

Business Mission RWANDA TO BARBADOS

2-8 AUGUST, 2023

Strengthening Economic and Cultural Ties

»»JOIN US





A Warm Welcome Awaits in Barbados

Invest Barbados, Export Barbados, the Barbados Tourism Marketing Inc. and the National Cultural Foundation are poised to host a business mission from Rwanda, in Bridgetown from August 2 to 8, 2023.

The mission, led by the Rwanda Development Board (RDB), is aimed at fostering collaboration and promoting business, tourism and cultural opportunities between Barbados and Rwanda. The mission is supported by a memorandum of understanding between RDB and Invest Barbados, and takes place nine months after an Invest Barbados led business mission to Rwanda.

Barbados, renowned for its warm hospitality and welcoming investment, breathtaking natural beauty, and thriving tourism industry, is honored to host this

important gathering. The island nation offers a wealth of opportunities for investment, boasting a stable and transparent business environment, skilled workforce and attractive incentives. The Investment and Tourism Forum will provide valuable insights into Barbados' diverse sectors, highlighting the potential for mutually beneficial partnerships with Rwanda.

Delegates attending the forum will have the opportunity to participate in insightful panel discussions, informative presentations, and targeted networking sessions. Key industry leaders, government officials, and experts will share their experiences and knowledge, offering a valuable overview into the investment landscape and tourism opportunities available in Barbados.

As part of the programme, delegates will also have the chance to experience Barbados' rich culture and vibrant heritage through cultural tours, artistic showcases, and culinary experiences at a time when Barbados would be celebrating Emancipation Day, The Crop Over Festival and Kadooment Day. These activities, as led by the National Cultural Foundation (NCF) and the Barbados Tourism Marketing Inc (BTMI) will deepen the understanding and appreciation of the cultural ties between the two nations, with particular focus on heritage, film and the arts. The National Sports Council is collaborating with its counterpart in Rwanda to offer a program that includes road tennis, cricket and golf.

Join us and help us 'Strengthen Economic and Cultural Ties'.



Wednesday 2nd August, 2023

Airport Meet and Transport to Official Hotels

3:00pm - 4:30pm

**Arrival of the Business delegates to Barbados.
Meet and Greet at GAIA and transportation to Official Hotels**



Kaye Greenidge
CEO, Invest Barbados

“The Investment and Tourism Forum represents a significant milestone in strengthening the economic and cultural ties between Barbados and Rwanda,” says Kaye Greenidge, CEO of Invest Barbados.

“We are excited to welcome the delegation from Rwanda and are keen to engage in continued, meaningful discussions that will pave the way for mutually beneficial partnerships,” Greenidge added.

The Forum will bring together influential delegates from both countries, including representatives from the RDB, who will engage in meaningful discussions, explore potential partnerships and build lasting connections. With a focus on various sectors of interest, including **Tourism and Tourism Investment, Culture and the Arts, Financial Services, Agriculture and Agro-Processing, ICT, Medical Tourism Health Services, R&D, Life Sciences, BioTech and Film, as well as Sports**, the Forum presents a unique platform for advancing economic growth and cooperation.



Thursday 3rd August, 2023

Speakers and Panelists Subject to Confirmations/Changes

Business Forum

Hilton Barbados

7:45am - 8:30am

**Registration
Breakfast**

8:30am - 8:35am

Welcome Remarks

Kaye-Anne Greenidge, Chief Executive Officer, Invest Barbados
Followed by video

8:35am - 8:40am

Greetings

Emery Rubangenga, Honorary Consul of Barbados to Rwanda

8:40am - 8:45am

Remarks

Prof. Nshuti Manasseh, Minister of State in Charge of East African Community at the Ministry of Foreign Affairs and International Cooperation, Republic of Rwanda

8:45am - 8:55am

Opening Remarks

The Hon. Ian Gooding-Edghill, Minister of Tourism and International Transport, Government of Barbados

8:55am - 9:05am

Opening Remarks

The Hon. Lisa Cummins, Minister, Minister of Energy & Business Development, Government of Barbados



Thursday 3rd August, 2023

Business Forum

Hilton Barbados

9:05am – 9:25am

Setting the Scene: Rwanda - Your New Next Market

Presentation: **Nelly Mukazayire**, Deputy Chief Executive Officer, Rwanda Development Bank

9:25am – 10:15am

Panel discussion: Trade and Investment (Inclusive of Q&A) Topic: Unlocking the South-South Economic Potential

Moderator: **Deodat Maharaj**, Executive Director, Caribbean Export Development Agency

Panelists:

- **Misha Lobban-Clarke**, Executive Director, Barbados Chamber of Commerce and Industry
- **Anthony Ali**, CEO, Goddard's Enterprises
- **Stephen Ruzibiza**, CEO, Private Sector Federation
- **Amb. Christine Nkulikiyinka**, CEO, Rwanda Cooperation

10:15am – 10:30am

COFFEE BREAK



Thursday 3rd August, 2023

Business Forum

Hilton Barbados

10:30am – 11:30am

Panel: International Financial Services (Inclusive of Q&A)
Topic: International Financial Services: The Next Steps

Moderator: Carmel Haynes, Executive Director,
BIBA, The Association for Global Business

Panelists:

- **Karen Perriera**, Owner and Principal, Intercaribbean Legal
- **Justin Cole**, VP, DGM Financial Group
- **Oliver Jordan**, Chairman, Financial Services Commission
- **Jean Marie Kananura**, Chief Investment Officer, Rwanda Finance Ltd



Thursday 3rd August, 2023

Business Forum

Hilton Barbados

11:30am - Noon

Conversation: Health & Wellness
Topic: The Health and Wellness Journey

Moderator: Renatta Mohammed, Director, Investment and Marketing, Invest Barbados

Panelists:

- Steve Andrews, CEO, Soothing Touch Da Spa Inc.
- Dr. Emma Dash, Founder and Medical Doctor, LIVEWELL Clinic
- Dr. Emile Bienvenu, Director General, Rwanda FDA

12NOON - 1:15pm

Networking Lunch



Thursday 3rd August, 2023

Business Forum

Hilton Barbados

1:15pm – 2:15pm

Panel Discussion: Tourism
Topic: Tourism – Building Bridges

Moderator: Marsha Alleyne, Chief Product Development Officer, Barbados Tourism Marketing Inc.

Panelists:

- **Shelly Williams**, Chairman, Barbados Tourism Marketing Inc.
- **Renee Coppin**, Chairman, Barbados Hotel and Tourism Association
- **Harold Jones**, Director (Tourism Investment, Barbados Tourism Investment Inc.)
- **Yvonne Makolo**, CEO, Rwandair
- **Joseph Birori**, MD, Primate Safaris

2:15pm – 2:45pm

Conversation: Film, Culture, The Arts and The Tourism Connection

- **Andrew Wells**, Chief Cultural Officer, National Cultural Foundation
- **Carole Karemera**, Ishyo Arts
- **Matthew Rugamba**, Founder and CEO, House of Tayo
- **Rhaj Paul**, Founder and CEO, Ministry of Style Cre8tive Alliance



Thursday 3rd August, 2023

Business Forum

Hilton Barbados

2:45pm – 3:30pm

Panel: Sustainable Design
Topic: Building Better for our Future

Moderator: Mark Hassel, Consultant, HassellTech

Panelists :

- **Mark Hill**, CEO, Export Barbados
- **Douglas Luke**, Architect
- **Steve Devonish**, Designer
- **Christian Benimana**, Co-Executive Director, Mass Design

3:30pm – 4:15pm

Panel discussion: Technology
Topic: Innovation and Technology - Bridging the Gap

Moderator: Mr. Kevin Simmons, Partner, LoftyInc Capital Management

Panelists:

- **Ramon Dummett**, CMO, Touch Star Robotic
- **Shayne Marshall**, Managing Director, Kitjimanitou Studios
- **Felicity Jaforktuk**, Country Manager, ZeeMoney
- **Patrick Gategabondo**, COO, Irempo (Rwanda)



Thursday 3rd August, 2023

5:30pm

Hotel Pick Up

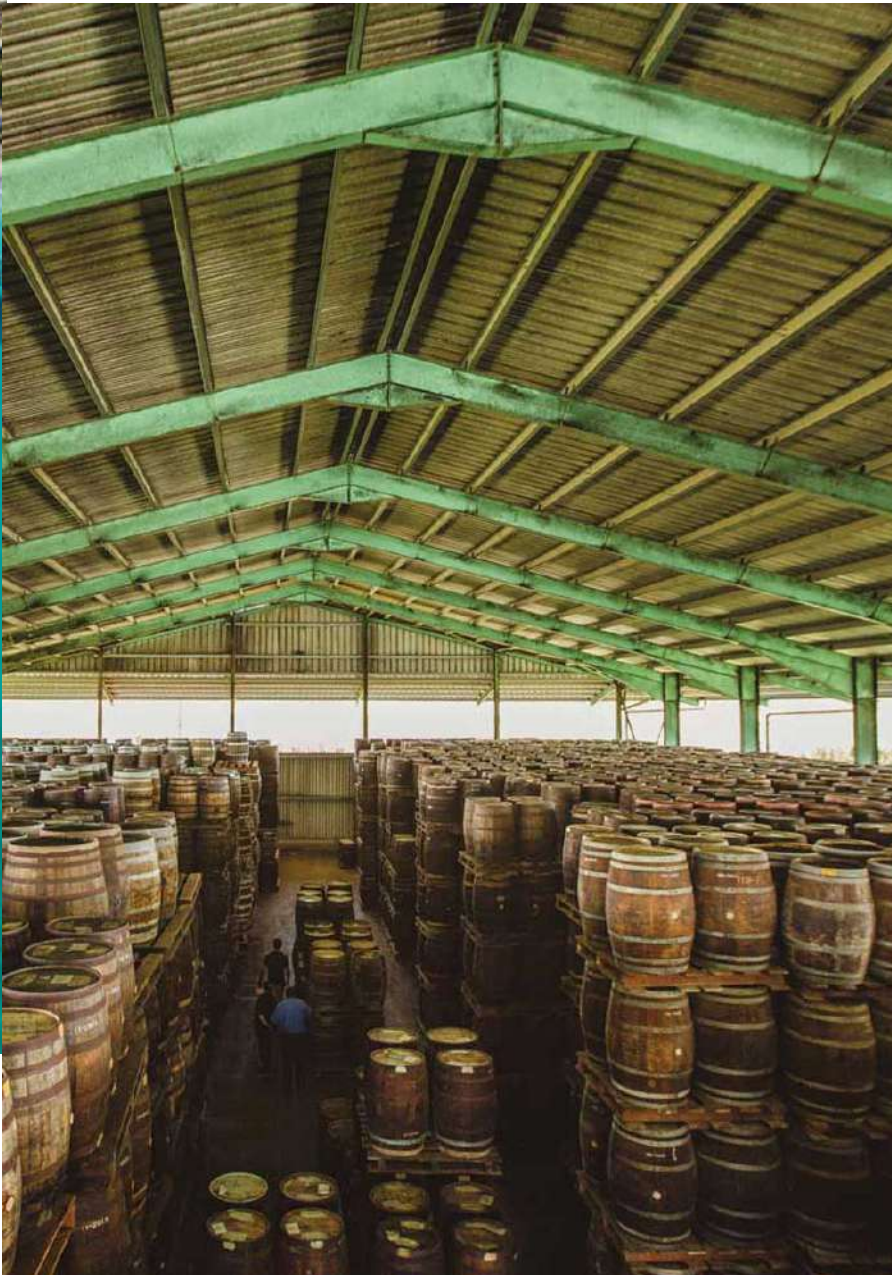
6:00pm to 8:00pm

Emancipation Roundtable Discussion hosted by Prime Minister Mottley

8:00pm to 9:30pm

Reception





Friday 4th August, 2023

B2B Meetings and Business Site Visits

8:30am - 9:15am

**Conversation over Coffee :
The Role of Economic Diplomacy in the Development of Countries**

- Emery Rubagenga, Hon. Consul of Barbados in Rwanda
- Sunir Chandaria, Hon. Consul of Kenya in Toronto, Canada
- Amb. Christine Nkulikiyinka, CEO, Rwanda Cooperation

Location: Garrison Room, Hilton

9:15am - 9:30am

Signing of the Tourism MOU

Location: Garrison Room, Hilton

9:30am - 10:30am

Bilateral Meeting : RDB and Government of Barbados

Location: Hilton Board Room



Friday 4th August, 2023

B2B Meetings and Business Site Visits

10:30am – 12:45pm

Business Site Visits

1. Barbados: Sugarcane and Blockchain – This is Who We Are

Tour of the Foursquare Rum Distillery (Manufacturing)

2. From Seaport to Export: The Sea Moss Story (Oceans Economy)

Tour of the International Food Centre Life Sciences Complex

2:00pm

Be Seated by 1:45pm

Launch of the Afreximbank's Caribbean Branch (by Invitation)

7:00pm - UNTIL

Pic-O-De-Crop Calypso Finals (Cultural Show)

Barbados National Botanical Gardens (Optional)





Saturday 5th August, 2023

B2B Meetings, Business Site Visits, Heritage Tours

8:30am – 10:30am

B2B meetings

10:40am – 4:00pm
Inclusive of Lunch

Heritage Tours

Tour includes Bridgetown Market which provides an opportunity to shop and take in culture (walk with cash).





Saturday 5th August, 2023

FUNDRAISING FETE

7pm - UNTIL

**Optional; tickets available for purchase
Prime Minister's Residence**



Sunday 6th August 2023

Day hosted by the Barbados National Sports Council (BNSC)

3:00 pm – 6:30pm

Cricket Tour of the Kensington Oval

Road Tennis: Demo and Games, Golden Square Freedom Park

Golf – individual arrangements and times to be set





Monday 7th August 2023: Grand Kadooment Day

Day hosted by the National Cultural Foundation

11:00am – 5:00pm

Witness Grand Kadooment Day from the comfort of a hospitality tent along the Kadooment route.



Monday 08th August 2023

Departure of the business delegation from Barbados to Kigali





Emery Rubagenga
Honorary Consul of Barbados in Rwanda

Explore the Possibilities

Emery Rubagenga, the Honorary Consul of Barbados in Rwanda, notes that many challenges that might currently constitute a perceived barrier to the development of the Barbados-Rwanda relationship should actually be viewed as opportunities to be explored in-depth.

“The relationship between Barbados and Rwanda is driven by its leadership; our leaders are committed to having strong diplomatic ties and enabling strategic investment partnerships. This mission will facilitate such exchanges,” he stated.



INVEST
BARBADOS

 **EXPORT**
BARBADOS

BARBADOS
TOURISM MARKETING INC.

 **National**
Cultural
Foundation
Barbados

 **RDB** RWANDA
DEVELOPMENT BOARD

Strengthening Economic and Cultural Ties