



2nd MEDIA ENGAGEMENT AND TRAINING
Kigali, Rwanda: 6-8 March 2019

Day 1: Wednesday 6 March 2019	
08h30 – 09h00	<p>REGISTRATION AND INTRODUCTIONS</p>
09h00 – 10h30	<p>OPENING ADDRESS</p> <p>Mr. Aimable KAYIGI HABİYAMBERE - Commissioner of Domestic Taxes (Rwanda Revenue Authority) Ms. Mary BAINE – Director: Tax Programmes (ATAF)</p> <p>EVENT EXPECTATIONS</p> <p>Ms Fiona Marwa</p> <p>Programme Moderator</p> <p>Mr. Romeo Nkoulou Ella- Manager: Media and Communications (ATAF)</p>
10h30 – 11h30	Refreshment Break & Press Conference
11h30 – 13h00	<p>SESSION 1: MEDIA’S ROLE OF ADVOCACY</p> <p>(This session will set the tone for this engagement. It will focus on media’s role as a key stakeholder in building and educating the public. Moreover, how can media work with other stakeholders to educate and advocate on matters of taxation? Has media made its mark in being actively involved on tax matters? Given various stakeholders in the area of taxation, where is your place in that picture? Is there a need to understand tax structures? What are the challenges? How can you articulate these matters?)</p> <p>Presenter: Honourable Phenyó Butale - Member of Parliament Botswana Chair: Ms. Mary Baine – Director: Tax Programmes (ATAF) Panellists: RRA representative, Leila Kituyi – Manager: Legal and Corporate Affairs</p>

13h00 – 14h00	LUNCH BREAK
14h00 – 16h30	<p>SESSION 2: CITIZENS ROLE IN DEVELOPMENT: Can tax issues be simplified?</p> <p>(This session aims to underscore the significance of taxation and how its relevance in society can be simplified. Most citizens shun taxation due to its complexities. However, media is tasked to unpack various tax issues, this will enable citizens to better understand their obligations in terms of their contribution to development in their countries as well as their obligation to hold states accountable)</p> <p>Presenter: Frankie Mbuyamba - Programme Specialist: ATO (ATAF)</p> <p>Q & A</p>
	End of Day One
19h00- 21h00	WELCOME COCKTAIL



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Day 2: Thursday 7 March 2019	
09h00 – 10h30	<p>SESSION 2 CONTINUED: CITIZENS ROLE IN DEVELOPMENT: Can tax issues be simplified?</p> <p>(This session aims to roleplay how simplifying tax matters makes citizens more active in terms of holding accountable states. Moreover, when media simplifies issues, public interest in these aspects rises)</p> <p><i>Presenter: Ian Rumanyika (Uganda)</i></p>
Refreshment Break	
11h00 – 13h00	<p>SESSION 3: EMERGING TAX ISSUES: WHAT IS THE ROLE OF POLICY MAKERS?</p> <p>(A presentation will be shared on the work of ATAF mostly highlighting the key emerging tax issues in Africa. This will unpack ATAF’s agenda as an African voice and the impact of the capacity building initiatives across its membership. Specifically, the session will highlight the disconnect of policy decisions and the impact of corruption on nations in Africa.)</p> <p><i>Presenter: Mary Baine (ATAF Secretariat)</i></p> <p><i>Panellists: Kayigi Aimable-Commissioner Domestic Taxes Department (RRA), Isabelle-Marié Coetzee (South Africa), Kolegain Soglohoun (OTR), Richard Abbey (Ghana), Bissoondoya Avinash Varma (Mauritius)</i></p>

	Q & A
13h – 14h00	LUNCH BREAK
14h00 – 16h30	<p>SESSION 4: CONTRACTUAL TIES AND THEIR IMPACT ON TAX</p> <p>(This session will explore the impact of contractual agreements between states and entities. Some contracts in the extractives result in significant impact on collected revenue, which has a bearing on the living standards in a country. How do authorities deal with the media and how does the latter respond to tax payer information? Is the element of confidentially observed responsibly by both (by government and media alike)?).</p> <p>Presenter: Winston Mwale (Malawi)</p> <p>Chairperson: Rochete Libombo (Mozambique)</p> <p>Panellists: Yavin Bholah (MRA), Yusuf Ibrahim Apekhade (Nigeria), Salome Kitomary (Tanzania), Leila Kituyi- Manager: Legal and Corporate Affairs.</p> <p>Q & A</p>
	End of Day Two
	EVENING AT LEISURE



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Day 3: Friday 8 March 2019	
08h30 – 10h00	<p>SESSION 5: TAXING THE DIGITAL ECONOMY: Is Africa ready?</p> <p>(Digitisation is here, and it is a reality. In particular, the digital economy is part of ATAF's 2019 agenda. This is due to large revenue being lost through virtual operations and transactions which are eroding the tax base. Transactions are made remotely through a click of a button in one country, to be withdrawn and spent elsewhere with taxes not emitted most of the time. Are these transactions resulting in profit shifting resulting in unrecorded revenue? What capabilities does Africa have in taxing the digital economy?)</p> <p>Presenter: Thulani Shongwe- Manager: Resource Mobilisation</p>

	<p>Chairperson: Keemenao Dikuelo (Botswana)</p> <p>Panellists: TONU KIPNGENOH (Kenya), SOMÉ Bernadette (Burkina Faso), Afizou Abdou (Niger), Charmaine Ngatjiheue (Namibia)</p> <p>Q & A</p>
10h00 – 10h15	Tea Break
10h15 – 11h00	<p>SESSION 6: TAXING THE DIGITAL ECONOMY: Determining the role of media</p> <p>(This is a breakaway session aiming at bringing out challenges tax administration face in dealing with digitisation. The session will highlight what the nuances of the fourth industrial revolution entail for media reporting on tax matter. Further, the session intends to develop a roadmap for various stakeholders (media, TAs, ministries of finance, parliamentarians, legislators, etc) have a key role in managing the impact of the fourth industrial revolution)</p> <p>Facilitator:</p> <p>Feedback from Groups (Francophone, Lusophone and Anglophone)</p> <p>Q & A</p>
11h00 – 11h15	<p>SESSION 7: ATAF 10 YEARS ANNIVERSARY</p> <p>Presenter: Romeo Nkoulou Ella – Manager: Media and Communications (ATAF)</p>
11h15 – 12h45	<p>SESSION 8: ENVISIONING THE FUTURE: What Next?</p> <p>(This session will discuss the following key aspects:</p> <ul style="list-style-type: none"> • How closely can the media work with the AU and other key continental players to ensure that the DRM agenda continues to be on track? • How can ATAF better communicate with the media to ensure that they are appraised on continental needs and developments? <p>Lastly, delegates will be expected to discuss and agree on how to enhance the engagement considering the areas worth improving.)</p> <p>Facilitator:</p> <p>Discussants: Romeo Nkoulou Ella – Manager: Media and Communications (ATAF), Hlengiwe Ndlovu (Eswatini), Kolegain Soglohoun (OTR), Elisio Muchanga (Mozambique), Danicius Sengbeh (LRA)</p>
12h45 – 13h15	<p>CLOSURE:</p> <p>ATAF Secretariat</p> <p>RRA Representation</p>
13h15 – 14h30	Lunch Break
14h30 – 16h00	Excursion to the Genocide Museum

