Empowering Enterprise, Shaping the Future.

COASTAL AI SUMMIT & SME TRADE FAIR: FINAL PROGRAMME

Date	30 September to 3 October 2026 (Trade Fair runs Wednesday to Saturday)
Event Theme	Empowering MSMEs for the Digital Economy
Venue	Mondesa Multipurpose Hall, 1st Avenue/Agustinus Garoeb Street (Erf 4348), Swakopmund
Event Organizer	Mary Shikongo
Organization	Atusheni Women, Youth & SME Foundation
Contact	Phone: +264 85 240 0750 / +264 81 040 0750 | Email: coastalaisummit@gmail.com / mary@coastalaitradefair.com | Website: http://coastalaitradefair.com

Day 1 · Wednesday, 30 September 2026

Purpose: *Formally open the event with an opening address by the Governor of Erongo Region, welcome government and high-level delegates, and deliver the first four masterclasses of the series. Exhibition closes at 16:30 daily.*

Time	Activity	Lead	Venue
07:30 to 08:25	Exhibitor set-up, final stand inspection & technical checks	Operations Lead	Exhibition Ground
08:30 to 09:00	Registration opens; delegate packs issued; exhibition opens	Registration & Protocol Team	Entrance & Exhibition
09:00 to 09:10	High-level delegate and VIP arrival; holding area reception	Protocol Lead	Holding area
09:10 to 09:20	Sound check and MC briefing	Technical Lead	Main hall
09:20 to 09:25	Audience seated; phones silenced; title slide displayed	MC	Main hall
09:25 to 09:30	**Official Opening: Welcome**	**MC**	**Main hall**
09:30 to 09:40	Formal introduction and welcome of high-level delegates	MC	Main hall

Time	Activity	Lead	Venue
09:40 to 10:00	**Keynote Opening Address**	**Governor of Erongo Region**	**Main hall**
10:00 to 10:05	Official opening of the trade fair; ribbon cutting and delegate walkabout	Event Director & Protocol Lead	Exhibition ground
10:05 to 11:00	Networking and exhibition viewing	All	Exhibition ground
11:00 to 12:00	Masterclass 1: From Digital Potential to Business Growth: Positioning Namibian MSMEs for the Digital Economy	NIPDB	Main hall
12:00 to 13:00	Masterclass 2: AI for the Real World: Practical Tools for Small Businesses	AISOD (Joel Tiago)	Main hall
13:00 to 14:00	Lunch	All	Exhibition ground
14:00 to 15:00	Masterclass 3: Operational AI Business Productivity	Collexia	Main hall
15:00 to 16:00	Masterclass 4: The SME Value Proposition: Comprehensive Solutions to Help Your Business Start, Run and Grow	FNB	Main hall
16:00 to 16:30	Networking and exhibition viewing & trading	All	Exhibition ground
16:30	**Close of Day 1**	**Organisers**	**–**

Day 2 · Thursday, 1 October 2026

Purpose: *Complete the masterclass series, give participants space to reflect on and commit to what they will apply in their own businesses, and formally close the masterclass programme. Exhibition closes at 16:30 daily.*

Time	Activity	Lead	Venue
08:30 to 09:00	Exhibition opens; registration desk open for day delegates	Registration team	Entrance
09:00 to 09:15	**Day 2 Welcome & Orientation**	**MC**	**Main hall**
09:15 to 10:15	Masterclass 5: Enhancing Agricultural Productivity and Profitability through AI-Driven Operations	J&H Orchard	Main hall
10:15 to 10:45	Tea break and exhibition trading	All	Exhibition ground
10:45 to 11:45	Masterclass 6: Digital Payments, E-Commerce and Financial Inclusion for MSMEs	MobiPay	Main hall
11:45 to 12:45	Masterclass 7: Don’t Let AI Security Sink Your Business	Aphotic Security	Main hall
12:45 to 13:45	Lunch	All	Exhibition ground
13:45 to 14:45	Masterclass 8: Cybersecurity and Digital Risk: Enabling Practical and Inclusive Digital Transformation	NUST	Main hall

Time	Activity	Lead	Venue
14:45 to 15:15	Pitch & Progress: What Will You Change in Your Business?	Event Director and Masterclass facilitators	Main hall
15:15 to 15:45	**Close of Masterclass Programme: certificates, acknowledgements & vote of thanks**	**Organisers**	**Main hall**
15:45 to 16:30	Networking and final exhibition viewing & trading	All	Exhibition ground
16:30	**Close of Day 2**	**Organisers**	–

Day 3 · Friday, 2 October 2026

Purpose: *Reflect on the impact of the masterclass series, receive the Ministerial Keynote Address by the Minister of MICT, announce future expansion as an annual event, and host the official closing ceremony. Exhibition remains open through Saturday, 3 October.*

Time	Activity	Lead	Venue
08:30 to 09:00	Exhibition opens; registration desk open for day delegates	Registration team	Entrance
09:00 to 09:10	Delegate and dignitary arrival; holding area reception	Protocol Lead	Holding area
09:10 to 09:20	Sound check and MC briefing	Technical Lead	Main hall
09:20 to 09:30	Audience seated; phones silenced; title slide displayed	MC	Main hall
09:30 to 09:40	**Official Opening & Welcome**	**MC**	**Main hall**
09:40 to 10:00	Reflections & Outcomes: Highlights of the 2-Day Masterclass Series & Trade Fair Impact	Event Director / Atusheni	Main hall
10:00 to 10:30	**Ministerial Keynote Address & Announcement of Annual Summit & Expo**	**Minister of MICT**	**Main hall**
10:30 to 10:50	Recognition of Exhibitors, Masterclass Facilitators & MSMEs	Event Director and MC	Main hall
10:50 to 11:05	Vote of Thanks	Event Organiser (Mary Shikongo)	Main hall
11:05 to 11:15	**Official Closing Remarks & Declaration of Closing**	**Minister of MICT**	**Main hall**
11:15 to 12:30	Ministerial & VIP Exhibition Tour & Networking	All VIPs & Delegates	Exhibition ground
12:30 to 13:30	Networking Lunch	All	Exhibition ground
13:30 to 16:30	Afternoon SME Trade Fair Trading & Public Viewing	All	Exhibition ground
16:30	**Close of Summit Main Programme (Trade Fair Continues Saturday)**	**Organisers**	–

Day 4 · Saturday, 3 October 2026 (Bonus Trade Fair Day)

Purpose: *Public exhibition and trading day for local MSMEs and community engagement.*

Time	Activity	Lead	Venue
08:30 to 09:00	Exhibition opens	Operations Lead	Exhibition Ground
09:00 to 15:30	Full-day SME Trade Fair Trading, Public Viewing & Local SME Showcasing	All Exhibitors & Visitors	Exhibition Ground
15:30 to 16:30	Exhibitor Breakdown & Site Clearance	Operations Lead	Exhibition Ground
16:30	**Official Close of the SME Trade Fair 2026**	**Organisers**	–