

## 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>	<p><b>Keynote address</b></p> <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>
<b>10:30-12:00 pm</b>	<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	<p><b>Traditional Foods and Local Cuisine for Enhanced Nutrition &amp; Food Security</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul> <p><b>Traditional Medicine for One-Health</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul> <p><b>Indigenous Technologies for Industrialisation</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul>
3:30-5:30 pm	<p><b>Date with the Diaspora</b> (Hybrid)</p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul> <p><b>Investing in IKIAs: Opportunities for Kenyans in the Diaspora (1)</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation</li> </ul> <p><b>Tour of the Exhibitions</b> (Hybrid)</p>

Day Two: Wednesday, 22 <sup>nd</sup> April 2026	
9:00-10:00 am	<p><b>THEMATIC PARALLEL SESSIONS</b></p> <p><b>Heritage Sites and Cultural Tourism</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul> <p><b>Performing Arts and Creative Economy</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</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	<p><b>Tour of the Exhibitions by Chief Guest</b></p> <ul style="list-style-type: none"> <li>■ Entertainment: Cultural Performances</li> </ul> <p><b>The Potential of Indigenous Knowledge Intellectual Assets: The Indian Case</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul> <p><b>Venturing into Heritage-Based Enterprises as a New Growth Area of Kenya's Economy</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul>
OFFICIAL OPENING CEREMONY	
3:30-5:00 pm	<b>Commissioning of Kenya's Indigenous Knowledge Intellectual Assets <i>sui generis</i> Protection System</b>
5:30-8:00 pm	<p><b>Exhibitions and Marketplace Interactions</b></p> <p><b>GOVERNOR'S GALA</b></p> <p><b>Entertainment and Governor's Gala in Honour of Invited Guests</b></p>

	<b>Day Three: Thursday, 23<sup>rd</sup> April 2026</b>
9:00-10:00 am	<b>Exhibitions and Marketplace Interactions</b>
10:00-10:30 am	<b>Tea Break</b>
10:30am-1:00 pm	<p><b>Exhibitions and Marketplace Interactions</b></p> <p><b>Pitching of Counties at their Respective Booths</b></p>
1:00-2:00 pm	<b>Lunch Break</b>
2:00-3:30 pm	<p><b>GOVERNORS' FORUM</b></p> <p><b>Date with the Diaspora (Hybrid)</b></p> <p><b>Investing in IKIAs: Opportunities for Kenyans in the Diaspora (2)</b></p> <ul style="list-style-type: none"> <li>■ Keynote Presentation and Panel Discussion</li> </ul>
3:30-5:00 pm	<p><b>Closing Ceremony</b></p> <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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