

News Updates from the COMESA Business Council - 30 September, 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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# HIGH-LEVEL REGIONAL POLICY DISCUSSION ON BUILDING AN ENABLING ENVIRONMENT FOR INCLUSIVE DIGITAL TRANSFORMATION IN AFRICA DURING FORUM ON INTERNET FREEDOM IN AFRICA (FIFAFRICA)

CBC is implementing the COMESA SME Digital Financial Inclusion Plan. The goal of this project is to support the design, development and deployment of an integrated digital financial services infrastructure that is low-cost, interoperable and fraud resistant that serves Micro Small and Medium Enterprises (MSMEs) and the customers they transact with at the bottom of the financial pyramid. This would be through the development of a business case for an integrated digital payment scheme and a common policy that offers low transaction costs for domestic and regional payments thereby improving cross border trade.

As the scope of digital innovation expands around the globe, so must national and regional policies and regulations to facilitate greater competitiveness and inclusiveness while respecting online freedom and digital rights of consumers.

In this regard, CBC attended the Internet Freedom in Africa that was organized by the Center for International Private Enterprises (CIPE). The meeting was held in Addis Ababa from the 24th to the 25th of September 2019. CBC has in the past partnered with CIPE in the implementation of the Business Integrity Project. CBC was part of the round table discussion during the *"Building an Enabling Environment for Inclusive Digital Transformation in Africa"*.

## Objectives of the Meeting

The objective for the Day Zero policy roundtable Forum on Internet Freedom in Africa (FIFAfrica) was to promote policy discussion between government, business, and civil society regarding regional opportunities on digital policy topics key for economic and entrepreneurial development. Potential discussion topics included data flows and data privacy, eCommerce and e-Trade, future of work, cybersecurity, and opportunities for democratizing digitally driven growth in the region. Each discussion identified top policy reform priorities for the continent and made corresponding recommendations. The key findings will be presented during FIFAfrica to allow for greater multi-stakeholder contributions and the final recommendations will be published in a white paper and shared broadly in the region.

Some of the meeting outcomes were as follows:

- Internet policies should be in place for digitization effort
- Most of ICT regulators are not independent (instead they are captives of their governments)
- Access to an affordable smart phones is needed as prices are still on the higher side.
- There is a need of multi stakeholder engagement for the implementation of digitization in Africa.



# CII-EXIM BANK REGIONAL CONCLAVE ON INDIA-SOUTHERN AFRICA.



The Confederation of Indian Industry has partnered with the COMESA Business Council and other organisations in hosting the CII-EXIM Bank Regional Conclave on India – Southern Africa Project Partnership. The meeting will be held at the Taj Pamodzi Hotel, Lusaka from the 14th to the 15th October, 2019.

The main objective of the gathering is to strengthen India – Southern Africa Developmental Partnership and to identify special projects for countries in Southern Africa and establish stronger links with the region's business community.

The conclave is targeting participants from:

- Agriculture and Allied Services
- Education & Skill Development
- Healthcare and Pharmaceuticals
- Power and Energy
- Information Technology and Telecom
- Infrastructure
- Financial Services
- Manufacturing
- Mining
- Trade

The event will hold various rounds of interactions with government officials from partner countries, multilateral institutions, business community, exporters, banks, Indian business diaspora and other stakeholders with a view to identifying business, trade and investment opportunities for Indian entrepreneurs.

Visit: [www.indiasdaconclave.com](http://www.indiasdaconclave.com) for more details.





# KENYA: APPREHENSION AS BUSINESSES REJECT OLD GENERATION SH1K NOTES AHEAD OF DEADLINE



As the clock ticks towards the deadline for the demonetization of the old generation Sh1,000 banknotes, many businesses are already rejecting them as a way of ensuring they don't find themselves with valueless cash. The Central Bank of Kenya (CBK) has set the date for exchanging the old currency to September 30, 2019. But going by the trend in the country, the old notes might have already lost their value to some specific individuals and businesses.

## WARNINGS

Many business establishments across the country have printed notices warning clients of the imminent deadline for the old generation notes. Supermarkets across the country started rejecting the old Sh1,000 banknotes as early as September 20, while leading Kenyan telco Safaricom has warned its customer that they will not be receiving any old Sh1,000 notes after Thursday September 26.

"Following the demonetisation of Sh1,000 note, we advise that the last day to collect the old currency at Safaricom shops will be Thursday," reads a notice from Safaricom's regional operations noticeboard. Fast food franchise Pizza Inn has also warned its customers against using the old notes for payment in any of its outlets after September 26.

## LEGAL TENDER

"Dear customer, as per the directive, we will not be accepting the old Sh1,000 note from September 26, kindly use lower denominations or other means of payment," read a text message from Pizza Inn to its customers. The US Embassy consular section in Nairobi has also issued a notice to the public over transacting with the old Sh1,000 notes effective September 12.

"The US Embassy's consular section will not accept old Sh1,000 notes after September 12. This is due to the directive of the Central Bank of Kenya (CBK) that 1,000 shilling notes of the old design will no longer be legal tender on October 1, 2019," the notice reads. Similarly, Public Service Vehicles have also started rejecting the old notes, with conductors warning would-be passengers not to pay fare with the old notes. According to one tout, it's becoming risky transacting in the old Sh1,000 notes since even petrol stations where they fuel are rejecting them.

## REJECTED

Within the estates, small scale business people have also become averse to the old Sh 1,000 notes. "Take that one to the bank and come and pay me tomorrow," a certain mama mboga told this writer. CBK ordered for the return of the old generation Sh1,000 notes during Madaraka Day celebrations on June 1, 2019 when the new generation banknotes were unveiled. The introduction of the new banknotes was meant to disrupt the multi-billion shillings fake currency business in Kenya and across the region. While the old Sh1,000 notes will be demonetized by October 1, CBK Governor Patrick Njoroge said the old Sh50, Sh100, Sh200 and Sh500 notes will be gradually phased out. According to the CBK, about 100 million pieces of the old Sh1,000 notes had been returned to the CBK by end of August, which translates to about 50 per cent of old Sh1,000 in circulation.

# EGYPT AIMS TO BE TEXTILE INDUSTRY HUB BY 2025



Egypt's Ministry of the Public Business Sector has launched a new strategy to restructure all textile companies under the Cotton and Textile Industries Holding Company with the aim of restoring the Egyptian textile industry locally and globally. The strategy involves a plan to reduce the companies' losses and increase profits with a total investment cost of EGP 21 billion.

The strategy will be fully implemented by 2022. The government has already started to implement a plan, at a cost of EGP 8 million, to have 17 centres in Fayoum and Beni Sweif governorates receive cotton crops directly from farmers with no intermediaries. According to Minister of the Public Business Sector Hisham Tawfik, this system gives farmers the right to be paid 70 percent of the sales price in cash, and that the remaining 30 percent are to be paid within one week of the public auction.

As part of its vision 2025, Egypt also plans to establish a new integrated city for textile industries and to boost the sector with EGP 12 million. The plan also involves establishing four new factories, modernising old equipment in existing factories, and providing training for workers. The government plans to quadruple textile and garment exports by 2025. Moreover, the Chinese company Ningxia Mankai began in May to build an industrial city for textile and clothing production, which will reportedly cover more than 3 million square meters and will host nearly 600 factories with investments worth \$9 billion.

The new city is expected to be at full capacity by the end of 2019 according to pilot studies, the Chinese company said. However, the head of textile industry at the Federation of Egyptian Industries Mohamed El-Morshedysays that no actions have been taken on the ground to modernise Egypt's textile industry, adding that the sector has failed to attract investments. He said that even the Chinese company announced as the key investor in the new textile city has not taken any real strides so far. "The only action we can talk about is the public business sector ministry's project to improve state-owned textile factories. This project costs EGP 8 billion that will be entirely provided by Egypt's Cotton and Textile Industries Holding Company; no investments have been made," El-Morshedy clarified.

He also said that the textile city that has been announced is just "ink on paper," with no actions on the ground. "I am dissatisfied with the direction of the textile industry, especially since the government has failed to reopen all closed textiles factories. The intentions are good, but there are no real actions to turn these intentions into real work," he added. The textile and apparel industry contribute 30 percent of industrial production in Egypt and 10 percent of total exports. The EU partnership agreement with Egypt allows the country to export textile and apparel products to EU countries without customs tariffs.

<http://english.ahram.org.eg/NewsContent/3/12/351172/Business/Economy/Egypt-aims-to-be-textile-industry-hub-by-.aspx>



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# THIS WEEK'S PRODUCT FOCUS - HONEY



Honey is a sweet food substance produced by bees and some related insects. Bees produce honey predominantly from the floral nectar of plants or at times from honeydew of other insects.

## Market Potential

There is an increase in demand for honey and bees wax for industrial use across the world. Most food processing, pharmaceuticals companies are now preferring to use honey because of its unique flavour, taste and healing properties. Products such as such as salad dressings, baked goods, snacks, and beverages containing honey usually have higher prices than those without on supermarket shelves.

The table on the right highlights major importers regionally and internationally;

### International Markets

- United States of America
- Germany
- Japan
- France
- United Kingdom
- Italy
- Saudi Arabia
- Belgium
- China
- Spain
- Poland
- Netherlands

### Regional Markets

- Libya
- Mauritius
- Somalia
- Tunisia
- Kenya
- Seychelles
- Egypt
- Sudan
- Eswatini
- Uganda
- DRC
- Ethiopia



## Market Analysis

In 2018, the United States of America was largest importer for honey with a world market share of 22%, followed by Germany and Japan with 13% and 6% market share respectively.

COMESA's exports of honey to the world has been increasing over the past years. Over the past two years, COMESA's exports increased by 18% from US\$7.5 million in 2017 to US\$8.8 million in 2018.

The major export markets for COMESA include Saudi Arabia sourcing US\$15 million, Morocco (US\$1.2 million), South Africa (US\$863 K), Belgium (US\$787 K), Indonesia (US\$705 K), United Kingdom (US\$692 K), Norway (US\$583 K) and Botswana (US\$324 K), among others.



# PRODUCT FOCUS - CONT'

## Requirements

For exporting honey to the USA, the facilities that produce, store, or otherwise handle the products must be registered with the Food and Drug Administration (FDA) and prior notice of incoming shipments should be provided to FDA. Importers are responsible for ensuring that the product is safe, sanitary and labelled according to U.S. requirements.

For exporting to countries in the EU, compliance with legally binding requirements is necessary. These cover areas of food safety (traceability, hygiene and control), pesticide residues, maximum residue levels for antibiotics in honey, GMOs and the EU honey legislation.

In the region, exporter must acquire export and import permits and also meet minimal health requirements of the importing country.

## COMESA BUSINESS COUNCIL (CBC) PERSPECTIVE TO PROMOTE HONEY PRODUCERS

CBC has outlayed the Local Sourcing for Partnership Project (LSP) in Egypt, Uganda, Kenya, Rwanda, Zambia, Zimbabwe, Madagascar, Tanzania and South Africa and Ethiopia. The major objective of the programme was to empower producers in these countries to be able to supply locally and abroad. Among the participants on this programme were producers of honey.

The LSP took into account training in HACCP and other health requirements expected in trading in the region and beyond. The programme also took into cognisance of women and youth in business for them to be able access opportunities locally and abroad to diversify income sources.

## COMESA Countries with Potential to Export Honey

- Egypt
- Zambia
- Madagascar
- Ethiopia
- Kenya
- Rwanda
- Sudan
- Mauritius

" In 2018, the United States of America was largest importer for honey with a world market share of 22% "





# TOURISM AND HOSPITALITY SECTOR CREATE 142,000 JOBS



There is need for sustained efforts to develop the tourism and hospitality sector for the country to achieve the target to create 200,000 off-farm jobs every year. With this target, the Government expects to create 1.5 million jobs by 2024. According to Belise Kariza, Chief Tourism Officer of the Rwanda Development Board, tourism and the hospitality sector currently create around about 142,000 jobs. For the last 10 years, tourism has been Rwanda's top foreign exchange earner.

The Government's target is to double the numbers to \$800 million by 2024. She was providing insights during the World Tourism Day event last week. "We are closely working with different partners such as Mastercard Foundation as well as the private sector to boost job creation through the development of the tourism and hospitality industry. The sector currently creates over 100,000 jobs in Rwanda," she said. The sector, she said, she said the sector contributes about 10 per cent of Rwanda's GDP.

"Establishment of hospitality infrastructure such as hotels and accommodations, conference facilities are creating more jobs opportunity. However, we have realized there is still a gap in supplying skilled labor force in the sector," she said. In the next five years, Kaliza said that in partnership with Mastercard Foundation, they will create equip 30,000 young men and women with the skills they need to transition into jobs in the tourism and hospitality sectors. Young people will receive training in communications, customer service, ICT, and digital literacy skills under Hanga Ahazaza initiative. With a budget of \$50 million, the five-year initiative is focused on increasing employment opportunities for young people while expanding tourism and the hospitality sector in Rwanda.

It will also support entrepreneurs with small businesses in the tourism and hospitality sector through increased access to financial services and business development skills training so that they can create new employment opportunities for young people. Rica Rwigamba, Senior Program Manager and Acting Country Representative of the Mastercard Foundation said: "Together, we will strengthen the quality of skills training, support, and resources required to prepare young people for current and future work in this sector." She said that Young Africa Awards initiative will create job opportunities for 30 million African youth by 2030. "We have signed a fresh agreement with RDB for continuous strong collaboration so that we create job opportunities for youth," she said.

It supports small businesses and entrepreneurs in the tourism and hospitality sector through increased access to financial services and training, and by connecting them to young people who have the skills needed to be successful employees.

## Hands-on skills

James Gashumba, the Vice-Chancellor of Rwanda Polytechnics said that strategies are in place to ensure TVET schools deploy skilled labor force. For instance, he said that the Hospitality Management Institute that nears completion in Remera sector, Kigali city will boost the hospitality sector. "We want those students in TVET to learn by practice in hospitality businesses," he said. In 2010 there were 63 TVET schools with 50,000 and today they are 350 TVET schools which have increased access to skills development including the tourism and hospitality sector. "Of these public polytechnics, five provide tourism and hospitality courses. We have to work with the private sector to increase access to TVET. At present, we have 31 percent of students who join TVET after completing the ordinary level," he said.

Rex Nijhof, Chief Executive Officer, and Kigali Marriot said: "We definitely need to work with education institutes in getting the training because there is a difference between learning in the job and in class."

Elodie Rusera, the Chief Skills Officer at Rwanda Development Board said that the industrial attachment would expose students to practical skills. "We have partnerships with Rwanda Polytechnic in terms of internships. We also partnership with hotels for industrial attachment," she said.

# KENYA TO HOST US- EAST AFRICA BUSINESS SUMMIT AS US MOVES TO TAP INTO AFRICA'S SINGLE MARKET



The American Chamber of Commerce (AmCham) Kenya annual Business Summit will be held in Nairobi on November 4 - 5, 2019. The Summit, now in its second year is held in partnership with the Kenya and U.S. governments as well as the U.S. Chamber of Commerce and serves as an engagement platform for the U.S. and the greater East Africa region to focus on strengthening two-way, enterprise driven, trade and investment, forging long-term economic ties and mutual prosperity.

“The Summit is an opportunity to present and discuss realistic, feasible, collaborative measures and ways in which American and local businesses can leverage the numerous opportunities available in the various sectors of the economies of the region and the U.S. for mutual benefit.” AmCham Kenya Board President Phillipine Mtikitiki said. The focus on East Africa in this year’s Summit is based on growing interest in the region as a single market and will see the participation of not only the host country, Kenya, but will also include representation from Tanzania, Rwanda, Uganda and Ethiopia. The program will feature doing business in-country forums, in addition to in depth sector forums on manufacturing, agribusiness, infrastructure, energy, health and the digital economy. Match making sessions within the program will also offer businesses opportunity to engage, transact, initiate and close deals.

Speaking on this and the importance of the U.S. – East Africa commercial engagement in driving growth and prosperity, the AmCham Kenya Chief Executive Officer, Maxwell Okello, noted, “The Summit provides a platform for direct business to business engagement. This enables partnerships to develop and transactions to take place, expanding markets and catalysing business growth which is the key to job creation and economic prosperity”. Kenya continues to attract American enterprises looking to access the region with the latest entrants being: Cigna, a leading American health services organization that has set up its regional offices in Nairobi; Abbott Laboratories, also an American health giant that has set up regional offices in Nairobi; Corteva, a major American agricultural chemical and seed company now with regional offices in Nairobi and the American Tower Corporation poised to become the biggest private tower operator in Kenya apart from Safaricom.

In 2018, over 500 delegates representing a mix of 140 U.S. and Kenyan companies participated in the AmCham Summit. In attendance were also 70 U.S. government representatives and business leaders including members of the President’s Advisory Council on Doing Business in Africa (PAC-DBIA) who were visiting Kenya on a fact-finding mission. Six commercial deals between Kenya and the U.S. worth Kshs 10.3 billion (US\$100million) were signed during the Summit witnessed by His Excellency the President of the Republic of Kenya, Uhuru Kenyatta and the former Under Secretary of Commerce for International Trade, U.S. Department of Commerce, Gilbert Kaplan.

<https://www.pulselive.co.ke/bi/politics/kenya-to-host-us-east-africa-business-summit-in-november/nyjmx0>





# MARKET FOCUS: TUNISIA

Tunisia, officially the Tunisian Republic, is the northernmost country in Africa. It is a Maghreb country and is bordered by Algeria to the west, Libya to the southeast, and the Mediterranean Sea to the north and east.

According to The World Bank, the country has a total population of 11.66 million, a Gross Domestic Product (GDP) of US\$39.86 billion and inflation of 7.5%. Tunisia has a diverse economy, ranging from agriculture, mining, manufacturing, and petroleum products to tourism.



TUNISIA

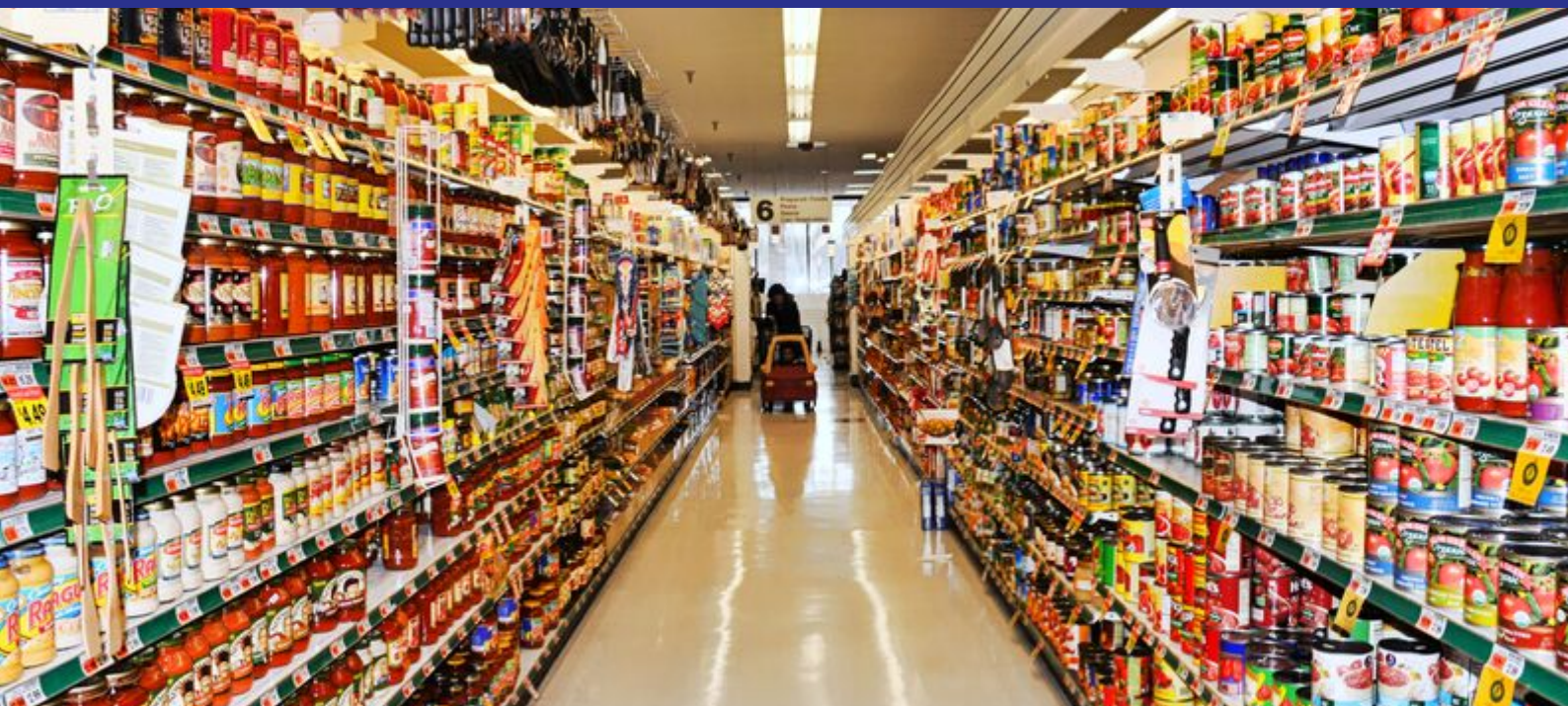
## Markets which Tunisia can target and supply in COMESA

Market	Products with Potential
Libya	Maize oil, margarine, soya-bean oil, sanitary pads, prepared tomato, pasta, sweet biscuits, couscous, electronic conductors.
Ethiopia	Pasta, packaging material, shampoos, couscous, tubes & pipes, tin bars, rods, paints & varnishes, electric conductors, men's jackets, electricity supply meters, exercise books, chemical fertilisers.
Egypt	Electronic conductors, sodium triphosphate, fluoride of aluminum, phosphate of calcium, trailers, stamping foils, tableware, margarine, disodium carbonate.
Seychelles	Olive oil & fractions, virgin oil & fractions, sails for boats, jams & jellies, prepared vegetables, electronic conductors, telephone sets, stranded wire of iron & steel, sanitary towel & pads, men's garments
Sudan	Men's jackets, electronic conductors, packaging material, cane sugar, ball point pens, oranges, sanitary towels, electric transformers.
Rwanda	Cane sugar, groundnuts, packaging materials, fibreboard of wood, footwear, maize seed, raw hides & skins, mushroom, milk & cream, electric lamps.

## International Markets Tunisia can Target

Market	Products with Potential
France	Electronic conductors, electrical circuits, reception apparatus for television, electricity production meters, steering wheels, petroleum oil, articles of plastics, clothes, brasseries of textiles, medical appliances, ignition wiring sets for motor vehicles, footwear.
Germany	Electronic conductors, electrical circuits, ignition wiring sets for motor vehicles, electrical circuits, reception apparatus for television, electricity production meters, steering wheels, petroleum oil, articles of plastics, clothes, brasseries of textiles, medical appliances, dates, winding wire,
Italy	Electronic conductors, sodium triphosphate, fluoride of aluminum, phosphate of calcium, trailers, stamping foils, tableware, margarine, disodium carbonate.
USA	Olive oil & fractions, virgin oil & fractions, sails for boats, jams & jellies, prepared vegetables, electronic conductors, telephone sets, stranded wire of iron & steel, sanitary towel & pads, men's garments
Spain	Men's jackets, electronic conductors, packaging material, cane sugar, ball point pens, oranges, sanitary towels, electric transformers.

# COMESA COUNTRIES CAN SUPPLY THE FOLLOWING PRODUCTS TO TUNISIA



- Denim
- Alcoholic solutions
- Bars & rods of iron and steel
- Reception apparatus for television
- Anionic organic surface-active agents
- Semi-finished products of iron & steel
- Yellowfin tunas
- Dried shelled kidney beans
- Polyethylene in primary form

- Polyethylene in primary form
- Fatty acids
- Groundnuts
- Shampoos
- Fresh or chilled potatoes
- Cocoa beans
- Cane sugar
- Wire of refined copper
- Coffee

## Important Contacts in Tunisia

Ministry of Trade  
CNR Hedi Noura and Ghana Avenues  
1002 Tunis- Tunisia  
TUNIS  
Tunisia  
Web: [www.commerce.gov.tn](http://www.commerce.gov.tn)

Tunisia Chamber of Commerce  
10 rue Hamadi Tej, BP 794  
SFAX  
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Tel: +21674 296120  
Email: [ccis@ccis.org.tn](mailto:ccis@ccis.org.tn)  
Web: <http://www.ccis.org.tn>

Agency for the Promotion of Industry and Innovation  
63, rue de Syrie, 1002 Tunis Belvédère - Tunisie  
Tel.: +216 71 792 144  
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E-mail: [apii@apii.tn](mailto:apii@apii.tn)  
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Tel: +254 20 214 1600 – 6  
Mobile: +254 702 250 727  
Email: CMutiso@FreshDelmonte.com  
Web: www.freshdelmonte.com  
**Contact Person: Chris Mutiso**  
**Products to sell: Non-alcoholic**  
**beverages, Fruits, Industrial ingredients**

Malagasy NY Antisca  
Enciente La City Ivandry  
Antananarivo 101  
Madagascar  
Tel: +261 3420 726 70  
**Email: lukas.pache@sirr.mg**  
**Contact Person: Lukas PACHE**  
**Products to sell: Essential oils**

Twine and Cordage  
48 Plymouth  
Road, Southerton Harare  
Tel: +263 4  
621282-7 or 2922121/2  
Mobile: +263 (0)782 784 551/ +263 782 784  
554  
Email: sales@twineandcordage.co.zw ;  
Web: www.twineandcordage.co.zw  
Contact person: Mr Salie Khan  
(salie@twineandcordage.co.zw)  
Products: Twines, ropes, cordage and nets

## UPCOMING TRADE FAIRS IN COMESA

### DRC

DRC Mining Week  
June 2020  
Tel: (+27) 21 700 3500/ (+27) 21 700  
3588  
E-  
mail:Kudakwashe.Tsingano@spintelligent  
.com  
Focus: Mining sector

### ETHIOPIA

Pan African Trade & Investment Expo  
19 – 22 March 2020  
Email: exhibit@panafricanexpo.com  
Website: www.panafricanexpo.com  
Focus: Multisectoral

### ZAMBIA

Agritech  
2-4 April 2020  
Tel: +27 21 001 3865  
E-mail:Dominique.Lauwere@spintelligent.com  
Website: www.agritech-expo.com  
Focus: Agricultural inputs, implements and  
produce

### KENYA

Kenya International Trade Exhibition  
18 – 20 November 2020  
E-mail: info@kicc.co.ke  
Website: /  
https://www.expogr.com/expokenya/  
Focus: Multisectoral

### ZIMBABWE

Zimbabwe International Trade Fair - Bulawayo  
23-27 April 2020  
Tel: +263 9 884 911-5, +263 9 884 921  
E-mail: zitf@zitf.co.zw  
Website: www.zitf.net  
Focus: Multisectoral

### ZAMBIA

Zambia Agricultural & Commercial Show  
July/August 2020  
Tel: +260 977 76076/ +260211253415  
Email: acsz@iconnect.zm  
Focus: Multisectoral

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## **BUSINESS FACILITATION SERVICES**

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