



SAM
Nairobi - Kenya
13. - 17.10.2025

**(RE)FOCUSING ON VULNERABLE
PEOPLE TO MEET
UPCOMING CHALLENGES
IN INCLUSIVE FINANCE**

AGENDA



LUXEMBOURG
AID & DEVELOPMENT



African
Institutions
MAIN
Network
Transparency &
Capacity Building


AMFI - K

ada

MONDAY 13 OCTOBER

Training/Presentations/Workshops



TRAINING/WORKSHOPS/PRESENTATIONS



9:30 a.m. - 5:30 p.m.
Introductory training on responsible inclusive finance
Cerise-SPTF
Open, registration required



9:30 a.m. - 5:30 p.m.
Climate adaptation and financial inclusion through inclusive climate and agricultural insurance
Fondation Grameen Crédit Agricole
Open, registration required



9:00 a.m. - 12:00 p.m.
Efficient financing of forestry and agroforestry value chain players
ADA
By invitation



9:30 a.m. - 12:30 p.m.
Entrepreneurs' path to growth journey towards investment readiness: considerations and opportunities
ANDE - ADA
Open, registration required



9:30 a.m. - 12:30 p.m.
Meeting with BRS partner MFI's and alumni workshops (agrifinance and micro-insurance)
BRS
By invitation



9:00 a.m. - 6:00 p.m.
Catapult: Inclusion Africa
LHOFT
Reserved those registered for the programme

BREAKS

10:30 a.m. - 11:00 a.m.
 Coffee break

12:00 p.m. - 2:00 p.m.
 Lunch

The schedule provided above includes only those training sessions that have been confirmed to date. It will be updated regularly to incorporate any newly confirmed events or changes.

TRAINING/WORKSHOPS/PRESENTATIONS



2:00 p.m. - 4:30 p.m.
Meeting with the Microfact trainers
 BRS
By invitation



2:00 p.m. - 5:00 p.m.
Financing the productive use of energy: an opportunity for financial institutions
 ADA
Open to all, registration required. All participation will be confirmed after validation by organiser.



2:00 p.m. - 6:00 p.m.
Research event
 ADA
By invitation



2:30 p.m. - 5:30 p.m.
Impact Bridges: Connecting Europe and Africa for a sustainable future
 Impact Investing Kenya & Impact Investing Advisory Board - Luxembourg Sustainable
 Finance Initiative (IIAB-LSFI)
By invitation



2:00 p.m. - 06:00 p.m.
ARE Investment Academy
 ARE - Alliance for Rural Electrification
Reserved those registered for the programme

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TUESDAY 14 OCTOBER

Conference



🕒 8.45 - 10.00 / 📍 Tsavo A + B / FR + EN

Welcome session

🕒 10.00 - 10.50 / ☕ Break

🕒 10.50 - 12.50 / 📍 Tsavo A + B / FR + EN

Opening Ceremony

- 10.50 - 11.45: Official speeches, including the Opening Keynote: Adapting to a changing world: how conflict, climate, and migrations are redefining client needs and the imperative to refocus on them.
- 11.45 - 12.15: Opening plenary: Staying ahead of the curve: how can inclusive finance remain relevant in a constantly changing world?
- 12.15 - 12.50: Official Speech

🕒 12.50 - 14.00 / 🍴 Lunch break

14.00 - 15.15

PARALLEL SESSIONS *(by choice)*

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 1.1: Designing inclusive products to meet the needs of increasingly vulnerable and diverse customers in rural areas

🗣️ Moderator	Rufus Karanja, Ambassade de Suisse
👤 Speakers	Umang Prabhakar, ISF Advisors Evans Sampene Mensah, Tropenbos Ghana Zipporah Muchoki, AB Entheos Dana Ellis, SCBF

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 2.1: Enabling innovation (AI, Open Finance) within a responsible regulatory framework

🗣️ Moderator	Evelyn Kilonzo, AFI
👤 Speakers	Adedeji Olowe, Open Banking Nigeria Yves Roland Mian, Finafrica Maria Fernandez Vidal, CGAP

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 3.1: Unlocking sustainable funding for inclusive finance: what works and what needs to change

🗣️ Moderator	Laurence Hulin, InFiNe
👤 Speakers	Dirk Zetsche, Université de Luxembourg Andrée Simon, FINCA Paola D'Angelo, SPTF Marc Nyunzi, FSD Africa

🕒 15.15 - 15.30 / Break

15.30 - 16.45
PARALLEL SESSIONS *(by choice)*

🕒 15.30 - 16.45 / 📍 / FR + EN

Session 1.2: Segmenter pour réussir : un atelier pratique sur la compréhension et la satisfaction des besoins diversifiés des clients

🗣️ **Moderator** Kim Kariuki, MSC
👤 **Speakers** Rob Alhadeff, Jackfruit Finance
Hellen Osore, APA insurance

🕒 15.30 - 16.45 / 📍 / FR + EN

Session 2.6.1: Segmenting for success: a practical workshop on understanding and serving diversified customer needs

🗣️ **Moderator** Elise Juguet, Horus Development
👤 **Speakers** Ignace Dovi, APSFD Bénin
Soulemame Djobo, ADA
Samba Dia, PAMECAS
Khady Fall, Fondation Grameen Crédit Agricole

🕒 15.30 - 16.45 / 📍 / FR + EN

Session 3.2: Forward-looking: blended models, climate finance and non-traditional funding opportunities

🗣️ **Moderator** Claudia Huber, DevImpact
👤 **Speakers** Anne Muller, LuxDev
Philippe Guichandut, Fondation Grameen Crédit Agricole
Hilda Moraa, Pezescha
Jens Jaeger, ARE

🕒 16.45 - 17.00 / Break

17.00 - 18.45
PARALLEL SESSIONS *(by choice)*

🕒 17.00 - 18.45 / 📍 / FR + EN

Session 1.3: From access to impact: why financial and non-financial solutions must go hand in hand

🗣️ **Moderator** Edwige Takassi, Wifi Consulting
👤 **Speakers** Evelyn Kaingu, Lupiya Zambia
Juan Luis Podesta Ruiz, Triple Jump
Salina Abraham, ICRAF-CIFOR

🕒 17.00 - 18.45 / 📍 / FR + EN

Session 2.3: From data to decisions: using client voice to drive meaningful change

🗣️ Moderator **Rahab Kariuki**, Busara
👤 Speakers **Wangechi Mathenge**, Inclusivity Solutions
 Thomas Carrié, Rubix
 Katherine Brown, Advans Group

🕒 17.00 - 18.45 / 📍 / FR + EN

Session 2.6.2: When regulation shifts, who gets left behind? Navigating climate regulation and policies in inclusive finance

🗣️ Moderator **Nomcebo Sherron Hadebe**, AFI
👤 Speakers **Silvia Baur-Yazbeck**, CGAP

Legend:

Session related to the Axis 1: Evolving needs of existing and new customers in a constantly changing environment

Session related to the Axis 2: Financial service providers adapting to change: innovation, regulation and the impact on the end-customer

Session related to the Axis 3: Financing inclusive finance: staying client-focused in a changing funding landscape

WEDNESDAY 15 OCTOBER

Conference



🕒 8.30 - 9.30 / Networking

9.30 - 10.45

PARALLEL SESSIONS (*by choice*)

🕒 9.30 - 10.45 / 📍 / FR + EN

Session 1.4: Access to basic financial services: who's being left behind in the digital age – and what will it take to catch them up?

🗣️ **Moderator** Edwin Mensah, MSC
👤 **Speakers** David Cracknell, First Principles Consulting
Matthew Mims, HiveOnline
Gianluca Storch, GSMA
Diane Gausseron, Axa

🕒 9.30 - 10.45 / 📍 / FR + EN

Session 2.4: The innovation race: collaborating with startups/fintech to reach harder-to-serve clients

🗣️ **Moderator** Sarah Corley, Alliance des associations de Finance Digitale et fintechs
👤 **Speakers** Kevin Mutiso, DFS Association of Kenya & Oye
Nasir Zubairi, LHOFT
Dr. Willian Derban, Opportunity International

🕒 9.30 - 10.45 / 📍 / FR + EN

Session 3.4: Mobilizing domestic resources and reshaping funding models for sustainable growth and independence

🗣️ **Moderator**
👤 **Speakers** Georges Ternes, Ministère de la Coopération et du Développement du Luxembourg
Mathieu Soglounou, CIF
Nicholas Colloff, Fondation Argidius
Tezera Bekele, Peace IMF

🕒 10.45 - 11.15 / ☕ Break

🕒 11.15 - 12.30 / 📍 / FR + EN

Session 1.5: Emerging segments: unlocking opportunities for migrants, gig workers, millennials, climate-affected farmers, etc.

🗣️ **Moderator** Caroline Morrow, GRID Impact
👤 **Speakers** Paul Surreaux, Initiative pour un financement sans barrières
Kayode Adeyinka, Gigmile
Sara Leedom, Inkomoko

🕒 11.15 - 12.30 / 📍 / FR + EN

Session 2.5: Balancing innovation & inclusion: staying competitive without losing the human touch

Moderator Amelia Greenberg, Cerise+SPTF
Speakers Sarah Doukouré, Advans Côte d'Ivoire
Julian Mitchell, 4G Capital
Juliet Lucma Akot, Flow Capital
Shirley Mburu, BFA

🕒 11.15 - 12.30 / 📍 / FR + EN

Session 3.5: Financing the frontline: how to get funding to small FSPs

Moderator Paul Katende, SIDI
Speakers Ousmane Thiongane, UIMCEC Senegal
Joseph Mugume, EBO-SACCO
Veronique Su, adOpes

🕒 12.30 - 14.00 / 🍴 Lunch break

14.00 - 15.15

PARALLEL SESSIONS *(by choice)*

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 3.3: Aligning investors' social objectives with end-clients' real needs

Moderator Estelle Lahaye, CGAP
Speakers Arya Murali, Gojo & Company
Etienne de Belloy, GGSF
Amos Bonna, OBUL Opportunity Bank of Uganda
John Callaghan, Oikocredit

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 2.7: What Kenya can teach us: Digital finance regulation for inclusive and responsible market growth

Moderator
Speakers Karimi Nthiga, Microinsurance Network
Victor Malu, Mojaloop

🕒 14.00 - 15.15 / 📍 / FR + EN

Session 2.2: From vulnerability to stability: Building FSPs' resilience to face economic shocks, conflict, climate events, or pandemics

🗣️ **Moderator**

Roselyne Uwamahoro, UNCDF

👤 **Speakers**

Maria Mateo Iborra, Ibisa

Antonella Abategiovanni, One Acre Fund

Richard Ochieng, Letshego

Juan Luis Podesta Ruiz, Triple Jump

Jeane Poudiougou, RMCR VisionFund Mali

Merel Van de Hoef, FMO

🕒 15.15 - 16.30 / 📍 Tsavo A + B / FR + EN

Plenary panel discussion: Adapting without drifting: reclaiming the client focus in inclusive finance

🕒 16.30 - 17.00 / 📍 Tsavo A + B / FR + EN

Closing ceremony

Legend:

Session related to the Axis 1: Evolving needs of existing and new customers in a constantly changing environment

Session related to the Axis 2: Financial service providers adapting to change: innovation, regulation and the impact on the end-customer

Session related to the Axis 3: Financing inclusive finance: staying client-focused in a changing funding landscape

THURSDAY 16 OCTOBER

Investor Fair/ Innovators' Village / Training sessions / Presentations / Field visit



9:00 a.m. - 5:00 p.m.

INVESTOR FAIR

Open to financial institutions, banks, innovators (by appointment)

9:00 a.m. - 5:00 p.m.

INNOVATORS' VILLAGE

Open to all SAM participants

TRAINING/PRESENTATIONS/FIELD VISIT



9:00 a.m. - 1:00 p.m.

Financial inclusion of forcibly displaced persons

Fondation Grameen Crédit Agricole

Open, registration required



9:00 a.m. - 12:00 p.m.

Launch your impact fund: ready, set, go!

Accelerating Impact

Open, registration required



7:30 a.m. - 1:00 p.m.

Field visit - Investing in agroforestry with farming communities

Visit linked to the 'Innovative financing solutions for forestry and agroforestry value chains' training course scheduled for Monday 13.10

ADA & CIFOR-ICRAF

Reserved for participants in Monday's training session

BREAKS

10:30 a.m. - 11:00 a.m.



Coffee break

12:00 p.m. - 2:00 p.m.



Lunch

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08:30 a.m. - 10:30 a.m.
Disability inclusion: A new frontier for inclusive financial systems
Barrier-free Finance Initiative
Open, registration required



9:00 a.m. - 4:00 p.m.
Catapult: Inclusion Africa
LHOFT
Reserved those registered for the programme



2:00 p.m. - 5:30 p.m.
Artificial intelligence and digital technology to strengthen human relationships and customer relations
Fondation Grameen Crédit Agricole
Open, registration required

BREAKS

10:30 a.m. - 11:00 a.m.
 Coffee break

12:00 p.m. - 2:00 p.m.
 Lunch

The schedule provided above includes only those training sessions that have been confirmed to date. It will be updated regularly to incorporate any newly confirmed events or changes.

FRIDAY 17 OCTOBER

Investor Fair/ Innovators' Village / Training sessions / Presentations / Field visit



9:00 a.m. - 1:00 p.m.

INVESTOR FAIR

Open to financial institutions, banks, innovators (by appointment)

9:00 a.m. - 1:00 p.m.

INNOVATORS' VILLAGE

Open to all SAM participants

PRESENTATIONS/WORKSHOPS/FIELD VISIT



9:00 a.m. - 1:00 p.m.

Adaptation of African small family farms to climate change: role of financial institutions?

ADA

By invitation



10:00 a.m. - 12:30 p.m.

Building trust. A roadmap for a successful due-diligence process

ADA-BRS

By invitation



8:00 a.m. - 3:00 p.m.

Field visit: 'The productive use of energy in action: meeting with rural and peri-urban entrepreneurs'

Visit linked to the training course 'Financing the productive use of energy: an opportunity for financial institutions' scheduled for Monday 13 October

ADA

By invitation

BREAKS

10:30 a.m. - 11:00 a.m.



Coffee break

12:00 p.m. - 2:00 p.m.



Lunch

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