



ANDE WEST AFRICA REGIONAL CONFERENCE

Conference Agenda | July 27 – July 28, 2021

Time Zone: GMT + 1

Virtual

m: denotes session moderator

DAY 1 | July 27, 2021

MORNING SESSION Francophone Session

11:00 **Welcome Address** **In French*
Ibrahima Ba | Enterprise Value Accelerator
Founder, Enterprise Value Accelerator (EVA) Senegal and Member of the ANDE West Africa Steering Committee, Ibrahima Ba will welcome everyone to the Francophone Session of the Conference.

11:10 **Opening Plenary** **In French*
Making a Case to Bridge Early-Stage Investment Gaps for Small and Growing Businesses (SGBs)
Access to finance continues to pose a threat to the survival of many (African) Small and Growing Businesses (SGBs), especially in the francophone region. Even when the SGBs have received business development support through incubators and accelerators to improve their products and processes, the challenges with access to finance persist. Due to varying factors, most investors are looking to provide a bigger ticket size of investment (50k - 100k and above), whereas some entrepreneurs are looking to access smaller sizes. How might entrepreneurial ecosystem actors help young entrepreneurs access capital?

Discussants:

Dominique Owekisa, Appui au Développement Autonome (m)

Tidiane Ball, Donilab; Traoré Dramane, Gérant Zegue Agro; Rudolph P. Saint Jean, JESCA Solutions LLC

11:55 Report Presentation



Does Acceleration work? Five years of evidence from the Global Accelerator Learning Initiative **In French*

In this session, the Global Accelerator Learning Initiative (GALI) team will give an overview of a recently released report that synthesizes all of GALI's major findings into actionable insights for accelerators, entrepreneurs, donors, policymakers and investors.

12:10 Micro-talks on Key SGB Sector Challenges and Solutions **In French*



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Haroune Sidatt, Center for International Private Enterprise (CIPE) **In French*

12:15

Breakout Sessions: Round 1

Adopting a Gender Lens Approach to Design Programs That Effectively Engage Women Entrepreneurs in Low-Income Settings **In French*

Women run more than half of Sub-Saharan Africa's MSMEs, and economic growth in the region depends on the success of these entrepreneurs. But we know that women business owners face several challenges, including unequal access to training and support services.

This panel session will seek to answer the question, "How can stakeholders engage and support women entrepreneurs in low-income settings?" The panelists will also share lessons from different initiatives that have been designed to support women-led businesses and also highlight the challenges and opportunities facing female entrepreneurs in Francophone West Africa.

Discussants:

Cristina Manfre, TechnoServe (m)

Nathalie Gogue-Ebo, Open Capital Advisor; Rym Keramane, Dalberg; Esta Trinnou, TechnoServe



Global Accelerator Learning Initiative (GALI) - Data Utilization Workshop **In French*

Accelerators/incubators and other business development support providers (BDS) generate tons of entrepreneurs' data through their programs. However, using data to improve programs' efficiency and results poses a challenge. The GALI workshop on data utilization will provide insight into how incubators and accelerators can maximize data.

Facilitator

Victoria Hume, Aspen Network of Development Entrepreneurs (ANDE)

Bridging the Gap - How Can Entrepreneurs Position Themselves for Investment Readiness Support and Technical Assistance and How can Enterprise Support Organizations Structure their Offerings to make the Supported Entrepreneurs Fit for Investment? **In French*

In this roundtable, panelists will share key insights on what investment readiness means with a focus on Francophone Entrepreneurial ecosystems. The session will explore ways by which Intermediaries can structure their support to entrepreneurs to get them fit for investment as well as how this could enhance the credibility of ESOs and create a pathway to the sustainability of their business models.

Discussants:

Pauline Koelbl, ShEquity (m)

Anna Samake, MBC Africa; Dominique Owekisa, ADA; Evelyne Dioh, WIC Capital

13:00

Speed Networking **In French*

We are bringing you a virtual version of the West Africa Regional Conference's fan favorite! Join us for a chance to network with other conference participants in a rapid speed networking session.

13:20

Closing Plenary **In French*

Francophone West Africa Landscape Post Covid-19: What role should Entrepreneurial Support Organizations (ESOs) and ANDE play in enhancing the entrepreneurial ecosystem?

Discussants:

Teddy Roux, Entrepreneurial Solutions Partners (m)

Anna Samake, MBC Africa; Grégory Valadié, TechnoServe; Nathalie Gogue-Ebo, Open Capital Advisors

14:00 Wrap up, Announcements, etc.

EVENING SESSION **Digital Transformation Event** **In English*

15:00 Welcome and Introduction **In English*
Kyle Newell | Aspen Network of Development Entrepreneurs

15:15 **Leveraging Digital Transformation to Improve Business Development Services Delivery** **In English*

In 2020, many (Business Development Services) BDS providers saw their ability to provide services to SGBs disrupted by the COVID-19 crisis. An ANDE survey of its members' responses to the COVID-19 crisis found that BDS providers, particularly those based in emerging markets, faced severe liquidity crisis and program stoppages, and thus needed support to survive and adapt by introducing new COVID-19 related programming for SGBs. This panel session will draw on the experiences of the discussants to examine digital transformation strategies, pitfalls, and successes.

Discussants:

Femi Taiwo, LEAP Africa (m)

Raliat Sunmonu, Accion; Nneka Okekearu, Enterprise Development Centre; Jane del Ser, Catalyst Fund Inclusive Digital Commerce

16:00 Speed Networking with Vendors **In English*

16:30 Close Live Event!

DAY 2 | July 28, 2021

10:00 **Conference Welcome and Introduction to Day 2** **In English*
Joshua Adedeji | Aspen Network of Development Entrepreneurs

ANDE's West Africa Chapter Manager will welcome everyone and share an overview of the ANDE West Africa Regional Conference.

10:15 **Opening Plenary** **In English*
Building Back Better Post Covid-19: Mobilizing Corporate Partnerships to Enhance Support for the Small and Growing Business (SGB) Ecosystem in West Africa

This session will focus on the impact of the Covid-19 pandemic on the entrepreneurial ecosystem. Important focus areas would include women entrepreneurs, talents (increased unemployment or underemployment) and climate and environment. The session will provide insight and answer to the

question - how might we enhance growth, capacity, and finance of the SGBs sector in West Africa Post Covid-19?

Discussants:

Charles Anyanwu, Lagos State Employment Trust Fund (m)

Osayi Alile, Aspire Coronation Trust ; Peter Bamkole, Enterprise Development Centre; Ebenezer Arthur, Wangara Green Ventures

10:55

Micro-talks on Key SGB Sector Challenges and Solutions **In English*



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Lola Adekanye, Center for International Private Enterprise (CIPE) **In English*



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Wangechi Muriuki, Creative Metier **In English*

11:05

Keynote Presentation **In English*

Fireside Chat with Affiong Williams, CEO REEL Fruit

Affiong Williams will share insights on how passion can translate into a business and how she has navigated the entrepreneurial ecosystem to garner support for growth and expansion. She will share insights on her journey as an entrepreneur in the West Africa entrepreneurial ecosystem and how she has navigated the support systems (including investment, business development support, market access, etc.) for growth and expansion.

Moderator:

Nelson Amo, Innohub

11:50

Breakout Sessions: Round 2

Bridging the Gender Gap in Crisis Times: Adapting a Gender-Lens Approach to Program Development **In English*

Women entrepreneurs in West Africa face challenges given the socio-cultural factors that influence their experiences, including gender biases, cultural norms around domestic responsibilities to family, among others that prevent them from fulfilling their business ambition. The shift to the virtual space provides an opportunity for flexibility and increased participation of women entrepreneurs, and many intermediary organizations are adjusting their programs in this regard. However, more needs to be done to ensure that these programs are available online and adapt a gender-lens approach to address the needs and challenges of women entrepreneurs. What more can capacity development providers, training institutions, incubators, and accelerators do to improve program accessibility for women entrepreneurs?

Discussants:

Brenda Wandera, African Management Institute (m)

Patricia Maina, African Management Institute; Adenike Adeyemi, Fate Foundation; Anna Domingo Riu, International Finance Corporation (IFC)

Exploring a Storytelling Framework Approach to Impact Measurement and Management **In English*

Storytelling can be explored as an effective means to measure impact qualitatively. However, many social impact organizations do not tell their impact story in a compelling way. In 2020 ANDE, ACT Foundation and Entrepreneurship to the Point (ETTP) released a report on the Impact Measurement and Management Landscape in Nigeria and Ghana, which found that only 42.86 participants shared their impact story. This Masterclass will do a deep dive into storytelling as an effective means to do impact measurement.

Facilitators:

Shawn Theunissen & Khutjo Langa, Entrepreneurship to the Point (ETTP)



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Adopting a Network Approach to Deepen Engagement, Strengthen Inclusion and Drive Economic Growth **In English*

This panel session will draw on Creative Metier's research in Eastern and Western Africa to demonstrate the potential of a network approach to deepen impact, support inclusion and economic growth.

Discussants:

Wangechi Muriuki, Creative Metier (m)

Carol Annang, Invest in Africa; Bamidele Seun Owoola, Welcome2Africa; Edwin Zu-Cudjoe, Social Enterprise Ghana

12:35 Screen Break

13:00 Welcome and Settling In

13:05 **Speed Networking** **In English*

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13:25 Breakout Sessions: Round 3

Utilizing Insights to Inform Decision Making and Drive Change **In English*

COVID-19 has highlighted the importance of rapid insight gathering and learning to make informed decisions and drive change as the needs and expectations evolve quickly. This panel discussion will explore how to identify the key decision points that insights can inform to drive change. Panelists will also share their experiences on becoming an insight-driven organization and utilizing insights to inform decisions and drive change.

Discussants:

Desigan Chetty, Entrepreneurship to the Point (m)

John Scicchitano, Pangea Africa; Olusiji Aina, Impact Amplifier; Maphefo Sipula, Entrepreneurship to the Point

What Instruments Can Support Innovation that Target SGBs in the Agricultural Sector? **In English*

Small and growing businesses (SGBs) in West Africa that fall within the agricultural value chain would benefit from an investment in innovation that could lead to new technologies, organizational arrangements, and marketing approaches. These innovations have to balance economic, environmental, and social needs. Which instruments can effectively deliver financial and non-financial support to innovation activities that target SGBs? This session will do a deep-dive into innovations and research around Sustainable Agriculture Intensification (SAI) in Africa and examine preliminary findings from the study of such instruments led by the Commission on Sustainable Agricultural Intensification (CoSAI), while also providing a space for stakeholders to share their experiences about "what works where."

Discussants:

Dr. Djibril Thiam, AgrobioServices (m)

Dr. Brigid Letty, Institute of Natural Resources; Anna Samake, MBC Africa; Yvonne Ofosu-Appiah, Wangara Green Ventures

Building Organizational Resilience by Adapting Strategies for Staff Wellness **In English*

The realities of the COVID-19 pandemic have caused many Small and Growing Businesses (SGBs) and intermediary organizations to adjust their business models and operations innovatively. One fundamental change in this regard is the shift to remote work, which has improved collaboration across time zones and geographies. However, with the changing nature of work, the lines between work and personal life fade, leading to increased stress. It is therefore crucial for organizations to minimize burnout and overwhelmingness by adapting strategies for Staff Wellness. This workshop will highlight various strategies that organizations can adapt to develop a Wellness policy for their organizations.

Facilitator:

Margaret Jackson, Rainbow Consult

14:10

Closing Plenary **In English*

We will end with an opportunity to reflect on lessons learned from the past two days.

Discussants:

Jewel Thompson, Ashesi University (m)

Richenda Van Leeuwen, Aspen Network of Development Entrepreneurs; Ibrahima Ba, EVA; Peter Bamkole, Enterprise Development Centre

15:00

Pan-African Virtual Happy Hour **In English*

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