

# BIZNET WEEKLY

News Updates from the COMESA Business Council - 19-23 August, 2019.



## About CBC

CBC is the recognized Business Member Organization, established as a private sector institution of COMESA. We represent the interests of businesses sectors at a regional level. The services provided go beyond advocacy, to actively promote business participation in regional integration, investment and global trade. This is done by facilitating the growth of strong business synergies, the development of business opportunities, business alliances, legislative and strategic advocacy. We provide custom tailored services that are driven by both industry and enterprise interests..



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# Post Source21 COMESA International Trade Fair and High Level Business Summit

The COMESA Business Council is proud to present the Report of the Source21 COMESA High-Level Business Summit that was held from the 17th-18th July 2019 at the Kenya International Convention Centre (KICC). The Summit was on the margins of the Source 21 COMESA International Trade Fair from the 17th – 20th of July 2019. All were under the theme, “The Hallmark of Quality”. The event was organized by the COMESA Business Council and the Kenya Association of Manufacturers, in partnership with COMESA and the Government of Kenya.

The High-Level Business Summit was led by a Presidential Dialogue to give direction on key areas and reform strategies to strengthen the sourcing of quality African products in the market and address issues of local industrial and SME competitiveness in regional trade. The summit provided a platform of engagement between business leaders and policy makers to address some of the key impediments affecting business in regional and cross border trading partnerships.

The summit brought together over 500 stakeholders from the public sector, namely high-level government officials, Ministers, Regulators, regional and international organizations. From the private sector; industry leaders, investors, entrepreneurs, SME businesses and innovators from all sectors of the economy, i.e. manufacturing and services industries from all over Africa.

The Business Summit had the participation of Four Heads of States; H.E. Uhuru Kenyatta, President- Republic of Kenya, H.E Edgar Lungu, President, Republic of Zambia, H.E Yoweri Museveni, President, Republic of Uganda and H.E. Paramasivum Pillay Vyapoory, A/ President, Republic of Mauritius. In addition, from regional organizations; Dr. Mukhisa Kituyi- Secretary General- UNCTAD, Mrs. Chileshe Kapwepwe- Secretary General, COMESA and others. Ministerial participation from several COMESA countries; Egypt, Kenya, Rwanda, Uganda, Burundi, Malawi, Tunisia and Djibouti.





## Showcasing Africa's Trendsetters- The young Minds of Business

This session explored the various journeys for some young entrepreneurs across all sectors, their challenges, opportunities and some of the innovations they have developed for the continent. The session was facilitated by Mr. George Ndirangu from BBC and the following companies attended the Session; Organic Honey and Zola Foods which are companies in Agriculture, Biogen Kenya which is a company in Renewable Energy and Uzi Collections which is a company in Ethical Fashions. Other panelists were Ms. Hope Murera, CEO, ZEP-RE, Mr. Eric Bureau, Regional Head of Business Development-BAYER and Mr. David M. Bamlango, General Counsel at the Trade Development Bank.

Presentations were done by all the young Entrepreneurs present in respect to what they are currently doing. Key questions focused on their future plans for growth, source of funding, mentorship and challenges faced.

Most of the entrepreneurs had mentors to advise and guide them, also quite key for growth of entrepreneurs as mentors can assist with business advice, market linkages, connections and even facilitate access to finance. Most of the young Entrepreneurs had challenges with funding and they were advised to explore venture capital and angel fund where there is risk sharing between the Funder and the companies. Young Entrepreneurs were advised to set up Governance, Legal and Financing Structures to ensure a good standing in business operations.



The Source21 COMESA International Trade Fair and High Level Business Summit would have not been a huge success without the help of our partners and sponsors

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# SOURCE21 COMESA HANDBOOK



President Uhuru Kenyatta launched the COMESA Source 21 Handbook during the Source21 COMESA High Level Business Summit on 17 July 2019. The other presidents who were in attendance were; Uganda's Yoweri Museveni, Zambia's Edgar Lungu and Pillay Vyapoory, the acting President of the Republic of Mauritius. The launch was witnessed by thousands of delegates from the COMESA member states and beyond.



The first edition of the COMESA Source21 Business Facilitation Handbook responds to common information queries brought to the attention of the CBC from new and existing industry players on accessing or trading in various markets in the region. The Handbook is the first phase on strengthening business facilitation services for enterprises with a core interest in promoting partnerships in COMESA.



The handbook is a guide on doing business in the bloc and contains critical information on business opportunities in the region and also provide market information and investment for each member state of COMESA.

COMING SOON- ONLINE PUBLICATION ON:

[www.comesabusinesscouncil.org](http://www.comesabusinesscouncil.org)



# SOURCE21 IN PICTURES

The collage consists of 20 individual photographs arranged in a grid-like fashion. The top row shows a wide shot of the exhibition hall, a man in a blue suit with a headset, and a woman in a white headwrap and red necklace. The second row features a man in a brown suit speaking into a microphone, a woman in a red headwrap, and a man in a blue suit. The third row includes a woman in a green top, a man in a blue suit, and a woman in a green top. The fourth row shows a woman in a green top, a man in a blue suit, and a woman in a green top. The fifth row features a woman in a green top, a man in a blue suit, and a woman in a green top. The sixth row includes a woman in a green top, a man in a blue suit, and a woman in a green top. The seventh row shows a woman in a green top, a man in a blue suit, and a woman in a green top. The eighth row features a woman in a green top, a man in a blue suit, and a woman in a green top. The ninth row includes a woman in a green top, a man in a blue suit, and a woman in a green top. The tenth row shows a woman in a green top, a man in a blue suit, and a woman in a green top.





# CBC - TEAM BUILDING

From the 25th to 28th July 2019, COMESA Business Council held a 3-day staff development retreat in Protea, Chisamba. The retreat was a benchmarking and an institutional strengthening activity held in partnership with International Trade Center (ITC).

During the three day retreat; CBC staff discovered more of their abilities as well as talents and learnt how to incorporate each and every skill into the organization's mission and vision. The training included theoretical activities such as identifying CBCs strength, opportunities, weaknesses and threats (SWOT Analysis) in order to use every staff's talent to improve on the short comings of CBC and strengthen the organizations competitive advantages.

During the retreat the team got to do some practical team building activities that required the input and dedication of each staff member. The retreat was an excellent event as the CBC team got to know each other even better. This was essential as the staff members that recently joined had a depth understanding of what CBC is all about and its strategic focus for the next 5 years.

More side activities of the 3 days included games, a group walk in the park, a visit to the lion's cage The night ended with drinks, dancing and a lot of laughter as a team.

" Identify the strengths of each team member and build on them"

"Only TEAM WORK will move the institution FORWARD"



# SUSTAINABLE LOCAL SOURCING -KEY



## LOCAL SOURCING FOR PARTNERSHIPS PROJECT

### BUYER - SELLER PLATFORM

22ND TO 23RD AUGUST,  
2019  
KAMPALA, UGANDA.



The importance of economic growth through the realization of the private sector as the engine of growth cannot be over emphasized. The African governments must pass the rod of economic growth to the private sector by providing the much support needed for growth. The world Bank reports that economic growth in Sub- Sahara Africa remains below compared to the population growth. Growth in Sub-Saharan Africa is estimated at 2.3 percent for 2018, down from 2.5 percent in 2017. There is a strong link between sustained growth and local sourcing for economic growth. It is believed that local sourcing through the support of SMEs is the key for sustainable growth in Africa. Sustainable local sourcing implies that companies are acquiring products from the locals for domestic or regional consumption.

This process will create a sustainable business cycle that benefits all the players in the chain. Further, supporting local sourcing creates employment, poverty reduction, credible suppliers, improved quality of food, access to information and increases quantities.

Many hotels, chain stores and other manufacturing companies source products from local farmers and have established reliable business partnerships. Therefore, COMESA Business Council will continue embracing the local sourcing for partnership project as a sustainable business model that benefits buyers and suppliers. Research reveals that as a way of appreciating local sourcing from within Africa, Coca-Cola Beverages is fully tied to the wellbeing and prosperity of the communities where they serve. In most countries they operate in they believe in locally sourcing 80% of all raw materials they currently import by 2022.

Another good example is Heineken that endeavors to source as much as possible of its raw materials locally as a way of empowering thousands of people across the communities.

As a result of local sourcing, companies will build up goodwill not only among their producers, which will in turn secure future business relationships from investors and improve their national and international market image. In the long term, this is a win-win situation for all, and is what we call the principle of sustainable local sourcing.



# Upcoming Events:

**BUYER- SELLER  
PLATFORM  
KAMPALA-  
UGANDA- 22ND  
TO 23RD  
AUGUST, 2019.**

**BUYER- SELLER  
PLATFORM  
HARARE-  
ZIMBABWE-  
27TH TO 28TH  
AUGUST, 2019.**

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# MEMBERSHIP BENEFITS

1

Advocacy excellence in the region – influence decisions at the highest levels of policy decision makers in COMESA.

2

Regional brand recognition as a business through CBC

3

Market intelligence and analysis to inform trade, investment and joint venture decisions.

4

Increased partnerships in regional and global markets.

5

Business facilitation in regional and global markets through trade promotion, linkages and advisory services

6

Industry collaboration through CBC memberships for efficiency and sustainability of enterprises and associations.



## Our Important Links

- <http://comesabusinesscouncil.org/>
- <http://comesabusinesscouncil.org/Account/Login>
- [http://comesabusinesscouncil.org/Content/web/documents/news-media/2016\\_CBC\\_Inst\\_Report.pdf](http://comesabusinesscouncil.org/Content/web/documents/news-media/2016_CBC_Inst_Report.pdf)
- <http://comesabusinesscouncil.org/Home/AboutUs/Membership>

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