

## PROGRAMME (Highlights)

\* Unless otherwise indicated, all times are East African Time (EAT)

\* Exhibitions will run throughout the Conference and Trade Fair period from 8:00-5:30 pm daily

Day One: Tuesday, 21 <sup>st</sup> April 2026	
9:00-10:00 am	<b>The Heritage-Based Enterprises Agenda</b>
<b>PLENARY SESSION</b>	<b>Keynote address</b> <ul style="list-style-type: none"> <li>Kenya's Indigenous Knowledge Intellectual Assets: Protecting for Posterity and Promoting for Prosperity</li> <li>It is High Time Local Foods Found their Rightful Place on Five-Star Hotel Menus</li> </ul>
10:00-10:30 am	<b>Tea Break</b>
10:30-12:00 pm	<b>Brief presentations by IKIA holders: Experience sharing</b>
<b>A CABINET LEVEL PANEL DISCUSSION</b>	Advancing the Heritage -Based Enterprises Agenda through a 'Whole-of-Government Approach'
12:00-1:00 pm	<b>Exhibitions and Marketplace Interactions</b>
1:00-2:00 pm	<b>Lunch Break</b>
2:00-3:30 pm	<b>Traditional Foods and Local Cuisine for Enhanced Nutrition &amp; Food Security</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> <b>Traditional Medicine for One-Health</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> <b>Indigenous Technologies for Industrialisation</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul>
3:30-5:30 pm	<b>PLENARY SESSION</b> <ul style="list-style-type: none"> <li><b>Date with the Diaspora (Hybrid)</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> </li> <li><b>Investing in IKIAs: Opportunities for Kenyans in the Diaspora (1)</b> <ul style="list-style-type: none"> <li>Keynote Presentation</li> </ul> </li> <li><b>Tour of the Exhibitions (Hybrid)</b></li> </ul>

Day Two: Wednesday, 22 <sup>nd</sup> April 2026	
9:00-10:00 am	<b>THEMATIC PARALLEL SESSIONS</b> <ul style="list-style-type: none"> <li><b>Heritage Sites and Cultural Tourism</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> </li> <li><b>Performing Arts and Creative Economy</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> </li> </ul>
10:00-10:30 am	<b>Tea Break</b>
10:30-12:00 pm	<b>Exhibitions and Marketplace Interactions</b>

**Unlocking Investment Opportunities In Kenya's Indigenous Wealth: A New Growth Area of The Economy**

12:00-1:00 pm	Lunch Break
1:00-3:30 pm	<b>Tour of the Exhibitions by Chief Guest</b> <ul style="list-style-type: none"> <li>Entertainment: Cultural Performances</li> </ul> <b>The Potential of Indigenous Knowledge Intellectual Assets: <i>The Indian Case</i></b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul> <b>Venturing into Heritage-Based Enterprises as a New Growth Area of Kenya's Economy</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul>
OFFICIAL OPENING CEREMONY	
	Commissioning of Kenya's Indigenous Knowledge Intellectual Assets <i>sui generis</i> Protection System
3:30-5:00 pm	Exhibitions and Marketplace Interactions
5:30-8:00 pm	Entertainment and Governor's Gala in Honour of Invited Guests
GOVERNOR'S GALA	

	Day Three: Thursday, 23 <sup>rd</sup> April 2026
9:00-10:00 am	Exhibitions and Marketplace Interactions
10:00-10:30 am	Tea Break
10:30am-1:00 pm	Exhibitions and Marketplace Interactions Pitching of Counties at their Respective Booths
1:00-2:00 pm	Lunch Break
2:00-3:30 pm	<b>Date with the Diaspora (Hybrid)</b> <b>Investing in IKIAs: Opportunities for Kenyans in the Diaspora (2)</b> <ul style="list-style-type: none"> <li>Keynote Presentation and Panel Discussion</li> </ul>
GOVERNORS' FORUM	
3:30-5:00 pm	<b>Closing Ceremony</b> <ul style="list-style-type: none"> <li>Awards for the Best Pitches</li> <li>Looking Beyond the 1<sup>st</sup> International Investment Conference and Trade Fair on Indigenous Knowledge Intellectual Assets 2026</li> </ul>

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