



***Gender, Economic Growth, and Private Sector Development  
in Africa Training Workshop &  
Formal Launch and Advocacy Workshop of the  
Gender and Economic Growth Assessment & Voices of Women  
Entrepreneurs in Kenya***

May 29-31, Nairobi, Kenya  
Grand Regency Hotel

**Workshop Agenda**

*Objectives:* To build capacity in gender and economics, with a particular focus on women and private sector development (PSD). Workshop presentations will address the relevance of gender for economics, review the links between gender and economic growth in Africa, and tackle gender issues in private sector development, trade, and in access to finance and markets. The workshop will include an overview of how to conduct and implement a gender and growth assessment (GGA), and will draw on the products of the World Bank's Economic Policy and Gender Initiative and the findings of the Uganda and Kenya GGAs and will draw on the products of the World Bank Gender and Economics Policy work Initiative and the findings of the Uganda and Kenya GGAs. The official launch of the *Kenya Gender and Economic Growth Assessment* and the *Voices of Women Entrepreneurs in Kenya* publications will take place on May 30<sup>th</sup>.

Participants will be drawn from several countries in East Africa, and will include government officials from Ministries of Finance, Planning, Trade, and Gender, men and women entrepreneurs, investor councils, business sector representatives, lawyers and advocates, and the principal authors and contributors to the Gender and Growth Assessments.

**Monday May 29, 2006**

**Session 1: Opening Session**

**9:00 – 10:00 Introduction and Setting the Stage**

9:00 – 9:15 *Jean Philippe Prosper, IFC Country Manager*

9:15 – 9:45 Keynote Address: *John Page, Chief Economist, Africa Region*

***The Challenges of Shared Growth in Africa – Why Gender Matters***

9:45 – 10:00 Workshop Objectives and Organization

*Amanda Ellis (IFC) and Mark Blackden (World Bank), Co-Facilitators*

## **Session 2: Gender and Economic Growth in Africa**

### **10:00 – 12:45 Gender and Economics - A Primer**

- 10:00 - 10:40* Gender and Macroeconomics: Conceptual and Methodological Issues  
*Bernard Walters*, University of Manchester, U.K.
- 10:40 - 10:50* Comments, *Andrew Morrison*, Lead Economist, World Bank
- 10:50 - 11:15* Discussion

\* Coffee/Tea \*

### **11:30 – 12:45 The Relationship between Gender and Economic Growth in Africa**

- 11:30 – 12:10* *Stephanie Seguino*, Associate Professor, University of Vermont
- 12:10 - 12:45* Discussion

\* Lunch\*

## **Session 3: Gender and Private Sector Development (PSD) in Africa**

### **2:00 – 4:15 Overview: Gender, Trade, and PSD**

#### **2:00 – 2:20 The Importance of Gender in PSD**

*Amanda Ellis*, Program Manager, Gender Entrepreneurship Markets, IFC

#### **2:20 – 3:00 Gender and Trade in Africa: How to make Trade Reform work for Women and Empower Women to Benefit from Trade**

*Marzia Fontana*, Research Associate, Institute of Development Studies, University of Sussex, U.K.

#### **3:00 – 3:45 Identifying Trade Opportunities in International Markets**

*Meg Jones*, Organization of Women in International Trade

#### **3:45 – 4:15 Discussion**

\* Coffee/Tea \*

### **4:15 – 5:45 Access to Finance**

#### **4:15 – 4:45 Increasing Access to Finance for African Women**

*Sonja Sebotsa*, Women's Development Bank (South Africa)

#### **4:45 – 5:15 Sources of Financing for Women Entrepreneurs (The Example of AfDB GOWE and Business Partners in Kenya)**

*Mary Njoroge*, IFC SSC

#### **5:15 – 5:45 Discussion and Wrap-Up**

**Tuesday May 30, 2006**

**Session 4: Gender and Growth Assessments – Addressing Gender Issues in Promoting Entrepreneurship and Private Sector Development in Africa**

**9:00 – 10:30 Gender and Growth Assessments and Voices of Women Entrepreneurs**

9:00 – 9:30 Overview of Experience To-Date,

*Amanda Ellis, Mark Blackden, Jozefina Cutura*

9:30 – 10:30 Panel Discussion on the GGA process:

*Maggie Kigozi, Uganda Investment Authority (Uganda GGA process)*

*Jacqueline Maleko, Ministry of Trade (Tanzania)*

*Amy Ndung'u, Head of Gender Office, Ministry of Trade and Industry (Kenya)*

10:30 – 11:00 Discussion

\* Coffee/Tea \*

**Session 5: Synthesis and Wrap-Up of the Gender and Economics Workshop**

**11:30 – 1:00 Session 6: Toward Action – Planning Country Responses**

Facilitator: *Mark Blackden*

11:30 – 12:30 Country group discussion on how to incorporate these new tools and approaches in strategies and policies and GGAs

12:30 – 1:00 Recommendations and Wrap-Up

\* Lunch \*

**Session 6: Official Launch of Kenya Gender and Growth Assessment and Voices of Women Entrepreneurs in Kenya**

2:30 – 2:45 Introduction: *Colin Bruce, World Bank Country Director*

2:45 – 3:00 Keynote Address

*David Nalo, Permanent Secretary in the Ministry of Trade and Industry*

3:00 – 3:30 Key Findings of the GGA and Voices of Women Entrepreneurs in Kenya:

*Amanda Ellis, IFC GEM*

3:30 – 4:30 Panel Discussion and Q&A (tentative)

*Beth Mugo, Assistant Minister of Education, Association of Women Parliamentarians*

*Jacinta Mutesi, Head of National Commission on Gender and Development*

*Jane Onyango, Executive Director of FIDA*

*Kiragu Maina, IFC SME Solutions Center Manager*

4:30 – 5:00 General Discussion and Wrap-Up

\*Reception\*

**Wednesday May 31, 2006**

**Session 7: Advocacy and capacity building for GGAs** (Marjorie Margolies-Mezvinsky and Darrell Browning)

9:00 -3:00     *Focus:* This 6-hour workshop aims to equip participants with key skills to take forward the recommendations in the Gender and Growth Assessments. International experts, Marjorie Margolies-Mezvinsky and Darrell Browning will present and lead the discussion on:

- Framing and presenting your message
- Effective media strategies
- Lobbying
- Increasing leadership skills