

# ANNUAL REPORT



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## **ACKNOWLEDGEMENTS**

COMESA Business Council (CBC) is pleased to present the 2019 Annual Report, Building Regional, Going Global.

The report covers activities from collaborative partnerships with corporates, Chambers of Commerce, national trade bodies and complementary business associations, fellow COMESA institutions, private sector consultancies, sponsors and development partners across the region.

The CBC Secretariat is led by the Chief Executive Officer, Ms. Sandra Uwera, and under the overall management of the CBC Board of Directors. The CEO provided oversight and supervision in the development of the Annual Report which includes the external audit reports for two years, carried out by the audit firm PriceWaterhouseCoopers (PWC) for the year 2019.

We would like to thank the COMESA Secretariat for their continued support towards the CBC, and to private sector engagement and inclusiveness.

CBC appreciates the support of its partners: - United States Agency for International Development (USAID), Bill and Melinda Gates Foundation (BMGF), African Development Bank (AfDB), Centre for International Private Enterprises (CIPE), International Trade Centre (ITC), European Union (EU) private sector memberships and partners. We look forward to increased working partnerships and enhancing CBC's presence within regional and global private sector markets.

## ABSTRACT

Citation: COMESA Business Council Annual Report 2019.

The COMESA Business Council (CBC) is a Business Member Organization and recognized private sector institution of the Common Market of Eastern and Southern Africa (COMESA).

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## **ACRONOMYS**

<b>COMESA</b>	Common Market for Eastern and Southern Africa
<b>CBC</b>	COMESA Business Council
<b>ECOWAS</b>	Economic Community of West African States
<b>EAC</b>	East Africa Community
<b>ICT</b>	Information Communication Technology
<b>LSP</b>	Local Sourcing for Partnerships
<b>FTA</b>	Free Trade Area
<b>TFTA</b>	Tripartite Free Trade Area
<b>SMEs</b>	Small and Medium Enterprises
<b>GDP</b>	Gross Domestic Product
<b>KOAFEC</b>	Korea Africa Economic Cooperation
<b>RPSF</b>	Rwanda Private Sector Federation
<b>HACCP</b>	Hazard Analysis Critical Control Point
<b>WEDF</b>	World Export Development Forum
<b>USAID</b>	United States Aid for International Development
<b>AfBD</b>	African Development Bank
<b>NTBs</b>	Non - Tariff Barriers
<b>ITC</b>	International Trade Centre
<b>NAFTA</b>	North America Free Trade Area
<b>EU</b>	European Union
<b>UNCTAD</b>	United Nations
<b>ZAM</b>	Zambia Association of Manufacturers

## CHAIRPERSON STATEMENT



On behalf of the Board of Directors of the COMESA Business Council, I am pleased to present the institution's Annual Report for the year ended 31 December 2019.

The COMESA Business Council (CBC) is a business member organization, and the recognized regional apex body of the private sector and business community in the COMESA region.

CBC is at the driver's seat in ensuring active contribution of the private sector towards formulation of policies for an enabling business environment, that is conducive for enhanced regional and global trade partnerships.

I am excited to highlight some of our policy agendas, where we have spearheaded policy reform and the need to address the impediments faced by businesses in trade.

### **Pioneering Advocacy and Public-Private Sector Engagement**

We partnered Kenya Association of Manufacturers (KAM), and the Government of the Republic of Kenya together with COMESA to convene the Source 21 COMESA International Trade Fair and High-Level Business Summit in July 2019. This formed the pinnacle of our advocacy as we presented and engaged 4 Heads of States, several ministers and high-level policy makers on increasing local sourcing, manufacturing competitiveness, strengthening mechanisms to curb illicit trade, development of e-commerce platforms, all in promotion of regional and continental integration. Furthermore, in view of inclusive participation of the private sector in regional trade: five policy positions were presented and subsequently adopted in COMESA technical committee and policy organs meetings. It is imperative, that we continue providing a consultative platform and private sector position to facilitate ease of doing business in COMESA.

I wish to highlight one of our flagship projects, CBC Digital Financial Inclusion for MSMEs, whose goal is the development of a regional common payment scheme supported by a model policy guideline that is low cost, easy to access, highly secure, integrated and interoperable, catering specifically for SMEs. The project has begun with a Business Case study and training of SMEs on digital marketing tools across 9 countries in the region.

### **Informing Policy Through Evidence-Based Research**

In the year 2019, CBC completed 3 regional studies namely: 'Promoting Agro-Industry Supply Chains along the Transport Corridors of Eastern and Southern Africa; Tobacco Sustainability in Africa: A Business Outlook on the Social, Economic and Environmental Impact of Tobacco Farming in the Eastern and Southern African Region ; and Business Trader Observer (BTO): An Annual Survey of Business Impediments Along Trade and Transport Corridors in COMESA.

## **Strengthened Enterprise Competitiveness for Increased Partnerships**

Measures to promote local sourcing have been part of our agenda for the past five years, in line with our Local Sourcing for Partnerships Project which seeks to build the technical and productive capacity of small and medium enterprises, linking them to sustainable national and regional markets. As we advance on this project, training and business linkages platforms were facilitated in Uganda and Zimbabwe, for over 150 SMEs.

In terms of promoting linkages and partnerships: two national buyer-seller linkages and a regional platform was held through the Source 21 International Trade Fair that brought together exhibitors from 13 COMESA countries with buyers from all over Africa to network and increase local partnerships and trade.

We continue producing market briefs, newsletters and bulletins to inform the businesses on product information, country trade performance, market intelligence and regulatory requirements for trading in the region. In 2019, ten market and product briefs were developed and disseminated.

## **Institutional Collaborations and Stakeholder Relationship**

Our most important obligation lies in a strengthened membership; where we have focused on strengthening collaboration between CBC and the business community at national level to effectively provide services to the business community, either through technical capacity building of associations. In this instance, a training workshop was held in partnership with the International Trade Centre for national Associations to strengthen their services and client management.

The effectiveness of an institution is strengthened measurably, by way of its partnerships. At COMESA level, in 2019, CBC partnered with ZEP-RE -PTA Reinsurance Company, African Trade Insurance Agency, Trade Development Bank, COMESA Competition Commission and COMESA Court of Justice through the Source 21 High-Level Business Summit and International Trade Fair. CBC also partnered with Federation of National Associations of Women in Business in Eastern and Southern Africa (FEMCOM) in undertaking training of 38 women led SMEs in Zambia and Malawi.

Additionally, I wish to express my sincere appreciation to our technical partners who continuous support our initiatives through financial and technical support: African Development Bank (ADB), Bill and Melinda Gates Foundation (BMGF), Centre for International Private Enterprise (CIPE), International Trade Centre (ITC), the United States Agency for International Department (USAID), and private sector partners.

## **Growth and sustainability**

At the end of 2018, we highlighted our journey of growth, where we have been working towards building a sustainable, effective institution and becoming the leading private sector organization in Africa, that promotes competitive and interconnected industries to actively participate in regional and global markets through advocacy, business facilitation and enterprise development.

We have seen immense growth in our services: business policy and advocacy, business facilitation and membership development; in terms of institutional growth, we developed, and are now implementing the Performance Improvement Roadmap, focusing on strengthening the institutional and service delivery capacity of the CBC in terms of strategy and results, effective

client management and strengthening institutional sustainability.. This has facilitated the development of our Digital Strategy, whose implementation over the course of the next year, will see the introduction of new digital tools to strengthen internal governance structures.

CBC's financial position remains strong; during the period January to October 2019, CBC raised a total of US\$1,460,960.00 for our programs. The total consolidated expenditure during the period was US\$957,805.00. This resulted into a surplus of US\$503,155.00. We are however not complacent of the future; sustainability and efficiency remain integral as we grow.

Finally, I wish to thank all our members, partners, stakeholders, my fellow board members, management and employees of the CBC for their concerted efforts towards the growth of the institution. I remain confident that CBC will continue to deliver another strong performance and great year in 2020.

I present to you, the 2019 Annual Report.

.....

Mr. Marday Venketasamy  
Board Chairperson.

## **CEO STATEMENT**



It is my distinct pleasure to present to you the results of the CBC Annual Year, 2019. As the leading Business Member Organization in COMESA, our regional climb over the past ten years has shown that we have increasingly strong support from the Private Sector, to progress its influence on policy at a regional level, and in this way, enhance the ease of doing business intra-regionally.

As strong advocates for inclusive policies, reduced administrative processes and regulatory frameworks that do not stifle the innovation of industries, we try to ensure that your needs as business are addressed capably.

### **INFLUENCING POLICY THROUGH ADVOCACY**

CBC in partnership with the Kenya Association of Manufacturers, and the Government of the Republic of Kenya, together with COMESA convened the Source 21 COMESA International Trade Fair and High-Level Business Summit in July 2019. The summit was a platform where the public and private sector discussed on how to drive change within the business environment for the better. Four presidents who were present vowed to support the motion to improve the COMESA business environment to promote trade and free movement of goods and services across the trading bloc.

Issues addressed mainly covered improved policy frameworks, supply chain constraints for farmers and growers, international trade policies and their impact on key sectors of our economies, prioritizing local sourcing in the region, illicit trade and counterfeit products, among others.

CBC is also implementing the MSME Digital Financial Inclusion project supported by the Bill and Melinda Foundation, which is focusing on strengthening digital financial inclusion, improving financial regulation and ultimately facilitating lower cross-border transaction costs for MSMEs in COMESA through a regional common payment scheme. To this end, nine countries have been visited to inform the development of a business case in Digital Financial Inclusion for SMEs.

### **BUSINESS FACILITATION FOR COMPETITIVENESS**

To facilitate market access for business enterprises in the COMESA region, CBC organized Source 21 COMESA International Trade Fair which ran alongside the High-Level Business Summit. There were 51 exhibitors from 13 countries and about 2000 people visited the exhibition stands.

The year has also witnessed a substantial demand in our advisory services across the region. The launch of our market intelligence knowledge products (Market Briefs and Market Pointers) has come as a direct response to the demand for up to date relevant market information for traders and manufactures across the COMESA region.

In May 2019, CBC partnered with the Zimbabwe National Chamber of Commerce and trained 50 SMEs on the HACCP food safety management system. Similarly, in June 2019, CBC partnered with the Private Sector Foundation of Uganda to facilitate Local Sourcing for Partnerships training for 90 SMEs. As a follow up, in August 2019, CBC convened two Buyer-Seller platforms in Zimbabwe and Uganda.

In October, CBC also collaborated with the Confederation of Indian Industries in organising the CII-EXIM Bank Regional Conclave in India-Southern Africa Project partnership. At the event, Memorandums of Understanding were exchanged to promote cooperation in business partnerships, investment promotion and private sector development.

**MEMBERSHIP- TOWARDS STRENGTHENED BUSINESS COLLABORATION**

As the CBC’s membership base expands, our services are continually refined and customised to meet the members’ unique needs, and are typically inclined towards training, technical capacity building and resource mobilization CBC formed new, and reactivated existing workgroups this year, to which we continue to maintain our engagement . This is in alignment with CBC’s agenda to build capacity of member associations to effectively respond to business interests and to support regional business agendas on policy, trade facilitation and industrial development.

More so, during the COMESA Source 21 High-Level Business Summit and Trade Fair, CBC facilitated training of 15 Associations with the International Trade Centre on improving their performance in servicing their clientele. The platform was also used to do a service delivery improvement needs analysis for CBC.

**Outlook**

The year 2020 will be year full of great opportunities for the private sector as we work towards increased visibility with business participation in both domestic and regional markets as we expand our scope to global markets.

I would like to take this opportunity to express my gratitude to our members and all stakeholders for the trust they’ve bestowed us as an institution, and also for their drive and ingenuity in contributing towards COMESA’s economic growth.

I’m also immensely grateful to the CBC Board for their valued support and guidance throughout the year.

To Management and Staff, thank you for your enthusiasm about the private sector and for your unwavering commitment to our mandate on this journey of developing COMESA’s economic growth.

Sandra Uwera

**Chief Executive Officer**

.....

## CBC BOARD OF DIRECTORS



**Mr. Marday Venketasamy**

Chairperson



**Mr. Oliver Bastienne**

Board Member



**Khalid Magboul**

1st Vice Chairperson



**Mr. Robert Bafakulera**

Board Member



**Mr. Sachen Gudka**

2nd Vice Chairperson



**Mr. Prince Kapondamgaga**

Board Member



**Mr. Tamuka Mucheka**

Board Member



**Dr. Amany Asfour**

Immediate Past Chairperson



**Eng. Melaku Ezezew**

Board Member



**Ms. Sandra Uwera**

Secretary to the Board

## CBC SECRETARIAT



**Ms. Sandra Uwera**  
Chief Executive Officer



**Ms. Kudzai Madzivanyika**  
Business and Programs Manager



**Mr. Jonathan Pinifolo**  
Project Manager



**Mr. Yoseph Wondimu**  
Digital Services Manager



**Mr. Hopewell Musundire**  
Business Development Officer



**Ms. Gallina Tembo**  
Membership and Communications  
Officer



**Ms. Marianne Nzioki**  
Marketing and Relations Officer



**Ms. Nawina Imwiko**  
Administration and Resources  
Officer



**Mr. Steven Mwape**  
Office Assistance



## COMESA BUSINESS COUNCIL (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.

### VISION

Building Regional  
Going Global.

### MISSION

To become the leading private sector organization in Africa, that promotes competitive and interconnected industries to actively participate in regional and global markets through advocacy, business facilitation and enterprise development.

### CORE VALUES

- People:** Adhere to the highest professional standards
- Integrity:** Trust, transparency and accountability
- Ownership:** For the members, by the members
- Collaboration:** Shared vision, clarity of roles and responsibilities
- Service:** Representative and Inclusive.

### SECRETARIAT

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-  [@comesa\\_business\\_council\\_1](https://www.instagram.com/comesa_business_council_1)



**COMESA Business Council executes its mandate through the following pillars:**



### **Business Policy & Advocacy**

We engage relevant stakeholders in order to boost policy initiatives for a more conducive business environment, enhance the vitality and competitiveness of business sector in the region.



### **Business Facilitation**

We nurture and facilitate industry access into global markets through development of platforms and activities that can promote partnerships and linkages amongst businesses.



### **Membership Development**

We forge strong collaboration with the business community at National level to effectively provide services to the business community, either through technical capacity building of enterprises of Associations.



**TESTIMONIAL**

***Breaking New Grounds***

“

We attained a lot of value at the Source 21 COMESA International Trade Fair & High-Level Business Summit. We participated in the trade fair that left us with a lot of business connections and buyers from the COMESA region. The trade fair was an eye opener and geared us with the skills to assess business opportunities, identify business partners and deal with international clients.

”

***Rugare Marufu***  
***Organic Honey (Zimbabwe)***

*CBC facilitated the participation of companies at the Source 21 COMESA International Trade Fair & High-Level Business Summit from sectors including agro industry, textiles and renewable energy. Also present were representatives from government departments and business membership organisations.*

## BUSINESS POLICY AND ADVOCACY STRATEGIC HIGHLIGHTS

**4** Heads of State, **13** Ministers,

**500** Businesspeople, **27** countries

from regional and International markets participated at Source 21 High Level Business Summit and International trade fair

**15** Business Associations, **51** exhibitors,

**2000** visitors, **11** Sponsors

Partnered with CBC at Source 21 COMESA Business Summit and International Trade Fair

**4** Young Entrepreneurs

Introduced exhibit at Source 21 COMESA International Trade Fair

**5%** increase

In CBC Membership

**9** countries

where SMEs have been trained on digital tools and online marketing as part of DFI project

**140** SMEs

trained on basic digital skills and online marketing through BIZNET

**10** Advisory committee members

Composed of public and private sector actors on Digital financial inclusion to support advocacy for a digital common payment policy for SMEs

**5** Position papers

Adopted at Council of Ministers

**3** studies completed

to inform business policy

## **BUSINESS POLICY AND ADVOCACY**

CBC drives private sector's active contribution in the policy making processes through development and advocacy of industry position papers, policy briefs and studies on impediments to business. It also creates a platform to directly advocate to the policy and decision makers of the region.

### **1.1 Source 21 COMESA High-Level Business Summit**

CBC in partnership with the Kenya Association of Manufacturers, and the Government of the Republic of Kenya together with COMESA convened the Source 21 COMESA International Trade Fair and High-Level Business Summit in July 2019.

#### **Results:**

- *4 Heads of State participated,*
- *13 ministers and diplomatic officials participated, with 4 Ministers sharing their expertise as speakers.*
- *Over 500 persons participated in Business Summit.*
- *Business declaration adopted capturing issues on increasing local sourcing, manufacturing competitiveness, strengthening mechanism to curb illicit trade, development of e-commerce platforms for linkages and promoting regional and continental integration.*
- *Increased membership of the CBC*
- *Increased sustainability of the CBC, in terms of resource mobilisation.*
- *11 Sponsors partnered with CBC.*

### **1.2 Inter- COMESA Institutional Collaboration**

- 1.2.1 CBC has collaborated with ZEP-RE (PTA Reinsurance Company) and ATI (African Trade Insurance Agency) who sponsored the Business Summit and Trade Fair with specific interest in promoting local content and increasing policy dialogue on insurance services.
- 1.2.2 CBC collaborated with Trade Development Bank (TDB) who sponsored the Business Summit and Trade Fair with a specific focus on leading dialogue in the Financial Inclusion panel.

- 1.2.3 COMESA Competition Commission (CCC) and COMESA Court of Justice (CCJ) exhibited at the Source 21 International Trade Fair.
- 1.2.4 In Nov 2019, partnered with the Federation of National Associations of Women in Business in Eastern and Southern Africa (FEMCOM) Zambia Chapter, ZFAWIB and trained 9 women led SMEs on digital tools and online marketing.

### **Results:**

CBC has collaborated with five COMESA institutions.

- *Four young entrepreneurs in the sectors of agro industry, textiles and renewable energy were sponsored to exhibit their products.*
- *ZEP-RE participated in a pitching session on accessing finance and providing advisory to the young entrepreneurs.*
- *TDB led a panel of bankers and digital services companies on promoting digital financial inclusion.*
- *TDB participated in a pitching session on accessing finance and providing advisory to the young entrepreneurs.*
- *Participated in the Source 21 International Trade Fair.*
- *Trained 9 SMEs on basic digital skills, spanning online marketing and digital financial literacy, as part of the ongoing Digital Financial Inclusion Project for MSMEs..*

### **1.3 Studies**

CBC completed the following studies to inform business policy:

- *Promoting Agro-Industry Supply Chains along the Transport Corridors of Eastern and Southern Africa.* The focus was on agriculture (subsectors of grains, horticulture and livestock), manufacturing. Stakeholder consultations carried out with farmers, traders and companies along the corridors.
  - ✓ Study informed the Source 21 High Level Business Summit, and also led to the development of the Business Facilitation Handbook.
- *'Tobacco Sustainability in Africa: A Business Outlook on the Social, Economic and Environmental Impact of Tobacco Farming in the Eastern and Southern African Region'.* The focus was on tobacco farming and it included field missions to tobacco farms and stakeholder missions with public and private sector stakeholders in 8 tobacco growing countries.

- *'Business Trader Observer (BTO); An annual survey of business impediments along trade and transport corridors in COMESA'*. The survey focused on four sectors: consumer goods, seeds and grains, pharmaceuticals and tobacco. Stakeholder consultations were carried out with public and private sector stakeholders including traders, companies, border agencies and cross border Associations.

#### **1.4 CBC Business Integrity Project on anti-corruption compliance for businesses**

- Two national reports developed for Zambia and Mauritius on anti-corruption compliance for enterprises capturing the existing legal, policy framework and business practices within the above countries.
- Draft Regional Code on Anti-corruption compliance for businesses informed by four national country studies and research covering the rest of the COMESA countries.

#### **1.5 Position papers**

CBC presented position papers which focused on promoting enterprises competitiveness through affordable certification schemes for SMEs.

The policy positions focused on the recommendations from the Source 21 Business Summit, on regional common payments, on a balanced regulation for tobacco and trade facilitation measures to tackle the impediments businesses face in cross border trade.

#### ***Results***

*CBC has carried out advocacy in two policy organs forums. 5 Position papers were adopted on:*

- trade facilitation,
- increasing local sourcing,
- manufacturing competitiveness,
- strengthening mechanism to curb illicit trade,
- development of e-commerce platforms for linkages,
- promoting regional and continental integration,
- balanced tobacco regulation,
- regional common payments and,

affordable certification for SMEs.



**TESTIMONIAL**

## ***Technical Capacity Building & Business Linkages***

“

After the Local Sourcing for Partnership (LSP), which was organized by COMESA Business Council, our organization was able to connect with Hotels in our country. We are now supplying our agriculture produce on a weekly basis.

”

***Peninah Ngategize  
Kika Farm Limited (Uganda)***

*CBC developed and implemented the Local Sourcing for Partnerships (LSP) Project with the main objective of increasing local sourcing from small growth enterprises by large companies in the COMESA region in order to create jobs and economic development. The project was implemented in ten countries, namely Rwanda, Zambia, Malawi, Kenya, Uganda, Rwanda, Ethiopia, South Africa, Zimbabwe and Tanzania.*

## BUSINESS FACILITATION STRATEGIC HIGHLIGHTS

**140** SMEs

trained on HACCP basic food safety management

**56** newsletters

disseminated to members.

**75** SMEs

benefited from Local Sourcing for Partnership business linkages

**1** MOU

signed with Confederation of Indian Industries to facilitate business linkages and partnerships

**13/21** countries

attended the Source 21 COMESA International Trade Fair

**20** market intelligence profiles

developed and disseminated (*10 market briefs & 10 market pointers*).

**4** market surveys

developed for corporate members.

**15** Business Associations

trained on BMO performance improvement roadmap.

**5** insider bulletins

developed to keep members informed (*Digital Financial Services, Agro- Industry, Tourism, Manufacturing & Transport*)

## **BUSINESS FACILITATION SERVICES**

CBC develops platforms and activities that promote partnerships and linkages amongst businesses. Furthermore, inform businesses on various trade opportunities available in the region and beyond. The results as at November 2019 are:

### **2.1 Source 21 International Trade Fair**

The Source 21 International Trade Fair was held on the margins of the Source 21 High Level Business Summit in July 2019.

#### **Results**

- 51 exhibitors from the COMESA region and beyond,
- 13 countries participated from across all sectors,
- B2B sessions with more than 20 business partnerships established
- 2000 visitors to the exhibition stands.

### **2.2 Local Sourcing for Partnerships Training and Business Linkages meetings**

In May 2019, CBC partnered with the Zimbabwe National Chamber of Commerce and trained 50 SMEs on HACCP food safety management system. Similarly, in June 2019, CBC partnered with the Private Sector Foundation of Uganda and trained 90 SMEs.

#### **Results**

- 140 SMEs trained on HACCP basic food safety management,
- 75 SMEs benefited from business linkages.
- Increased business partnerships between SMEs and Buyers in both countries

### **2.3 Market Intelligence**

CBC prepares and delivers market briefs on selected countries that offer opportunities to manufacturers in the COMESA region. These market briefs provide an overview of the business climate and market conditions on target markets. The 'Know-Your-Market' Brief is a new service of CBC for existing as well as would-be exporters. These briefs provide information about markets they may wish to explore further.

More so, CBC produces Market Pointers which assist manufacturing companies to make informed decisions and develop appropriate export strategies as they explore opportunities in the global

market. The Pointer focuses on specific products to specific markets; consumer preferences; customs procedures; indicative prices; product quality and standards; technical requirements as well as strategic market access aspects, amongst others. It also provides a summary of the economic profile of the destination market.

### **Results**

- *Ten country specific market briefs have so far been developed and disseminated, for the following countries: Zambia, Ethiopia, Uganda, Malawi, Rwanda. Zimbabwe, Egypt, Mauritius, Kenya and Tunisia*
- *Five product market briefs have been developed and disseminated on avocados, flowers, honey, macadamia nuts and mange tout peas market.*

## **2.4 Stakeholder Engagements**

Meetings with Confederation of Indian Industries and participation in CII-EXIM Bank Regional Conclave on India – Southern Africa Project Partnership meetings.

### **Results**

- MOU signed with Confederation of Indian Industries to facilitate business linkages and partnerships



## TESTIMONIAL

### *Strengthening Collaboration and Membership*

“

We wish to thank you all for a very successful Source 21 COMESA International Trade Fair & High-Level Business Summit. It lived up to its billing and provided an excellent platform for policy and stakeholder engagement. We are proud of the association and collaboration.

”

*Jimmy Kiberu  
Monsanto Bayer (Kenya)*

CBC in partnership with the Kenya Association of Manufacturers, and the Government of the Republic of Kenya together with COMESA convened the Source 21 COMESA International Trade Fair and High-Level Business Summit in July 2019. The summit was attended by four presidents. Bayer Monsanto is a CBC member and was one of the summit's sponsors.



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## **MEMBERSHIP DEVELOPMENT**

CBC focuses on strengthening collaboration between CBC and the business community at national level to effectively provide services to the business community, either through technical capacity building of enterprises of Associations. The following are the key results achieved between January and November 2019:

### **3.1 Training of Business Associations- CBC Benchmarking training**

CBC partnered with ITC to carry out a benchmarking training of Associations and to understand the service needs of members and the findings in the training informed the CBC Performance Improvement RoadMap.

#### ***Results***

- *15 Business associations trained.*
- *Needs of Associations established*

### **3.2 Trade Promotion activities.**

Associations were sponsored and provided with exhibitions booths at the Source 21 International Trade Fair

#### ***Results***

- *Sponsored 15 Business Associations to participate in the Source 21 High Level Business Summit and International Trade Fair*
- *Associations established working relationships.*
- *National associations gained regional exposure*

### **3.3 Market surveys for corporate members.**

Market surveys providing access to up to date information on trade related issues.

#### ***Results***

*Four market surveys developed.*

### **3.4 Membership Communication**

CBC website and BIZNET portal upgraded for an enhanced user experience with respect to ease of registration and content search and retrieval, for buyers and sellers across COMESA. .

### **Results**

- *CBC Website and BIZNET upgraded.*
- *Self-registration created on Biznet*
- *Direct contact line and email added on website*
- *56 BIZNET newsletters developed and disseminated.*

### **3.5 Sector Workgroups**

Insider Bulletins were developed, briefing on sector-specific policy pertinent issues. The sectors covered include digital and financial services, agro-industry, tourism, manufacturing, and transport and logistics, all of which constitute our Workgroups.

### **Results**

- *5 Insider Bulletins developed and disseminated to the CBC membership base.*

## **Institutional Development**

The objective is to strengthen the administrative, institutional and governance of the CBC, elevating it to an institution of business excellence. The following were carried out in the period ending December 2019:

### **4.1 CBC Strategic Review and Improvement of the Institution**

CBC carried out a strategic staff retreat in July 2019, where it reviewed the strategic focus of the CBC and with the support of ITC managed to develop the Performance Improvement Roadmap which sets the priorities for improving CBC operational efficiency, client management system, results measuring and institutional sustainability.

Performance Improvement RoadMap developed and being implement for increased efficiency.

### **4.2 CBC Digital Services Strategy**

CBC Digital Services Strategy has been recently developed. The strategy focuses on the following priority areas: - External Business Processes; Digital solutions and services for CBC members and private sector- Internal Business Processes; SMART institutional and operations development for CBC.

### **4.3 Corporate Governance**

This activity focuses on:

- Board meetings,
- Administrative Committee meetings,
- Technical Committee meetings.

#### **2019 Activities**

- 1 Board meeting held,
- 1 Executive Committee Board meeting held,
- 4 Administrative committee meetings held.

### **4.4 CBC Statutory meeting - 15th CBC Board Meeting and 9th AGM, 13-14th December 2019**

The Board will consider and recommend for adoption the CBC Workplan and Budget for 2020.

The AGM will consider the recommendations of the Board and adopt the CBC Workplan and Budget for 2020.

The AGM also sits as an Industry Technical Committee and will validate the two reports:

- i. Business Trader Observer- an advocacy instrument
- ii. Regional Code on anti-corruption compliance for enterprises- a business governance tool.

The AGM will consider the recommendations of the Board and adopt the CBC Workplan and Budget for 2020.

#### **4.5 Strengthening Corporate Investment and relations**

CBC has initiated a Young Professional Program to support young graduates or early professional an opportunity to be part and parcel of the Business Council and be exposed to issues of regional integration and private sector development from a regional perspective. One Young professional has been recruited from June to December 2019. This will be a revolving program, going forward.

CBC joined the COMESA family in celebrating its 25 year anniversary since its establishment in 1994, and was also a sponsor towards the event recognising the organisation's continued partnership with, and support for private sector development since.



# The MSME Digital Financial Inclusion Project

A focus on the regulatory framework for a common digital payment scheme for Micro Small and Medium-Sized Enterprises, across COMESA.



## THE CBC MSMES DIGITAL FINANCIAL INCLUSION PROJECT

### 5.1 DFI Project outlay

The Project focusses on the development of an integrated digital payments scheme that is affordable, interoperable, secure, easy to use and easy to access, that responds to the needs of Micro Small and Medium-Sized Enterprises (MSMEs), particularly cross-border traders.

To this end, visibility and promotion of local African products and services across COMESA will be enhanced, by way of increased intra-regional trade.

### 5.2 Expected Outcomes

- A harmonized common payment policy for MSMEs Africa, with a specific focus on the COMESA region.
- Establishment of a business model for a common payment scheme for MSMEs, that goes beyond facilitating affordable, and real time transactions for MSMEs to include strengthening the visibility and promotion of products and services for this market segment within the COMESA region.
- Digital financial Inclusion Project's goal is the development of a regional common payment scheme supported by a model policy guideline that is adopted by the key regulators in finance, ICT and in collaboration with private sector stakeholders in the mobile industry, ICT, banks, merchants, and SMEs, including women.

### 5.3 Progress

- 140 SMEs trained on basic digital skills and online marketing through BIZNET.
- Development of Business Case Report to inform regional policy in nine countries (Ongoing).
- Set up of an Advisory Committee constituting representation from the public and private sectors; they include :
  - ✓ COMESA Clearing House
  - ✓ Monsanto- Bayer
  - ✓ KCB Bank
  - ✓ Vodacom
  - ✓ Techno Brain
  - ✓ RISA
  - ✓ Coca-Cola East and Central Africa Franchise
  - ✓ Econet
  - ✓ Airtel

## CALENDER OF ACTIVITIES

COMESA BUSINESS COUNCIL – CALENDAR OF ACTIVITIES 2020		
January	Business Case consultancy on the development of the common payment scheme for MSMEs	Mauritius, Ethiopia and Egypt
TBC	CBC 15 <sup>th</sup> Board Meeting and 9 <sup>th</sup> Annual General Meeting	Mauritius
February	Business Meetings and BIZNET Campaign -High level Business mission to government	Khartoum, Sudan
February- March	National Business Meeting and BIZNET Campaign	Tunisia
March	High level Business mission to government	Rwanda
April	Digital Financial Services Stakeholders Dialogue- 1 <sup>st</sup> Validation of the business case and report on model CBC Common payment regulatory system	Uganda
May	Local Sourcing for Partnerships training meeting	Democratic Republic of Congo (DRC)
May	Local Sourcing for Partnerships training meeting	Zambia
May- August	Consultancy- CBC Payment system business model	
June -July	LSP - National business counselling program	DRC, Zambia
June	Public Private Dialogue – consideration of model common payment regulatory guideline for MSMEs and Implementation framework	
July	Travel21 - COMESA Tourism Business Dialogue.	Cairo, Egypt
September	Sub- regional Stakeholder Meetings on domestication of implementation framework – CBC Payment system business model	Ethiopia
September	Sub- Regional Stakeholder Meetings on domestication of implementation framework- CBC Payment system business model	Mauritius
September	COMESA Business Summit- Presentation of the Business Trader Observer report.	Sham al Sheikh, Egypt
	High level Business mission to government	Mauritius
October	Sub- regional Stakeholder Meetings on domestication of implementation framework- CBC Payment system business model	Zambia
	High level Business mission to government	Zambia
August	DRC and Zambia - buyer-seller Forum	DRC
October	Annual National Business Seminars on Regional trade Facilitation	
Nov 15 <sup>th</sup>	Regional public private sector stakeholder meeting – adoption of Business Model	Mauritius
Nov 25- 29	Policy Organs Meeting - Participation in the COMESA Council Meetings	



## ***Giving Back to the Community***

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We want to thank COMESA Business Council for visiting Vision of Hope, and for the gifts presented to the children; they were absolutely delighted. As a social welfare organisation supporting girls in crisis, your visit served as a great inspiration for the children and we look forward to sharing with you their progress. Again, thank you for your contribution, we are much obliged!

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*Vision of Hope  
(Zambia)*

COMESA Business Council organised a visit and made some donations for the Vision of Hope home, a social welfare organisation that helps change the future of girls in crisis. CBC spent some time with them engaging in various activities and drew a great deal of inspiration from their stories of courage and strength.

## FINANCIALS