



CONFERENCE PROGRAM

JULY 15-17, 2026 | SARIT EXPO CENTRE | NAIROBI, KENYA

THEME: BOOSTING DIGITAL TRANSFORMATION & INVESTMENTS IN AFRICA'S AGRIFOOD, LOGISTICS & HOSPITALITY VALUE CHAINS

CONFIRMED SPONSORS



AFMASS VIP LOUNGE SPONSORS



Contact the organisers for sponsorship, exhibition and partnership opportunities

NOTE: This program is not final and is subject to change

POWERED BY:



WEDNESDAY – JULY 15, 2026

TIME	ACTIVITY	SPONSORED BY
07.30	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens & Walk-about by Delegates	
10.00	Session 1: Official Opening Ceremony • Official ribbon-cutting ceremony • Speeches by organisers, sponsors and chief guests • Acknowledgement of sponsors THE CEOs ROUNDTABLE – Status of the Agriculture, Food & Beverage Manufacturing and Milling Industry, Retail and Trade, and Hospitality Industries in Eastern Africa PANELISTS Moderator: Francis Juma - CEO, FW Brands MEA • Aunali Taiyabali Bhaiji - Regional Director, External Affairs, Development and Operations, Africa Global Logistics • Chanaka Mahawatta - Country Manager, East Africa Operations, Forbes Marshall • Arif Antar - Director, Sales, Taste, East Africa and Country Leader, Kenya, dsm-firmenich • Faisal Baig: MD - Andritz Dubai, Regional Director, Africa • Miraj Shah - Sales and Marketing Manager, Cape Food Ingredients	<i>Sponsored by:</i>
11.30	Session 2: AFRICA LOGISTICS LEADERSHIP FORUM Panel Title: Connecting Industries. Connecting Markets. Connecting Africa. <i>Building Supply Chains that Power Growth, Trade and Food Security</i> PANELISTS: Moderator: Michelle Kuria – Regional Marketing Manager • John Mbatiah – Country Commercial Manager • Evelyn Muthoni – Legal Counsel, East Africa Region • Biju Kumar – Head of Operations • Mercy Kirui – Regional Operational Excellence Manager	<i>Sponsored by:</i> 

12.15	Session 3: WHAT'S NEW IN FOOD & BEVERAGE INNOVATION, NUTRITION, HEALTH & WELLNESS PRESENTERS: ● Arif Antar - Director, Sales, Taste, East Africa and Country Leader, Kenya, dsm-firmenich ● Kirsten Botha - Marketing Manager - Taste, Texture & Health (SSA), dsm-firmenich	Sponsored by: dsm-firmenich
13.00	Session 4: WHAT'S NEW IN FOOD & BEVERAGE INNOVATION, NUTRITION, HEALTH & WELLNESS PRESENTERS: ● Brian Lanton - Managing Director, Cape Food Ingredients	Sponsored by: 
13.45	● LUNCH BREAK ● AFMASS TASTE & INNOVATION THEATRE AT THE CONFERENCE HALL <i>(15-minute demonstrations/tasting sessions by sponsors and exhibitors at the Expo Hall to a live audience)</i>	Sponsored by:

14.30	Session 5: WHAT'S NEW IN FOOD & BEVERAGE INNOVATION, NUTRITION, HEALTH & WELLNESS PRESENTERS: ● Tim Von Burgsdorff - Sales Director, KaTech ● Juliane Winzer - Senior Category Technologist, Food Systems, KaTech	Sponsored by: 
15.15	Session 6: WHAT'S NEW IN FOOD & BEVERAGE INNOVATION, NUTRITION, HEALTH & WELLNESS PRESENTERS: ● Jana Parn – IFF ● Chanmari Van Graan - Associate Application Specialist, IFF	Sponsored by: 
16.00	Session 7: WHAT'S NEW IN FOOD & BEVERAGE INNOVATION, NUTRITION, HEALTH & WELLNESS PRESENTERS: ● Balazs Szalma - Sales Manager Middle East & Africa, PureMalt Products Ltd	Sponsored by: 

17:00	BEER TASTING TRAINING SESSION By: Apiwe Nxusani-Mawela – Founder, Brewsters Academy and Tolokazi Beer	
18.00	Expo Hall Closes	
THURSDAY – JULY 16, 2026		
07.00	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens	
09.00	Session 8: AFRICA WOMEN LEADERSHIP FORUM THEME: Women Leading Africa's Transformation: From Manufacturing to Market to Global Trade Panel 1: Women Driving Africa's Next Manufacturing Chapter PANELISTS: Moderator: Dr Rozy Rana – Managing Director, Dormans Coffee Limited Ms Paloma Fernandes - CEO, Cereal Millers Association - To be announced Panel 2: Breaking the Funding Ceiling: Scaling Women-Led Businesses into Thriving Enterprises PANELISTS: Moderator: Fridah Chepkoech - Lead Editor, Milling & Feed MEA Apiwe Nxusani-Mawela – Founder, Brewsters Academy Dorah Momanyi - Founder, iPop Africa Miriam Chabaari – Founder & CEO, Tharaka HoneyBee Products	<i>Sponsored by:</i>
11:00	Session 9: BUILDING RESILIENT & FUTURE-READY LOGISTICS AND COLD CHAIN SYSTEMS IN AFRICA Industry Perspectives on Transportation, Warehousing, Trade Facilitation, Digitalisation & Supply Chain Innovation PANELISTS: John Mbatiah - Country Commercial Manager, AGL Meekaeel Kurji - Strategy & Operations Manager, SSSL Others to be announced	<i>Sponsored by:</i>

11.45	Session 10: ADVANCES IN FOOD & BEVERAGE PROCESSING, PACKAGING, SUSTAINABILITY & CIRCULAR ECONOMY IN AFRICA Billy Rotich - Steam Systems Engineer, Forbes Marshall "Understanding the Process and Performance Improvement Opportunities in Beverage Plants."	Sponsored by: 
12.30	Session 11: WHAT'S NEW IN QUALITY ASSURANCE, FOOD SAFETY & COMPLIANCE IN THE FOOD & BEVERAGE INDUSTRY VALUE CHAINS PRESENTERS: • Tanguy Etoga – CEO & Founder, NORMEX • Maureen Ragot - Food Safety Consultant, Top Quest Consultants Ltd. • Susan Mwangi - Director, Control Union	Sponsored by:
13.15	Session 12: WHAT'S NEW IN OCCUPATIONAL SAFETY & HEALTH IN THE MANUFACTURING, RETAIL & HOSPITALITY VALUE CHAINS PRESENTERS: Oliver Newman - Regional Manager FIKE Corporation From Flour to Sugar: Managing Combustible Dust Risks in the Food & Bev Processing <i>Understand the Risks. Learn the Standards. Improve Safety.</i>	Sponsored by:
14.15	• LUNCH BREAK • AFMASS TASTE & INNOVATION THEATRE AT THE CONFERENCE HALL <i>(15-minute demonstrations/tasting sessions by sponsors and exhibitors at the Expo Hall to a live audience)</i>	Sponsored by:
15.15	Session 13: DIGITAL TRANSFORMATION IN AFRICA'S FOOD, RETAIL & HOSPITALITY BUSINESSES Payments, Enterprise Systems, Automation & Data-Driven Operational Excellence PANELISTS: • Jackson Senelwa - Senior Installation and Support Technician, Lesaka Technologies • Alexander Odhiambo - Chief Executive Officer, Solutech • Hamad Alyahyaae – Founder and CEO, Rewaaj.com • Others to be announced	Sponsored by:

19.00	OFFICIAL GALA DINNER & NETWORKING FORUM <i>(NOTE: The Official Gal Dinner & Networking Forum is open to sponsors, exhibitors and investors, managers and professionals from the agriculture, manufacturing, retail and hospitality industry in Africa.)</i> • <i>Payment of US\$80 /KSH 8000 for VIP delegates and</i> • <i>USD 200 / KSH 26,000 inclusive of VAT is required for other interested parties</i>	Sponsored by:
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FRIDAY – JULY 17, 2026

07.30	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens	
09.30	Session 14: EMERGING OPPORTUNITIES IN THE GRAINS, MILLING & ANIMAL FEED, & PETFOOD INDUSTRY IN AFRICA <i>Animal Feed & Petfood Innovation, Production, Retail and Regional & Global Trade</i> PRESENTERS: • Marcel Franitza - Industry Director, Animal Feed- Andritz <i>Presentation on Innovations in Animal Feed Processing</i> • Johannes Bolosha - Area Sales Manager for Africa, Andritz <i>Presentation on Automation and Digitalisation</i>	Sponsored by: 
10.30	Session 15: EMERGING OPPORTUNITIES IN THE GRAINS, MILLING & ANIMAL FEED, & PETFOOD INDUSTRY IN AFRICA <i>Grains, Rice & Pulses Innovation, Production, Retail and Regional & Global Trade</i> PRESENTERS: • Sander Schwartz - Area Sales Manager, ANDRITZ Gouda B.V. <i>Presentation on Technologies for Breakfast Cereals and Porridges</i> • Tiba Starch Representative • Chilalo representative	Sponsored by:

11.30	Session 16: EMERGING OPPORTUNITIES IN THE BAKERY & SNACKS INDUSTRY IN EASTERN AFRICA <i>Baked Goods & Snacks Innovation, Production, Retail and Regional & Global Trade</i> PANELISTS: Moderator: Victor Atsali - Editor, FW Brands MEA ● Juma Abdallah – Commercial Lead, Bakery Expertise Consultants ● Celecius Maira - SHEQ Manager, Puratos Kenya ● Broadway Group Representative ● Raakhee Dhrona - Director, Skypex Supplies	Sponsored by:
12.30	Session 17: AFRICA YOUTH LEADERSHIP FORUM <i>Focus on Leadership, Entrepreneurship and Mentorship</i> PRESENTERS / PANELISTS: ● Kagwima Maina - CEO and Founder, Ryan Foods ● Dr. Monicah Mburu - Founder, AfyaLishe ● To be announced	Sponsored by:
13.30	● LUNCH BREAK ● AFMASS TASTE & INNOVATION THEATRE AT THE CONFERENCE HALL <i>(15-minute demonstrations/tasting sessions by sponsors and exhibitors at the Expo Hall to a live audience)</i>	Sponsored by:
18.00	The Expo Hall and 2026 edition of the event closes	