

**Draft**

**Webinar**  
**The Agribusiness chain in Africa.**  
**Focus on Kenya, Uganda and Rwanda**  
**2 March, h. 10.00 (Italy time)**

**10.00 Opening Session**

Letizia Pizzi – Director General Confindustria Assafrica & Mediterraneo  
Roberto Natali – Italian Ambassador in Kenya  
Massimiliano Mazzanti – Italian Ambassador in Uganda and Rwanda

**10.15 Economic Outlook on Agribusiness in Africa**

Andrea De Meo - Country Risk Analyst Sub-Saharan Africa SACE

**10.25 Aggregators role in East Africa Agribusiness**

Giorgio Sartori – Business Development Africa E4Impact Foundation

**10.35 Macfrut, a large Agribusiness hub to achieve Business, Knowledge, Networking**

Cecilia Marzocchi - International Sales and Marketing Dept. Macfrut

**10.45 Actions of the Italian trade Agency for the agroindustry sector in Africa**

Maurizio Forte - Director of Made in Italy Promotion Department - ITA

**10.50 Case histories**

Italian company  
African company

**11.10 Closing remarks**

Frank Cinque – General Director E4Impact Foundation

*Working language: English*