



HOW AFRICA TRANSFORMS AFTER THE VIRUS

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Nation Media Group
Media of Africa for Africa

10TH - 11TH DEC. 2021 / ACCRA • GHANA

    KusiAfrica / #kusifest2021 / www.kusiideasfestival.com



The Nation Media Group created the Kusi Ideas Festival three years ago as a pan-African platform to examine our continent’s place in the world; its citizen’s problem-solving ideas and innovations; and how these prepare us to deal with the coming challenges. This is living up to our mission to be the “*Media of Africa for Africa*”, which aims to contribute to shaping the agenda to position Africa as a leading player in global politics and economics.

The inaugural festival, co-hosted by H.E. Paul Kagame, President of the Republic of Rwanda, was convened under the theme, “*The Next 60 years in Africa*” on 8th – 9th December 2019, in Kigali, Rwanda, as the highlight event of NMG’s 60th anniversary celebrations. The conference attracted 1,600 delegates (business leaders, policy makers, diplomats, innovators, researchers, young entrepreneurs, and students) from five continents and was graced by H.E. President Felix Tshisekedi of the Democratic Republic of Congo, Africa Union Commission Chairperson H.E. Moussa Faki Mahamat and Africa Union High Representative for Infrastructure Development and former Prime Minister of Kenya, H.E. Rt. Hon Raila Odinga.



Kusi Ideas Festival 1
conference attracted

1,600
delegates

The second edition of the festival, hosted under the theme “**Towards a Post-Covid Africa: Recovering Together**” was held against the backdrop of a global pandemic and sought to explore the impact of Covid-19 on the African continent and the innovations, opportunities and partnerships that will enable it to survive and thrive in a post pandemic world. The festival was recently awarded second place in the “**Best Use of an Event to build a News Brand**” category at the International News Media Association (INMA) Global Media Awards 2021.



Kusi Ideas Festival 2
conference attracted
460 M
Social Media Reach

Kusi 2020 in Numbers

14,000

Virtual Participants



44

Countries



83


Cities



230

In-Person Delegates





This year's conference, which will be a hybrid of virtual-and-in-person event, comes nearly two years into the Covid-19 pandemic that has upended the world and Africa in ways nothing else has in nearly eight decades.

Despite some scary doomsday scenarios at the outbreak of the pandemic, Africa has not been wiped off the face of the Earth. If anything, it has confounded the pessimists. Despite having 16.72% of the total world population, so far it has carried only 3.58% of the global Covid-19 burden as at the start of October (World Health Organization). No doubt, the damage to economies, education and livelihoods has set back some countries by a generation, but Africa has lived to fight another day.

The third edition of ***The Kusi Ideas Festival*** will be held on **10th – 11th December 2021**, at the **Accra International Conference Centre** under the theme ***“How Africa Transforms after the Virus”***.

SUBTHEMES



Taking Forward the Lessons
Learnt from Leading During
the Pandemic



New Opportunities
for Accelerating Pan-
African Trade



Vaccination; the Killer
App that will Get Africa
out of Crisis



Technology, Innovation
and Creating the Next
African Wins



Beyond the Return:
African Diaspora and
New Possibilities



Story Telling, Creative
Industries & the
Promise of Africa



Open Borders,
Connecting Africa and the
Infrastructure Challenge



Climate Change,
Feeding a People &
Ending Hunger



Ghana Urban Population

4.2 Million
as of 2020

Ghana is a country in West Africa that spans the Gulf of Guinea and Atlantic Ocean to the South, sharing borders with the Ivory Coast in the West, Burkina Faso in the North and Togo in the East. The country has become the main convergence market between Africa and the black diaspora, following its “*Year of Return, Ghana 2019*”. The event was a major landmark marketing campaign targeting the African – American and Diaspora Market to mark 400 years of the first enslaved African arriving in Jamestown, Virginia.

The Year of Return sought to make Ghana the focus for millions of African descendants reacting to their marginalisation by tracing their ancestry and identity. By this, Ghana became the beacon for African people living on the continent and the diaspora.

The country is also the headquarters of the Africa Continental Free Trade Area and as such fits the bill as the ideal location from which to view the possibilities of Intra African and Diaspora trade in practical terms.

Accra, the capital city of Ghana, covers an area of 225.67 km with an estimated urban population of 4.2 million as of 2020 and is the main gateway to the country through Kotoka International Airport as well as the region’s economic and administrative hub. The city is a bustling metropolis, an interesting city of contrasts where the old blends with the new and where tradition meets foreign cultures.

The **Accra International Conference Centre (AICC)** is a famous meeting venue founded in 1991. The venue boasts six fully equipped halls with a total capacity of 6000.

Event Program

Friday, 10th December 2021

Theme

Moderator

Registration and Networking

Opening Ceremony

- Choreography by The Ghana Dance Ensemble
- Welcome from Ghana Tourism Authority
- Opening Remarks

Prince-Moses,

General Manager, Asaase Radio

Anita Erskine,

Founder and Lead, Anita Erskine Media and BossLady Productions

Presidential Perspectives: Taking Forward the Lessons Learnt from Leading During the Pandemic

Dr Akintoye Akindele,

Chairman & CEO, Platform Capital

Photo Session

Cocoa Break

New Opportunities for Accelerating Pan-African Trade

Julians Amboko,

NTV Business Editor, Moderator

Lunch Break

Beyond the Return: African Diaspora and New Possibilities

Dentaa Amoateng,

MBE, President of GUBA Enterprise

Vaccination; the Killer App that will Get Africa out of Crisis

Smriti Vidyarthi,

Senior News Anchor, NTV Kenya

Day One Wrap Up

Saturday, 11th December 2021

Technology, Innovation and Creating the Next African Wins

Anita Erskine,

Founder and Lead, Anita Erskine Media and BossLady Productions

Cocoa Break

Open Borders, Connecting Africa and the Infrastructure Challenge

Prince-Moses,

General Manager, Asaase Radio

Lunch Break

Climate Change, Feeding a People & Ending Hunger

Smriti Vidyarthi,

Senior News Anchor, NTV Kenya

Story Telling, Creative Industries & the Promise of Africa

Joseph Warungu,

Managing Editor, NTV Kenya

Closing Ceremony

Sunday, 12th December 2021

Accra City Tour (USD 10 per person)

Program Themes and Speakers

Presidential Perspectives: Taking Forward the Lessons Learnt from Leading During the Pandemic



Dr. Akintoye Akindele
Chairman
Platform Capital
Moderator



H.E. Nana Akufo-Addo
President of the Republic
of Ghana



H.E. Yoweri Kaguta Museveni
President of the Republic
of Uganda



H.E. Paul Kagame
President of the Republic
of Rwanda



H.E. Wamkele Mene
Secretary General - Africa
Continental Free Trade Area

New Opportunities for Accelerating Pan-African Trade



Julians Amboko,
NTV Business Editor,
Moderator
Moderator



Rebeca Grynspan
Secretary-General
United Nations Conference
on Trade and Development



Hon. Dr. Peter Mathuki
Secretary General
East African Community



Dr. Joy Kategekwa
Strategic Adviser to the
Assistant Administrator and
Regional Director, United
Nations Development
Programme (UNDP)



Yofi Grant
Chief Executive Officer, Ghana
Investment Promotion Centre

Program Themes and Speakers

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Beyond the Return: African Diaspora and New Possibilities



Dentaa Amoateng, MBE
President & CEO
GUBA Enterprise

Moderator



Professor Wangui Wa Goro
Academic, Translator, Writer,
Poet, Cultural Curator



Akwasi Agyeman
Chief Executive Officer
Ghana Tourism Authority



Katra Sambili
Founder & Executive Director
My Early Bird Africa



Jake Obeng-Bediako
Presidential Coordinator
Youth Engagement &
Strategy - Government of
Ghana



Stephanie Busari
Head of CNN's Digital and
Multi-platform Bureau,
Nigeria

Vaccination; the Killer App that will Get Africa out of Crisis



Smriti Vidyarthi
Senior News Anchor,
NTV Kenya

Moderator



Dr. John Mark Bwanika
Director of Operations
Rocket Health Africa



Dr. Sylvia Vito
Head Africa - Acceleration,
Government Affairs &
Market Access (SSA & FSA)
AstraZeneca



Charles Abugre
Member of Prog Advisory
Committee- Christian Aid



Mimi Delese Darko
CEO, Food and Drugs
Authority

Program Themes and Speakers

Technology, Innovation and Creating the Next African Wins



Anita Erskine
Founder and Lead,
Anita Erskine Media and
BossLady Productions

Moderator



H.E. Anne Waiguru
EGH, OGW
Governor
Kirinyaga County Government



**Herman Kojo
Chinery-Hesse**
Technology Entrepreneur
and Founder, SOFTtribe



Maureen Mbaka
Chief Administrative Secretary
Ministry of ICT, Innovation and
Youth Affairs, Republic of Kenya



**Iyinoluwa Samuel
Aboyeji**
Co-founder of Andela, MD
of Flutterwave



Bright Simons
President
mPedigree

Open Borders, Connecting Africa and the Infrastructure Challenge



Prince-Moses
General Manager,
Asaase Radio

Moderator



Kwame Pianim
Retired Economist and
Investment/Management
Consultant



Clare Akamanzi,
Chief Executive Officer
Rwanda Development
Board



Foster Awintiti Akugri
Founder, Hacklab Foundation



**Silvester Kasuku MBS,
CMILT, MKIP**
Executive Director/ CEO African
Centre for Transport, Infrastructure
and Regional Integration (ACTIR)

Program Themes and Speakers

Climate Change, Feeding a People & Ending Hunger



Smriti Vidyarthi
Senior News Anchor,
NTV Kenya

Moderator



Catherine Krobo-Edusei
Founder
Eden Tree Ltd



Hamza Hashim
Co-Founder & CEO
Capitol Foods



Parvin Ngala
Regional Director (Interim)
Horn, East & Central Africa
Oxfam International



Prishani Satyapal
Founder and Chief Inspiration
Officer
Sustainability Training



Yaw Nyarko
Professor of Economics
New York University (NYU)

Story Telling, Creative Industries & the Promise of Africa



Joseph Warungu
Managing Editor, NTV
Kenya

Moderator



Mutuma Mathiu
Group Editorial Director
Nation Media Group PLC



Dilman Dila
Writer & Filmmaker
A Killing in the Sun



Dr Petina Gappah
Principal Legal Advisor
Secretariat -The African
Continental Free Trade Area



Matthew Rugamba
Founder & Creative Director
House of Tayo



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