10th AFRICA SUGAR 2020

31 MARCH – 2 APRIL 2020
SPEKE RESORT AND CONFERENCE CENTRE, KAMPALA, UGANDA

HIGHLIGHTS AT #AFRICASUGAR2020

- PRE-CONFERENCE WORKSHOP
  Sugar Diversification in Focus
- SITE-TOUR
  Sugar Corporation of Uganda Limited (SCOUL)
- GALA DINNER
  Network with industry experts

www.informaconnect.com.sg/event/africa-sugar
Dear Industry Colleagues,

Uganda Sugar Manufacturers Association (USMA) Partners as Co-Host for 10th Africa Sugar

In a region that’s grappling with sustainable sugar production, Uganda’s sugar industry is thriving and projected to see an increase of over 10% in sugar output in this year alone. With investments pouring in from the private sector, and the state providing an enabling environment for industrial growth, new sugar projects are being developed with a keen support from the government to see diversification in sugar production. Uganda exhibits great potential for a much more robust and competitive sugar sector.

Industry growth is not without its opportunities and challenges in sugar production. As a region, our economies and value chains are interconnected through trade and industrialization – and the wider African community of respective government authorities, traders, millers and refiners, financing community and technology providers must come together to shape these conversations surrounding the future of Africa’s sugar industry.

The Uganda Sugar Manufacturers Association (USMA) is delighted to partner with Informa Connect as Co-Host for the 10th iteration of the region’s preeminent sugar conference. Set in a new location in 2020 in Kampala, Uganda, it is my pleasure to welcome you as we gather for this highly-anticipated annual meeting.

Expect a line-up of updates from key sugar markets, top millers and international investors, as well as esteemed thought leaders at the conference, along with new content and networking opportunities.

I highly encourage you to mark the dates and take time to be there as we convene.

We look forward to meeting you in Kampala, Uganda.

Regards,

Mwine Jim Kabeho
Chairman
Uganda Sugar Manufacturers’ Association (USMA)
FEATURED SPEAKERS IN 2020

GUEST OF HONOUR

Hon. Amelia Kyambadde
Minister of Trade, Industry and Cooperatives, Uganda

Joel H. Okwir
Agriculture Economist
COMESA, Zambia

Frederick North-Coombes
Chief Executive Officer
Transmara Sugar Company, Kenya

Nick Jackson
Managing Director
Royal Swaziland Sugar Corporation, Eswatini

Amina Hersi Moghe
Chief Executive Officer
Horyal Investments Holding and Atiak Sugar Factory, Uganda

Johann van der Merwe
Group Head, Advocacy
Illovo Sugar, South Africa

Luis Bagorro Júnior
Deputy General Director
BIOCOM, Angola

Simon Kaheru
Public Affairs & Communications Director (Century & Rwenzori Bottling Companies in Uganda)
Coca-Cola Beverages Africa, Uganda

Subhash Abeywickrama
Chief Operating Officer and Director
Sunbird Bioenergy, Sierra Leone

Mwine Jim Kabeho
Chairman, Uganda Sugar Manufacturers Association and Executive Director, Madhvani Group, Uganda

Suresh C. Sharma
Regional Director, Africa Operations
Mehta Group, Uganda

Stephane Isautier
Head, East Africa Operations
Alteo Group, Mauritius

Solomon Odera
Interim Head, Sugar Directorate
Agriculture & Food Authority, Kenya

Oswald Magwenzi
Managing Director,
Ubombo Sugar, Eswatini

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MAIN CONFERENCE AGENDA
DAY 1 | 1 APRIL 2020

08:00 Registration Starts & Morning Coffee

OPENING PLENARY

09:00 Chairperson's Opening Remarks

09:05 WELCOME REMARKS
Mwine Jim Kabeho, Chairman, Uganda Sugar Manufacturers Association, Uganda

09:10 OFFICIAL OPENING REMARKS BY GUEST-OF-HONOUR
Hon. Amelia Kyambadde, Minister of Trade, Industry and Cooperatives, Uganda

09:20 KEYNOTE ADDRESS
Changing Economic Perspectives in Africa – Sugar Trade and Markets
Joel H. Okwir, Agriculture Economist, COMESA, Zambia

09:45 Africa's Sugar Intra-Trade Environment
Johann van der Merwe, Group Head, Advocacy, Illovo Sugar, South Africa

10:00 Driving Growth in Africa: Expansion & African Projects Showcase
Chaitralli Bhosale, Head, International Business, Saisidha, India

10:35 Morning Networking Tea Break

11:05 Supporting the African Sugar Industry in Continental Economic Growth
Mulhim Eltayeb, Chairman and CEO, KEPM Projects and Agribusiness Strategy Advisor, ICCIA

11:20 Strengthening Regional Partnership — Milling, Supply Markets and Operations
Suresh C. Sharma, Regional Director, Africa Operations, Mehta Group, Uganda

11:50 Session Reserved for Ulka

12:00 LEADERSHIP PANEL
Moving the Industry Forward – African Sugar Strategy

Panelists:
Dr. Amina Hersi Moghe, Chief Executive Officer, Horyal Investments Holding and Atlak Sugar Factory, Uganda
Frederick North-Coombes, Chief Executive Officer, Transmara Sugar Company, Kenya
Oswald Magwenzi, Managing Director, Ubombo Sugar, Eswatini
Farhan Nakhooda, Director, Projects, Madhivani Group, Uganda

13:00 Networking Lunch

THE INTRA-AFRICAN AGENDA

14:00 Transforming Angola’s Economic Course: A Case Study in BIOCOM’s Growth & Ethanol Production
Luis Bagorro Junior, Deputy General Director, BIOCOM, Angola

14:30 Beyond Milling: Product Diversification and Technology Showcase
Ahmet Yenisehirli, Business Manager, Middle East & Africa, CNH Industrial – New Holland Agriculture, Turkey

15:00 The World’s Largest Biomass to Power Generation Project: Sunbird Bioenergy’s US$550m Investment in Sierra Leone
Subhash Abeywickrama, Chief Operating Officer and Director, Sunbird Bioenergy, Sierra Leone

15:30 Sugar Factory 2.0 — A Cane Bio-refinery, for Sustained & Inclusive Growth
Makrand Joshi, Head, Business Development — Africa & Middle East, Praj, India

16:00 Afternoon Networking Break

16:30 Sugar and Beyond: An Integrated Strategy for Sugar and its By-Products
Stephane Isautier, Head, East Africa Operations, Alteo Group, Mauritius

17:00 Diversification of Revenue Streams Through Cogeneration, the Case of Ubombo Sugar in Eswatini
Oswald Magwenzi, Managing Director, Ubombo Sugar, Eswatini

17:30 Session Reserved for Thyssenkrupp

18:00 End of Day 1

18:30 Gala Dinner

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08:00 Registration Starts & Morning Coffee
09:00 Chairperson’s Opening Remarks

GLOBAL MARKET MOVEMENTS & INVESTMENTS
09:10 Duplicity, Hypocrisy and Resorting to WTO
Arvind Chudasama, Editor, International Sugar Journal, U.K.

09:40 Trade, Diversification & Investment Views from Uganda’s Largest Sugar Producer
Farhan Nakhooda, Director, Projects, Madhvani Group, Uganda

10:10 The Value Chain in Africa — Finding The Sweet Spot
Simon Kaheru, Public Affairs & Communications Director (Century & Rwenzori Bottling Companies in Uganda), Coca-Cola Beverages Africa, Uganda

10:40 Morning Networking Tea Break

ADVANCING VALUE CHAINS
11:00 Kenya Update — Imports, Border Controls, and Policy Update
Solomon Odera, Interim Head, Sugar Directorate, Agriculture & Food Authority, Kenya

11:40 SUSTAINABILITY PANEL
The Groundwork for Economical Sustainability and Productivity
- The state-of–play for national schemes for irrigation in Africa, with Uganda in focus

12:00 Networking Lunch

13:30 Atiak Sugar Factory Case Study: Developing Northern Uganda from a Battlefield into a Greenfield
Amina Hersl Moghe, Chief Executive Officer, Horyal Investments Holding and Atiak Sugar Factory, Uganda

14:00 Yield Maximization in Sugar Cane through Biological Inputs
Bernardo G. Arnaud, Chairman, StarkSat | NovaTero BioAg | Meteora Seeds, Brazil

14:30 Becoming a Global Force in Sugar Production: Dangote’s Backward Integration Programme (BIP)
Senior Representative from Dangote, Nigeria

15:00 Afternoon Networking Tea Break

15:30 Integrating and Diversifying Sugar Complexes through Technology, and Operational Best Practices
Hassan Hashim Erwa, General Manager, Sales & Marketing, Kenana Sugar Company Ltd., Sudan

16:00 Sugar Production in Tanzania: Bakhresa Group’s Production & Irrigation Case Study
Ervant Sadanand, Chief Executive Officer, Bagayomo Sugar (Bakhresa Group), Tanzania

16:30 Strategy and Case Study for Integrated Sugarcane Processing: Productivity and Efficiency
Nick Jackson, Managing Director, Royal Swaziland Sugar Corporation, Eswatini

17:00 LEADERSHIP PANEL: Sugar Production Plan 2020 — Efficiency, Lowering Yield Cost and Diversification
Moderator:
Arvind Chudasama, Editor, International Sugar Journal, U.K.

Panelists:
Hassan Hashim Erwa, General Manager, Sales & Marketing, Kenana Sugar Company Ltd., Sudan
Nick Jackson, Managing Director, Royal Swaziland Sugar Corporation, Eswatini
Ervant Sadanand, Chief Executive Officer, Bagayomo Sugar (Bakhresa Group), Tanzania
Makarand Joshi, Head, Business Development – Africa & Middle East, Praj, India

17:40 End of Day 2

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SUGAR DIVERSIFICATION IN FOCUS

The sugar industry is increasingly embracing diversification as global market movements continue to wage war on sugar prices and demand. With recent years seeing a record increase in the production and use of biofuel, co-generation and other co-products, the sugar industry is looking towards alternative markets and opportunities beyond sugar production for better business resilience and sustainability.

- **The state of the sugarcane industry in Africa**: how the region has fared and its developments
- **Current roadmap**: opportunities and challenges for co-products in the local and global markets
- **Protecting the bottom-line**: financing your diversification strategies and a look at current capabilities
- **Beyond ethanol**: developing competitive advantage in your agricultural ventures
- **Market insights and applications**: Case studies and planning of sugar mill’s own roadmap and next steps required
- **The diversification financial impact on the sugar industry**
- **Project delivery model and risks**

**FREE HALF-DAY SITE TOUR**

Hosted by the Uganda Sugar Manufacturers’ Association (USMA) and The Mehta Group: tour to the Sugar Corporation of Uganda Limited (SCOUL) mill in Lugazi and expect to see showcase sugarcane production technologies and diversification initiatives.

**BOOK NOW TO CONFIRM YOUR SEAT**

**WORKSHOP LEADERS:**
- Mulhim Eltayeb
  Chairman and CEO, KEPM Projects
  Agribusiness Strategy Advisor, ICCIA
- Flavio Castellari
  Executive Director, APLA

**GOLD SPONSORS:**

**SILVER SPONSORS:**

**EXHIBITORS:**

**MEDIA PARTNERS:**

**SUPPORTING ORGANISATIONS:**

Set in a new location in Kampala, Uganda, the region’s premier annual sugar conference will continue to bring together top players and industry heavyweights across Africa. Focusing on new strategies and markets for trade and industry development, the case for sugar diversification, high-level country insights, as well as best practices for innovation, collaboration and commercialisation today, expect fresh perspectives, new coverage and an unparalleled line-up of speakers. This is the annual event that you won’t want to miss.

**THE 10TH AFRICA SUGAR 2020 CONFERENCE**

RETURNS TO SHAPE THE CONVERSATIONS SURROUNDING THE SUGAR INDUSTRY IN THE AFRICA CONTINENT.

Set in a new location in Kampala, Uganda, the region’s premier annual sugar conference will continue to bring together top players and industry heavyweights across Africa. Focusing on new strategies and markets for trade and industry development, the case for sugar diversification, high-level country insights, as well as best practices for innovation, collaboration and commercialisation today, expect fresh perspectives, new coverage and an unparalleled line-up of speakers. This is the annual event that you won’t want to miss.

**GALA DINNER**

1 April 2020, Wednesday, 6.30pm

Africa sugar industry’s most anticipated Gala dinner is confirmed! Innumerable networking opportunities are available, and this is the one event not to be missed. Registrations are open for conference participants only, so mark your calendars and book your ticket now.

“Very enriching and always informative. It keeps one abreast of the developments in the sugar industry in Africa.”

Abdul Rasheed Olayiwola, General Manager - Finance, BUA Group

“Very educative conference that Africa can learn from to revitalize the sugar industry.”

Mary Teresa Gondi, Interim Senior Market Research Officer, AFA – Sugar Directorate

“This is the best Sugar Updating Conference in the region.”

Mwine Jim Kabeho, E.D & Chairman, Madhvani Group & Uganda Sugar Manufacturers Association

“The conference is packed with a lot of valuable information on the whole sugar industry value chain, very relevant for all sugar millers and downstream industry operators.”

Lusubilo Chakaniza, CEO, Ethanol Company

“This is one place where you will find all the Sugar Industry players and see a hybrid of solutions.”

Grace Bunanukye Bwengye, Planner Agriculture, National Planning Authority Uganda

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WHO WILL YOU MEET?

BY INDUSTRY:
- Sugar Producers: 40%
- Technology, Equipment & EPC: 15%
- End Users: 5%
- Importers & Exporters: 2%
- Farm Inputs: 2%
- Consultancy: 3%
- Banking & Investment: 5%
- Government, Associations, Institutes: 11%
- Traders: 17%

BY GEOGRAPHY:
- African Countries: 65%
- Europe: 10%
- India: 10%
- Middle East: 5%
- Asia: 5%
- Americas: 5%

SPONSORSHIP & EXHIBITION OPPORTUNITIES AVAILABLE

With a demonstrated track record for quality content and known for being the African sugar industry leaders’ go-to event with meaningful business connections made year-on-year, the Africa Sugar conference is the platform to raise your profile, showcase your latest products and meet decision makers with purchasing power.

We offer a wide variety of sponsorship opportunities which can be customised to meet your objectives. For more information on sponsorship and exhibition opportunities, please contact:

Mr. Jonathan Kiang
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Fee Per Delegate | Normal Rate | Group savings: (on normal rate of 2-day main conference package only) | AgTech Start Up Rate
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2-Day Conference | US$ 1799 | Register 3 Delegates & get 1 FREE PASS | US$ 495
Pre-Conference Workshop | US$ 400 | Register 5 Delegates & get 2 FREE PASSES |
2-Day Conference - AgTech Start Up Price* | US$ 495 | |
Gala Dinner | US$ 100 | |

*Organiser reserves the right to accept or reject any registrations
For Group Registrations of more than 3 team members: email info.sg@informa.com or call +65 6508 2477

3 EASY WAYS TO REGISTER

1. **Contact Aznell Raji**
   +65 6508 2480

2. **Registration Enquiry Email**
   info.sg@informa.com

3. **Website**
   www.informaconnect.com.sg/event/africa-sugar

Delegates who have successfully registered for the event will receive their Online Networking System (ONS) details to connect and network with other attendees nearer to the event date!