

# ICIFA 8<sup>TH</sup> ANNUAL CONFERENCE 2025

## **‘Financial Health Solutions for All’**

May 7 - 9, 2025 | PrideInn Paradise, Mombasa

### Day 1. (Wednesday, May 7th 2025)

#### Registration of Delegates

8.30 – 8.40	<b>Welcome and Introduction (Announcements and housekeeping matters)</b> <i>FA Diana Muriuki-Maina, Chief Executive Officer</i>
8.40 – 8.50	<b>Conference Agenda: Financial Inclusion for All.</b> <i>FA Catherine Karita, Vice Chairperson</i>
8.50 – 9.00	<b>Chairperson Welcomes Guests and Invites the Chief Guest to Address the Conference participants.</b> <i>FFA Leah Nyambura, Chairperson, ICIFA Council</i>
9.00 – 9.30	<b>Keynote Address: The Global vs Kenya Landscape of Financial Health.</b> <i>Key Note Speaker: Mr. Gerald Nyaoma</i> <i>Deputy Governor, Central Bank of Kenya</i>
9.30 – 10.00	<b>Sponsor Presentation: KCB</b>
10.00 – 10.30	Tea/Coffee Break
10.30 – 11.00	<b>Panel Session: The evolving role of investment and finance professionals in Financial Health</b> <i>Moderator: FA Catherine Karita</i> <i>Panelists:</i> <i>Mr Gerald Nyaoma, Deputy Governor, Central Bank of Kenya</i> <i>FA Fred Mburu, CEO, Fund Managers Association</i> <i>FFA Job Kihumba, Corporate Director, SIB</i> <i>Moses Nyabanda, Managing Director, Equity Bank Limited</i>
11.00 – 11.15	Question and Answer Session
11.15 – 11.45	<b>Regulatory Frameworks supporting Financial Health</b>

	<i>Speaker: FA Wycliffe M Shamiah, CEO, Capital Markets Authority.</i>
<b>11.45 – 12.00</b>	Question and Answer Session
<b>12.00 – 12.30</b>	<b>Financial Health solutions for government institutions.</b> <i>Speaker: FFA Prof Nicholas K.Letting', Chief Executive Officer, kasneb.</i>
<b>12.30 – 12.45</b>	<b>Question and Answer Session</b>
<b>12.45 – 13.00</b>	<b>Photo Session/Sponsor advertisement.</b>
<b>13.00 – 14.00</b>	Lunch Break
<b>14:00 – 14:30</b>	<b>Sustainable Finance and ESG Investments</b> <i>FA Barrack Obatsa, CEO, Britam Asset Managers Limited.</i>
<b>14.30 – 15.15</b>	<b>Panel Session:</b>  <i>Moderator: FA Anthony Mwaura Murimi</i>  <i>Panellists:</i> <i>FA Barrack Obatsa, CEO, Britam Asset Managers Limited</i> <i>FA Elizabeth Irungu, CEO, Absa Asset Management Limited</i> <i>FA Wycliffe M Shamiah, CEO, Capital Markets Authority</i>
<b>15.15 – 15.45</b>	<b>Question and Answer Session</b>
<b>15.45</b>	Tea/Coffee Break

## Day 2. (Thursday, May 8 2025)

**8.30 – 8.45**      **Recap of previous day's deliberations**

<b>8.45 – 9.30</b>	<b>Case Study Presentations: Successful Financial Health Initiatives</b> <i>Speaker: Tamara Cook, CEO, FSD Kenya</i>
<b>9.30 – 9.45</b>	<b>Question and Answer Session</b>
<b>9.45 – 10.15</b>	<b>Leveraging Fintech for Financial Inclusion and Health</b> <i>Speaker: Gitau Macharia, Product Lead, Wealth &amp; Investments at Safaricom PLC</i>
<b>10.15 – 10.30</b>	Questions and Answers
<b>10.30 – 11.00</b>	Tea/Coffee Break
<b>11.00 – 11.30</b>	<b>Structuring Inclusive Financial Deals: unlocking capital for the underserved markets</b> <i>FA Maurice Opiyo, Managing Director, KCB Investment Bank</i>
<b>11.30 – 11.45</b>	<b>Question and Answer Session</b>
<b>11.45 – 12.15</b>	<b>Innovative credit scoring models for promoting financial inclusion, and expanding credit access in the region</b> <i>Speaker: Reuben Kimani Mwangi, Managing Director, Eden Bridge Capital</i>
<b>12.15 – 12.45</b>	<b>Emerging Trends in Financial Planning for Individuals and SMEs</b> <i>Speaker: FA Monica Mwaniki, Co-founder &amp; CEO, Avocarp Asset Managers</i>
<b>12.45 – 13.00</b>	<b>Question and Answer Session</b>
<b>13.00 – 14.00</b>	Lunch Break
<b>14.00 – 14.30</b>	<b>Investing vs gambling: the role of finance and investment professionals in promoting viable investments.</b> <i>Speaker: FA Patricia Kiwanuka, Managing Director, Revenu Stream Limited</i>
<b>14.30 – 14.45</b>	<b>Question and Answer Session</b>
<b>14.45 – 15.30</b>	<b>Panel Discussion: Investment Strategies for Diverse Demographics</b> <i>FA Njoroge Kamunyu - Moderator</i> <i>Rueben Kimani Mwangi, Managing Director, Eden Bridge Capital</i> <i>FA Monica Mwaniki, Co-founder &amp; CEO, Avocarp Asset Managers</i> <i>FA Patricia Kiwanuka, Managing Director, Revenu Stream</i>
<b>15.30 – 15.45</b>	<b>Question and Answer Session</b>
<b>15.45</b>	Tea/Coffee Break
<b>18:00 – 21:00</b>	<b>Cocktail</b> 

## Day 3. (Friday, May 9<sup>th</sup> 2025)

**9.00 – 9.15      Recap of previous day's deliberations**

<b>9.15 – 9.45</b>	<b>Open Discussion: Collaborative Approaches to Financial Education</b> <i>FA Victor Odendo, Head and Principal Officer, KCB Asset Management Limited</i>
<b>9.45 – 10.00</b>	<b>Question and Answer Session</b>
<b>10.00 – 10.45</b>	<b>Interactive Session: Developing a Financial Health Action Plan</b> <i>Speaker: FA David Kanyi, ICIFA Council Member</i>
<b>10.45 – 11.15</b>	<b>Tea Break/Coffee Break</b>
<b>11.15 – 12.15</b>	<b>Breakout Session:</b> Interactive quiz challenge to aid in practical learning    <b>Prizes to be won!</b>
<b>12.15 – 12.30</b>	<b>Closing Remarks</b>
<b>12.30</b>	<b>Lunch</b>