Moderator: Dr Deanne De Vries**

Ajay Wasserman - Group CEO and Chief Investment Officer  
of Fio Capital Group

Bernardo G. Arnaud - AMD AGRO - Founder / StarkSat  
Carbon - CEO

Matthew McLean - Founder - Endsight Consulting

John Kourkoutas - Founder & Managing Director,  
MrExportToAfrica

Cedric Mbeng-Mezui - Senior Investment Executive,  
African Development Bank

**10:30 AM**  
-  
**11:00 AM**

## **Break Time: Coffee and Networking**

**11:00 AM**  
-  
**12:00 PM**

## **Plenary Session: Technology Transformation & Digital Entrepreneurship In Africa**

- Game-changing technologies, digitalization in Africa
- Africa Technology Startups Ecosystems and Trends
- How technology is transforming Africa's startup landscapes
- African Digital Economy Technology, youth innovation & transformation
- African Fintech Entrepreneurship
- How digitalization can help to address structural barriers to trade in Africa
- African digital Platforms
- Opportunities in AI

### **Moderator: Dr, Deanne De Vries**

**Maxime Bayern** - Operating Partner, Catalyst Fund

**Dimeji Falana** - Chief Executive Officer Edves Nigeria Ltd

**Jessica Long** - President, Maad, Senegal

**Bertil van Vugt** - Director of Operations, VC4A

**Emmanuel Adegboye** - Head of Madica | Startup Ecosystem Leader | Policy Advocate

**Nelson T.Ajulo** - Founder & CEO, Zarttech

**12:00 PM**  
-  
**1:15 PM**

## **Plenary Session : How to improve the success rates of tech-related innovators in sub-Saharan Africa**

- To boost entrepreneurship and future earning potential of sub-Saharan Africa and Europe accelerating technological innovation and scaling tech startups is crucial.
- This discussion will bring together innovators, startups, scale ups and investors on the topic of valorization of biomass.
- How to make a successful business out of agricultural residues and biomass streams?
- How to bring tech-related innovations to the African market faster, help startups scale better, and become more competitive?

**Yvette Fleming** - Senior Business Development Manager- TNO

**Mathilde Miedema** - Programme Director- TNO

**Alyanne Boon** - Project Manager-TNO

**Marije Ter Steege** - Bio Based Consultant- TNO

**Sharon Mutai** - Founder/ Director Africa Deposit System

**Jan Kruse** - Executive Director, Lithon Capital

**1:00PM**  
-  
**2:00PM**

## **Networking Lunch & Exhibition Viewing**

**2:00 PM**  
-  
**3:00PM**

## **Panel Session: The impact of Climate Change on Africa and the need for Climate Financing**

- Harnessing climate finance for African agribusiness
- Partnering for Achieving Sustainable Agribusiness and Rural Development in Africa
- Transforming Agribusiness to Foster Prosperity in Rural Communities in Africa

**Maxime Bayern** - Operating Partner, Catalyst Fund

**Marje Ter Steege** - Consultant- TNO

**Bernardo G. Arnaud** - AMD AGRO - Founder / StarkSat  
Carbon - CEO

**Douglas Greenwell** - Commercial Director - Carbon, BURN

**2:00PM**  
-  
**5:00 PM**

## **Investors Deal Room**

Managed by Bid Capital, Impact Capital  
Partners and TNO

**3:00PM**  
-  
**4:00PM**

## **Afternoon Workshop**

**Workshop 1: How to Become investor ready  
and Unlock Business Finance**

**Ajay Wasserman** - Group CEO and Chief  
Investment Officer of Fio Capital Group

**Workshop 2. Invest in Ghana workshop  
Ghana Embassy in the Netherlands**

**4:00 PM**  
–  
**5:00PM**

## **Plenary Session: Africa Trade**

- Understanding Africa Continental Free Trade Area (AFCTA)
- Facilitating efficient movement of goods across borders
- Opportunities in E- commerce in Africa
- International Trade
- Mitigating country to country risks, understanding the African Business System: Taxation, Logistics, Trade and importation /export incentives, marketing and forming business partnerships.
- Challenges and success stories-Overcoming trade barriers

### **Moderator:**

**Oyetola Oduyemi** - Senior Director, Investor Relations and Sustainability, The END Fund

**Jessica Long** - President, Maad

**Dr Sanjay Sharma** - CEO,PTCECI, Promotion of Trade Culture Exhibition Council of India

**Mykola Volkivskyi**- Trade and Food Security and Advisor to Ukrainian Parliament

**John Kourkoutas** - Founder & Managing Director, MrExportToAfrica

**5: 00 PM**  
–  
**6:30 PM**

## **B2B Networking & Cocktail** **Invest in Africa Summit Team**

**6: 30 PM**  
–  
**8:30 PM**

## **Fireside On Marketing African Film And** **Movie Screening** **Silicon Valley Film Festival**

# DAY 2

WEDNESDAY 30TH APRIL 2025

9:00 AM  
–  
9:30 AM

**Morning Welcome & Exhibition Viewing**  
Secretariat

9:30 AM  
–  
11:00 AM

**Opportunities in Creative Economy in Africa**

Dr Eileen CO - CEO Africa Media Chamber of  
Commerce | Managing Director Media Bypass News

Adejoke Habitat - Managing Director Inside Nollywood Ltd

Chike C. Nwoffiah - Creative Ambassador, City of San José &  
Founding Director, Silicon Valley African Film Festival (SVAFF)

Angela Onuora – Producer and Director

Masallah Somba -Afro Fusion Artist

11:00 AM  
–  
11:30 AM

**Tea Break**

11:30 AM  
–  
1:00 PM

**African Government Officials Forum**

1.00PM  
-  
2.00PM

## Networking Lunch & Exhibition Viewing

2:00 PM  
-  
5:00 PM

## Investors Deal Room

Managed by Bid Capital, Impact Capital Partners and TNO

2:00PM  
-  
3:00 PM

## Plenary Session: Why Technology is the Key in Transforming Africa

- Digital Trade & Financial Services
- Emerging Technologies for Financial Services Impact of AI and analytics in financial services?
- Digital opportunities in Africa
- Unlocking the Digital Economy Through Sustainable and Inclusive Digital transformation
- Digital Entrepreneurship in Africa
- Digital Transformation

### Moderator: Evita Tjon A Ten

David Kleiterp - Head of Investments, Untapped Global

Emmie van Halder- Mpower International

Bertil van Vugt - Director of Operations at VC4A

Jessica Long - President, Maad, Senegal

Pascal Murasira - Co-Founder & CCO, Joble

Martin Labbé - Tech Sector Development Coordinator, International Trade Centre

Otto Leinsdorf - Head of Revenue Programs at Maad

3: 00 PM  
-  
4.00 PM

## Opportunities in Agribusiness in Africa

Moderator: **Pascal Murasira - Co-Founder & CCO, Joble**

Dr Ikechi Agbugba - Agribusiness Expert

Bolaji Oyindamola Tinubu - Lead Strategist, Resolve and Resolute Limited.

Kate Kibaarah - Ceo, Kates Organics

Victor Tumwenturaho - Investment Officer- FMO

## Roundtable

### The Market Place: African Sellers /European Buyers Opportunities and Requirements for Exporting to EU Market

Fresh Produce Buyers and Sellers Forum

Moderator: **Karen Kammeraat - International Business & Development Expert**

**3: 00 PM**

–

**4.00 PM**

## **Sports for Development Roundtable**

**Facilitated by Sport4impact**

**Conducted by:**

**Paolo Bertaccini** - Paolo Bertaccini Director, Sport4Impact.

**Introductory Speech:**

**Mario Carlo Ferrario** - ForImpact Capital Investment Company, Chair, Milan/New York

**Panelists::**

**Marta Henrique Pereira** - International Consultant, Portugal/Turkey

**Juha Peralampi** - Venture Capital operator (remote), Finland/Qatar

**Dr Sandra Damijan** - Economics Lecturer Ljubljana

**Mactar Ndiaye** - Entrepreneur and social operator, Dakar

**Co-Moderator:**

**Dr Eileen CO** - CEO Africa Media Chamber of Commerce | Managing Director Media Bypass News

**4.00 PM**

–

**4:30 PM**

## **Coffee Break**

**5.00 PM**

–

**6:00PM**

## **Closing Ceremony**

## **Networking & Cocktail**

**6.00 PM**

–

**7:00PM**

## **Performance by Lady Masallah Somba**



# PARTNERS

