



French Week



Thursday,  
November 27<sup>th</sup>

**Day 3 / Trade,  
Creativity & Tourism**

*Macro-economic Outlook, Bilateral  
Trade, Sustainable tourism, Creative  
economy*

# Thursday, November 27<sup>th</sup>

## Day 3 / Trade, Creativity & Tourism

*Macro-economic Outlook, Bilateral Trade, Sustainable tourism, Creative economy*

Time: 07.30 am - 12.15 pm Agenda

### Agenda

- 07.30 | Registration and Networking Breakfast
- 08.15 | **Welcome address by Thibault Flichy**, Chairman, French Chamber of Commerce
- 08.30 | **Keynote speech by Tourism Board**
- 09.00 | Roundtable #1
  - **Strengthening France-Kenya Trade Relations**
- 09.30 | Roundtable #2
  - **Success Stories: Driving Trade and Job Creation**
- 10.30 | Networking Coffee Break
- 11.00 | Roundtable #3
  - **Tourism & Culture as Drivers for Growth**
- 12.15 | Networking Light Lunch

# Thursday, November 27<sup>th</sup>

## Day 3 / Trade, Creativity & Tourism

*Macro-economic Outlook, Bilateral Trade, Sustainable tourism, Creative economy*

Time: 2.30 am - 5.00 pm Agenda

### Agenda

#### Workshop #1

Sustainable Tourism  
→ Travel for  
Tomorrow

#### Workshop #2

French Touch &  
African Creativity -  
How to Boost Cultural  
Industries in Kenya

#### Workshop #3

Business intelligence  
case in Kenya

During the 3 days of the French Week, you will have the opportunity to organize **tailor-made BtoB meetings** in a dedicated space!