

AFMASS

EASTERN AFRICA

KENYA - MAY 16-18, 2019



AFMASS EASTERN AFRICA EDITION

MAY 16-18, 2019 – NAIROBI, KENYA

PARKLANDS SPORTS CLUB GROUNDS, WESTLANDS, NAIROBI

THEME: IMPROVING SUSTAINABILITY IN THE FOOD AND AGRICULTURE VALUE CHAINS TO ENHANCE COMPETITIVENESS AND TRADE IN SUB-SAHARAN AFRICA

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CONFERENCE PROGRAM

DAY 1 – Thursday, May 16, 2019

08.00 – Registration of Delegates and Refreshments

OPENING SESSION – 09.00-09.30

Welcome remarks – *Francis Juma - FoodWorld Media*

KEYNOTE SPEAKER: Post-consumer PET management in Kenya – Joyce Gachugi – Country Programme Manager – PETCO

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SESSION 1 - 09.30-10.30 – INVEST IN THE FOOD, BEVERAGE & MILLING INDUSTRY IN KENYA & EASTERN AFRICA – STATUS OF THE INDUSTRY & TRENDS IN INVESTMENTS, POLICY ENVIRONMENT & M&A

A panel discussion made up of investors and managers from the food, beverage, milling, HORECA and retail industry, bankers, investment funds, among other stakeholders will analyze the status of the industry, key recent investments and mergers and acquisitions activities and how they will impact the food industry and the economy in Eastern Africa. They will also cover some of the challenges, opportunities, Government policy environment and future market trends in the sector.

The Panel will seek to highlight and provide views on the following questions:

- What are the investment opportunities in the food, beverage and milling industry in Kenya and Eastern Africa? Which sectors offer the best opportunities? Panelists will also cover opportunities in specific sectors of the industry
- What are some of the recent investments and mergers and acquisitions in the food, beverage and milling industry in the region, and what trends are emerging in the regions? What were the key driving forces to these investments?
- What role is the role of Governments and the private sector in Eastern Africa in the investment space in the region? What are some of the incentives provided to investors in the industry in the region?
- What is the role of private equity/venture capital and other sources of funding in the investments space in Eastern Africa? How can their contribution be enhanced?
- How important is Eastern Africa as a destination for food industry multinationals as a destination to either put up new plants or do M&A deals?

PANELISTS:

- Amir Parpia – Finance Manager, Alpha Fine Foods and Chair, Food Sector, Kenya Association of Manufacturers
- Jesse Green – Project Lead, Bidco Land O’Lakes
- Quentin Rukingama – Managing Partner, JBQ Africa
- Victor Maina – Commercial Director, Sendy
- Anthony Nguga - General Manager, Best Western Meridian Hotel
- Nitin Menon – Group General Manager, Sayona Drinks

10.30-11.00 - HEALTH BREAK & NETWORKING AT THE EXPO HALL

SESSION 2 – 11.00-13.00 – FOOD SAFETY & REGULATORY MANAGEMENT

SESSION CHAIR: *Virginia Nyoro – FoodWorld Media*

Applications of the latest food safety, regulatory, quality, in the food, beverage, milling, HORECA and retail industry in Kenya, EAC and Africa. Focus will be on a vibrant, well-coordinated, harmonized and efficient food safety regulatory system that creates clear and specific levels of responsibility, builds consumer confidence, supports businesses and facilitates local and international trade.

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<p>Presentation: Roya Galindo - Director, Regulatory Services, North America Meat Institute, USA - Regulatory structure of and how the U.S government inspects and regulates various food products.</p> <p>Presentation: Regulatory structure in the non-alcoholic beverages in Africa – An industry perspective – Julia Otaýa – Scientific and Regulatory Affairs Manager – East and Central Africa Franchise, Coca-Cola, SEABU.</p> <p>12.00-13.00 - PANEL DISCUSSION: <i>The state of food safety regulation in Kenya – A review of the proposed Kenya Food & Drugs Authority and its implications on the food industry</i></p> <p>The Panel will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What is the structure of the food safety regulatory environment in Kenya? How does it compare with other regional regulatory structures in Africa and World? What is the role of the various stakeholders in managing the regulatory framework in the country? • What are some of the outstanding food safety regulatory challenges for food business operators in Kenya? • How can the proposed food safety regulations contribute to a better stream lined and efficient food safety and regulatory environment in Kenya? • What is the role of new technologies and innovations and how can regulators respond to these new technologies and innovations, even as they seek to structure a better food safety regulatory infrastructure? <p>PANELISTS:</p> <ul style="list-style-type: none"> • Richard Fritz - Consultant for the Food and Agriculture Export Alliance (FAEA), USA • Co-Chairs for proposed Kenya Food & Drugs Authority – Technical Committee 	
<p>13.00-14.00 - LUNCH BREAK & NETWORKING AT THE EXPO HALL</p>	
<p>SESSION 3 – 14.00-15.00</p> <p>SESSION CHAIR: Virginia Nyoro – FoodWorld Media</p> <p>14.00-15.00 – FOOD SAFETY, QUALITY & DEFENSE MANAGEMENT Applications of the latest food safety, quality and food defense in the food, beverage, milling, HORECA and retail industry in Africa. Emphasis will be laid on the utilization of the formulating the right regulatory framework in Kenya, to improve efficiency of service delivery and improvement in regional and international trade.</p> <ul style="list-style-type: none"> • Presentation: Fabrice Lesault - Regional Business Director Industry Russia, Turkey, Middle East, Africa & Central Asia, bioMérieux • Presentation: Margaret Kibogy – Managing Director, Kenya Dairy Board <p>15.00-16.00 - PANEL DISCUSSION: <i>Inculcating a food safety culture in the food manufacturing, retail and HORECA industry in sub-Saharan Africa: Opportunities and challenges</i></p> <p>MODERATOR: Francis Juma – FoodWorld Media</p> <p>The Panel will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What is the status of awareness about food safety in Eastern Africa? How is the awareness within the manufacturing, retail, food service sectors of the industry? Are there any major differences? • What is the role of food safety culture in food business operators delivering on their food safety, operational and financial goals? • What challenges do food business operators in Eastern Africa face in inculcating a food safety culture in their operations? • What are some of the initiatives and programs food business operators are using to inform and enforce the right food safety culture in their organisations? What have been 	<p>SPONSORED BY</p> 

<p>the key lessons as they implemented these activities?</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • Eelco Weber, CEO, Bio Food Products • Caroline Keror – QSHE Manager, Coca-Cola Beverages Africa • Jacque Njonjo – Operations Manager, IFC • Emillie Opiyo – Retail Manager, Equatorial Nuts 	
<p>SESSION 4 – 16.00–18.00</p> <p>16.00–17.00 - NUTRITION & HEALTH</p> <p>SESSION CHAIR:</p> <p>Applications of the latest nutrition and health technologies and strategies in the food, beverage, milling, HORECA and retail industry in Africa. Emphasis will be laid on the adoption of the latest technologies to improve the nutritional status of processed food products and how to utilize local resources.</p> <ul style="list-style-type: none"> • Presentation: Peter Wathigo – Market Development Manager, DSM Nutritionals • Presentation: Khadija Mohamed-Churchill, CEO, Kwanza Tukule - Role of Urban Food Vendors in Food Security & Nutrition. Case study of how Kwanza Tukule is working to increase productivity and supporting food vendors shift into the formal sector <p>17.00-18.00 - PANEL DISCUSSION: <i>Formulating food and beverage products that meet health and nutrition needs in sub-Saharan Africa: Trends, opportunities and challenges</i></p> <p>MODERATOR: Francis Juma – FoodWorld Media</p> <p>The Panel will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What is the importance of formulating healthy and nutritious food products in Eastern Africa? • What are some of the pressing nutrition challenges in Eastern Africa? How do they impact consumer health and economy? • How can stakeholders – public and private – contribute to availing safe food products to local, regional and international markets? How can the food business operators in East Africa embrace a culture of formulating nutritious food when they are developing new products? • What are some of the challenges food business operators in Eastern Africa face in their quest to formulate healthy and nutritious food products? How can the Government policy contribute to the formulation and adoption of healthy and nutritious food products in the region? • What is the role of new technologies and innovations in formulating safe, healthy and nutritious foods of the future in the region? <p>PANELISTS:</p> <ul style="list-style-type: none"> • Charity Magwenzi – R&D Manager, Capwell Industries Ltd • Peter Waithigo – Market Development Manager, DSM • Rohin Shah – Director, Bakex Millers Ltd 	<p>SPONSORED BY</p> 
<p>18.00–20.00 - FOOD INDUSTRY EXECUTIVES NETWORKING COCKTAIL</p> <p>It is an evening full of fun, networking and business as the entire food industry – from CEOs, managers and professionals - come together to celebrate their contribution to the growth of the industry in Africa – be they founders, marketers, investors, food technologists, engineers, nutritionists, brewers, microbiologists, chefs, business development managers, millers, HR managers, sales representatives and more . . .</p>	<p>SPONSORED BY</p> 
<p>DAY 2 – Friday, May 17, 2019 – NEW TECHNOLOGIES & INNOVATIONS DAY</p>	

08.00 – Registration of Delegates and Refreshments	
<p>08.30-09.30 – KEYNOTE SPEAKER – BHARAT SHAH – Director, Kenafric Industries Ltd</p> <p>INTERVIEWER: Francis Juma – FoodWorld Media</p> <p>Hear from the Founder & Director of Eastern and Central Africa’s largest confectionery manufacturers. Get to know the journey the of Kenafric Industries Ltd from its inception, growth and its future</p>	<p>SPONSORED BY</p>  <p>FOOD BUSINESS www.foodbusinessafrica.com AFRICA</p>
<p>SESSION 5 – 09.30-10.00 - FORMULATIONS MANAGEMENT</p> <p>In this session we cover the latest formulations and ingredients application technologies in the processing of food, beverage and milling products</p> <ul style="list-style-type: none"> • Presentation: Patricia Kruger, Technical Manager, Sensient Technologies – Sugar and Salt are now taboo – Investigating innovative taste solutions. • Presentation: Colm D’Olier, General Manager, Promaco Ltd – Innovative Ingredient Solutions for Lactose Free and Sugar Reduced Dairy Products 	
<p>SESSION 6 – 10.00-11.00 - SUPPLY CHAIN (WAREHOUSING, LOGISTICS & DISTRIBUTION) MANAGEMENT</p> <p>Applications of the latest supply chain management strategies in the food, beverage, milling, HORECA and retail industry in Africa, with an emphasis on reducing waste and improving efficiencies in warehousing, logistics and distribution of the food and agriculture value chain.</p> <ul style="list-style-type: none"> • Presentation: Victor Maina, Commercial Director, Sendy: • Presentation: Newton Matope, President, Big Cold Kenya: Cold Chain & Post Harvest Management, Food Safety in the Food Supply Value Chain • Presentation: Amar, Director, Sai Raj Ltd 	<p>SPONSORED BY</p> 
11.00-11.30 – HEALTH BREAK & NETWORKING AT THE EXPO HALL	
<p>SESSION 7 - 11.30-13.00 - PROCESSING, PACKAGING & AUTOMATION TECHNOLOGY</p> <p>Post-harvest management, processing, packaging, engineering and automation technologies in meat, dairy, beverages and other food products</p> <ul style="list-style-type: none"> • Presentation: Andrew Wanga – Quality & Food Safety Manager, Mars Wrigley Confectionery Kenya - Quality Culture - Shifting an organization’s focus from science-based quality and food safety to behavior based Quality. • Presentation: Pule Melaletsa – Endress & Hauser – Automation technologies and their benefits in the food and beverage industry in Africa • Presentation: Kemisola Oloriegbe – Packaging Technologist, Nigerian Breweries - Lean Manufacturing in the Food and Beverage Sector - The need for smart product design and sustainability. 	<p>SPONSORED BY</p>  <p>Endress+Hauser People for Process Automation</p>
13.00-14.30 - LUNCH BREAK & NETWORKING AT THE EXPO HALL	
<p>SESSION 8 – 15.00-17.00 - FIELD VISITS TO FOOD, BEVERAGE & MILLING FACILITIES</p> <p>We visit Buhler’s African Milling School located near Nairobi, a facility that showcases the adoption of the latest processing, packaging technologies and food safety practices in the milling and processing of food products.</p>	<p>SPONSORED BY</p> 
<p>18.30 – 21.00 - DISCOVER NAIROBI BY NIGHT COCKTAIL</p> <p>It is an evening to discover what Nairobi has to offer – including its food and drinks scene. Delegates explore one of Nairobi’s most outstanding restaurants, Azure Hotel, where we get a</p>	<p>SPONSORED BY</p>  <p>FOOD BUSINESS www.foodbusinessafrica.com AFRICA</p>

chance to sample food and drinks from the region.	
<p>DAY 3 – Saturday, May 18, 2019</p> <p>08.00 – Registration of Delegates and Refreshments</p>	
<p>SESSION 9 - 10.00–11.30 - ENERGY, UTILITIES & SUSTAINABILITY MANAGEMENT</p> <p>This session will showcase the latest technologies in the application of energy, utilities and sustainability in the food, beverage, milling, HORECA and retail industry in Africa.</p> <ul style="list-style-type: none"> • Presentation: Arthur Peywa, Ag. Energy Manager, New KCC – Case Study: Resource efficiency Cleaner production and Sustainable Industrial symbiosis at New KCC Ltd • Presentation: Kevin Ochien’g, General Manager, Isuzu East Africa • Presentation: Michael Ndereba, Sales & Marketing Engineer, DST East Africa <p>11.30-12.30- PANEL DISCUSSION: <i>Sustainability in Africa: How the food manufacturing, retail and foodservice sector in Africa can adopt sustainable practices to build communities, boost local sourcing while improving competitiveness and trade in the food and agriculture value chain.</i></p> <p>The Panel will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What is the level of awareness of food business operators within the Eastern Africa region about sustainability? What is the drive towards the adoption of sustainable practices in the industry in Eastern Africa? • What opportunities can food businesses utilize to involve communities in which they operate in their sustainability initiatives? Which examples can be applied by other organizations? • What are the challenges that food business operators face in involving communities in their sustainability initiatives? • What is the role of government policy in improving the adoption of sustainable practices in Eastern Africa? • How can food business operators align their sustainability goals with the UN’s Sustainable Development Goals (SDGs)? <p>PANELISTS:</p> <ul style="list-style-type: none"> • John Kariuki – Agribusiness Lead, Bidco Africa • Arthur Peywa – Ag. Energy Manager, New KCC Ltd • Laban Kagori – Value Stream Manager, Mars Wrigley Confectionery Kenya • Staneu Muriuki – Juice Manufacturing Manager, CCBA Africa 	<p>SPONSORED BY</p> 
<p>12.30-14.00 - LUNCH & NETWORKING AT THE EXPO HALL</p>	
<p>SESSION 10 – 14.00-15.00 - WOMEN IN THE INDUSTRY PANEL DISCUSSION</p> <p>A panel discussion focused on women leaders in the various facets of the food industry, academia and other sectors of the economy in Africa, highlighting their success, challenges and opportunities they see for young, upcoming women leaders in Africa.</p> <p>This year, the focus will be on the importance of setting the right company policies in getting women into and enabling them to rise in positions of leadership.</p> <p>The Panel will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What is the status of women within the food business landscape in Eastern Africa? • What are some of the challenges women face in being recruited into top positions in the food industry in the region? • What are some of the challenges women face in being promoted into top positions in the food industry in the region? • What are some of the policies that food business operators can adopt to bring more women into the food industry and ensure they make a significant proportion in 	<p>SPONSORED BY</p> 

<p>positions of influence and power?</p> <ul style="list-style-type: none"> • Which international company policy examples can be adopted locally to improve women involvement in the industry? • How can government policy create an environment that enables more women to get involved in the industry? <p>PANELISTS</p> <ul style="list-style-type: none"> • Kemisola Oloriegbe – Packaging Technologist, Nigerian Breweries • Shollay Ramlaul – Head of Sales and Business Development, BASF East Africa • Charity Magwenzi – R&D Manager, Capwell Industries Ltd. 	
<p>SESSION 11 - 15.00–16.00 – FOOD, MARKETING & MONEY OPEN DISCUSSION</p> <p>Stakeholders from the food, beverage and milling sector discuss the latest marketing campaigns and ideas behind their new products and their associated consumer benefits. The session will highlight the approaches being adopted by leading companies to reach out to the consumer and key lessons learnt and challenges in the marketing and communication about food in the region.</p> <p>The Open Discussion will seek to highlight and provide views on the following questions:</p> <ul style="list-style-type: none"> • What are the trends in the new products innovations landscape in Eastern Africa? How are consumers reacting to new product development trends, and how can food industry operators meet the consumers’ unique needs for food, beverage and milled products? • What are the challenges in new products innovations in Eastern Africa? • What are the trends in marketing of food products in Eastern Africa? How are consumers reacting to recent marketing campaigns, and how can food industry operators meet the consumers’ unique needs through marketing activities? • What is the role of new technologies and innovations in new product development and marketing of food, beverage and milled products into the future? 	<p>SPONSORED BY</p> <p>FOOD BUSINESS <small>www.foodbusinessafrica.com AFRICA</small></p>
<p>16.00-16.30 – CLOSING CEREMONY</p>	