



30th March 2019

Dear Sir/Madam

RECOMMENDATION – JULIAN ROWA

This is to certify that **JULIAN ROWA** moderated a two-day E-Commerce Kenya conference on behalf of Strathmore University on the 14th and 15th March 2019. The event was designed to catalyse digital commerce in Kenya following the UNCTAD symposium of December 2018 that was held in Nairobi and was set to empower African economies in the digital era.

The conference had accomplished speakers, panelists and delegates that included a high-level representative to the Cabinet Secretary for ICT, the Dean of Strathmore Business School and the Regional CEO of UBA Bank among other distinguished persons in the platform's leadership, enablers and other equalizers.

The discourse covered the key note address, technical speeches, panel sessions and question and answers with the audience. The topical issues in the conference were; understanding the leadership strategic vision and direction of E-commerce, operating platform providers (the equalizers), frontiers of E-Commerce and legislation (Lawyers), supply chain management and trade facilitation, start-up, marketing and brand positioning, access to finance (Banks), skills development (Educators) and opportunities for the future (Ajira/iBiz Africa Business incubator).

I would like to commend **JULIAN ROWA** for his professionalism, grasp of the subject, depth in interrogating issues and his capacity to effectively engage the audience and panellists to good effect. We found his inclusive approach and profound critical thinking both unique and enlightening in knowledge creation.

We are happy to recommend him for similar assignments in the future.

Sincerely,




Mr. P. Ocheng
Dean of Students