

23 May

Sarit Expo Centre - Nairobi, Kenya
10:00 am - 6:00 pm

THEME: "Unleashing the Power of Sustainability and Innovation in Fashion"

10:00 am

Start of EATLW 2024 Exhibition

11:00 am -
1:00 pm

**INAUGURATION OF EATLW 2024
and official Tour by the Organizers, Governments and Partners**

Principal Secretary, Department of Industry, Ministry of Investment, Trade and Industry
Chief Executive Officer (CEO) - Exports Processing Zones Authority (EPZA)
Chief Executive Officer (CEO) – Kenya Export Promotion and Branding Agency (KEPROBA)
Chief Executive Officer (CEO) – Trade and Fairs Group

2:00 pm -
2:45 pm

**GOVERNMENTAL PRESENTATION
East Africa as the preferred Sourcing Destination for the Textile and Leather**

Mr. Charles Ndungu Mwangi – Director, Kenya Leather Development Council (KLDC)
Kenya Export Promotion and Branding Agency (KEPROBA)
Ministry of Investments, Trade and Industry
Export Processing Zones Authority (EPZA)

3:00 pm -
3:45 pm

Fashion IP: Protecting Intellectual Property Rights in the Fashion Industry
Presentation by: Madam Martha Maina – Partner, Martha Maina & Associates
Advocates

4:00 pm -
4:45 pm

**Advancements in Fashion and Textiles Industries - Emerging Opportunities
for creatives and employment creation.**

Special partners:

Changes in program structure or an exchange of speakers or referees remain reserved



24 May

Sarit Expo Centre - Nairobi, Kenya
10:00 am - 6:00 pm

THEME: "Unleashing the Power of Sustainability and Innovation in Fashion"

10:30 am -
11:15 am

FASHION ENTREPRENEURSHIP: Independent initiatives and entrepreneurship in fashion business models

Moderator: Mr. Brian Amwai – Media Personality and TV Host, Look Up TV
Ms. Kate Mayeye – CEO and Creative Director, African Fabric and Designs Kenya Ltd
Ms. Lisa Kibutu – Founder, Regenerative Fashion Collective Exchange [ReFaCE]

11:30 am -
12:45 pm

Real Leather. Stay Different. Africa Design Showcase. - "Promoting leather sustainability and nurturing design talent in Africa."

Presentation by Mr. Preston Viswamo –Regional Studio Manager ALLPI

1:00 pm -
2:00 pm

LUNCH

2:00 pm -
2:45 pm

African Fashion; Make a Difference with GOTS'

Mr. Muktar Dodo - GOTS

2:45pm -
3:30 pm

SUPPLY CHAIN: Premium and Quality Fabrics for the African Market

Ms. Simona Osio - Carvico PLC

3:45pm -
4:15 pm

Regional Trade Opportunities

By International Trade Centre (ITC)

4:30pm -
5:00 pm

Market Trends and Sustainability

By International Trade Centre (ITC)

5:00pm -
6:00 pm

EATLW FASHION SHOW

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25 May

Sarit Expo Centre - Nairobi, Kenya
10:00 am - 6:00 pm

THEME: "Unleashing the Power of Sustainability and Innovation in Fashion"

11:00 am -
11:45 am

CONSUMER FOCUS: The Rise of Gen – Z and their influence in the fashion industry, Fashion identity and the positive influence of subcultures

Mr. Ashok Sunny - Creative and passionate Entrepreneur, Fashion Designer and Stylist, Ashok Sunny Tailored Limited
Ms. Zia Bett – Founder, Zia Africa
Ms. Wambui Mukenyi – Founder and Head of Design, Wambui Mukenyi Fashion House
Moderator: Mr. Saitoti Meitamei - CEO, Delight Fashion School

12:00 am -
12:45 pm

Africa's Textile Potential for development: Advance Marketing and Merchandizing in the European and US Markets

Mr. Eyob Bekele - CEO, Desta Group

1:00 pm -
2:00 pm

LUNCH

2:00 pm -
2:45 pm

Couture Africa Panel Discussion

Moderator - Ms. Olive Gachara

3:30pm -
6:00 pm

EATLW FASHION SHOW

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Ministry of Investments, Trade and Industry
State Department for Industry



KNCCI
Growing your Business together



International
Trade
Centre



KENYA EXPORT
PROMOTION & BRANDING
AGENCY



EPZA
KENYA



COUTURE
AFRICA



LEATHER APEX
SOCIETY OF KENYA