

# OUTCOME REPORT



6th ANNUAL TIMELESS WOMEN'S CONFERENCE  
20th -21st February 2020  
KIGALI, RWANDA

MOVING FROM

## LOCAL TO GLOBAL

*Harnessing Africa's Potential*

YOUTH  
WOMEN

ENTERPRISE  
INDUSTRIES

MEDIA  
TECHNOLOGY





**TIMELESS  
WOMEN'S  
CONFERENCE**

**2020**

**KIGALI | RWANDA**



# MEET THE HOSTS OF THE TWC 2020

20th – 21st February 2020



TWC2020 HOST AND  
CONVENER

## NYAKAN JUNE

C.E.O & Founder of Timeless Women of  
Wonder  
& Convener of Timeless Women's  
Conferences



TWC2020 CO-HOST  
AND KEYNOTE

## HON. SOLINE NYIRAHABIMANA

Ministry of Gender and Family Promotion  
- MIGEPROF

Current Minister of State in charge of  
Constitutional and Legal Affairs  
(RWANDA)

# MEET THE TWC 2020 SPECIAL GUESTS



**HIS EXCELLENCY,  
DR. ROLLAN  
ROBERTS**

*Advisor to National  
Governments and CEO of  
Courageous (USA)*



**HON. CHRISTOPHE  
BAZIVAMO**

*Deputy Secretary General,  
East African Community  
(TANZANIA)*



**MR. HOSEA KILI**

*Group CEO, County Pension  
Fund (CPF) (KENYA)*



**HER EXCELLENCY  
CALISTER MUTHARIKA**

*Former First Lady -  
Republic of Malawi*



**HON. AISHA ADAMS**

*Deputy Speaker of the  
Republic of Malawi.*



# 20 20



**KIGALI, RWANDA**

# TAKING CARE OF THE CONVERSATIONS AND INTERACTIONS



OUR MC

**MPHO MASHITA**

*Renowned Radio Presenter,  
South Africa*

## Meet the TWC 2020 Moderators



**TUMI FRAZIER**

*Business Consultant, Social  
entrepreneur, Speaker, Author and  
TV/Radio Host(USA)*



**BODE OSENIÉ**

*Life and Business Transformation  
Coach & Consultant(UK)*



**VUYOLWETHU  
DUBESE**

*Associate of Impact Acceleration,  
Impact Amplifier.*



**ROBYN EMERSON**

*President Women in Real Estate  
-Kenya*



**FAITH WICH**

*Founder, Global Woman Social  
Enterprise (DENMARK)*



**NOREEN MAKOSEWE**

*M.D. - The Radical Leap  
Company, Founder - Female  
Founders Africa, and Strategy &  
Partnerships - Africa Investment  
Gateway Group(UK / KENYA)*



**ROBBIN JORGENSEN**

*Founder & CEO, Women Igniting  
Change®(USA)*

# Meet the TWC 2020 Panelists



**HIS EXCELLENCY, DR. ROLLAN ROBERTS**  
*Advisor to National Governments and CEO of Courageous (USA)*



**HON. CHRISTOPHE BAZIVAMO**  
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**HON. AISHA ADAMS**  
*Deputy Speaker of the Republic of Malawi*



**RAJEEV ARORA**  
*CTA Value Chain Advisor to Cabinet Secretary at Kenya Ministry of Industry, Trade and Cooperative (KENYA)*



**VICTOR TARFA**  
*International Transformational Speaker/Trainer and Co Founder Generation Nehemiah(UK / NIGERIA)*



**GLORIA ATUHEIRWE**  
*Director of Women in Trade at TradeMark East Africa(KENYA)*



**ALEX CHAMWADA**  
*Founder & CEO, CHAMS Media Ltd (KENYA)*



**ROSEMARY OLIVE MBONE ENIE**  
*Executive Director at Women Environment and Climate Action Network (WECAN)(INTERNATIONAL)*



**NJAMBI KOIKAI**  
*Media Personality, Artist, Stage 4 Thoracic Endometriosis Survivor(KENYA)*



**MARIE-CHRISTINE GASINGIRWA**  
*Director General for Science, Technology and Research in the Ministry of Education in Rwanda.*



**H.E. ADELINA MWAU**  
*Deputy Governor in the Government of Makueni County. (KENYA)*



**HON. PURITY WANGUI NGIRICI**  
*Women Representative, Kirinyaga County and Chair of Kenya Women Parliamentary Association (KEWOPA) (KENYA)*



**LUCY SCHALKWIJK**  
*Founder and Chair of Career Women's Network - (KIGALI)*



**JEANNE FRANÇOISE MUBILIGI**  
*Chairperson of Rwanda Chamber of Women Entrepreneurs(RWANDA)*

# Meet the TWC 2020 Panelists



**DR. KATHERINE ICHOYA**  
Former CEO of Federation of National Associations of Women in Business in Eastern and Southern Africa (FEMCOM), a COMESA Organization (MALAWI)



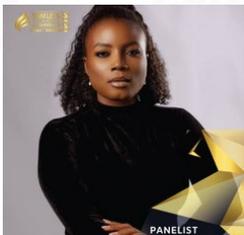
**MARTHE MBENGUE,**  
National Director World Vision Burundi



**PATRICK OBATH**  
Kenya Private Sector Alliance (KEPSA) Trustee and Global Consultant in Oil & Energy(KENYA)



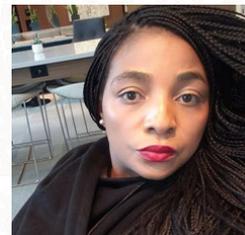
**MEICHA GEOHAGEN MOGUCHE**  
Inspirational Speaker, Trainer, Professional Wellness Coach(USA/JAMAICA)



**IRENE LOGAN**  
Singer, Philanthropist and Business Woman (GHANA)



**JACQUELINE KAMANZI**  
Executive Secretary of the National Women's Council of Rwanda(RWANDA)



**COMFORT DONDO**  
Executive Director, Phumulani, African Women Against Violence & Fellow - Books for Africa (ZIMBABWE / USA)



**GLADNESS KATEGA**  
Founder & CEO, The African World Business Associates and CEO of iAmWomanPreneur Network(UK / TANZANIA)



**KATHERINE DE SUTTER,**  
Director Artificial Intelligence - CAPAC



**JOSEPHINE NYIRANYENZIMANA,**  
chief information office RISA ( Rwanda Information Security Authority) RWANDA



**DR REGINA KAPINGA,**  
County Representative UGANDA - Head Advocacy & Resource Mobilization Director Generals Directorate international Institute Of Tropical Agriculture (IITA)

*Thank You to Our TWC 2020 Speakers!*

Your Insights, Knowledge, Wisdom and Experience left an impact on all those who engaged. We are more informed and enlightened because you came and you gave - Bless You



**DAY**

**1**

**KIGALI, RWANDA**

**KIGALI CONVENTION  
CENTRE**

# Highlights - The Arrivals



## Madam Nyakan – CEO Timeless Women of Wonder and Host to the Timeless Women Conference welcomes our special guests.

- Her Excellency Calister Mutharika – Republic of Malawi
- Hon Madam Aisha Adamas, Deputy Speaker Republic of Malawi and Chief Guest
- Amb Soline Nyirahabimana, The Cabinet Minister for the Ministry of Gender and Family Promotion of Rwanda, Now the Current Minister of Justice for the Republic of Rwanda





**MS MPHOSHITA**  
RENOWNED RADIO  
PRESENTER, SOUTH AFRICA

“The 6th Annual Timeless Women Conference 2020 themed MOVING FROM LOCAL TO GLOBAL will be an experience loaded with opportunities to move to the next level. Brace yourself, engage, have fun and ensure you take something back with you - remember to enjoy the Rwandan hospitality and experience launch of TWC”.

## Meet Our MC for TWC 2020

It's important for African women to locate themselves in the economy of things. There is a way that the world moves and there is a way that business moves and I applaud spaces that put women in the forefront. It doesn't have to be a lonely pursuit for women to get their agenda into the table! I am beyond excited at the caliber of leaders who have joined this cause. I am behind Timeless Women 100% because it is a movement more than anything. Locating women from African countries and speaking to their specific needs in their markets. I appreciate the deliberate effort to plug women into the entrepreneurial, financial and growth ecosystem that turns their ideas into bankable projects. This is how to create sustainable impact throughout the continent.

The Timeless Conference is a space that allows for difficult conversations and sets the agenda with those in power to tackle the issues that come up. Everyone is aware of the minimal representation of women in many key industries, especially at the top. We can't do much until there is buy in and a plan to execute from the male executive and policy makers at the helm of industries. Timeless Conference follows up on these commitments even beyond the conference. The women agenda is a priority! Let us engage over the next 2 days and lend our voices to the agenda.





**NYAKAN JUNE**

*CEO & Founder - Timeless Women of Wonder  
Convener - Timeless Women Conferences*

# OPENING REMARKS

Today the 20-02-2020 marks a great turning point for Africa and for Women and Youth not just of Africa but the world. I want to hail and thank the Almighty God, the creator of heaven and earth, of all that is seen and unseen. For without him neither this day nor any of us would be. I want to thank him for this far he has brought us by his own hand - I thank him for the great opportunity he has given everyone in this room to be among those chosen to play a part in Africa's Transformation.

I wish to Acknowledge our Partner and Co-Host of the Timeless women conference , the Government of Rwanda represented by the Ministry of Gender and Family Promotion for their support to ensure that this conference is a success. To your Excellencies present, Honorable ministers, Deputy Governors present, Members of Parliament and Leaders of county assemblies, Private sector and Development. Most of all I want to acknowledge

all the great men and women leaders – our special delegates who have found it valuable to make time and be here today. All protocols observed – Good morning I extend my greatest appreciation to thank my Strategy team for walking the talk and staying true to the cause 365 days/ 52 weeks - weekly conference calls and hours of travel to make this season a success. Thanks to my technical, media, program and implementation teams for the tireless efforts they have made throughout the past months to see this season become a reality - here we are now, another year another opportunity to pour into Africa and draw out potential and possibilities.

To all those of you present and those absent for good reason-I say thank you. A great thank you to my mentors and long time champions who started this journey with us and are still part of the move.

Women play a significant role in driving our economic growth and are the major drivers of consumer decisions. The diversity women bring to the table and their role in ensuring sustainable development makes the case for inclusion in the development of Africa a critical matter for consideration. As we know, women form more than 50% of Africa's population. The Turning point in the history of Africa's development will be marked by the empowerment of Women and their contribution towards the continent's dynamic workforce and industrialization. Women are a key contributor to achieving the sustainable development goals and the Agenda 2063.

**The Timeless Women movement is focused on Africa's inclusive** social and economic transformation through women and youth. Over the past 5 years, the stakeholders and beneficiaries (women ) have developed strategies and projects that have shifted the narrative of work and enterprise in Africa. Through our 7 pillars, we have empowered over 24,500 women to contribute positively to industry. Now skilled construction workers can take up jobs and start businesses that increase their income from 0-3 USD per day to 15\$ per day. Our mentorship programs have seen the increase in women leaders confidence and their inclusion in decision making as those in enterprise take a greater leap to expand their businesses. Africa now has a great opportunity to take it's destiny into its hands, to be accountable and responsible for the change that we so desire. Prosperity is a reality awaiting manifestation but not without strategic focus, commitment, zeal and patriotic pride in who we are. A strong belief is needed in our ability to be a strong contributor on the global stage. **OUR THEME THIS YEAR IS MOVING FROM LOCAL TO GLOBAL.** It is time that Africa pushed the boundaries to move from a consumer market to a production market creating wealth and jobs for millions of Africans. With the current outbreak of the coronavirus, economies of consumer markets are fast dropping with a possible adverse effect on the GDP and sustainance of the economy. This however should be a wake up call to Africa to look inwards into consolidating our tacit knowledge, our organic produce, culture, diversity, language, topography, wildlife and the many treasures that God has so given us. Let us not wait for "those" leaders to take us out of poverty. Instead let us be those leaders that take the step to bring the change we need in our daily spheres of influence. Let us collaborate and build strategic alliances that enhance the overall well being of each other. This is the time for Africa to connect with the world as equal partners to further the bigger good of humanity. Over the next 2 days we will be engaging in key sessions that focus on thematic areas that are critical for Africa's inclusive growth. It is my hope that you will lend your mind, heart and voice to the agenda.

I know that the great line-up of speakers and moderators will unlock your creative imagination and divine intellect to create outcomes that will drive our economies forward as we provide solutions for our continent and our world. Do not forget to network and build beneficial alliances that will usher you into your next season.

Bless you all - THANK YOU

**NYAKAN JUNE**

CEO & Founder - Timeless Women of Wonder  
Convener - Timeless Women Conferences



HON AISHA ADAMS -  
DEPUTY SPEAKER OF  
THE REPUBLIC OF  
MALAWI.

## HIGH LEVEL PANEL : THE FUTURE IS FEMALE

Global Women and Men Leaders from all sectors - Leaders in Education, Private Sector, Development and Politics through the conference.

Deputy Speaker of the Republic of Malawi.  
"Women should build resilience and persistently present themselves for leadership positions. It took me several attempts and overcoming religious and cultural barriers to make it into Parliament."

# "The Future Is Female."

**"Mainstreaming the Feminine Expression across all sectors in a male dominated world will guarantee for a prosperous future."**



HON. SOLINE  
NYIRAHABIMANA -  
CABINET MINISTER -  
MINISTRY OF GENDER AND  
FAMILY PROMOTION,  
REPUBLIC OF RWANDA

## KEYNOTE SPEECH



“

On behalf of the Government of Rwanda and the Ministry of Gender and Family Promotion that I represent, I wish to extend my congratulations and appreciation to Timeless Women of Wonder Organization for organizing this important conference & express our gratitude for choosing Rwanda as a venue to host this year's annual meeting. Allow me to welcome you all in Kigali. We are confident that this conference will enable us to share experiences and challenges aimed at creating concrete strategies to address specific needs of our people. This year's conference themed: Moving from Local to Global-Harnessing the Potential for Africa” reaffirms our collective commitment to create a conducive environment for women to maximize their full potentials.

In Rwanda, over the past 25 years, gender equality and empowerment of women and girls have been at the forefront of our National development agenda. This is largely attributed to enabling policy and legal framework, strong political will at the highest level under the leadership of His Excellency Paul Kagame. As a result of gender sensitive policies, laws and institutional frameworks; our country has made commendable progress in all sectors of the economy notably in women's political participation and representation in decision-making organs. Today women and girls are increasingly gaining control over productive resources and this has improved their socio-economic status. Nevertheless, we still have a long way to go. Women still constitute the majority poor, pre-occupied by unpaid care work, financial barriers and gender based violence. I do believe that these among others calls for immediate action not only in Rwanda but also in all our respective countries.

It is my hope that, this conference is yet another opportunity to re-examine ourselves and have deeper discussions on pertinent issues that still hinder women and girls from exploiting their full potentials. I am confident that the outcomes of this conference will renew our commitments and move us from Local to Global in line with this conference theme.

This is the time for our continent, this is the time for people of this continent, and this is the time for women in this continent. So we have to take this opportunity and knowledgeable people say that the opportunities never wait when you will be ready. You'd better tap into it when it is there. I have no doubt that the conference outcomes will further facilitate women to tap into existing opportunities aimed at accelerating growth of women – owned enterprises “  
As I conclude, let me once again thank the organizers of this conference and assure you the commitment of the Government of Rwanda to work with you all to advance the socio-economic transformation of our people. ”



**“The  
Future Is  
Female”**

**“Mainstreaming the  
Feminine Expression  
across all sectors in a  
male dominated world  
will guarantee for a  
prosperous future.”**

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**“Investing in  
Africa - The Next  
Opportunity.”**

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**“Future Of  
Education  
In Africa.”**





## 1. HIGH LEVEL PANEL : THE FUTURE IS FEMALE

“We need to be confident in ourselves and believe that we can be leaders. We need to be secure leaders who allow others to lead without insecurity”.

**Hon. Aisha Adams**

**“Mainstreaming the Feminine Expression across all sectors in a male dominated world will guarantee for a prosperous future.”**



“Inclusive Development strategies that incorporate women and girls will be progressive. We however must understand that the future cannot be Female without collaborating with Men Legislation, affirmative action and a comprehensive national and private sector framework that will ensure that progressive laws have a means for operationalization and monitoring of progress.”

**H.E Calister Mutharika Malawi**

“Political goodwill is essential for effective women’s social and economic empowerment. A mainstreamed gender based budgeting embedded with a robust compliance mechanism. Men who are secure in their leadership will open doors for women leadership to complement their roles in decision making and national development” says Deputy Governor.

**HE Adelina Mwau from Kenya”**

### Highlights from Panel and Floor

- Gender inclusion , gender mainstreaming and gender responsive budgeting are critical for national development and sustainable prosperity.
- Collaboration with Men and magnifying voices of men as champions across various spheres of influence to become bridges for women.
- There is a demand for women and men leaders to build confidence and to be secure in their leadership in order to give room to each other in driving key agendas of the continent.



## 2. INVESTING IN AFRICA – THE NEXT OPPORTUNITY

### Moderator Remarks: Vuyolwethu Dubese

Before we resume and engage into the particulars of this conversation, I'd like to provide some key statistics which I believe will be instrumental to the lens through which we'll be providing value and perspective when we talk about Investing in Africa and through themes including and not limited to Policy and Regulation, FDI and DFI, SMMEs, Digitization and Inclusive Capital Deployment:



*"Intra-Africa trade has been historically low. Intra-African exports were 16.6% of total exports in 2017, compared with 68% in Europe and 59% in Asia, pointing to untapped potential."*

– World Economic Forum

*"According to the UN Economic Commission for Africa (ECA), under the African Continental Free Trade Agreement (AfCFTA), intra-African trade is likely to increase by 52.3% by 2020."*

– United Nations

## DATA & TRENDS

*In regards to the Demographic Shift "The number of young people who will reach working age over the next 15 years is estimated at 450 million, yet the continent is expected to create only 100 million jobs while the poverty stricken numbers continue to rise."*

– Efosa Ojomo, Senior Research Fellow at the Clayton Christensen Institute, USA



# FROM THE PANEL AND FLOOR:

- We need to create shared and scalable value in trade. In other words, the secret sauce that Africa has in order to actualize acceleration and impact is its diversity, culture, resources and innovation. Unlocking entrepreneurship is a game changer for investment and growth for Africa.
- It's great to see a myriad of sectors being represented here this morning because we need to highlight the efforts and importance of cross sector collaboration in actualizing the impact for development. As far as FDI attractiveness – we need to work together to see what the continent can do and agree the kind of mechanisms that can place African countries at the front of the investment queue.
- We need to take investments and development to the grassroots. The AfCFTA should be deciphered and executed ground up.
- We have various bodies represented on this stage and whenever we're talking about the opportunities of investment in Africa, the conversation tends to not only lead but conclude with the Public Sector, Private, Policy Makers, the International Markets, and eclipse the citizens. Trade Mark East Africa promotes and engages with various stakeholders ensuring that citizens on the ground become active participants. There is more need to educate citizens on regional instruments such as AfCTAS in order to realize great impact.
- African leadership is more than unfortunately regarded for the moral decay in leadership. Africa needs to become deliberate about the type of leadership that the continent requires to continue to open the runway for investment. Transformational leaders who are thinking generationally.



**“WE CANNOT TALK ABOUT NEXT OPPORTUNITIES OF IMPACT AND INVESTMENT IN AN EMERGING MARKET LIKE OURS AND NOT MENTION THE FEMALE ECONOMY AND INCLUSIVENESS”**

- When we refer to the industrial revolutions and mention the empires that changed the course of history, that of the African Renaissance is often eclipsed. In his book Tech Adjacent, Mushambi Mutuma engages on the pioneering continent that Africa was and still is when it comes to technology, research and development and innovation. This leads us to the statistics provided earlier on the African Continental Free Trade Agreement. We need to develop mechanisms that something like the 4IR can bring to radicalize economic value and growth.
- Going back to government, the difference in policy and regulations is that sometimes the policy frameworks doesn't gel with the outcome of the policy. We need to ensure that the AfCFTA and its compliance will bear the fruit that we're wanting it to. Government to lead on creating an enabling environment where better policies and regulations can be established for not only the multinationals but the SMMEs – creating Startup Acts, AfCFTA.



- Sticking to the theme of leveraging relationships with non-African nations, and particularly the investment in education, youth and technology as we've seen with Andela, Africa Netpreneur Prize (with Alibaba and Jack Ma), the expansion of Facebook Developer Circles across African cities and Mark Zuckerberg's visit to Nigeria – this trend is one of clear opportunity that has potential to alleviate many social ills of our society. Market-creating innovation (innovation that doesn't rely on post infrastructure society and the financial markets it'll create) that will help close the infrastructure financing gap in the range of US\$68-US\$108 billion. We need to propel further access into education for this opportunity and retain young people as per Whitney Houston (I believe the children are our future) – we need to let them lead the way. We need to center the youth in these dialogues, we encourage that.

We cannot talk about next opportunities of impact and investment in an emerging market like ours and not mention the female economy and inclusiveness. We are investing, but not enough. One of the areas in which we are working on is the area of Gender and Women's Economic Empowerment. We need to figure out how to activate intentional capital to this stream. Because the data proves time and time again that there is value in investing in female employees and women-owned enterprises.



SDGs, Impact Investing and the idea of paradigm shifting and problem solving. We need to develop social innovators and entrepreneurs - There is a big opportunity in technology focused FDI with tech start-ups. The pace of digital transformation needs to drive the push for the advocacy of the SDGs and doing good business and the triple bottom line.

## CLOSING REMARKS: THEMES

- Investing in Africa is this paradigmatic moment for the continent and is inviting various stakeholders including DFIs and independent investors from across the globe.
- AFCTA is the heart of investment confidence in intrastate trade and development talks.
- Partnerships and collaboration is prime in executing the policy frameworks and projects, and conferences like these hotbeds for creating such opportunities.

Funding the female economy is a trillion dollar opportunity for prime stakeholders who wish to engage in economic development, having the AWLN fund leading with hundreds of thousands of dollars of investment commitments from heads of state, including Rwanda's Paul Kagame.

**VUYOLWETHU DUBESE**

*Associate of Impact Acceleration, Impact Amplifier.*



### 3. FUTURE OF EDUCATION IN AFRICA

Moderator Faith Wich- Founder of Global Women Social Enterprise – Denmark



#### Highlights from Panel and Floor

- Africa needs to re-evaluate their current curriculum and learning material and ensure that it is updated and fine-tuned to prepare the next generation.
- Develop an advanced and progressive education system that factors in the context of the Diversity, culture, languages and promotes regional collaboration across Africa. Language is culture!
- Promote local languages in education – this will not only enhance faster learning but also maintain the rich African languages which are a foundation for many languages.
- Religion and Education are key components of society and help to shape the narratives, values, identity and social norms whether good or bad. African Spirituality, culture and traditions should be taught and explained in the right context with a sense of appreciation, respect and pride.
- Education of African needs to be practical and relevant for Africa's context
- Education Policies and curriculums need to undergo periodic reviews to ensure relevance and alignment to the needs of the future.
- Advanced sciences, medicine, naturopathy, Virtual reality , Artificial intelligence and Robotics amongst others need to be embedded into learning to ensure maximum exposure and experiential learning for students.

### MOVING FORWARD

#### Africa in the Past:

Africa was a GREAT civilization with pyramids in Egypt, Sudan and all around Africa we see great structures, minerals and resources that helped make Africa the richest continent on the globe. Many Africans were innovators and inventors of many great things the list is endless. In the past Africa was seen as Great, Innovative, Healthy and Beautiful in every sense!

#### Africa Today :

“Africa’s education and knowledge was passed down through an oral culture and practical learning with skilled tacit knowledge being passed down from experts” The knowledge is mostly backward, stagnant, technology struggling to keep up with other nations and the education, languages and culture is still very much westernized which strips Africans of their spirituality, pride, self-respect, dignity and wealth. Most, If not all, of our education is primarily inherited from the pre-independence era aimed at producing workers not entrepreneurs, think tanks and innovators.

#### Africa Tomorrow :

Is one that embraces its past, strives to be GREAT, works together, celebrates their languages, cultures, spirituality, fashion, land, and enjoys the fruits and spoils of their resources. An Africa that focuses on science, innovation, medicine, integrity, TRUST and loyalty amongst each other. An Africa where contextualized, digitally enabled, value driven, critical thinking, problem solving, and experiential learning is made available to all who want and need it. In a nutshell the Africa of the future reflects to some extent the Africa of the past, one that was Great, Innovative, Healthy, people and community driven and Beautiful in every sense!

In partnership with  
**Global Women Social Enterprise**





## 4. ROLE OF MEDIA AND TECHNOLOGY IN DRIVING AFRICA'S TRANSFORMATION

### PANEL GUESTS



**ALEX CHAMWADA**  
*Founder & CEO,  
 CHAMS Media Ltd (KENYA)*



**KATHERINE DE SUTTER,**  
*COO Unemployment Benefit  
 Fund, Specialist in Technologies  
 (AI, Robotics, Machine Learning)  
 BELGIUM*



**JOSEPHINE NYIRANYENZIMANA,**  
*chief information office  
 RISA ( Rwanda Information  
 Security Authority)  
 RWANDA*



**DR. ROLLAN ROBERTS**  
*CEO Courageous!  
 Advisor to National  
 Governments  
 USA*

### QUESTIONS POSED

#### 1. Brand Africa

How can Africa approach to a more inclusive way of telling its own stories and shift external perceptions and opinions to shape a favourable brand narrative?

#### 2. Africa's Digital Revolution

- Is Africa undergoing a digital revolution? What is the role of artificial intelligence, virtual reality and digital platforms for exponential learning?
- How can more youth and women be included in the technology and media industries?

#### 3. Information & Data

Is there a scramble for Africa's digital revolution and data (big data, cybersecurity, data protection and Africa's data policies)?



## KEY HIGHLIGHTS FROM PANEL GUESTS

1. There are opportunities for inclusion of more youth and women in technology and media.
2. Women should be encouraged to tell their own stories with the media within their reach.
3. Social media has created an unprecedented opportunity for Africans to own their own narrative.
4. Africa needs to create more culturally relevant stories that speak to specific audiences.
5. More needs to be done to tell the stories of the excluded like rural women.
6. There are challenges with connectivity. Creating apps and devices that can be used offline can overcome this.
7. Social media and media training is needed for more women to utilise technology and media for business growth and story-telling.
8. Cybersecurity is a major cause for concern for Africa. All users of technology so look into cybersecurity E.g. businesses, individuals and governments.

**“The purpose of the panel was to show how Africa can leverage the advancement of media and technology for its growth and development.”**

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## CALL TO ACTION

1. Media and social media training programmes to show women and youth how to leverage and capitalise on technology and media.  
(Alex Chamwada)
  2. Advanced cybersecurity systems for corporations and SMEs.  
(Dr. Rollan Roberts)
-



## 5. TIMELESS 2020 SESSION TOPIC: YOUTH PANEL

*Africa's Succession Planning; Youth Taking Over,*  
**Moderated by Bode Osenie**

### Highlights

1. Youth Policies – Empowering Youth to Take their Position Socially & Economically
2. Enabling Environments – Helping Youth Create
3. Innovate & Build Future-Proof Businesses
4. Youth Funding – Financial Resources & Support for Youth
5. Bridging the Skills Gap- Technical Skills and Skills for Industry
6. Generational Mentorship – Passing the Baton Africa's Untapped
7. Million Dollar Sectors – Sports, Culture & the Arts

### Themes

- Leadership
- Empowerment
- Entrepreneurship
- Social Communities
- Media Interaction
- Building Bridges
- Celebration and Recognition



## QUOTE:

**“TELLING  
 YOUR STORY  
 FROM A  
 PLACE OF  
 POWER NOT  
 PAIN WHICH  
 BRINGS  
 ABOUT  
 CHANGE”**





**Name:** Victor Tarfa (United Kingdom)

**Occupation:** CEO & Founder of The Victor - He is International Transformation Coach / Trainer / Speaker / Author of seasons of life

**Today** - He delivers leadership training and keynote speeches to inspire, motivate people and brands all over the world He has also co-founded Generation Nehemiah; a not for profit organisation that helps create sustainable community wealth in the Northeast of Nigeria Fun Fact - Changed his name from Dauda to Victor while he was at his National youth service

**Vision** - *Is to inspire a new generation to take responsibility and create the future they want to see*



**Name - Irene Logan (Ghana but born in Liberia)**

**Occupation** - CEO + Founder of Tribassa which aims to showcase Africa to the world is a fashion & lifestyle powerhouse that employs local and global artisan to bring to life her designs.

- Also a singer and Actress with multiple award nominations accolades since 2006.

**Today - Fun fact** - Loves languages German story - moral of the story always be yourself.

**Vision** - *Is a strong advocate for the philosophy of never giving up and has an initiative to help young people I AM THE Future Launched with the UNHCR To Build Capacity to deal with issues from career progression, personal and global development to*



**Name - Rosette Nkundimfura (Rwanda)**

**Studies** - Political science bachelors graduate is now

**Occupation** - Founder of Girls leaders forum Rwanda and also a gender specialist at ADRA. Her focus is to help develop the key values that will transform girls into purposeful and powerful women leaders

**Today** - Mentoring that spans 25 universities, 5 high schools and over 300 girls

**Vision** - *Empower girls to become self reliant and confident to be assertive tackle the typical challenges that they face from leadership issues, sexual reproductive health and entrepreneurship.*

# Key Thoughts from the Conference

- We need to amend our ways, taking accountability and nurturing the the discipline that's needed if we as a continent is to truly evolve
- Time is Money - we need to Save Both. Taking initiative to be on time and respect its value.
- The Continent needs a Shared Knowledge Base to allow us to scale up our ideas and implement things faster, cheaper and efficiently. Access needs to be made possible
- In our mission of moving from Local to Global we want to turn the Hopeless into the Hopeful
- Inviting men into the conversation of empowering young women so that it's a balanced, collaborative and progressive change on the continent. Men also need to mentor young men to develop strong and confident leaders across family community and marketplace
- Exponential learning is needed to catch up so we can compete with the rest of the world.

## 3 Phase strategy - Approach & Strategy on how to Empower the Youth

by Bode Osenie

1. Planting the seed - What's the approach needed to change the mindset of our young people helping tap into the internal desire and be inspired to take their position socially and economically.
2. Nurturing the seed - What's the next Step in how we apply the knowledge, skills & tools we have to support the youth. From their environment we create, funding, bridging the skills gap, mentorship
3. Celebrating the seed - Showcasing the wins, exposing the untapped million dollar sectors such as sports, culture and the arts. How can we pass the baton and celebrating the benefits of our efforts?



# Key Thoughts from the Conference

1. I want to take a walk through your mind and understand your journey through entrepreneurship, mentorship and business. What one true asset or characteristic, that if a seed were to be planted in the young people in Africa, will help in their quest from taking their business from local to global.
2. As we are now fully in the technology and information age its safe to say there can be no excuses as to how to make things happen, how to implement polices, how to influence culture and I can go on. Countries like Rwanda are truly inspiring the continent in leading the way in healthcare, leadership and developing rich culture. My question is as change makers what are some of the checks and balances, support systems that we can put in place to level the playing field for young people in helping them to strive to innovate and be confident to take action and help them use the resources to scale their personal learning's as well as their business endeavors.
3. How can we better share the success and amazing stories of our youth across the continent in order to create a sustainable cycle of growth, cycle of evolution, cycle of inspiration, and cycle of innovation to really truly transform the face of Africa?

## What seed needs to be planted in youth to take their businesses from local to global?

1. Imagination and focusing on where young people want to be is important in their development.
2. Hope and vision for things getting better.
3. Developing our kids from the home.
4. Attitude modeling to be distributed and sharing and sought from other African nations.

## What can we put in place to level the playing field for youth?

1. Mentorship - Painting the full picture of the journey not just the destination
2. Confidence - Social media - Sparking a revolution with one tweet
3. Political Support - The power to push our agenda
4. Love is the answer and needs to be included in more content



**“YOU HAVE  
THE RIGHT TO  
BE HEARD SO  
ADVOCATE  
FOR YOUR  
LIFE.”**

## What can we put in place to level the playing field for youth?

1. Social media - getting through to the minds of young Africans and helping to define their why and finding the one person that can
2. Qualified young people poster boy or girl
3. Proud - young people should learn to be proud and making the best of home (Africa)
4. Sharing and creating stories that young people can relate to and be influenced by
5. Listen to our youth and apply the solutions that they suggest
6. Constantly work on Innovative ways to encourage change
7. Passing the baton initiatives to keep the youth engaged and exposed to various opportunities scenarios
8. Rights vs. Responsibilities from young children and make them accountable



# HIGHLIGHTS FROM THE FLOOR

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1. Mindfulness of the challenges and more support for women and youth in diaspora in opportunities for setting up Africa.
2. Understanding the realities and creating interventions of mental illness of young people in Africa.
3. Women in all domains to be included and supported.
4. Creating various platforms to support young women.
5. Coping mechanism, self-diagnosis and management to be widely shared and sought continent wide.
6. Managing disappointment for young people can be life changing there for tools/techniques are needed to manage these.
7. You have the right to be heard so advocate for your life.
8. Learning from pain vs. learning from mistakes are key ways to teach the youth to develop their mindset.





**"Role Of Media And  
Technology In Driving  
Africa's Transformation"**

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**"Africa's  
Food & Nutrition  
Security"**

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**"Intimate  
Conversations With  
Global Women  
Leaders"**

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**"Women In  
Non -Traditional  
Sectors"**





## 6. AFRICA'S FOOD AND NUTRITION SECURITY

Moderator – Tumi Frazier, Business Coach and Consultant – South Africa

### KEY HIGHLIGHTS FROM PANEL & FLOOR

- Africa needs to find a way to develop the food value chain end to end. There is great opportunity for wealth and job creation in this sector. However youth are mostly disengaged in this arena.
  - o Youth need to be incentivized to take up work or start businesses in this sector
  - o The Education system should promote learning, interest, data and potential in this area as the potential for overall growth is high ( people, economy, food security )
- Food NUTRITION is critical for developing the quality of the workforce of Africa as nutrition especially in early years of development influences brain performance.
- Mechanization is key for driving food production, efficiency and productivity. We need to invest in procurement of relevant production equipment and machinery to maximize production, revenue and output.
- Invest in technology acquisition and knowledge transfer for success in Africa's food security. Leverage on Strategic partnerships as a key driver for success.
- Africa's research and science should be put to work to develop relevant species of food and seeds to feed the continent.
- Investing in post-secondary education for youth in this sector will create interest and build the skilled workforce that is must needed to deliver food and nutrition security.

### MIND BUSTERS IN AFRICA

*“Agriculture is for the poor “*  
- No it isn't. actually Africa's billionaires will be found in this space

*“Agriculture is not cool “*  
- It actually is ~ when you think about how cool the food you eat is, producing it is likely to be fun

*“Agriculture is for losers“*  
- No actually ~ winners who are winning by feeding Africa, winning by feeding the world, winning by creating jobs and wealth for now and the future

*“Agriculture is for the old“*  
- Actually the youth are stronger, dynamic, energetic and creative – we need you to drive food and nutrition security and build profitable agri-businesses



## 7. INTIMATE CONVERSATIONS WITH GLOBAL WOMEN LEADERS

Moderator : Robbin Jorgensen, CEO Women Igniting Change

**Women and health – reproductive , emotional and mental health is critical for the overall wellbeing of women.**

– Njambi Koikai

○ Severe endometriosis a condition one of our panelists had and is in simple terms severe cramps and bleeding during menstrual cycles. This condition by description may seem normal to most women but our panelist says that it is by no means normal and every women suffering severe cramps should have it reported and checked my medical experts.

○ The condition is underreported , unable to be treated in Africa and excluded in the medial options in the region.

○ Policies should be put in place to protect and safe guard the lives of women and girls from life threatening conditions.

**Women and leadership**

– All Panelists

○ Leadership won't come on its own, go for it .

○ Do not fear to present yourself for position , you can do it – Overcome fear.

○ Build a support system to help you win and pick you up when you fall.

○ Master emotional intelligence to thrive in the board room with your peers .

○ Women need to work with and support other women.

○ Women Undergo the same challenges across the divide.

**Women and roles**

– Meicha Goehagen Moguche

Women tend to balance multiple roles in their lives. Sometimes it becomes overwhelming to be great at ALL roles . Pressure mounts and feelings of underperforming in some areas lead to guilt. Women need to realize that they don't have to be superhuman and prefect at all things . That they may never achieve the "life work balance" . what they need to do is Be PRESENT at each stage and moments of their lives .

Our Panelist recommends a 4x1 rule of life to equip women to recharge, rest and rejuvenate.

○ Spend at least 1 hour a day for self care.

○ Spend at least 1 day a week for self care.

○ Spend at least 1 weekend a month for self care.

○ Spend at least 1 week a year for self care.

A N N O U N C E M E N T



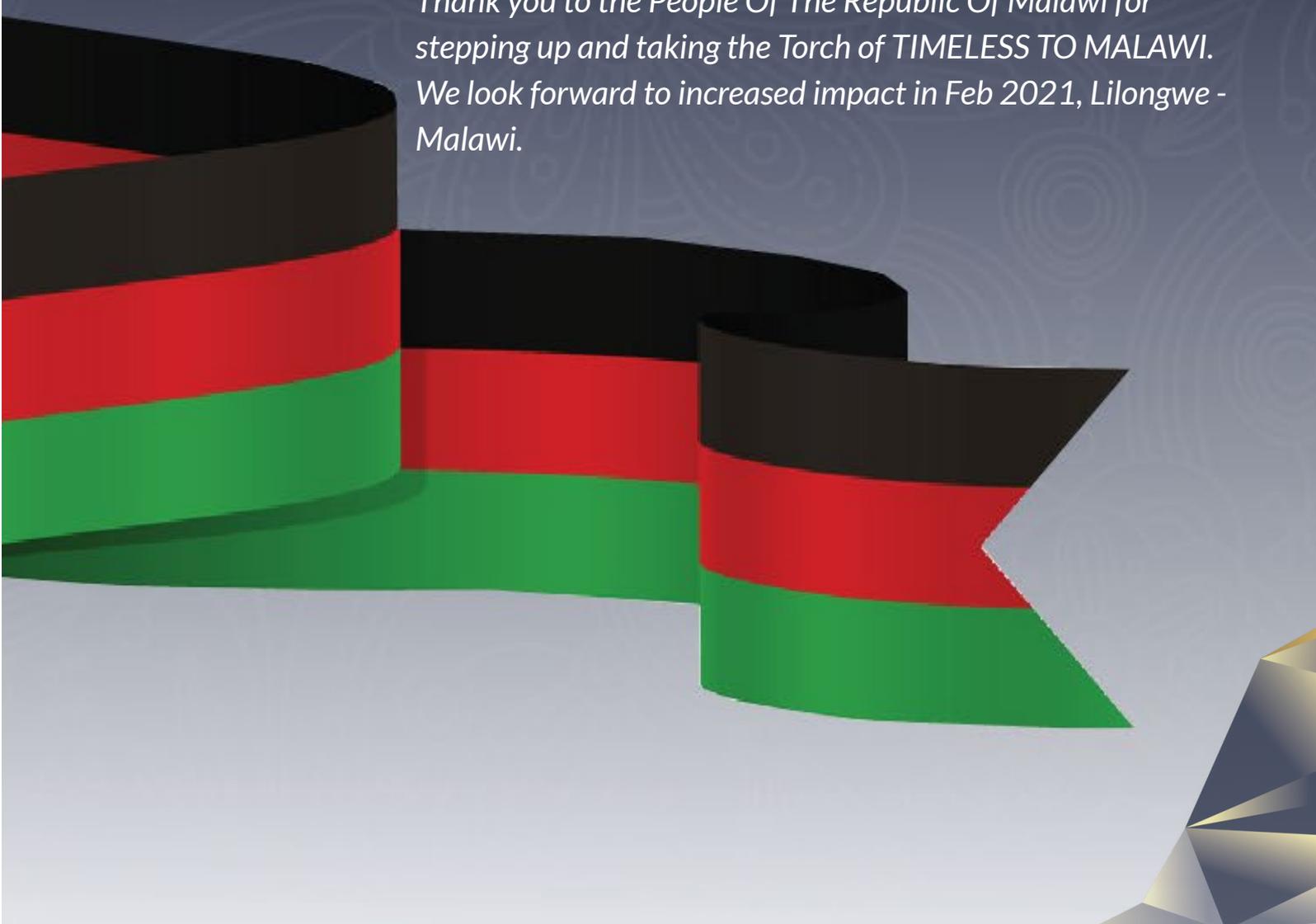
**TIMELESS  
WOMEN'S  
CONFERENCE**

**2021**

**M A L A W I**

**JOURNEY TO MALAWI**

*Thank you to the People Of The Republic Of Malawi for stepping up and taking the Torch of TIMELESS TO MALAWI. We look forward to increased impact in Feb 2021, Lilongwe - Malawi.*





# DAY 2

KIGALI, RWANDA

THE MARRIOTT  
HOTEL

# EMPOWERING AFRICAN ENTERPRISES

DAY 2 - 21<sup>ST</sup> FEBRUARY, 2020



## MC's Remarks

Conferences are not about eloquent speakers and fancy rooms. All of that means nothing if the agenda fails to live and be established beyond the conference meeting. Timeless Conference tackled topic that nudged women to rethink the role and position in the African narrative. The overall theme of moving from consumption to production framed the mindset of establishing global linkages and partnering beyond our African borders. The message was clear: civil society, governments and corporates should intensify their efforts around nurturing Africa's talent pool so that we produce critical thinkers and problem solvers with a balanced women representation. I am excited about the ground work that still needs to be done beyond the conference, I am excited about the Timeless networks that have been formed in other African countries and I am more excited to see what Malawi has in store for TWC 2021.

## Convenor's Remarks

"Today we make our conversations practical by discussing ways in which we can empower African enterprises and culminate in actual trading and showcasing of African products and services. Let us commit to playing our part to drive the economy of the continent, creating job and wealth and strengthening her position on the global platform".



**EXCITING NEWS!!!!**

**Launch of the  
Timeless Women  
Networks**

**21.2.2020**

# EXCITING NEWS!!!!



TIMELESS GOING REGIONAL & GLOBAL



## 01 Launch of the Timeless Women Networks 21.2.2020 Represented by :

- USA
- Malawi
- Cameroon
- Zimbabwe
- Nigeria
- Zambia
- Botswana
- South Africa
- Rwanda



**EXCITING NEWS!!!!**

**Launch of the  
Timeless  
Champions  
of Change.  
- GLOW  
Chapter -**

# EXCITING NEWS!!!!



TIMELESS GOING REGIONAL & GLOBAL



## 02 Launch of the Timeless Champions of Change.- GLOW Chapter , 9 Countries

TWOW in Partnership with GWSE



Ghana,  
Malawi,  
Zambia,  
Zimbabwe,  
Senegal,  
Madagascar,  
Uganda,  
Kenya,  
Rwanda

**“Youth are the future of the world. They are vibrant, passionate, gifted, uninhibited and full of great ideas. It is time that we focused our attention towards the youth through deliberate efforts to support and empower them.”**



Excerpt from TWC 2019 - Indeed Youth are the Future.

TWOW in Partnership with GWSE

# WOMEN IN NON-TRADITIONAL SECTORS: PANNEL SESSION



# TIMELESS TUNES

**Hellen Mtawali – bringing  
fun and life to the TWC  
2020 environment.  
Performing to the tunes of  
Africa.**

**Thank you !**



## 8. WOMEN IN NON TRADITIONAL SECTORS PANEL SESSION

Moderator – Robbyn Emerson, President – Women in Real Estate -KE



*Data shows that women play a significant role informally in a number of male dominated sectors. However their inputs and support is largely underplayed. Budgets for women in these sectors is minimal and the entry barriers are significant.*

*Men play a key role in opening doors for women in these sectors and can either be bridges or barriers. The role that men play cannot be underestimated to ensure maximum assimilation of women into these sectors. Wisdom of how to engage and awareness of how we behave will go a long way in ensuring women stay on top of their game.*

**“Katherine Ichoya, former CEO FEMCOM COMESA”**



*Men and women enjoy the same chances . Women should take up the opportunities, get skilled and build confidence to deliver . It takes confident men to engage with women as peers and not be intimidated but rather support their contribution as equals. Emotions are healthy and showing them is not a sign of weakness whether as a man or woman. If the tears don't flow then they choke, I don't have a problem letting my tears roll down, it does not make me less of a man.*

**“ Eng Patrick Obath , Trustee Kenya Private Sector Alliance”**



# WOMEN IN NON TRADITIONAL SECTORS PANEL SESSION

*Mentorship of our youth is important to move Africa forward. In Malawi, we promote empowerment of women, children and girls.*

*There is need to increase more women in decision making to influence legislation , inclusion and performance in male dominated sectors. Protection of women from gender based violence and sexual abuse is important to maintain a healthy environment in what would otherwise become a an unsafe and uncondusive environments for women to work.*

**“ Mercy Safalaoh – Director of Gender , Ministry of Gender – Republic of Malawi”**

*Creating a support system for women who work in the high pressure, high demand corporate life is critical to maintain sanity, productivity, balance and effectiveness. Women need a healthy support to be able to grow as they fulfill life’s demands including motherhood. Given a chance and once they feel supported , women will begin to take bolder steps to take up positions of higher leadership in the marketplace and contribute favorably to national development.*

**“ Lucy Schalkwijk - CEO Career Women's Network (RWANDA)”**



*National policies and strategic pragmatic frameworks are necessary to attract , maintain and assimilate women into the workforce. A consolidated approach to women’s empowerment makes it effective and efficient to determine and support women to access opportunities throughout the chain.*

**“Jacqueline Kamanzi - Executive Secretary of the National Women's Council of Rwanda”**



# “EMPOWERING AFRICA ENTERPRISES”



## KEY THOUGHTS

**Moderator - Ms Tumi Frazier, Business and Professional Coach , South Africa**

*Inclusivity and diversity is important to succeed in business. Look for diversity, surround yourself with people who are smart and can challenge your thinking. If you are the smartest person in the room, you are in the wrong room. You will only produce and excel to the level of the people around you. Guard your space, be ruthless and fierce with who you listen to and what you let in. Root out anything that does not serve your purpose.*

**“Dr Rollan Roberts – CEO Courageous |Advisor to National Governments”**



*Africa must move from Consumption to production. Stop importation of goods, consume our own goods. Let's be proud of developing our own things. We need to pay our debts. How can Africa pay its debts? If we want to pay all our debts, Africa must be willing to sacrifice something. Africa must accept to sacrifice current consumption habits and save money. Creating a culture of savings is critical for sustaining our future and that of the continent. Our governments should consider passing a law on mandatory saving of a % of our incomes and some of the money spent on spurring industry and the rest to pay our debts.*

**“ Mr Hosea Kili - Group CEO – County Pension Fund KE, Chair EACASSA East and Central Africa Social Security Association “**

# KEY THOUGHTS

*Success is about trust, we need to build trust among ourselves.*

*Success is about commitment, engagement and consistency. Consistency drives achievement. - Women are achieving great things in the region and now need to leverage on the platforms that have been created to provide access to information. The 50 Million African Women Speak (50MAWS) Application seeks to provide access to information for women in the region to enable them to work and access opportunities between themselves. Get expertise in areas you want to drive change.*

**“ Hon Christophe Bazivamo - Deputy Secretary General - East Africa Community Secretariat “**



*Look for skilled people, look at the people who surround you. Seek experts in key areas to drive the vision you have. Engage with them. Don't try and fix everything by yourself. Look for people who compliment your strengths. Empower those who work with you, build their capacity. Position them for the future.*

**“ Ms Jeanne Francoise Mubiligi - President, Rwanda Chamber of Women Entrepreneurs “**

## TAKE AWAYS

*People mostly begin businesses through focused groups surveys to determine what people are looking for and what they need. The more successful approach is probably the Steve Jobs approach which is to innovate and let innovation lead to create the needs around since most people don't even know what they need. If people were to be asked if they needed a mobile phone before they were made, they probably would have said No as they were comfortable with the landlines and phone booths that existed then. It is possible that they couldn't envision what a mobile phone could look like let alone what it could do. But now we carry them everywhere we are and don't go anywhere without them.*

*“ Entrepreneurs will drive the economy – they are the masters of the current and future economy”*

*“ Innovation is a key driver for enterprise development and economic growth”*

*“ Don't wait to be asked, Don't wait to be affirmed, Just start “*

# LAUNCH OF TIMELESS MARKETPLACE TWC 2020



**“ Moving from Local to Global works 2 ways: Africa to the external and the External to Africa”.**

*Moving from Local to Global implies a shift in multiple dimensions.*

- Mentally – shifting the mindset from a local mindset to a global one. Implies expanding your world view, your belief system, your perspectives and your vision
- Standards – delivering global standards in services or products . ensuring that you can compete globally.
- Markets – moving your product or service offering beyond your locality
- Geographically – from one location to another
- Dynamism – embracing multicultural diversity and inclusivity in team setup , skill set and expertise

Moving from Local to Global does not depend on level of exposure of development. In an instance of the USA moving to Africa and Africa moving to the USA - both perspectives represent 2 sides as each is expanding their territory beyond their local comfort zone. Today we experience Africa beyond our normal comfort to trade and connect outside of our natural comfort zones.

*Our Star event planner – Gracie from Rwanda took a leap of faith beyond her comfort zone to setup the 2 days event for the TWC 2020 – Rwanda. She did a splendid job and immediately her business has taken a turn from Local to Global standards and exposure .  
Thank you Gracie!*

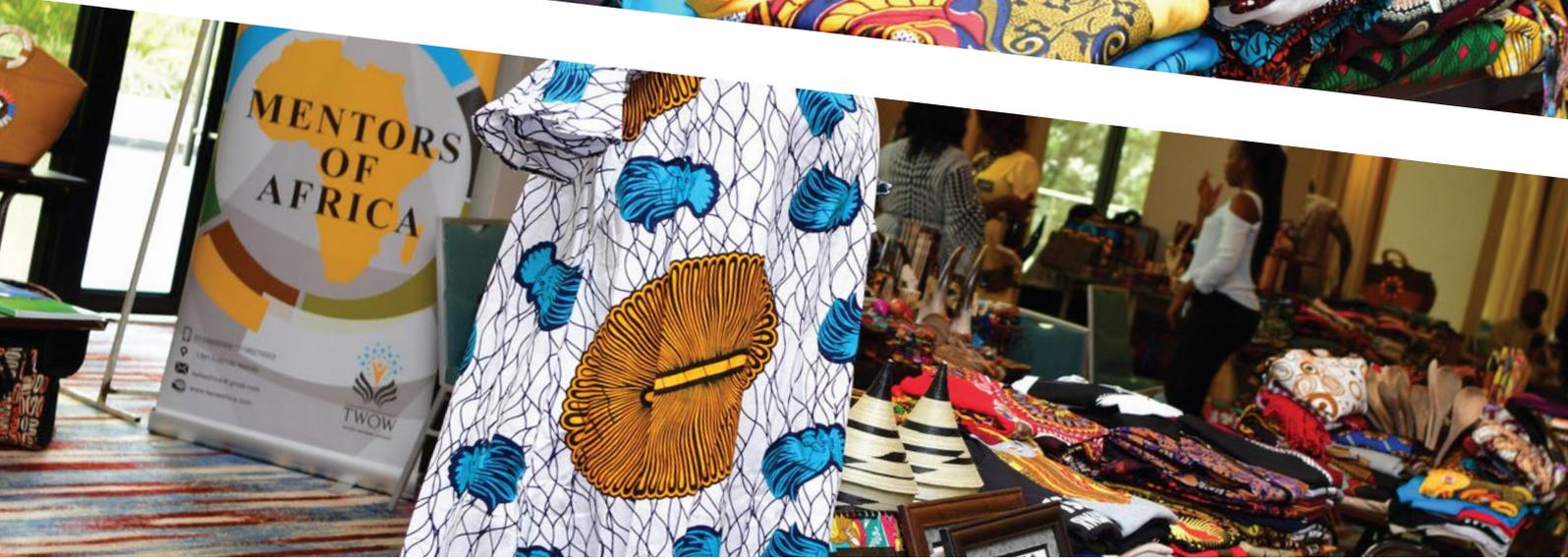


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# LAUNCH OF THE TIMELESS MARKETPLACE TWC 2020

## HOW TO UP OUR SOCIAL MEDIA GAME





**BUY, SELL, LEARN AND TRADE.  
EXPERIENCE 'MADE IN AFRICA' PRODUCTS AND SERVICES  
- HEALTH, WELLNESS, NUTRITION, HAIR & BEAUTY  
MAKEOVERS, BEVERAGES ON THE GO, BUSINESS POWER  
TALKS AND MORE**

# TIMELESS STAKEHOLDERS FORUM

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(INVITE ONLY)



**BOOKS FOR AFRICA SIGNING PARTNERSHIP WITH TIMELESS**  
“ Enhancing reading and literacy levels in Africa “



*Closed door meeting with stakeholders to deliberate on private engagements*

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# OUTCOMES FROM TWC 2020 KIGALI-RWANDA

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## LEADERSHIP

- Enhance Mentorship throughout the continent
- Scale-up experiential opportunities to build up proteges especially young leaders
- Women need to build confidence and uptake positions of higher leadership
- A need to Push for Gender sensitive Policies, Gender sensitive frameworks to implement the policies and Gender responsive budgeting to mainstream implementation.

## EMPOWERMENT

- Invest in and Develop skills for industry within the high value chains in industry
  - o Agriculture
  - o Infrastructure
  - o Blue economy
  - o The arts, culture and sports
- Implement Policies that enhance the creation and scale-up of more vocational training centers

Commitment : WIRE ( Women In Real Estate) organization to collaborate with TWOW (Timeless Women of Wonder) organization to enhance, empower and support women within the construction industry to qualify, access mentorship and apprenticeship and to grow within the sector.

## ENTEPRISE

- Develop programs and opportunities that will link African businesses with investments
- Connect Africa to trade , unlock Intra African trade opportunities
- Leverage on Applications such as 50 MAWS App that connects over 50 millions women in Africa - Launched by the East Africa Community Secretariat.

Commitment: The TIMELESS Platform will facilitate Linkages between African Enterprises and investors bringing solutions for financing that works for Africa.



# OUTCOMES FROM TWC 2020 KIGALI-RWANDA

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## BUILDING STRONG COMMUNITIES

- Education - increase literacy levels in Africa through reading
- Youth – Support, position, mentor and empower youth to lead, work and grow the economy of Africa

Commitment: Books for Africa signed an MOU with Timeless to provide unlimited tranches of books worth over \$ 250,000 to African Countries at a time. Participation of recipient countries required.



## MEDIA

- Enhance positive content that will shift the narrative of Africa
- Develop and publish stories that empower Africa and promote participation of women in the economic transformation of Africa

Commitment: Chams Media signed an MOU with Timeless to promote media that enhances the image and promotes the positive narrative of AFRICA . Re-align content that will spur positive action for Africa.



## KNOWLEDGE AND NETWORKING PLATFORMS

- Establish Timeless Networks in Other countries.
- Create a culture of knowledge sharing and access to information .
- Knowledge is Power.
- Continue to rotate the Timeless Women Conferences throughout Africa and beyond.

Commitment : Republic of Malawi to host the Timeless Women Conference (TWC) 2021



*PRIVATE*  
**CELEBRATION  
DINNER**



THANK YOU  
TWC STRATEGY &  
IMPLEMENTATION TEAMS



Thank you to the TWC2020 Secretariat, those present and those virtual. Your tireless efforts and sacrifice made TWC 2020 Kigali a great success. Blessings to you all.

THANK YOU TO OUR PARTNERS



Republic of Rwanda



Republic of Kenya



MALAWI



