Concept Note

ESWATINI

AI & DIGITAL TRANSFORMATION

SUMMIT 2025

THEME: JOB CREATION & ECONOMIC PROSPERITY

16-17 JULY 2025

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KINGDOM OF ESWATINI | MINISTRY OF INFORMATION, COMMUNICATIONS & TECHNOLOGY

STRATCOM

eipa
Eswatini Investment Promotion Authority

unesco
Eswatini National Commission

UNIVERSITY OF ESWATINI

INNOVATORS' ASSOCIATION OF ESWATINI

Why the Summit?

In an era where 64% of global businesses identify Artificial Intelligence (AI) as critical to maintaining competitiveness (McKinsey, 2023), Eswatini must act decisively to avoid

maintaining competitiveness (McKinsey, 2025), Eswatini must act decisively to avoid being left behind. As digital transformation accelerates globally, the imperative to equip local enterprises with the tools, insights, and partnerships to thrive in the Fourth Industrial Revolution has never been greater.

The Government of Eswatini, through the leadership of the Minister of Information, Communication and Technology, Hon. Savannah Maziya, has made digital transformation a national priority. From expanding digital infrastructure to promoting innovation and inclusion, the Ministry is driving a bold agenda to position Eswatini as a future-ready digital economy.

The Eswatini AI & Digital Transformation Summit 2025 is designed as a catalytic platform to support this national vision. It will empower businesses, government entities, and innovators to:

- Harness AI-driven growth,
- Streamline operations,
- Future-proof their strategies, and
- Build resilience in an increasingly data-driven world.

Through expert-led workshops, cross-sectoral networking, and practical case studies, participants will walk away with actionable knowledge to lead and compete in Eswatini's evolving digital landscape.

Objectives of the Summit

1. **Enhance digital literacy and economic empowerment**
   - For businesses and entrepreneurs in Eswatini
2. **Promote data-driven decision-making and innovation**
   - Through AI and automation
3. **Equip local businesses with essential skills**

○ Robust financial management, cybersecurity, and remote working skills

4. **Foster strategic partnerships**
   ○ Economic collaboration between Eswatini and South African businesses

5. **Provide opportunities for tech entrepreneurs**
   ○ Create an inclusive platform that fosters collaboration, mentorship, and networking, enabling emerging ICT startups to showcase innovative solutions and access resources for growth.

Who Should Attend?

Decision-Makers
C-suite executives and senior leaders driving the strategic direction of their organizations, including:
CEOs, CMOs, and CFOs
Heads of IT, Data, Analytics, and Cybersecurity

Growth-Seekers
Entrepreneurs and changemakers focused on innovation, resilience, and sustainable growth, such as: SME owners, Startup founders
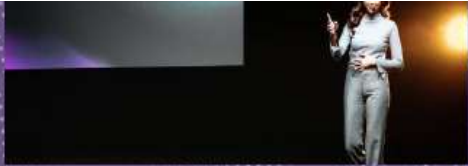
Leaders in agribusiness, fintech, and emerging sectors
This summit offers insights, tools, and networks to future-proof your ventures in the AI-driven economy.

Enablers
Key actors building the ecosystem that supports inclusive and ethical technology adoption, including: Policymakers and government

officials.

Investors and development partners

Academics, researchers, and educators

Tech hubs, innovation labs, and cybersecurity teams

These are the architects of policy, infrastructure, and talent pipelines that will shape our digital future.

20+ speakers

Musa Kalenga Talifhani Banks **Linda Zwane** Dr. Rejoice Maseko **Jose Rego** Zama Khumalo **Prof. Sandile Motsa**
Dr. Henri-Count Evans **Dr. June Jeremiah** Celumusa Thusi **Samson Mpila** Peter Modiba **Lwandle Simelane**
Dr. Mduduzi Hlophe and many more,,,

DAY 1: 16 JULY 2025

OPENING SESSION

07:30-08:45   Arrival and Registration

09:00 - 09:10   Welcome Remarks
Prince Chief Gija, Manzini
Regional Administrator

09:10 - 09:20   Strategic Partner Address
(TBC)

09:20 - 09:35   International Development
Partners' Remarks, **Mr.
George Wachira,** UN
Resident Coordinator

09:35 - 09:40   Introduction of Guest of
Honour, **Mr. Phesheya
Dube,** PS MICT

09:40 - 10:00   Official Opening and Key Note
Address, **Hon. Savannah
Maziya,** Minister ICT

**TEA BREAK &
EXHIBITION TOUR**

10:00-11:00

WORKSHOP

11:00 - 11:45   **Headline Presentation:**
Redefining Innovation: What
African Entrepreneurs Must Do
Today
**Talifhani Banks, Founder & CEO,
Spaza Eats**

11:45 - 12:45   **Panel Discussion:** Leveraging AI
Tools for Business Efficiency
Moderator: Jose Rego, Chairperson
Innovators Association Eswatini

12:45-13:30   **Start-up Pitch:** Techpreneurs
pitch to a panel chaired by **RSTP.**
(Break-away room)

**LUNCH BREAK &
NETWORKING**

12:45-14:00

14:00 - 15:00   **Panel Discussion:** AI in
Education: Shaping the
Future of Learning in
Eswatini
Moderator: UAIA UNESWA

15:00 - 15.30   **Perspective:** Ethics, Policy and
Responsible Use of AI, **Ms.
Lwandle Simelane,** Sec-Gen,
Eswatini Commission for
UNESCO

15:30 - 16:00   **Perspectives:** Cybersecurity
and Data Protection, **Dr. June
Jeremiah,** Cyber Security
Specialist, MCS Security
Solutions, SA

16:00 - 16:30   **Closing:** Announcements &
Departure

DAY 2: 17 JULY 2025

WORKSHOP

07:30-08:45   Registration and networking

09:00 - 10:00   **Panel Discussion:** AI Powered Customer Engagement. The New Era of Brand Connection.
Moderator: Ms. Zama Khumalo, Digital Marketer, Durban, SA

10:00 - 10:30   **TEA BREAK & NETWORKING**

10:30-11:30   **Headline Presentation:**
Redefining Marketing with Artificial General Marketing Intelligence
Mr. Musa Kalenga, Group CEO, House of Brave, SA

11:30 – 12:00   **Fireside Chat:** Branding in the Age of AI: Staying Human in a Digital World
Moderator: MTN Eswatini

12:00 - 13:00   **Startup Showcase Spotlight:** Top 3 pitches from the Startup Pitch Competition present real-time digital marketing strategies for local impact.

Moderator: Innovators Association of Eswatini

LUNCH BREAK & NETWORKING

13:00 - 14:00

14:00 - 15:00   **Panel Discussion:** Eswatini Fintech: Unlocking Financial Access, Innovation & Inclusion Panel: Standard Bank, MTN Mobile Money, Instacash, Central Bank, FSRA, YERF / Youth Financing Platforms
Moderator: Central Bank of Eswatini

15:00 - 15:30   **Masterclass:** Not a Wall but a Window – Rethinking Obstacles as Opportunity, **Samson Mpila,** Founder & Lead Strategist, Eagles Watch Careermatrix

15:30 - 16:00   Closing Ceremony & Certificate Handover

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