



COMESA BUSINESS COUNCIL AT A GLANCE

CBC is the recognized Business Member Organization established as a private sector institution of COMESA. CBC represents the interests of business sectors, and actively promotes business participation in regional integration, investment, and global trade, by facilitating the growth of business opportunities and strategic advocacy. CBC provides custom tailored services that are driven by both industry and enterprise interests.



OUR OBJECTIVES

- Representation of private sector interests to the highest level of policy making in the region. Private sector development in growth sectors that contribute to the overall competitiveness of businesses in regional and global markets.
- Enforce strategic advocacy platforms for the private sector in at least 70% of the priority economic sectors within the COMESA region.
- Provide timely and strategic business services to regional and international stakeholders in the business environment in the region.

WHY JOIN CBC?

Business Policy Advocacy: Influencing policy is at the heart of what CBC does. CBC addresses obstacles to business growth through diagnostic instruments that include development of evidence-based position papers to influence policy through sector WorkGroups, and industry-led agendas. Through business policy advocacy, CBC ensures private sector consultation on policy processes, and implements policy and institutional reforms for a more competitive business environment. CBC therefore provides platforms for businesses to channel specific interests, and influences decisions at the highest level of policy decision making in COMESA.

Business Linkages and Partnerships: Gain increased exposure to regional and international market opportunities through active participation in trade events. CBC offers business support services that are regional in nature through participating in B2B events that promote business linkages. CBC also facilitates establishment of global partnerships through trade missions. Additionally, CBC raises enterprise

awareness of market opportunities by improving access to information and developing entrepreneurial efficiency and enterprise competitiveness programs. This helps in stimulating the understanding of regional and international market access conditions and regulations.

Market Intelligence: Access up to date and first-hand information on trade statistics, business trends, and market briefs to inform your businesses on the various trade and investment opportunities available in the region. CBC also provides hands-on training on the African Trade Observatory (ATO), an integrated digital platform crucial for helping businesses identify and compare emerging opportunities across the continent. By providing integrated and reliable data, the Compare and Explore modules of the ATO equip African businesses with trade intelligence on trends, opportunities, and market access conditions to facilitate identification of promising opportunities across the continent.

DRAW MORE BENEFITS



E-Academy: Enhance your entrepreneurship skills by signing up to our e-academy program which aims at developing entrepreneurial efficiencies and enterprise competitiveness for CBC members across the COMESA region. The platform enables self-directed and individual learning by means of electronic devices such as computers, tablets or smartphones. The content is beginner-friendly, compact, and well-structured, and is available 24/7, complementing our traditional in-person training courses. The modules are designed to provide an instructive, professional, and enjoyable learning experience, focusing on thematic areas including, among others, financial literacy, e-commerce, business plan development, negotiation, and sales technique skills development.

Market Hub: CBC hosts a diverse and multi-sectoral database that provides trade information on over 5,000 companies, distributors, suppliers, and buyers from across the COMESA region. CBC facilitates partnerships or business arrangements through sourcing for the right partners for businesses. Additionally, CBC assists business organizations with sourcing of services and products within the region, including identifying the right partners for respective businesses, be it at multinational, corporate or SME level.

Regional Brand Recognition: Seize the opportunity of belonging to a recognized and respected regional apex body for the private sector as a way of reinforcing corporate image and credibility globally. As CBC, we provide our members with the opportunity to enhance their brand through access to our marketing and advertising opportunities to feature on our website and social media platforms, including branding opportunities in our publications and flagship events such as business forums, summits, and trade exhibitions.

EXPLORE OUR MEMBERSHIP PACKAGES

Principal Members - these include private sector national business associations representing various sectors of national economies of Member States and other corporate companies. The annual subscription fee for principal members is USD 2000.

Honorary / Corporate Members - these include corporate companies and other interest groups upon admission by the General Assembly after application. The annual subscription fee for this category is USD 5000.

Associate Members - these are recognized national business associations, investment and Export promotion agencies and trade support institutions, other associations directly or indirectly related to private sector issues. This category also includes regional private sector associations. The annual subscription fee for Associate Members is USD 2500.

Emerging Businesses – these are business start-ups or Small or Medium Enterprises. The annual subscription fee for this category is USD 1000.

COMESA Business Council

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PARTNERS

Federation of Germany Industries (BDI)
European Union
Corporate Council on Africa
CIPE
Bill & Melinda Gates Foundation

Seize new opportunities by joining CBC today, follow us on our website www.comesabusinesscouncil.org



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