

11th COMESA BUSINESS PARTNERSHIPS FORUM

Theme: QUALITY AFRICA- Sampling the Tripartite Market



*12th -13th October 2016
Antananarivo, Madagascar*



The COMESA Business Council is proud to host the 11th COMESA Business Forum on the margins of the 19th COMESA Summit and Policy Organs Meeting, in Antananarivo, Madagascar from the 13th -14th of October 2016. The meeting will be held under the theme, **“QUALITY AFRICA- Sampling the Tripartite Market.”**

The Forum is set to attract regional and International businesses and visitors from the 19 COMESA Member States, Tripartite countries, Africa and the International community with an interest in promoting buyer seller engagements in the African region. The event is to be held within the umbrella theme of COMESA, focusing on “Sustainable and Inclusive Industrialization.”

The objective is to provide an opportunity for increased partnerships within the agroindustry sector to ensure long term sustainable development in agriculture; and at the same time, also engage the high level policy makers on some of the key constraints and strategic structures to promote the development of local enterprises and their participation in regional and international supply chains of companies and investors in Africa.

The meeting will also invite Information Technology services companies in the region to promote the agenda of taking businesses online as a means to promote efficiency and effectiveness in business operations as part of quality management in Africa’s enterprise space- a gap that today’s growth enterprises are facing.

Background

Africa’s economic transformation agenda has looked into a number of aspects of socio-economic development, ranging from the manufacturing potential, poverty eradication and the policy and regulatory environments that promote a more competitive business environment. The Continental Free Trade Area is earmarked for 2019, and in June 2015 the Heads of State and Government of the Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC) and the Southern African Development Community (SADC) officially launched the COMESA-EAC-SADC Free Trade Area (FTA), commonly known as the Tripartite FTA, showing the impetus for regional economic integration. The TFTA covers 26 countries which accounts for about 57 % of the African population, with an estimated GDP of \$1.2 Trillion USD which is 53 % of the African GDP. The Tripartite FTA has a population of 625 million consumers, and a combined landmass of 17 million square kilometers.

While the processes towards a borderless territory under the spirit of regional integration continue, the macro-aspects cannot be addressed without strengthening the capacity of enterprise at the firm level. SMEs compose a significant part of our enterprises, as they make up about 80% of our private sector in the region. Economic growth and regional integration will only translate into meaningful industrial development and economic development when SMEs are able to participate effectively in the regional markets.

The UNECA 2015 Report on Africa; Industrializing through Trade recognizes the importance of regional; value and supply chains as key to boosting intra-regional trade. Indeed, the key to boosting our economies and trade lie in the ability to transform our SMEs and local industries to effectively integrate them in national, regional and global supply chains.

While the corporate industry continues to grow in the region, it should be noted that a lot of the production inputs are outsourced from international trading partners, due to the logistical costs and sub-standard quality of products that are in today’s market. According to research from the COMESA Business Council, key constraints faced by companies when sourcing locally are primarily tied in the quality assurance of the source inputs as well as the lack of information on suppliers and distributors in the region who have gone through a due diligence process. At the end of the day, it has to make commercial sense to partner with our local enterprises- and there are standard requirements that have to be met- before a partnership can be fostered.

CBC Local Sourcing for Partnerships Project

It is based upon this rationale that the Local Sourcing for Partnerships project was formed- as a mechanism to ensure responsible procurement practices through buying local- and buying quality. Over the past one year the CBC has been working with industries in pilot countries to ensure that quality management efforts in terms of standards compliance in health and food safety requirements are met at the firm level within growth enterprises in the region. The CBC project popularly known as the Local Sourcing for Partnerships Project has targeted 6 countries and most recently expanded its reach to more countries in the Tripartite region as part of its second leg of implementation, following the one year phase of the project.

The focus of the project has been to upgrade the capacity of the suppliers in order for them to successfully broker contracts with buyers in the local and regional markets. To date over 400 food suppliers in six countries have participated in the project. Further to this, under the Tripartite FTA, countries South Africa, Madagascar and Tanzania have been engaged as part of the potentially strong trading partnerships that could be leveraged over the next two years.

This year's business forum will seek to strengthen market linkages between buyers and suppliers across the 9 countries of Kenya, Rwanda, Uganda, Zambia, Malawi, Ethiopia, Tanzania, Madagascar and South Africa, with a view of promoting local sourcing and cross border market linkages amongst the 9 countries.

The event will also recognize the large national and regional corporates who have supported the project by signing Agreements as buyers and reinforcing their commitment in practicing responsible procurement methods by sourcing local produced products from their countries of operation. The CBC Local Source Recognition Award, which is the award to the above, seeks to promote and encourage large corporates in the Tripartite region going forth to promote SME's by entering into sustainable partnership relationship where they source from them.

The end process is a win-win situation for all that are involved; indeed SMEs have the technical capacity to implement international food safety management systems, hence improving the quality of their products. Large corporates, buyers are also able to source from the SMEs' providing them with the much needed market and at the same time at lesser costs for them in comparison with sourcing from international markets. At national level, the growth of national supply chains and at regional level; regional supply chains which inherently contribute to economic development and regional integration.

Target audience

- Food and beverages companies,
- Importers and exporters of food and food stuff
- Manufacturers in agro- industry
- Small and Medium Enterprises
- Commercial/ large scale farmers
- Retail chains- food sales stores
- Hotels- Hospitality industry
- IT companies- digital industries

What's on the Menu

- Africa's potential to be a high value intra-trader
- IT and SMEs- get your business online- fast!
- Understanding the supplier requirements of purchasing managers in various industries
- What do standards mean to a Multi-national Company and a growing enterprise?
- The costs of standards- high investments, high returns?
- Responsible sourcing- creating wealth in Africa
- Practical engagements for long term sustainability between buyer-supplier/farmer partnerships
- Quality Management
- Breaking barriers across countries- Market Access; Case Study- Madagascar and South Africa

How you benefit from the Forum

- Meet your buyers- meet your suppliers
- Structure your model for Market access
- Understand the standards needed to become part of the supply chain in Africa
- Showcase your products
- Be a part of the country-country roundtables on market access
- Exhibit your products to selected buyers in the Food and Beverages sector, Retail supermarkets and stores, Hospitality industry
- Meet the policy makers, Ministers and other decision makers on key issues you seek to address as a business.

The COMESA Local Sourcing Partnerships Award- 14th October, 2016

The 19th COMESA Heads of State Summit is the highest policy level meeting, which is the meeting of the Heads of States from the COMESA Member States. The LSP project has partnered with over 10 corporate companies in Africa who are regional and multi-national in nature. During the lifetime of the project, 10 key companies will be recognized by the COMESA Summit, for the outstanding contribution to building the local industrial capacity and strengthening food suppliers both at a technical and financial level- in countries where they are present. These companies are;

- i. SERENA Group of Hotels
- ii. Taj Pamodzi Hotel
- iii. Protea-Zambia
- iv. Inyange Industries
- v. BRALIRWA - HEINEKEN
- vi. Sarova Group of Hotels
- vii. NAKUMATT
- viii. Partners: USAID EA, ICF Africa and Microsoft4Africa

The award ceremony will be presided over by the COMESA Council of Ministers.

HOW TO ATTEND?

Venue

Antananarivo, Madagascar- 12- 13th October, 2016.

Registration fees

- International delegates- 250US\$
- Regional delegates- 200 US\$
- Local Madagascar- Free

HOSTS OF THE EVENT

The event is being held in partnership between the COMESA Business Council and Federation of Chamber of Commerce of Madagascar (FCCI Madagascar).

COMESA Business Council

COMESA Business Council (CBC) is business member based private sector institution of the Common Market of Eastern and Southern Africa, established to play the key role of a platform for advocacy, linkages and partnerships, and membership development in the promotion 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 in the COMESA region

Federation of Chamber of Commerce of Madagascar (FCCIM)

The Private sector is represented by the Federation of the Madagascar Chamber of Commerce and Industry(FCCIM). The tasks of the Federation is to represent and defend the interests of all CCI and the private sector with the Malagasy public authorities, national, regional and international organizations, is also responsible the task of organizing, coordinating activities KIC in harmony with national development objectives. Thus, having an organized structure and covering the entire island, the Federation holds an essential position in the development of the private sector in Madagascar.

11th COMESA BUSINESS FORUM- QUALITY AFRICA , SAMPLING THE TRIPARTITE MARKET

REGISTRATION FORM, 2016

All delegates and any accompanying persons are required to complete the registration form in full. Please photocopy this form for additional delegates. You may submit your proof of payment by fax at +260 211 225107 or online kmadzivanyika@comesa.int or echingoma@comesa.int

Delegate fees must be paid in full before the event.

A. FEES STRUCTURE(tick relevant box)

Regional Delegate fees: EAC, SADC, COMESA, Rest of Africa	200 USD	
International Delegate fees;	250 USD	

B. PERSONAL DETAILS

Title	
Surname	
First Name	
Organization	
Position	
Address	
Post Code	
Country, State	
Telephone Number; Mobile	
Fax Number	
Email Address	

C. PAYMENT OPTIONS

BANK NAME:	Standard Chartered Bank
BRANCH:	Lusaka Main Branch
A/C NAME:	COMESA BUSINESS COUNCIL
A/C NUMBER:	8700213716700
BRANCHCODE:	060017
SWIFT CODE:	SCBLZMLXXX

IMPORTANT: Kindly send proof of payment, quoting your name, bank address, swift code and account number. Kindly note that all transfer costs should be beared by sender- and not beneficiary.

Standard Chartered Bank Head Office ; P O Box 32238, LUSAKA, ZAMBIA

All attendees are responsible for the arrangement and payment of their own visas, travel and accommodation costs.

This registration form and proof of transfer should be sent to: kmadzivanyika@comesa.int; echingoma@comesa.int ; suwera@comesa.int

Signature:.....Date.....