



AGENDA

Indicative as of June 10, 2026

WELCOME

Opening Address by the Guest Country of Honor: Ivory Coast

9:00 AM - 9:05 AM | Mr. Ibrahim Kalil KONATE, Minister of Commerce, Industry and Crafts of the Republic of Ivory Coast

CONFERENCES & KEYNOTES

AFRETAIL 2024 & 2025 Context & KPIs

9:05 AM - 9:10 AM | Keynote | Cecile WALTER & Izar HYACINTHE

Macroeconomic dynamics of the african continent: between risks and investments

9:10 AM - 9:50 AM | Conference | Stanislas ZEZE, Bloomfield Investment

How to launch in a formalized & secure manner in Ivory Coast?

9:50 AM - 10:00 AM | Keynote | Yaya OUATTARA, CEO of GUDE-PME

Retail in Africa: What the formal sector must learn from the Informal!

10:00 AM - 10:10 AM | Conference | Valery MARTIN, Expert and Founder S!! Strategy, Insights, Innovation

Launch of WeGoAfrica: Logistics designed for SMEs

10:10 AM - 10:20 AM | Keynote | Adeline Durand, Africa Global Logistics

Study of the commercial landscape of Ivory Coast

10:20 AM - 10:30 AM | Conference | Cecile WALTER & Florent PIASKOWSKI

10:30 AM - 11:10 AM | COFFEE BREAK

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ROUNDTABLES & KEYNOTES

Expansion methods in Africa: ground realities

11:10 AM - 11:50 AM | Roundtable | Yannis BRIGNONE, Chicken Street | Eras MUNUNG, African Funds | Rosemary MEZIEM-OKOYE, LATC Nigeria | Kitifolo KIGNAMAN-SORO, GUCE-CI

Will digital and social media kill physical stores? The case of Instant Beaute, L'Oreal's beauty platform

11:50 AM - 12:00 PM | Keynote | Matie KONE, Africa Marketing Director, L'Oreal International Distribution

Human capital: structuring, training and retaining talent to support retail Growth in Africa

12:00 PM - 12:40 PM | Roundtable | Kenny RAWTANI, Kenny Group | Bakary FOFANA, CANAL+ | Josephine AMOUROUX, Lapaire | Mrs. Dosso, Next Skills

CLOSING

CSR: Presentation of the NGO Shine Together's initiatives

12:40 PM - 12:50 PM | Impact Presentation | Axel FADONOUGBO, Founder

Closing Address

12:50 PM - 1:00 PM | Cecile WALTER & Izar HYACINTHE

1:00 PM - 2:00 PM | NETWORKING LUNCH COCKTAIL

EXHIBITION STANDS & B2B MEETINGS

B2B Meetings

2:00 PM - 6:00 PM

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