



BIZNET WEEKLY

The Weekly newsletter of the
COMESA Business Council

Source21

COMESA International Trade Fair & High Level Business Summit

"The Hallmark of Quality"

17th - 21st July, 2019

Venue: Kenyatta International Conference Center, Nairobi, Kenya

Visit: <http://comesabusinesscouncil.org/source21/> to register!



The COMESA Business Council and Kenya Manufacturers Association in partnership with COMESA and the Government of Kenya are proud to host the SOURCE 21 COMESA International Trade Fair and High-Level Business Summit. The event will be held under the theme "The Hallmark of Quality". It will be hosted within the Kenya Trade Week which is led by the Ministry of Industry, Trade and Cooperatives.

The Source21 COMESA High Level Business Summit will be held on the margins of the Trade fair. The event will provide a platform for the public-private engagement on some of the constraint's businesses face when trading across the region. The event will be graced by His excellency the president of Kenya Mr. Uhuru Kenyatta.

The Source 21 COMESA International Trade Fair has attracted more than three hundred exhibitors from across the region and the globe. During the fair more than five thousand show goers are expected to visit the exhibition stands and have a 1 on 1 with industry players. Highlights of the week include:

- The Presidential Roundtable – Regional heads of state will engage and share best practices and knowledge and to address critical issues in Agriculture, manufacturing sectors
- Launch of the Source21 COMESA Handbook – The handbook is a business facilitation tool to inform businesses, traders, SMEs investors and other the various market opportunities across the COMESA countries.
- Sectoral Roundtables- Industry positions from the various sectors will be drawn during the dialogue to inform policy.

Overall, the African enterprises need to demonstrate the ability to produce quality products that can compete effectively in regional and global markets. Various speakers from key sectors will be part of the summit.

Business Summit Participation Fees

International Delegation - 300USD

Regional Delegates (EAC, SADC, COMESA, Rest of Africa- 250USD

Kenyan Delegates - National - Free

CBC Member- Association - Free

CBC Member- Corporate- 100USD

Register Today: <http://comesabusinesscouncil.org/source21>

HIGHLIGHTS OF THE S21 CITF & HLBS

15-16th July
Kenya Trade Week Meetings – Open (National)

17-18th July
SOURCE21 COMESA- High Level Business Summit by Registration (Regional and national)

17-20th July
SOURCE21 COMESA- International Trade Fair Open (Regional and national)

19th July
FINANCE FOR BUSINESS Seminars Open (Regional and national)

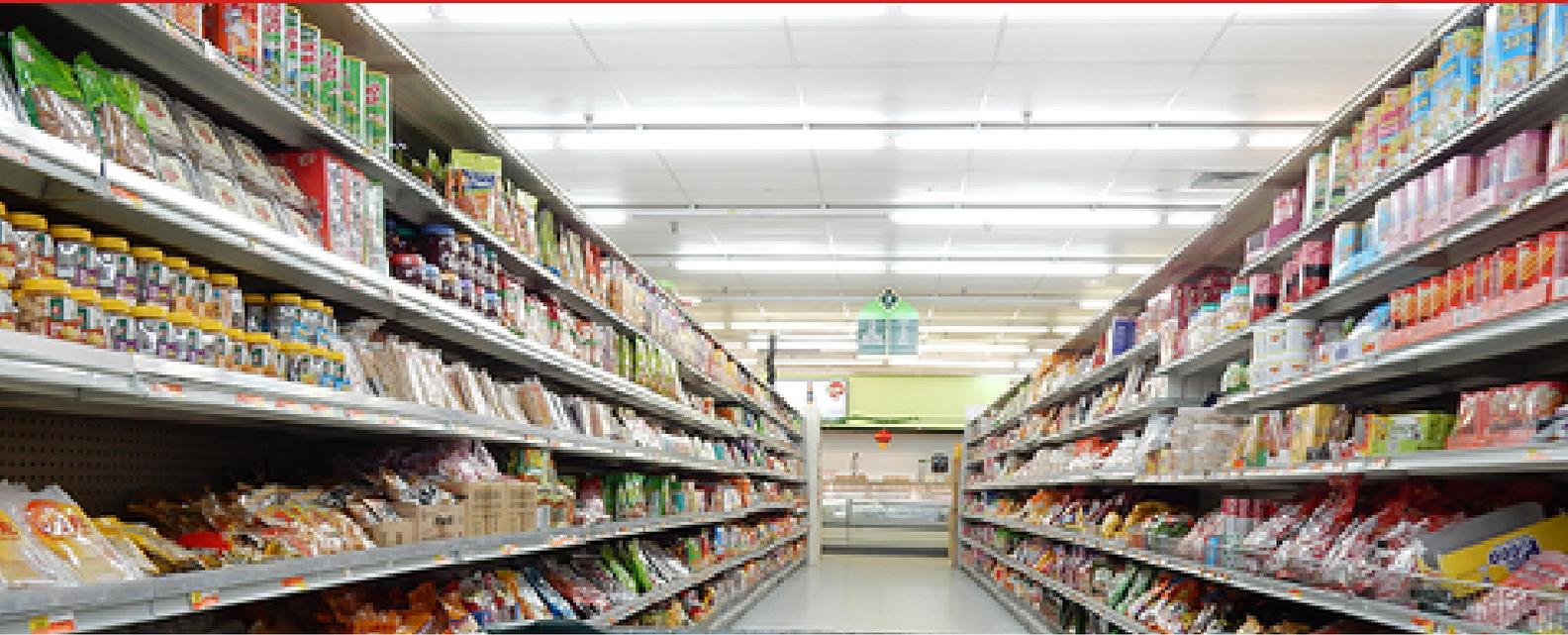
TOPICS OF DISCUSSION

- Global Sourcing- Clearing the path for Africa's products into the regional and world markets. What needs to be done?
- Manufacture Africa; Africa's value proposition; What makes the continent more viable for business than other alternative markets? How do we create inclusive regional manufacturing hubs?
 - Internationalizing African Brands
- Showcasing Africa's Trendsetters- The young minds of business
- Bridging gaps- Digitalization for business and trade
The Future of Agriculture – Optimizing sustainable partnerships in regional agribusiness.

Exhibition Fees

- National Company/Association/Organization/ -1000 USD- 3X3M Booth
- Multi-National/Regional Company/ Association based in Kenya - 1500USD 3X3M /1900USD 3X6M
- International Company/Association/organization 1500USD -3X3M 1900USD 3X6M
- CBC Member - Association - 1000USD - 3X3M
- CBC Member - Corporate - 1200- 3X3M / 1500USD 3X6M

COMESA BUSINESS COUNCIL LSP DATES ZIMBABWE



The COMESA Business Council in partnership with the Zimbabwe National Chamber of Commerce (ZNCC) will host the Local Sourcing for partnerships (LSP) training and capacity building workshops for SMEs on food safety and Standards. The workshop is scheduled to run from 15th to 17th May, 2019 in Harare Zimbabwe.

As a way of promoting local sourcing, from 2016–2018 the CBC initiated and implemented the Local Sourcing for Partnerships Project targeting the Small Growth Enterprises within the hospitality and agro–industry sector, with the aim of building their technical capacity on quality standards and promote business linkages to enable the agro food suppliers’ participation in the supply chains across the COMESA region. The project is further aimed at creating jobs and enable SMEs contribute positively to economic development. Since the inception of the project, more than 480 SMEs have been trained across the region.

The goal of the project is to build inclusive growth and sustainability of SMEs, and to contribute to overall improvement of intra–trade development in the COMESA Region.



BE PART OF THE WINNING TEAM



CBC Board of Directors and Management Staff that formed part of the recruitment Panel

In 2017, the COMESA Business Council through the Working group convened the COMESA Connect Industry Dialogue with a focus on digital technologies and smart technologies to improve industry competitiveness. The objective was on how through technology, we can develop solutions and platforms that can propel our industry competitiveness in agriculture, manufacturing and services, develop our SMEs businesses, improve our access to services and trade.

Digital Financial inclusion, was at center stage as the necessary bedrock upon which businesses conduct their transaction and trade. Some of the key recommendations focused on the need to put in place a policy framework for Regional Payment systems for SMEs and cross border traders (women, disabled and youth) that drives the cost of transaction downwards.

The COMESA Business council will be implementing the Digital Financial Inclusion for SMEs in the COMESA Region in partnership with the with the Bill and Melinda Foundation.

To this effect the CBC has recruited more staff to help implement this project effectively. Joining the team will be

- The Project Manager
- The Business Development Officer
- Digital Services Manager
- Marketing and Relations Officer

CBC warmly congratulate and welcome the successful candidates to the winning team.



RWANDA, DR CONGO BUSINESS LEADERS IN TALKS

Members of Rwanda's Private Sector Federation (PSF) on Thursday held a meeting with their DR Congo counterparts in Kinshasa and agreed to, among others, fast track an agreement between the two sides. The PSF delegation of more than 40 met their counterparts at the Federation des Entreprises du Congo (FEC) offices in Kinshasa in the presence of Soraya Hakuziyaremye, the Minister for Trade and Industry. The Rwandan delegation traveled for the launch of RwandAir's maiden flight to Kishansa. It was agreed that a team return to Kinshasa within the next two weeks to have the deal finalised. Stephen Ruzibiza, the PSF chief executive, noted that the agreement is a win-win for both sides. The Congolese capital is home to nearly 18 million people. The MoU, once finalised, will help Rwandans and Congolese ably exchange information, and help set up reciprocal mechanisms for easing business.

"It will also help Rwandans get better business to business (B2B) connections here with those in similar lines of business," Ruzibiza said. "Also important is that we want to establish here, in Kinshasa, a multi-service centre like the one we have in Brazzaville, where you can find all Rwandan products and services," he added.

Didace Twagirayezu, the Rwandan who heads the Joint Exporters Group in Brazzaville, was at the meeting and is enthusiastic about developments. He said: "RwandAir has opened up doors for us and we have to work smarter. The MoU with FEC will have a big impact on our business operations in Kinshasa." Albert Yuma Mulimbi, the FEC president, told the visiting delegation that they are welcome to partner with his team and forge better working relations. Mulimbi was particularly impressed by the fact that business people from nearly all sectors in both countries were represented at the meeting. He said: "What we have noted is that on both sides, there are things we can do better, together. For example, we mentioned the exploration on methane gas on Lake Kivu, which is being done by the energy sector in Rwanda.

The question is; why can't people in Congo also chip in and do something to improve the energy supply in Goma?" "We are looking to accelerate business between the two countries. And I am very confident that things will work out," he added. According to Patricia Veringa-Gieskes, CEO of a Congolese recruitment agency, Rwandans have lots of opportunities to tap into the market of Kinshasa. She said she was looking forward to the signing of the agreement in the next two weeks.

read more on: <https://www.newtimes.co.rw/business/rwanda-dr-congo-business-leaders-talks>



EAC'S HAS UNRIVALED ADVANTAGE OVER OTHER STATES IN THE FREE TRADE AREA



COMESA and Southern African Development Community (SADC) blocs remain the leading trading partners for the East African Community (EAC). Statistics indicate so even as the envisaged African Continental Free Trade Area (AfCFTA) is set for launch in July. EAC partner states exports to the Tripartite Free Trade Area (TFTA – COMESA, SADC and EAC) were worthy \$2.5 billion between 2010 and 2016.

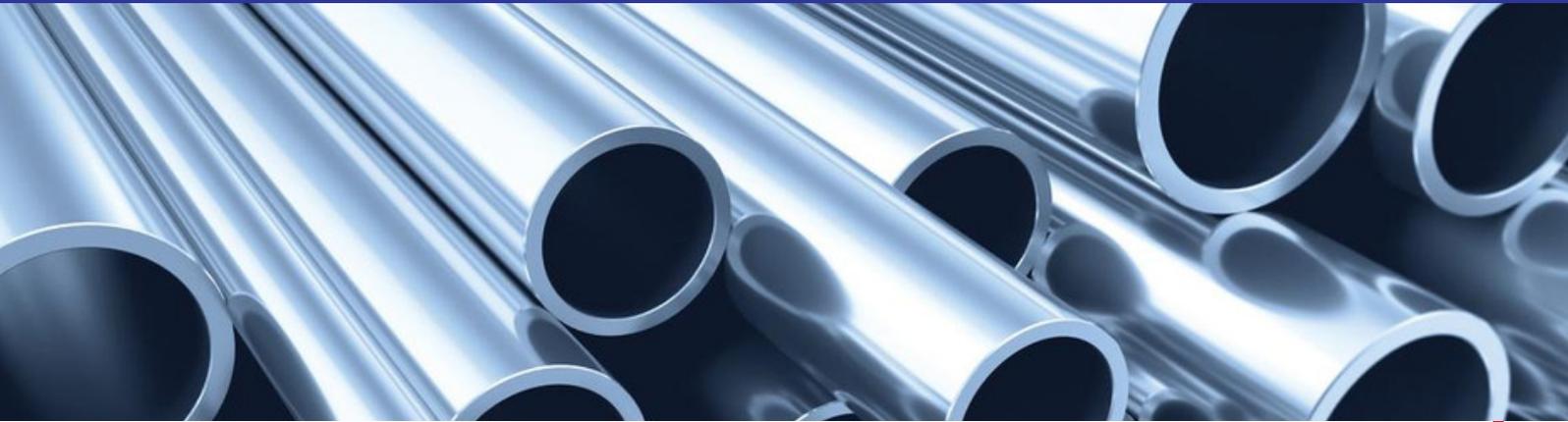
During the same period EAC exports to the rest of Africa on average amounted to \$312.4 million, a report has said. The Democratic Republic of Congo (DRC) is leading the pack with a 29.7 per cent share of exports from EAC followed by South Africa, Egypt, Zambia, Sudan and Comoros. The primary intention of the TFTA was to create an integrated market with a combined population of 600 million people and a total GDP of about US 1 trillion.

The deal was to come into force once ratification is attained by two thirds of the 26 member states by the three blocs. On the other hand, AfCFTA was formed last year with the signing of its initial agreement by 52 of the 55 African Union member states. EAC has considerable market opportunity to grow its share export to the Tripartite market the report said. When it comes to force the 26 nation tripartite will have preferential tariff regime for exports and imports trade.

Read more on

: <https://www.thecitizen.co.tz/News/EAC-s-has-unrivalled-advantage-over-other-states-/1840340-5091634-amtk>

STEEL SUPPLY DEAL MARKS A TURNING POINT FOR FIRMS



Local steel manufacturers have got a boost after global suppliers agreed to consistently supply them with the right raw materials on time to power Kenya's industrial base. It will also promote President Uhuru Kenyatta's job creation plan. Erratic supply of billets, wire rolls and hot-rolled coils has been one of the reasons most steel plants have been operating at below capacity, with most forced to shed jobs as a result. However, suppliers drawn from 15 countries last week promised a steady supply of the materials. This was during the International Steel Forum in Nairobi on Friday.

"The suppliers agreed to comply with local requirements to ensure good quality local materials are supplied," said Bobby Johnson, the chairman of the metal sector at the Kenya Association of Manufacturers. The steel sector in Kenya employs 22,100 directly and another 75,000 indirectly, figures that President Kenyatta would like to see go up as part of his Big Four Agenda.

According to the Ministry of Industrialisation projection, a single steel plant of a capacity to produce 350,000 tonnes of steel per year can generate over 10,000 jobs. It is estimated that the country spends over Sh60 billion shillings annually on importation of steel. Direct and indirect consumption of steel in Kenya is also projected to increase as the country embarks on the development activities as envisioned in the Vision 2030 such as Lamu port development, railway and roads and housing projects among others.

The forum focused on providing partnership opportunities to boost the sector's competitiveness and developing frameworks of collaboration across the industry. It was attended by 187 delegates. Metalwork is one of the sectors that President Kenyatta has targeted in his bid to create jobs by revamping the manufacturing sector.

The State is targeting Sh1 billion of investments into the iron and steel sector as part of its plans to increase the share of manufacturing to 15 per cent of the Gross Domestic Product. Mr Johnson noted that the support of the Government in protecting local industries has boosted local production.

National Treasury in the current financial year sought to protect the sector by slapping cheap imported finished iron and steel products with high import taxes. KAM Chair Sachin Gudka said the establishment of stronger partnerships with global investors, would be vital to attain the desired growth in the sector and the economy.

"The future of the sector looks at the development of Smart Infrastructure. Through data and employment of sustainable strategies the sector will spur the productivity of the country and the continent for the next generation," said Gudka at the event.

Read more on: <https://www.standardmedia.co.ke/business/article/2001323114/steady-steel-supplies-to-boost-manufacturing>

INTERNATIONAL REAL ESTATE DEVELOPMENT CONFERENCE SUCCESSFUL

The International Real Estate Development Conference, kicked off today, featuring real estate experts and representatives from leading real estate companies to deliberate on the status of the sector, and the challenges it faces, in an attempt to come up with solutions and recommendations towards a better urban future in Egypt. The event was under the auspices of Ministry of Housing, Utilities and Urban Communities in cooperation with The American University in Cairo (AUC) School of Business, the Federation of Egyptian Industries (FEI) Chamber of Real Estate Development.

Additionally, Mountain View-DMG was the main sponsor of the event. Engineer Amr Soliman, CEO of Mountain View and Board Member of the Real Estate Development Chamber of the Federation of Egyptian Industries (FEI) made an intervention during the conference where he applauded the efforts of the country represented in the Ministry of Housing to support the real-estate development sector. He also stressed the role of the real-estate developers and investors that contributes to the continuous growth of the market.

During his word, Amr Soliman emphasized the sector's capabilities that will enable it to overcome all the challenges. He also pointed out the integral role of the real-estate developers of the private sector and the necessity of their collaboration with the government to complement its attempts to sustain the real-estate products and provide better housing opportunities.

Furthermore, Soliman mentioned the Real Estate Academy founded by Mountain View in 2009 in collaboration with the American University in Cairo, and the National University of Singapore, with the aim of developing the skills and capabilities of the prominent players in the Egyptian market. In addition to that, the academy functions as a link between the investors and the most recent trends in the real estate scene through educational executive programs and field expeditions that contribute to the development of the participants. These programs are supported by the National University of Singapore, which provides advanced tools and training methodologies facilitating the learning process.

The Academy of Real Estate Development is part of the American University, which presented more than 176 graduates to the real estate market, who are currently considered to be among the best real estate development calibers in the Egyptian market, leading the largest companies in the field.

Read more on: <http://www.egypttoday.com/Article/6/68672/International-Real-Estate-Development-Conference-Kicks-Off-Sponsored-by-Mountain>



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/Home/AboutUs/Membership>

For media enquiries please contact:

COMESA Business Council

COMESA Secretariat

Ben Bella Road, P.O. Box 30051, Lusaka, Zambia

Phone: +260 211 229725/32

Fax: +260 211 225107

Email: info@comesabusinesscouncil.org;

Building Regional Going Global.