



AAAM

African Association of
Automotive Manufacturers

Africa Automotive Show

Exhibition:

9 - 15 November 2023

Automotive Networking

Reception Function:

11 November 2023

Automotive Forum

(Conference):

11 & 12 November 2023

PROGRAM

Cairo, Egypt

9 - 15 November 2023

www.intrafricantradefair.com

11 NOVEMBER 2023 - DAY 1

09h55 – 10h00	Welcome to the Auto Forum at IATF2023
10h00 – 11h00	Session 1 – Sustainability and the Power Train evolution in Africa Moderator: <i>Jean-Philippe Marillet, Robert Bosch</i> Presentation: Power Train Evolution Study for Egypt - <i>Dylan Jessup, EY</i> Panelist 1: <i>Rynhardt Rall, Nissan</i> Panelist 2: <i>Hezbon Mose, Ampersand</i> Panelist 3: <i>Bjoern Noack, Robert Bosch</i>
IN PARALLEL	
09h30 – 11h00	CLOSED BREAKFAST SESSION Moderator: <i>Eleni Giokos</i> Invited Ministers and Government Officials, Automotive Sector CEO's and Key Stakeholders only (Ministers of Trade and Industry)
11h15 – 11h25	Opening Remarks - <i>Martina Biene, AAAM President</i>
11h25 – 12h30	Session 2 – Round Table Moderator: <i>Eleni Giokos</i> High level Round Table on the Automotive Sector with invited Ministers of Trade and Industry from Egypt, Ghana, South Africa, Zambia and Captains of Industry. <i>Martina Biene - Volkswagen Group, Mike Whitfield - Stellantis</i>
12h30 – 13h30	Hub Countries Implementing Auto Policies - status and learnings Moderator: <i>Mike Whitfield, Stellantis</i> Invited Ministers of Trade and Industry from Egypt, Ghana and South Africa
13h30 – 14h15	Finger lunch in the exhibition area
14h15 – 15h30	Session 3 - The Automotive Sector under the AfCFTA Moderator: <i>Gainmore Zanamwe, Afreximbank</i> Part 1 – The status of the Continental Implementation of the AfCFTA. Part 2 – Implementation of the Continental Automotive Strategy. Audience Q&A Presenters: <i>Themba Khumalo, AfCFTA Secretariat, Adil Diani, African Union</i>
15h30 – 16h30	Session 4 – Africa's Emerging Automotive Industry and Value Chain Development Part 1 – Presentation on value chain research findings that underpin Africa's Auto Opportunities & panel discussion on developing and linking sustainable automotive value chains in Africa. Moderator: <i>Themba Khumalo, AfCFTA Secretariat</i> Presenter: <i>Johan de Jager, AIH Group</i> Panelist 1: <i>Anand Pather, Toyota</i> Panelist 2: <i>Myriam Elloumi, Tunisian Automotive Association</i> Panelist 3: <i>Alexis Cladart, Africa Global Logistics</i> Panelist 4: <i>Dr. Markus Thill, Robert Bosch</i>
16h30 – 16h35	Wrap up of Day 1 – <i>Victoria Backhaus-Jerling</i>
16h45	Networking event at the exhibition sponsored by the VDA and opportunity to visit the exhibition and have B2B / B2G meetings

PROGRAM

12 NOVEMBER 2023 - DAY 2

08h25 – 08h30	Welcome to the Auto Forum at IATF2023
08h30 – 09h30	Session 5 - Driving Demand. Part 1 – Affordable Mobility Solutions and access to affordable Vehicle Asset Finance Moderator: <i>Serge Kamuhinda, VW Rwanda Mobility Solutions</i> Presentation: <i>Theunis Smith, Motodata</i> Panelist 1: <i>George Appiah, Solar Taxi</i> Panelist 2: <i>Mohamed Abdelsamad, Nissan Motors Egypt</i> Panelist 3: <i>Mohmad Younis, Modern Motors</i> Panelist 4: <i>Stephen de Blanche, Transunion</i> Panelist 5: <i>Frederick Seidu, Afreximbank</i>
09h30 – 10h30	Part 2 – Used and grey vehicle imports – the reality, the journey and the opportunity in a just transition Moderator: <i>Jane Akumu, United Nations Environment Programme</i> Presentation: <i>Jane Akumu</i> Panelist 1: <i>Luqman Mamudu, Transtech Consulting</i> Panelist 2: <i>Hon. Michael Okyere Baafi, Ministry of Trade and Industry - Ghana</i> Panelist 3: <i>Kojo Annobil, Ghana Automotive Development Center</i> Panelist 4: <i>Pablo Mendoza Villafuerte, EU Commission</i> Panelist 5: <i>Reuben Gisore, African Organisation for Standardisation</i>
10h30 – 11h00	Tea / Coffee Break
11h00 – 12h00	Session 6 – Automotive Supply chains Part 1 – Industrialising the African spare parts industry and optimising the auto supply chain corridors Moderator: <i>Ashit Shah, Mutsimoto</i> Presentation: <i>Macmillan Prentice, Ghana Standards Authority</i> Panelist 1: <i>Rajinder Malhan, Platinum Corporation FZE</i> Panelist 2: <i>Chahir Greiche, Dr Greiche</i> Panelist 3: <i>Dr Hermogene Nsengimana, African Organisation for Standardisation</i> Panelist 4: <i>Quentin Moreau-Hamel, European Union</i>
12h00 – 13h00	Part 2 – Africa's Game Changer - Mineral Transformation and the development of the mineral value chain Moderator: <i>Kwasi Ampofo, Bloomberg NEF</i> Presentation: <i>Bloomberg – Kwasi Ampofo</i> Panelist 1: <i>H.E. Chipoka Mulenga, Minister of Commerce, Trade and Industry Zambia</i> Panelist 2: <i>Democratic Republic of the Congo, Minister of Trade and Industry</i> Panelist 3: <i>Manegabe Mastaki, United Nations Economic Commission for Africa</i> Panelist 4: <i>Dr. Marit Kitaw, African Minerals Development Centre</i> Panelist 5: <i>Karol Bednarek, German Association of the Automotive Industry</i> Panelist 6: <i>Oluranti Doherty, Afreximbank</i>
13h00 – 13h15	Wrap up and close the Auto Forum – Dave Coffey
13h15 – 14h00	Finger lunch in exhibition area

SPEAKER PROFILES

JEAN-PHILIPPE MARILLET



Since 2021, Jean-Philippe is Director of Bosch Mobility Solutions with the African regional responsibility of leading Mobility Solutions Sales. Jean-Philippe also serves as board member of the "NAACAM National Executive Committee" of South Africa since January 2022. Jean-Philippe joined Robert Bosch in 2005, where he served in several functional roles including dealing with complex and technical systems (braking system & Autonomous driving). He performed at BOSCH Chassis Brakes & Actuation division. Purchasing Quality. 3years in Angers (France) & 3 years in Barcelona (Spain).

DYLAN JESSUP



Dylan Jessup is currently the Automotive Sector Incentives Manager at EY South Africa. Dylan has been advising automotive companies on automotive policy, government incentives and related support measures which include the Automotive Investment Scheme, Productive Asset Allowance, Motor Industry Development Programme, Automotive Production and Development Programme, Automotive Production and Development Programme Phase 2, Import Duty recovery mechanisms – Import Duty Drawbacks, Bond Stores and Rebate Stores, and Special Economic Zone advisory as well as other automotive related projects for the past 19 years. He has collaborated with EY offices across Africa on a variety of automotive related projects. Dylan represents EY on the AAAM Component Manufacturers Workgroup.

DR HEND HEIKAL



Hend is a Manager in the Valuation, Modelling and Economics team within Line Strategy and Transactions Services. Prior to joining EY, Hend was economic Consultant to the ex-Minister of public business sector of Egypt. Hend is an economist with a PHD in economics. Hend has also worked for National bank of Egypt (NBE) and as a consultant at the World Bank Cairo office, consulting in phasing out the energy subsidy program. Her key expertise is in statistical, Economic analysis, econometric modelling and Computable general equilibrium models (CGE).

RYNHARDT RALL



NISSAN Regional Product Manager: Africa, Middle East, India, Europe, Oceania
Working from South Africa as his base Rynhardt Rall has the responsibility of LCV, Sport and selected small HB vehicles for AMIEO. In this role, he has the responsibility for forecasting and ensuring the competitiveness of future Nissan vehicles. Prior to his appointment in the current role (2017), he filled the role of Africa Overseas Program Director and managed all related Nissan vehicle projects and profitability on track. Rynhardt's focus during this time was to secure future vehicles for production at Nissan's Rosslyn plant in South Africa. This included managing all Nissan departments towards achieving approval for current Navara production in South Africa. Before joining the OPD team, Rynhardt was part of Nissan Local Product Engineering department in South Africa, representing the Chief Vehicle Engineer in Japan.

HEZBON MOSE



Hezbon Mose is an operations expert with more than 17 years' of progressive experience at different organizations including Medical Device and Renewable Energy sectors in both the USA and Kenya respectively. Hezbon worked as COO at Mobisol Kenya and as Director of Field operations at Azuri before joining Ampersand in April 2022. He Joined the Ampersand Emobility Ltd in 2022 as the Country Director, and is also the Chairman for Emobility Association of Kenya and member of the Task Force developing the Emobility Policy for Kenya. He has an engineering degree and a Masters in Science, Engineering Management.

BJOERN NOACK



Bjoern is Director Sustainable Mobility Strategy, Robert Bosch GmbH, Powertrain Solutions. Bosch's commitment to ambitious climate targets is supported by the business division Powertrain Solutions.

GAINMORE ZANAMWE



Dr. Gainmore Zanamwe is the Ag. Director – Trade Facilitation and IATF, Afreximbank. Gainmore is an experienced Trade and Industrialization Expert working in government, regional economic communities, universities, think tanks and management consulting firms. He has worked with the private sector in formulating trade and industrial policy frameworks, developing and implementing regional value chains and has also participated in trade negotiations at regional and WTO level.

ELENI GOKOS



Eleni Giokos is a CNN anchor and correspondent, based in Dubai. A regular anchor across CNN's news and business programming, she also presents the network's Connecting Africa and Marketplace Middle East feature shows. Born in Greece and raised in South Africa, she is one of CNN's most versatile correspondents, she joined the network in 2015. She has interviewed heads of state, leading global business people including the 'who's who?' of Africa's most prominent business leaders, including Aliko Dangote, Tony Elumelu, Patrice Motsepe, and the late Bob Collymore. At CNN she has reported on the ground across Africa, from Nigeria, Kenya, Egypt and Zimbabwe, to Rwanda, Senegal, Ghana, Lesotho and more. She has highlighted the growing links between Africa and Asia, reporting from South Korea and Kazakhstan, traveled to the United States to report from Washington DC, and anchored shows from the network's London, New York and Atlanta hubs.

THEMBA KHUMALO



Mr Themba Khumalo is the Principal Industrial Development Advisor to the Secretary General of the AfCFTA Secretariat. This role entails coordinating the regional/continental value chains development work programme which has prioritized key sectors with the highest opportunities to boost intra-Africa and production. Prior to this role, Mr Khumalo had been working as a Director: Africa Integration and Industrial Development at the South African Department of Trade, Industry and Competition

ADIL DIANI



Currently, Senior Trade and Investment Policy Advisor at both the German Agency for International Cooperation (GIZ AU Support Program to the AfCFTA) and the African Union Commission (as embedded staff at the Department of Economic Development, Trade, Tourism, Industry and Minerals). Before then, he has held several senior/executive positions in three central government entities in Morocco (namely the Ministry of Foreign Trade; the Ministry of Energy and Mines; and the Ministry of Industry, Investment and Trade) advising Policy Decision Sphere on the following areas: International Trade Policy/Law (bilateral, regional and Multilateral Trade Agreements), Industrial Policy, Export/Investment Promotion, Investment Treaties' Negotiations, Energy Transition Economics and Africa/Middle East Economic Integration Agenda (AfCFTA, GAFTA, Agadir Agreement, PRETAS-OIC, UfM, ...Etc.).

MARTINA BIENE



Martina Biene is the Chairperson and Managing Director of Volkswagen Group South Africa. Biene assumed this position on 1 November 2022. Biene has over 20 years of automotive industry experience. She began her career at Volkswagen in 2001 and held multiple roles at Volkswagen's head office in Wolfsburg, Germany. In 2010, she was appointed Head of Golf Product Line. Between 2012 and 2015, she held the position of Head of Small Cars, before being appointed into the role of Product Marketing - Volkswagen Passenger Cars Brand globally in 2015. Her portfolio included representing the Sales and Marketing function in terms of price volumes, line-up and innovations for all markets in the product development phase. In 2018, she was assigned to Volkswagen Group South Africa in the role of Head of Volkswagen Passenger Car Brand. Her responsibilities included Sales, Marketing, Dealer Network Management, Product Marketing and Volkswagen Motorsport. In 2019, Biene steered the Volkswagen brand to achieve a 20.4% market share, which at the time, was the brand's highest since 1996. Following her tenure in South Africa, Biene returned to Germany in 2020 to take up the position of Head of Small & Compact Vehicles Product Line - Volkswagen Passenger Cars. She held this role until her appointment as the Chairperson and Managing Director at VW SA.

MIKE WHITFIELD



Mike Whitfield is the Managing Director of Stellantis South Africa, the third largest OEM in the world. He is the former Managing Director of Nissan Africa and group strategic advisor for policies, political affairs and external relations Africa. He has worked in Europe, Egypt, South Africa and the African Continent, in a career that has spanned more than 40 years. Whitfield is a past president of both the National Association of Automotive Manufacturers of South Africa (Naamsa) and the African Association of Automotive Manufacturers (AAAM)

JOHAN DE JAGER



Johan is the COO of the AIH Group, a global collective of consulting companies and manufacturing organisations with a focus on business and industry development, mainly in the automotive industry. His experience of 25 years includes projects in Uganda, Zambia, Nigeria, Ghana, Senegal, South Africa and Vietnam. He is also involved with projects in Western Europe, Eastern Europe, India, the US and in the UK. Johan complemented his engineering qualifications with an MBA from Regenesys Business School.

ANAND PATHER



Anand is the Vice President, Customer Services at Toyota SA. His career at Toyota spans an incredible 40 years over which he has served the manufacturer's various divisions at executive level.

MYRIAM ELLOUMI



Myriam Elloumi is Vice President of the Tunisian Automotive Association (TAA) that represents more than 200 automotive companies based in Tunisia with local and international authorities, institutions, NGOs as well as foreign federations and associations to: Promote exchanges, collaborations and synergies between players in the automotive sector - Support the Tunisian authorities to develop and promote the sector in Tunisia and internationally, and - Improve the business environment for the sector to encourage investment and business creation. Convinced by the technological potential of Tunisia, Ms. Myriam Elloumi participates actively in several projects aiming to set up an appropriate ecosystem to attract and develop sustainable mobility initiatives. Ms. Myriam Elloumi is also Chief of Corporate Affairs & Business Development Director and member of the Executive Committee of COFICAB Group, Tunisia's 1st international and industrial company and worldwide leader in the design, manufacturing and sales of electrical cables for the automotive industry. Ms. Elloumi was recognized and awarded Top 100 Women CEOs in Tunisia in 2021, 2022 and 2023, and Top 100 Managers in Tunisia in 2021.

ALEXIS CLADART



Alexis is the Sales & Global Accounts Director for Africa Global Logistics. He is an Internationally experienced executive with a demonstrated history of exceeding objectives for a global leader in the maritime and logistics industry. A result orientated leader who adapts quickly to changing work environments with a proven record of driving multicultural and cross functional teams to deliver high profitable growth for organizations and for their clients. As an expert of the Africa logistics environment, he travels regularly to markets to develop business opportunities along with his commercial teams.

DR MARKUS THILL



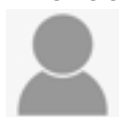
Since 2014, Dr. Thill is responsible for Bosch's business in Africa, reporting directly to Bosch Group management. Prior to co-founding Bosch's global venture arm as managing director in 2007, he worked as vice president of Bosch's global corporate strategy department as well as senior manager in leading strategy consulting firms around the globe. He is fluent in English, German, and French, and has a good working knowledge of several other languages. Dr. Thill is vice-president of the African Association of Automotive Manufacturers (AAAM), as well as board member of the German-African Business Association, advisory board member of various other institutions and associations involved with promoting economical, business, and skills development in Africa.

SERGE KAMUHINDA



Born in Rwanda in 1981, Serge Kamuhinda is passionate about ideas enabling Africa to leapfrog traditional development stages. He is currently Chief Executive Officer of Volkswagen Mobility Solutions Rwanda. Previously, Serge worked as Director of Business Development for Africa for Volkswagen Group South Africa as well as in various positions in the Government of Rwanda.

THEUNIS SMITH



Theunis is MOTODATA's Co-Founder, Shareholder & Independent Contractor (Originally CEO) focusing on business & product development and key stakeholder management i.e., financial institutions and industry role players. MotoData has developed a unique way of bringing money to the industry by providing the market with a dedicated channel of entry into the world of so-called alternative finance solutions. In short, the platform acts as a conduit that connects dealerships, service providers, product suppliers and buyers to financial institutions specialising in unsecured lending.

MOHAMED ABDELSAMAD



Mohamed Abdel Samad (Samad) is the Managing Director of Nissan Motor Egypt as of April 2023. Mohamed has more than 20 years of experience in the automotive sector across several regions such as Africa, Middle East, China and Japan. He has an extensive knowledge and expertise in Business & Network development, corporate planning, Sales & Marketing, Mobility solutions and quality management. His previous role was in Japan as Nissan's General Manager in charge of the Global Aftersales Network as additional role to being, Head of INFINITI Global Aftersales, Head of Aftersales for China & ASEAN regions, and Head of Global Aftersales Customer Quality & Dealer Network Development which is a testament to his experience and skills.

GEORGE APPIAH



Jorge Appiah is a Technopreneur and Africa Tech-Policy Expert with a background in Electrical/Electronic Engineering (BSc), Business Administration (MBA), and Renewable energy (MSc). He is the CEO/Co-founder of SolarTaxi Ghana which is championing affordable clean transportation to facilitate the free movement of Africans through the local assembling and manufacturing of electric vehicles. To accelerate Africa's transition to eco-friendly, affordable transport, SolarTaxi, an e-mobility company is providing locally assembled electric vehicles, focusing on building "an integrated ecosystem of mobility services," including digital ride-hailing and E-commerce platforms. SolarTaxi is helping make intra-city movements easy, affordable, and reliable using locally assembled electric-powered vehicles and facilitating e-commerce/ride-hailing through integration with digital platforms. Over the past 2 years, SolarTaxi has deployed 545 Electric vehicles, and about 1,470,000 km traveled with a total EV Carbon equivalent saving of 1,999,000 metric tons of Co2 emissions. It is possibly the only automobile company in the world with more than 50% of the engineering team being women. In fact 90% of engineering team members are women. Jorge has served as a consultant in various capacities in e-governance, digital skills development and digital entrepreneurship for the Government of Ghana and International development agencies.

MOHMAH YOUNIS



Mohmah is a representative of Modern Motors established in 1975, as part of Seoudi Investment Group. Modern Motors has become one of the reputable automotive agents throughout Egypt. The company has its headquarters in Cairo marketing passenger cars, 4 wheel drive cars and commercial vehicles. Through different models targeting different segments of the Egyptian market. Seoudi group is dynamically active in the Egyptian automotive market as the group manufactures and distribute top brands. Having a significant portfolio in the automotive industry

STEPHEN DE BLANCHE



Stephen De Blanche is Chief Revenue Officer TransUnion. He has 15 years of experience in the financial services industry, having held a number of roles, including Head of Vehicle and Asset Finance at Nedbank, and COO for AA Financial Services. Prior to TransUnion, De Blanche led the technology consulting practice for financial services at Accenture and performed the role of CIO at Liberty Life.

FREDERICK SEIDU



Frederick is Senior Specialist, Intra-African Trade Initiative at African Export-Import Bank (Afreximbank). He is a certified international trade and finance practitioner with over 15 years' experience and in-depth Africa knowledge in commercial and financial aspects of International/Regional Trade, Commodity and Supply Chain Finance, Corporate Lending/Syndications and Client Relationship Management

JANE AKUMU



Jane Akumu works at the UN Environment Programme (UNEP) on promoting low carbon mobility programs in Africa. Prior to joining the UNEP, she worked for the Government of Kenya, first at the Ministry of Finance and National Planning on international trade issues, and then at the Ministry of Energy as head of the Petroleum Monitoring Unit and was responsible for petroleum policy, standards, pricing and supply management. Jane Akumu holds a Bachelor of Arts degree from the University of Nairobi and a Master of Arts degree in Economics from Carleton University in Canada.

LUQMAN MAMADU



Mr Mamadu is an industrial Management Consultant and Managing Partner at Transtech Industrial Consulting, Nigeria. He is the former Head of policy/strategic planning and Acting Director General, National Automotive Design and Development Council (NADDC) of the Federal Ministry of Industry Trade and Investment, Nigeria. He is also West Africa Business Development Leader at Villasis Group; an international business lead provider and also the current Chairman of West Africa Automotive Show (WAAS) Conference.

PABLO MENDOZA VILLAFUERTE



Pablo currently works as a Policy Officer in Transport for the European Commission DG International Partnerships. He is responsible for transport decarbonisation within the Sustainable Transport and Urban Development unit. He has authored and participated in several scientific and technical publications which have contributed to shape the current road transport emissions regulatory framework in Europe. Completed a master's degree in automotive systems and PhD in Engineering from Sussex University in UK, specialized in combustion. He has worked in engineering design as well as policy making with a range of high-profile companies including Delphi, Ford Motor Company, IVECO and AECG where he represented the interest of the European catalysts and particulate filter industry. He worked for the Joint Research Centre of the European Commission from 2013-2016.

SPEAKER PROFILES

HON MICHAEL OKYERE BAAFI



Hon. Michael Okyere Baafi presently serves as the Deputy Minister in charge of Industry for the Ministry of Trade and Industry and is a Member of Parliament representing the New Juaben South Constituency, in Ghana. Currently, he holds positions on the Ministerial Advisory Boards of both the Ministry of Trade & Industry and the Ministry of Finance. Additionally, he is an active member of the Public-Private Partnership Committee of the Ministry of Finance, the Tree Crop Development Board, the Ghana Exim Bank Board, and the Ghana Integrated Iron and Steel Development Board, among others. Within the Parliament, he is a member of the Roads and Transportation Committee, as well as the Environment, Science, and Technology Committee. Mr. Baafi has previously served as the Chief Executive Officer of the Ghana Free Zones Authority (GFZA) and as the Chief Marketing Officer of Phoenix Insurance Ltd. He holds a Master of Business Administration degree in Marketing and Corporate Strategy and a Bachelor of Education Degree in Psychology. Additionally, he is a member of the Chartered Institute of Marketing (CIM) in the UK.

KOJO ANNOBIL



Kojo, currently works as a consultant to the Ghana Ministry of Trade & Industry (MOTI) as Head of the newly inaugurated Ghana Automotive Development Centre to provide support to the Automotive Industry and provide linkage between the Automotive Industry and MOTI under the Ghana Automotive Development amongst other responsibilities. He served as the Vice President of Ghana Automobile Dealers Association (GADA) from 2017 -2018 and as President for 2019. He has actively represented GADA on all stakeholder meetings on all issues affecting the automobile industry in Ghana. Kojo Annobil has over 20 years work experience, including the management of all three brands (BMW, Ford and Massey Ferguson) held by the Ghana Dealers. Kojo participated in numerous local and international automobile conferences, training and seminars and gained an enormous knowledge in the automobile industry to support a wealth of managerial skills and team building capabilities.

REUBEN GISORE



Reuben is the Technical Director of The African Organisation for Standardisation (ARSO) which is Africa's intergovernmental standards body formed by OAU (currently AU) and UNECA in 1977 in Accra Ghana. The fundamental mandate of ARSO is to develop tools for standards development, standards harmonization and implementation of these systems to enhance Africa's internal trading capacity, increase Africa's product and service competitiveness globally, and uplift the welfare of African consumers as well as standardization for future prospects in international trade referencing. While increased trade and closer economic cooperation between developing countries represent a considerable potential for development, realising this potential represents a major challenge especially in terms of an effective continental standardization infrastructure. This forms the basis for ARSO Strategic Direction.

ASHIT SHAH



Ashit is a Board Member of the Kenya Association of Manufacturers. Heading all 14 Sectors focusing on Trade and Non Tarriff Barriers, in addition to being Chairman of KAM Automotive sector since 2014. He is also a Shareholder and Director in Mutisimoto Motor Company Limited and has over 30 years of auto industry experience. He has been an active participant in Development of the National Automotive Policy for Kenya and in policy and dialogue engagement for EAC since 2004 to ensure Integration and trade between all the partner states.

MACMILLAN PRENTICE



Macmillan is currently the Team Lead for Vehicle Homologation and Conformity Assessment at the Ghana Standards Authority. He is a Project Manager, Chemist, and Standardization Expert with over a decade and a half of national and international experience in standards and policy development and implementation, certification, and conformity assessment, in multiple sectors including the Petroleum and Automotive Sectors.

RAJINDER MALHAN



Rajinder is Director Automotive of Platinum Corporation FZE – based in Nigeria. He heads up Business Development for the group, managing collaborations which included the set up of assembly plants for bus, trucks with Ashok Leyland, Hyundai and Leyland. He has also been responsible for establishing car assembly lines for Nissan, Hyundai and VW, among others. He also worked as Executive Director International Operations for Ashok Leyland responsible for Global business development, global sourcing, and exports, among others.

CHAHIR GREICHE



Mr. Shahir Greiche Holds a bachelor's degree in mechanical engineering from the American University in Cairo. He Holds a master's degree in business administration. He has worked for 13 Years in the field of glass for Different applications. He has been Acting as CEO in Dr. Greiche Group (a family owned business) for the last 3 years. He has changed the company into becoming the leading glass processor in the Region. Dr. Greiche is the Main Supplier for all OEM's In Egypt. And is now aspiring to supply OEM's Overseas. Of course the Group is IATF certified.

DR HERMOGENE NSENGIMANA



Dr Nsengimana is the Secretary General of ARSO, since 2012, steering ARSO's Mandate of harmonising Standards and Conformity Assessment to reduce Technical Barriers to Trade and promote Intra-African and global Trade. He has in-depth knowledge of Quality Infrastructure (QI) (Standardisation, Conformity Assessment, Metrology and Accreditation) and their interplay and how each affects trade and economies of nations of the world. His understanding of challenges of Technical Barriers to Trade in global trade and role of QI in sustainable development, highlights the inherent opportunities in the AfCFTA and other Agreements. Dr. Nsengimana holds a PhD in Analytical and environmental chemistry and Post-doctoral Studies

QUENTIN MOREAU-HAMEL



Quentin is Policy Officer – Trade, Investment Climate, Entrepreneurship & Value Chains. DG International Partnerships, European Commission. He completed a master's degree in Political Economy at the London School of Economics and Political Science after years of service in the military. Currently, he works as a Policy Officer in trade and value chains for the European Commission DG International Partnerships. He is responsible for conducting and coordinating the development of regional value chains in Africa, while working closely to cooperate with international institutions and the private sector. Under the rules of the new trade regime, he focuses on fostering the continental capacities in the domains of automotive, pharmaceuticals and Formulated Complementary Food notably with the objective to create value-addition in SSA and support the sectors through a holistic approach addressing the value chains from beginning to end.

KWASI AMPOFO



Kwasi Ampofo is the Head of Metals and Mining at BloombergNEF based in London. His team's research covers industrial metals, rare-earth metals, battery metals and the pathways for miners to reach net-zero. Prior to BloombergNEF, he was a mining engineer at Anglo American and a management consultant at Nous Group in Australia. He completed his PhD in Mineral Economics at the University of Queensland, Australia.

MANAGABE MASTAKI



He is the sub-regional director for central africa at the United Nations Economic Commission for Africa. He has been part of UNECA's trade team since 2007. Holding a PhD in rural economic and development he has worked in countries including Zambia, Niger, Italy and Cameroon.

DR MARIT KITAW



Ms. Marit Kitaw, is the Interim Director of the African Minerals Development Center (AMDC), a Specialized Agency of the African Union, dedicated to implementing the Africa Mining Vision (AMV). She has extensive experience in mineral resources governance as founding staff member of the AMDC, as Economist leading the Minerals portfolio in UNECA, and as Chief Technical Advisor on Extractives Industries for Sustainable Development at UNDP Mozambique. She has also previously worked at AfDB, COMESA, and US' Institute of World Affairs. As AMDC's founding staff member, she contributed to major implementing tools pertaining to Africa's minerals for inclusive growth and sustainable development. She received a Ph.D in Economics and an MBA in Leadership and Sustainability.

KAROL BEDNAREK



Karol W. Bednarek coordinates the working group "Raw Material Availability" at the VDA. Since 2017, this working group has established a raw materials monitoring focusing on battery raw materials, rare earths and sustainability. The working group provides its members with pre-competitive market information and forecasts up to 2035.

MRS OLURANTI DOHERTY



Oluranti has worked in the financial services and banking sector for over ten years has played a key role in export development at Afeximbank for nine years.

EXHIBITORS



KEMET AUTOMOTIVE was born with the strong desire to rebirth Africa through the automotive industry. Creating a brand that embodies first-class technology, top-tier design and ecological sustainability through a deep vision to pioneer a new generation of bold African entrepreneurs who want to change the paradigm. Leading the way in electric mobility in Africa with connected vehicles. Kemet Automotive is the first automotive company to manufacture electric vehicles on the African continent. The ultimate goal is to help people move easier and greener to their opportunities with KEMET vehicles. We aim to create a better and fairer world by industrialising emerging countries to create jobs and economic development.



AFRICAN ASSOCIATION OF AUTOMOTIVE MANUFACTURERS - AAAM focuses on the expansion and deepening of the automotive industry across Africa by working with governments to shape policies and provide support that will attract investors, unlock the economic potential of the continent and align a global network of stakeholders committed to the development of the automotive industry in Africa.



THE GERMAN ASSOCIATION OF THE AUTOMOTIVE INDUSTRY (VDA) consolidates more than 650 manufacturers and suppliers under one roof. The members develop and produce cars and trucks, software, trailers, superstructures, buses, parts and accessories as well as new mobility offers. We represent the interests of the automotive industry and stand for modern, future-oriented multimodal mobility on the way to climate neutrality. The VDA represents the interests of its members in politics, the media, and social groups. We work for electric mobility, climate-neutral drives, the implementation of climate targets, securing raw materials, digitization and networking as well as German engineering. We are committed to a competitive business and innovation location. Our industry ensures prosperity in Germany: More than 780,000 people are directly employed in the German automotive industry. The VDA is the organizer of the largest international mobility platform IAA MOBILITY and of IAA TRANSPORTATION, the world's most important platform for the future of the commercial vehicle industry.



TUNISIAN AUTOMOTIVE ASSOCIATION is a professional association bringing together key players of the automotive industry in Tunisia which has been established in 2016. Among its services is the **TUNISIAN AUTOMOTIVE MANAGEMENT ACADEMY**. TAMA provides diverse Professional Training programs. Under the umbrella of the TAA, the TAMA benefits from direct contacts with national and international corporates in the automotive industry, allowing it to identify requirements and to develop, implement and evaluate training programs tailored to the needs of the partner companies. The different areas of training are, Soft Skills, Lean Management, Project Management, Sustainability, Quality, Supply chain management and Customs' formalities.



THE TUNISIAN AUTOMOTIVE MANAGEMENT ACADEMY is an Academy TAMA for Professional Trainings established by the Tunisian Automotive Association. It is specialized in the automotive sector and aims at strengthening core competencies of employees at different levels. The visions of Tama are to develop trainings for the Tunisian automotive industry & to strengthen links with TAA member companies.

One of the most important missions of TAMA is: To ensure high quality professional training with a focus on personal development of our participants. Our aim goes beyond simple knowledge transfer, with a focus on rigor, respect, ethics and on corporate social responsibility.



EEQS, founded by 3 former Mercedes Benz South Africa employees with a collective experience of 60 years in the automotive industry. Inspired by the Enterprise Supplier Development program and the desire to drive transformation in the supply chain, they established EEQS to venture into the automotive industry. EEQS is committed to providing simple, efficient, and innovative solutions to the Automotive Manufacturing industry. They have already secured a service contract with Mercedes Benz SA for the inspection, testing, and supply of 12V starter batteries for the new generation C class, as well as a contract for pre-assembly sub-assemblies. Additionally, EEQS partners with ALSO (Automotive Logistics Solutions) to provide specialized logistics services to ensure just-in-time and sequence supply, sub-assembly and sequencing, stock holding, batch and variant control, and seamless transport to the OEM.



ACTIA is an international Group specializing in the design, manufacturing, and operation of electronic systems in the automotive, aeronautics, railway, telecommunications and energy sectors. In the Automotive field in Africa, ACTIA group offers through its subsidiary ACTIA Africa products for the After Market (diagnostics, telematics and solutions for public transportation), as well as turnkey solutions for OEM's (E/E architecture design, Software development with embedded diagnostic features, harnesses design, supply of Driver Workplace, Electronic Control Units, Telematics gateway, etc.). ACTIA products comply with Cybersecurity and Safety Requirements.



AIDC EASTERN CAPE - Established in 2003, the AIDC Eastern Cape, is a wholly owned enterprise of the Eastern Cape Development Corporation, mandated to assist industry remain viable and/or become more globally competitive. The AIDC EC's annual budget is supported by provincial government, but it is required to generate increasing levels of funding towards self-sustainability. This ensures that our services remain relevant and offer more value than private industry consultants, who operate in this space.



HIGH GLASS GLASS INDUSTRIES COMPANY. We have more than glass products. We produce all glass solutions. We supply more than one sector with our glass solutions. We have clear vision for the place that we seek to occupy in the global and domestic market in few years. We really have high quality this due to: 1 - Our long experience. 2 - We have the strongest elements of success in these sector technically and logistically. We own the latest production lines to produce front windshield. We can offer all glass color. We make all sizes for laminated glass.



EZI SYSTEMS established in 1995, is focused on materials handling facilities for the automotive manufacturing and warehousing environment. We have specialized in a round tube and connector system which we manufacture and install for our clients. The structures can be simply designed to make flow racks, workstations, marketplace racks, custom carts and trolleys, simple storage racks for work in progress between stations, conveyors etc. The main benefits being that the system is simple, flexible, easy to adjust, reusable and no specialized skills or equipment needed to work with. Ezi Systems has expanded into ergonomic handling lifters, manipulators, overhead gantry systems, conveyors and the conventional Racking, Mezzanine and shelving products.



VOLKSWAGEN GROUP SOUTH AFRICA (VWSA) is a wholly owned subsidiary of the Volkswagen Aktiengesellschaft (VWAG) in Germany. VWSA is located in Kariaga, an industrial town 35 km from Gqeberha within the Nelson Mandela Bay Metropole and has become a major contributor to foreign direct investment, technology transfer and skills development. Established in 1946, the plant was initially called SAMAD. The first Beetle rolled off the line in 1951 and heralded the beginning of the largest German investment in Southern Africa. VWSA is also responsible for Volkswagen's Sub-Saharan Africa region, with assembly facilities in Kenya, Rwanda and Ghana.



HUDSON RUBBER - Established in 1959, is a manufacturer of premium quality rubber products for the industrial, mining, transport, automotive and other industries. Hudson Rubber operates from Hammanskraal near Pretoria. The capabilities include continuous and discrete extrusion lines, injection and compression moulding presses for rubber and plastics, a rubber mixing plant, internal laboratory, tool room and sheeting plant. Hudson Rubber produces all types of rubber i.e NR, NBR, BR, SBR, CR, Neoprene as well as EPDM solid and sponge. Hudson Rubber manufactures quality products to order, as well as develop new products for new and existing customers on an ongoing basis. The Company not only services the local SADC market but also customers in Europe and the United States and therefore well acquainted with global trading.



OMAA is a pioneer in new energy vehicles. We launched the first dual-fuel vehicle assembled in Nigeria running on Petrol and CNG. Our lineup include MPVs, Minibus and High-Capacity buses for passenger transport as well as Light, Medium and Heavy-Duty trucks for logistics. OMAA offers more than just vehicle sales, spare parts, after-sales service support and training. As Africa embraces cleaner energy, OMAA is providing innovative vehicles, integrated finance/leasing and software solutions ensuring efficient, sustainable mobility. Beyond mobility, OMAA provides Hybrid Energy systems seamlessly incorporating natural gas generators and solar, while Infrastructure initiatives encompass developing Micro-Manufacturing Hubs and Industrial Parks.



DRIV, a Tenneco company, includes 31 of the best known and respected aftermarket brands, including 14 brands 100 years or older. We are driven to elevate the ride experience through technology and high performance solutions, delivering innovation, quality and unparalleled service to our Aftermarket customers.



CHEVRON is a leading integrated energy company, operating in Egypt since 1937. The company is present in all sectors of the value chain: upstream, midstream and downstream. Chevron markets lubricants under the Caltex brand and has a strong upstream portfolio with operating interests in a number of offshore exploration blocks.

EXHIBITORS



NISSAN MOTOR EGYPT is a subsidiary of Nissan Motor Co., with more than 1000 employees and technicians. Located in Giza, Egypt, Nissan Motor Egypt is assembling Sunny and Sentra. It is the only Global OEM* in Egyptian automotive sector that owns 100% of its plant. Nissan Motor Egypt is leading the passenger cars segment in the Egyptian market with Sunny, Sentra, Juke and Qashqai. Nissan Motor Egypt is committed to fulfilling Nissan's global promise of enriching people's lives by delivering the benefits of automotive innovations that move everyone to a safe, sustainable, and exciting world. The company is striving to deliver the best customer experience in every touchpoint through a wide network of 16 authorized dealers with more than 44 outlets all over Egypt, including 35 showrooms and 25 services centers in various governorates. Nissan Egypt is part of Nissan's Regional Business Unit in Africa which serves 42 Sub-Saharan Africa markets.



TERIAK GROUP is a pioneer in the field of manufacturing automotive parts in Egypt and the Middle East. The group covers a wide range of industries; El Teriak Heat Exchangers for the production of high-quality heat exchangers, El Teriak Paints for OEM automotive paints, Alteria Plastics for OEM plastic components injection, Ter-AutoSteel for steel stamping and chassis assembly, TERCAST for the production of aluminum ingots and die casting, and Sonnenstarke Solar for the production of solar panels and solar streetlights.



INDE GROUP, consisting of four separate companies, was established during 1986. Under the head of one management, the Egyptian company could prove its expertise in the automotive sector collaborating on a huge scale with big names such as General Motors Egypt, Peugeot Egypt, not to mention the Egyptian Army, Navy, and Police, and many more, earning the tagline "DELIVERING QUALITY & EXPERTISE". The company is set up on a total area of 60,000 M²; a huge space that positions it for taking in more businesses and employing more than 800 persons. As INDE stands for DELIVERING QUALITY & EXPERTISE, its Quality Certificates range from QS 9000, ISO 14001, ISO 9001, Homologations and E-marks for seatbelt models, to getting TS 16949 certified by TUV Germany, achieving 86% in SFE audit by GM, achieving 87% in PSA audit by Chrysler, and achieving 84% in VDA audit by VW.



GB CORP is a local and regional powerhouse capitalizing on market opportunities to provide its customers with fully integrated mobility solutions. The Group houses several brands that offer mobility products and services with the target of empowering mobility and community wellbeing under its brands GB Auto, GB Capital, GB Logistics, GB Academy, GB Ventures and the Ghabbour Foundation for Development. GB Auto is a leading automotive player in the Middle East and Africa, with a strong footprint in key sectors. Our primary lines of business are Passenger Cars, Motorcycles & Three-Wheelers, Commercial Vehicles & Construction Equipment, After-Sales and Tires. Other than its presence in Egypt, GB Auto has operations in Iraq as well as Kenya. At GB Auto, staying true to our core concept of mobility, we position our vehicles as some of the best value-for-money products in the market. In addition to being renowned for providing unmatched after-sales services, we operate several business lines across Egypt and Iraq with a portfolio of partners that currently includes more than 25 of leading global brands.



THE GHANA JOBS for Economic Transformation Programme is a UK-funded, Foreign Commonwealth and Development Office, 5-year programme, which seeks to support the Ghana Government's mandate to move 'beyond aid' and spur investments into three key areas set to industrialise: Pharmaceuticals, Automotive and Textile and Garments. The mandate for the programme is to have created 7,000 jobs and attract up to £30 million of investment across the three sectors. Our programme seeks to do this via two approaches, through technical assistance and grants. Our programme has supported the Government of Ghana with drafting strong policy and incentive frameworks to drive investment across our three focus areas. The programme is keen to speak with interested Auto assemblers and component manufacturers as well as Pharmaceutical and Textile and Garments businesses.



IRIS is an Algerian company founded in 2004, specializing in the manufacture of electronic products; Home appliances and tires. With over 3400 employees and seven factories. IRIS Group is a dominant player in the market, with more than 42% market shares in TV business, 30% in refrigerators, and 43% in freezers. With 7 Production unit, 38 Production line and 3.8 Million units Production capacity. In 2019, the company expanded its activity with tire manufacturing, which has quickly become a leader in Algeria and Africa, producing 2 million units in 2023 and exporting to more than 25 countries. Iris' strength lies in its uncompromising commitment to the quality and excellence of its products and manufacturing processes by forging strong partnerships with esteemed technological partners from around the world. With the imminent implementation of two new factories, IRIS Group continues its rise trajectory, and strengthen its position as a symbol of success and reliability in the Algerian manufacturing industry.



EAST PORT SAID DEVELOPMENT (EP) proudly introduces the visionary project, East Port Said Automotive Zone (EPAZ), at the Intra-African Trade Fair (IATF). EP is committed to harnessing AfCFTA's potential to cultivate a thriving industrial ecosystem, with a specific focus on the automotive sector through EPAZ. EP encompasses 16 square kilometers and boasts state-of-the-art infrastructure. Situated strategically within the Suez Canal Economic Zone of Egypt, EPAZ is poised to emerge as a world-class automotive manufacturing and logistics hub. Our mission extends beyond industry excellence; we are dedicated to fostering job creation, sustainable development, and improved connectivity. EPAZ envisions itself as a fully integrated automotive manufacturing facility, designed to attract 2 to 4 original equipment manufacturers (OEMs). These OEMs will share Common Production Divisions while also establishing their Bodyshop and Assembly Lines.



THE EGYPTIAN AUTOMOTIVE INDUSTRY DEVELOPMENT PLAN (AIDP) - The Automotive Assembly and Component Manufacturing Industry is universally recognized as a key strategic sector for stimulating multiplier effects in terms of industrial transformation. It is a powerful driver of employment, foreign investment, innovation and economic growth, through its direct and indirect contribution to GDP and the design of the AIDP will stabilize the balance of payments. The automotive industry is an advanced form of manufacturing based on economies of scale and, whilst not located in all economies, it is a global production and trade system, associated with high levels of industrialisation. Multinational OEMs have global production and trade systems determined by access to markets, industrial infrastructure and a coherent, consistent and comprehensive policy programme. To attract investment by global OEMs (vehicles and componentry), it is a requirement for Egypt to implement a comprehensive Automotive Industry Development Programme. These foreign investors are key considering the current technology revolution and globally competitive landscape and will provide partnering opportunities for domestic investors through the automotive value chain. The AIDP is an integrated and comprehensive industrial policy that provides a stable regulatory environment fully compliant with all international commitments that will provide automotive investors with certainty and confidence. Africa's automotive sector remains vastly underdeveloped and dominated by second hand imports, presenting major opportunity for manufacturing growth through consistent policy implementation; Egypt will be positioned as a hub assembler participating in the African production and trade system that is developing within the significant single market of the AfCFTA. With the development of a progressive auto ecosystem as articulated in the AIDP, the low level of motorisation in Egypt provides significant opportunity for new vehicle demand.



EGYPTIAN GERMAN AUTOMOTIVE COMPANY (EGA) is NATCO Group's premium industrial arm for vehicle assembly and component manufacturing, being a strategic partner of choice for prestigious OEMs, including but not limited to, Mercedes Benz, GM, VW, Toyota, Kia and many other leaders in the automotive industry. We are a regional MENA benchmark in the field of mobility solutions, with numerous certifications from national, international organizations and industry leaders. As part of our vertical integration, EGA partnered with other shareholders and invested in Egyptian Kuwaiti Foundry in 2014 with a capacity of 37K Ton/year of grey and ductile cast iron.



DR. GREICHE is the leading glass processor in the Middle East and Africa, established 1985 in Egypt; Providing quality Glass products through our 6 factories for various sectors including home appliance, lighting, security sectors, mirrors, decorative, façades, glass installation services and Automotive; (As we are the O.E.M of many automotive brands such as Jeep, Toyota, Nissan, MCV and more), we export to more than 40 countries around the globe. We use the latest technologies and tools, conducting several quality control tests to ensure that our glass meet the highest standards of quality, approved by the European Union and acquired many ISO certifications.



TRUST FOR ENGINEERING INDUSTRIES - Trust For Engineering Industries was established in 1996, on Egyptian grounds, as a Family run business that Manufactures seating systems, and specializes in automotive seats. For Egyptian Automotive seats Manufacture with a wide Range of Products Serving from 2 wheelers up to trains and everything in between. At TRUST, we believe that every employee is a Family member and asset that must be invested in and cared for.

COTE D'IVOIRE AUTO - Connect with Côte d'Ivoire's automotive sector and its representatives.