



Webinar: Digital Disruption in Africa - Mapping Innovations for the AfCFTA in Post-Covid Times

28 January 2021, 10h – 12h (GMT+2)

SPEAKER BIOGRAPHIES

- **Ms Elizabeth Sidiropoulos, Chief Executive, SAIIA**

Elizabeth Sidiropoulos has been SAIIA’s Chief Executive since 2005. With more than 26 years of experience in the field of politics and international relations, Elizabeth’s expertise lies in South Africa’s foreign policy, South-South Cooperation and the role of emerging powers in Africa. She is a regular commentator in South African and foreign media. She has published on various aspects of South Africa’s foreign policy including on its peace-making model as a key dimension of its soft power, its development diplomacy and edited a volume on SA’s foreign policy in the first decade of democracy – *Apartheid Past, Renaissance Future* (SAIIA, 2004). She has also co-edited two books exploring the rise of the new development cooperation providers: *Development cooperation and emerging powers: New Partners or Old Patterns* (Zed Books, 2012) and *Institutional Architecture and Development: Responses from Emerging Powers* (Jacana, 2015). She is the editor-in-chief of the DHET accredited South African Journal of International Affairs. She is the co-chair of the Think 20 Africa Standing Group, one of the task forces of the Think 20, which is one of the engagement groups of the G20. Most recently she co-edited a volume titled ‘Values, Interests and Power: South African foreign policy in uncertain times’, which was published in October 2020.

Session 1 – Digital Disruption, COVID and the Formation of the AfCFTA (Policy Considerations)

28 January 2021, 10h – 12h (GMT+2)

- **Jamie MacLeod, Trade Policy Fellow of the Africa Trade Policy Centre, UNECA**

Jamie MacLeod is a Trade Policy Expert of the Africa Trade Policy Centre at the United Nations Economic Commission for Africa in Addis Ababa, Ethiopia. He has consulted broadly on trade policy issues, including with the World Bank, the European Commission and the Danish International Development Agency among others, and was formerly a Trade Economist at the Ghanaian Ministry of Trade and Industry. He holds an M.Sc. in Economics for Development from the University of Oxford, where he was awarded the Snell Scholarship.

- **Memory Dube, Regional Integration and Trade Policy Specialist, African Development Bank**

Memory Dube is a Regional Integration and Trade Policy Specialist at the African Development Bank and, in her role, also functions as the AfDB's AfCFTA focal point in Accra, Ghana. She has previously worked for the Delegation of the European Union to South Africa as a Trade and Economic Officer and, prior to that, she spent a number of years with the South African Institute of International Affairs where she was a Senior Researcher in the Economic Diplomacy Programme.

- **Michelle Chivunga, Founder & CEO, Global Policy House**

Michelle Chivunga is the founder and CEO of Global Policy House – a diaspora investment, digital economy and blockchain solution business exploring emerging technologies in the context of emerging markets, trade, enterprise and sustainable development. Michelle has been recognised as one of the 'Top 10 Women in Blockchain in Africa' and one of the 'Top 40 Global Fellows for Fintech4Good', working with the UN and others. She is a Senior Adviser to several governments and global institutions. In addition, Michelle is Ambassador for the World Union of Small Medium Enterprises.

- **Jean-Bertrand Azapmo, Regional Trade Adviser, Office of the AU Commissioner for Trade and Industry**

Jean Bertrand Azapmo is a senior trade diplomat and expert with 17 years of professional experience in trade and trade-related policy formulation, negotiations and implementation in the Africa and Asia-Pacific regions. He provided strategic advice to the AU Commissioner for Trade and Industry on a wide range of trade and trade-related issues, including negotiations of the Agreement Establishing the African Continental Free Trade Area (AfCFTA) and the start of trading; the development of the Trade Section of the AU Digital Transformation Strategy and the AU Digital Trade Strategy; and initiated the AU E-Commerce Conference series in 2018 and has led collaboration between the AU Commission and several Intergovernmental and private sector organisations and entities on digital trade and e-commerce issues. His other areas of work includes the development of the AfCFTA Adjustment Facility; Framework of Collaboration among the AU Commission, the AfCFTA Secretariat, and the Secretariats of the Regional Economic Communities; the establishment of the African Trade Observatory; the building of strategic partnership to advance the Africa trade and investment promotion Agenda.

Session 2 - Digital Disruption, COVID and the Formation of the AfCFTA (Business Considerations)

28 January 2021, 10h – 12h (GMT+2)

- **Drs Alastair Tempest, Chief Executive Officer, Ecommerce Forum South Africa**

Drs Alastair Tempest is the CEO of Ecommerce Forum Africa and CEO of the Ecommerce Forum South Africa. He has served as the President of the South African Institute of Interactive Marketing and COO of the Direct Marketing Association of South Africa. Previously he served as the Director-General of the European Advertising Tripartite; was a Director at Reader's Digest and was Director-General of the Federation of European Direct & Interactive Marketing in Brussels. He chaired the Self-Regulatory and Consumer Protection working party of the Global Dialogue on Ecommerce and was a member of the International Chamber of Commerce's Marketing and Telecoms commissions for 30 years. He has a BA (Hons) from the University of York, an MA from the College of Europe Bruges and read for his PhD at the University of Ghent.

- **John Stuart, Economist and Policy Analyst, Tralac**

John Stuart is an economist and policy analyst with special interests in trade & digital trade, economic integration, technology, data analysis and economic modelling. He began his career in academia at Rhodes University and later the University of Cape Town, after which he entered private consulting with public management consultancies AFReC (Pty) Ltd and subsequently, PBS (Pty) Ltd. He currently serves as an Associate of the Trade Law Centre (tralac) in Stellenbosch, South Africa, and has served as a consultant to the United Nations Economic Commission for Africa (UNECA). Besides economics writing, research and teaching, John has experience in project management, general management, public sector performance management, systems analysis and technology entrepreneurship. He holds an M.Com degree in Economics from the University of Natal (Durban).

- **Mzuzukile Soni, CEO and Founder, BrownSense**

Mzuzukile Soni (Mzuzukile) is an admitted attorney (currently non-practising) by background with over 14 years post qualification experience. Over this period, Mzuzukile carved out his experience in commercial law as well as tech and media law. On 13 January 2016, Mzuzukile founded BrownSense as a closed Facebook group geared to provide Black businesses with access to markets. The group has since then grown to over 200 000 members, with over 154 000 of these actively engaged. Mzuzukile now oversees the BrownSense Group (with the different moving parts led by different members), which has now grown to include a recently launched e-commerce platform called BrownSense.Africa [headed by Keitumetse Diseko]. Mzuzukile is a natural connector, a quality he has used throughout his profession. This comes out strongly through BrownSense, as the platform primarily connects businesses to other businesses, as well as to customers, as well as through the meaningful collaborations BrownSense is involved in. One such collaboration is purchase order funding business, The People's Fund (www.thepeople.co.za) of which BrownSense is a co-founder. The People's Fund, founded in 2017, has outlaid over R130M to enable Black businesses to deliver.

- **Yvonne Kagundu, Kenya Community Coordinator, Paxful**

Yvonne Kagundu is the Kenyan Community Coordinator of Paxful, a fast-growing online marketplace that enables sellers and buyers to interact online and trade Bitcoins. As the Kenya Community Coordinator, she bears the overall responsibility of developing, coordinating, and implementing the Paxful program into the Kenyan marketplace. She also plays an important role in educating Kenyans

on Bitcoin and how they can benefit from it. Therefore, through her devotion and determination, she helps ensure the highest level of accountability and client involvement in the company. Upon attaining her Bachelors of Business Science degree in Financial Economics from Strathmore University in 2018, Yvonne has had her fair share of experience in the Kenyan financial sector, as well as the Bitcoin marketplace. She kicked off her career as an intern in the Kenyan Commercial Bank Group before later securing a position in the Google Digital Skills for Africa as part of the Quality Assurance team. At this point, Yvonne had developed an interest in Bitcoin and later decided to join KuBitX Exchange, where she secured a position as the East Africa Representative and Administrator. Also, Yvonne has consulted with other Blockchain companies such as Aeternity, BitcoinKe, and Zippie Ewallet. She joined Paxful on February 2020 as a moderator and was later promoted to the Kenya Community Coordinator in July 2020.