



Private Sector.Integrate.Innovate.Compete.Develop.



THE COMESA **BUSINESS** COUNCIL

Voice of the private sector

In the region



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ABOUT US

The COMESA Business Council is a member based private sector institution of the Common Market of Eastern and Southern Africa. It was established to play the key role of a key platform for advocacy in the development, progress of the private sector in their respective economies. The CBC has been positioned as the recognized regional apex body of the Private Sector and Business Community.

Chapter Twenty three and Twenty four of the COMESA Treaty recognizes the private sector is the backbone of a vibrant economy, the engine of steady and consistent growth. Through this our advocacy position is further solidified as per our constitutional agreements to take part in meetings of the Technical Committees and make recommendations on behalf of businesses and industry to the Intergovernmental Committee. The representatives to meetings are accompanied by such experts and advisers representing business interests as part of CBC's membership.

We are the Voice of the Private Sector in the COMESA Region.

OUR FOCUS;

- I. Key drivers of the regional integration agenda through the establishment of a competitive business environment;
- II. Smart and strategy advocacy for business;
- III. Organisational development for Change and growth in Private Sector;
- IV. Membership development and services;
- V. World Class Business linkages and services

OUR VISION

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- I. **Private Sector;** **CBC** is an institution that is positioned as the private sector arm of COMESA- a sole representative of business interests to all policy organs at the regional level. The institution speaks on behalf of private sector to the highest levels of decision making in the region.
- II. **Integrate;** **CBC** plays the critical role of steering the key drivers of regional integration into the direction of a successful market driven economy that supports growth, development and regional wealth.
- III. **Innovate;** **CBC** hosts a coordinating platform for the sensitization of private sector in business development. We endeavor to put in place systems and mechanisms that support private sector development to create overall sustenance and acumen in competitive global arena.
- IV. **Compete;** **CBC** is in the business of creating a more competitive business environment in the COMESA region. The institution is driven to provide more inclusive participation of industry in the economic integration agenda and boost intra-trade through regional and global market expansion.



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- V. **Develop;** CBC is situated economically independent environment and a stronger, more influential private sector. The services provided are for the enhancement of export competitiveness in the region, developing Trade Capacity in the SME sector and improving the regional private sector.

OUR MISSION

To promote a unified position of engagement for the COMESA private sector- as a driving force in the creation of a market driven economy, effective regional integration , competitiveness, trade and investment.

OUR VALUES

Our values are guided by the principles of integrity and impartiality; inclusiveness and teamwork; collaborative consensus; transparency, excellence and accountability; efficiency and professionalism; and information and knowledge sharing.

In view of the above, we are an institution that endeavors to portray :

- **Integrity**
- **Excellence**
- **Service**
- **Partnership**

OUR STRATEGIC AREAS

- I. **ADVOCACY for private sector** advocate for interests of private sector and engage with Heads of States and COMESA policy organs as the only recognized regional representative private sector apex body that is the ambassador of the private sector to the highest office in the region.
- II. **BUSINESS SERVICES** To enhance member competitiveness through the provision of demand driven, value added fee-based services
- III. **MEMBERSHIP DEVELOPMENT** To ensure that CBC is the most preferred regional apex business association that encompasses the entire spectrum of the Business Community in COMESA
- IV. **FUNCTIONAL ORGANIZATION WITH SOUND STRUCTURES** To ensure that all CBC Structures (Secretariat and Committees) are established, effective, focused and deliver services to the member's satisfaction.



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OUR SERVICES

1. **MEMBER SERVICES ; AIMS TO** Identify and list potential members and their needs from the entire spectrum of the private sector.

THROUGH

- Maintain a consistent stocktaking exercise of private sector associations/networks.
- Develop member benefits to include ability to: Participate in and influence the policy development process through COMESA decision organs; Access business information, opportunities, including trade policy and market research data.
- Recruit SMEs including women's business associations, Cross Border Traders Associations and Regional Sectoral Industrial Associations.
- Conduct a marketing campaign using a variety of methods – including direct marketing, visits, and participation in business forums.
- Establish a Tripartite (COMESA, EAC, SADC) Private Sector Steering Committee.

2. **BUSINESS SERVICES; AIMS TO** enhance member competitiveness through the provision of demand driven, value added fee-based services.

THROUGH

Research and Information and Networking services ;

- Facilitate the COMESA Business Forums and Regional and International Trade Fairs to enhance export capacity for members.
- Dissemination of information through our dedicated website- www.comesabusinesscouncil.org and www.comesabusinessforum.org
- Consistently collect, analyze, interpret and respond to members needs for up-to-date information relating to regional integration, trade and investment opportunities, policy developments and relevant global and regional trends and events.

Business Advisory and Capacity Building Services:

- Organize fee-based training to build technical skills for value addition & business management.
- Facilitate establishment of business linkages and strategic partnerships, including joint ventures, as appropriate.
- Support the establishment of primary business membership organisations and associations.



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- Explore the possibility of providing tailored consulting services (TCS) relating, for example, to Credit Guarantee and Trade Arbitration, regional tax issues, and others relating 'doing business in COMESA'.
- Set up key regional sectoral associations in the goods and services sector for dedicated and customized approaches to enhancing competitiveness in the region.

3. POLICY AND ADVOCACY SERVICES; AIMS TO proactively provide evidence-based information and effectively deliver policy advocacy services for Members. To influence policy through advocacy with a view to reducing the cost of doing business and increasing competitiveness in trade, agro-processing and infrastructure .

The strategies for achieving the objectives include the following:

- Advocating on policy positions backed by well grounded research.
- Organizing and ensuring visibility and participation in the COMESA decision-making structures (the Policy Organs).
- Strategically influencing regional policies that establish and maintain an enabling environment for business, including removal of non-tariff barriers.
- Collecting and disseminating regular, timely and correct information and business intelligence to members.
- Networking with business organisations in order to effectively market CBC's objectives.
- Engage Heads of States and COMESA policy organs on key strategic issues

THROUGH

Among the core activities are the following:

- Identify potential technical expertise within the private sector to support CBC work and develop a living database.
- Develop capacity for obtaining expert advice and information on strategic regional activities.
- Collect and analyze relevant data on best practices at country and regional level and share with members.
- Prepare well researched position papers to influence and shape policy direction in support of trade, agro-processing for value addition, and infrastructure.
- Undertake trade flow analysis and establish relevant policy advocacy issues.
- Design and undertake specific analysis in key sectors, identify constraints and lobby for corrective action.



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OUR ACHIEVEMENTS;

- ✓ Successfully held 9 Annual COMESA Business Forums;
- ✓ Established five technical committees for active strategic advocacy
- ✓ Engagement in Policy Dialogue at the Highest Level of the Summit;
- ✓ Trade Capacity building of the CBC National Focal Points;
- ✓ Facilitated business linkages through our partnerships with regional and international business communities in the USA, India, UAE, Riyadh and Jeddah, ECOWAS, SADC and EAC
- ✓ Spearheaded the Private Sector recognition to input in institutional dialogue within the Tripartite Framework; and the formation of the EAC-SADC-COMESA Private Sector Working Group;
- ✓ Memorandums of Understanding on consolidated partnerships for Business development and linkages with China, India, Riyadh and Jeddah and USA;

CBC BOARD OF DIRECTORS

The Board is composed of seven Directors elected by the General Assembly. In electing Directors to the Board, the General Assembly takes into account geographical and linguistic representation. The Secretary General or his representative is ex-officio member of the Board. The Directors elected to the Board are reputable in the field of business management, in the provisions of services to the business community or in other fields or activities directly or indirectly related to the programmes of the CBC. Members of the Board hold office for a period of two years, with eligibility to be re-elected for another term of two years; notwithstanding for this provision, no member shall hold office for more than four (4) years. The outgoing Chairman is granted honorary membership of the Executive Board for the next two years. The Executive Board consists of the officers of the General Assembly, namely the Chairman, two Vice-Chairmen, Secretary General and three other members. The CBC Chief Executive serves as Secretary to the Board.

MEMBERSHIP

Membership of the CBC is composed of:

- 1) **Principal Members;**
Private sector Regional associations representing various sectors of national economies of member States and individual corporate companies; **Principal Membership fee; US\$ 2000 per annum**
- 2) **Honorary/Corporate members;**
Incorporated individual companies upon admission by the General Assembly after application; various interest groups in the Common Market whose aims and objectives are in conformity with the aims and objectives of the Common Market upon admission by the General Assembly after application. **Honorary/Corporate Membership fee; 5000 USD per annum.**
- 3) **Associate members;**



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Recognized associations, Investment Promotion Agencies, Export Promotions Bodies and other trade support institutions and associations directly or indirectly related to private sector; **Associate Membership fee; 1000 USD per annum.**



4) **Emerging business Membership:**

This will be granted to deserving persons with the potential to contribute to the well being of the CBC in a significant way and will fall under the category of Associate Members; the council will grant the membership in the spirit of ensuring diversity of ideas and broadness of the income base.” **Honorary/ Emerging Businesses membership fee - US\$500 per annum.**

All members of the CBC form the General Assembly. The CBC General Assembly meets once every year.

Our PARTNERS



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ECONOMISTS AGAINST POVERTY



International
Trade
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développement international

For More Information visit;

www.comesabusinesscouncil.org

www.comesa.int

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