

KENYA TRADE WEEK HOSTS

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!



BROCHURE

HOSTED BY



PARTNERS AND SPONSORS



BACKGROUND

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”. The event will be hosted within the Kenya Trade Week which is led by the Ministry of Industry, Trade and Cooperatives.

As Africa embraces the movement towards a borderless territory, the eye of every business regionally and globally, eagerly waits to see the fruits of this process. Africa is a pool of resources, products, markets, services and best of all, stability. Regional Integration has continuously developed trade and business facilitation instruments that can strengthen competitiveness within our markets and increase intra- African trade.

Kenya holds a strategic position in the COMESA region, being vast in natural and human resources with a great potential for agricultural and industrial and economic development. Kenya is one of the largest economies in the COMESA region, and amongst the leading importers and exporters – particularly for agriculture products where Kenya is not only the world leading exporter of tea but also amongst the top three COMESA exporters of horticulture and floriculture products. In fact, Kenya is COMESA’s 2nd largest global importer after Egypt with total imports from world were valued at USD 17 billion which accounted for only 0.09% of COMESA’s global exports valued at USD 17.8 trillion in 2017. The Kenya manufacturing sector is one of the strongest in the region, with links to both East, Southern and Northern Africa.

Global projections highlight the vast opportunities and resources that Africa has as a continent. In terms of customer base, the COMESA market provides for 520 million consumers, while the Tripartite Free Trade Area market comprises 630 million consumers, and the Continental Free Trade Area, covers a market of more than 1.2 billion people. However, the continent still seats on a 16% contribution of intra-trade to total trade. COMESA’s total global trade stands at US\$240 Billion in 2017, with intra-regional trade at a meagre 6.7%. The most common products purchased within our markets are still minerals, traditional commodities and the like. We are yet to exploit one of the largest market shares in the world: The African and COMESA markets. For the businessman, Consumer, SME–the paramount issues are about how we can translate regional integration into actual partnerships, private sector development and economic growth. Successful economies hinge on improved productivity .

African enterprises need to demonstrate the ability to produce quality products that can compete effectively in regional and global markets. In this case, quality products are defined as goods that are conforming to market standards.

This pivots on the ability to create sustainable conditions for enterprise creation and growth that responds to national and regional markets. Promoting the production of quality goods of value and removing the barriers that enterprises face in cross border trade; finance, standards and quality, trade facilitation and others.

THE KENYA TRADE WEEK HOSTS THE SOURCE21 COMESA INTERNATIONAL EXPO AND BUSINESS SUMMIT

The Ministry of Industry, Trade and Cooperatives of Kenya is proud to present the Kenya Trade Week which will run from the 15th to the 21st of July 2019.

Within the auspices of the Kenya Trade Week, the host government has partnered with COMESA to host leaders of industry, SMEs and policy makers, from the COMESA member states and international trading partners under the SOURCE21COMESA International Expo and Business Summit. The sequence of events is as follows;

- The 15-16 July features the Kenya Trade Week seminars, a series of conversations and strategic business linkages with the Kenyan market. The discussions will focus on the country Export strategy, manufacturing competitiveness and promoting Kenya’s competitiveness in national, regional and global markets.
- 17-18 July features the Source 21 COMESA High-Level Business Summit , under the theme– “ COMESA, A Hallmark of Quality.” The Business Summit and the International Trade fair is set to attract regional and International businesses and visitors from more than 56 countries from across the globe.
- 19th of July, features Finance for Business Seminars led by COMESA’s financial institutions Trade and Development Bank, ZE-PRE, Africa Trade Insurance amongst others.
- 17-21 July, features the Source21 COMESA International Trade Fair will be held under the theme “The Hallmark of Quality”. It will be held from 17th – 20th July 2019 in Nairobi, Kenya at the Kenya International Conference Centre (KICC).
- The 21 July, The Kenya Trade Week closing event.

15-16 th	Kenya Trade Week Meetings	Open (national)
17-18 th	SOURCE21 COMESA- High Level Business Summit	By Registration (Regional and national)
17-20 th	SOURCE21 COMESA- International Trade Fair	Open (Regional and national)
19 th	FINANCE FOR BUSINESS Seminars	Open (Regional and national)

VISIT: WWW.COMESABUSINESSCOUNCIL.ORG/SOURCE21

SOURCE 21 COMESA —THE HALLMARK OF QUALITY

The SOURCE21 COMESA- International Trade Fair and High Level Business Summit themed, “*The Hallmark of Quality*”, will be held on 17- 21st July, 2019, at the Kenya International Convention Centre (KICC). This event will be organized in partnership with the Export Promotion bodies and private sector associations of the 21 COMESA member states. This event will be led by the COMESA Business Council in partnership with the Kenya Association of Manufacturers (KAM), and hosted by the Government of Kenya in partnership with COMESA Secretariat.

The SOURCE21 COMESA High Level Business Summit from the 17th-18th of July 2019, will be held on the margins of the Trade Fair. The High-Level Business Summit provides a platform for public-private engagement on some of the constraint’s businesses face when trading across the region. Policy makers will have direct interface with Business leaders and captain of industry. It includes the following:

- The Presidential Roundtable is a high-level discussion which provides a unique platform for regional Heads of State to share their best practices and knowledge and to address critical issues for the agriculture, manufacturing sectors vis a vis emerging concepts of digitalization and strategies for spearheading regional and continental integration
- The Forum will also launch the Source21 COMESA Handbook. The handbook is a Business facilitation tool to inform businesses, traders, SMEs, investors and others on the various market opportunities across the COMESA countries.
- Sectoral roundtables will provide a platform for engagement on sector-specify issues. Industry positions from the various sectors will also be drawn during the dialogue to inform policy. Key topics are as follows;
 - ⇒ *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.*

The SOURCE 21 COMESA International Trade Fair is a four- day multi-sectoral exhibition on 17- 21st July 2019, at the Kenya International Convention Centre (KICC). This event will be organized in partnership with the Export Promotion bodies and private sector associations of the 21 COMESA member states. focusing on goods and services with a keen interest in fostering partnerships, business linkages and joint contractual agreements in various sectors and services industries. The exhibition will promote African made, assembled, and/or value added and distributed products and services from various industries operating within the African markets, ranging from Small and Medium Enterprises to Corporate companies. It provides an opportunity to source cutting edge products and services, as well as, provide a platform of understanding the COMESA market and the relative instruments that can be engaged to facilitate trading in the region.

VALUE PROPOSITION

- Benefit from the Unique Business Prospects at the S21CITF Whether you’re looking to meet new buyers or present your new products, exhibiting at the Fair gives you the opportunity to directly engage with your future customers in their own environment.
- Encourage product innovation and quality enhancement
- Launch to new markets and establish new business connections
- Meet new prospective buyers and suppliers and present your new products to existing clients
- Position your business amidst the greatest concentration of buyers in one place

- Find a reliable agent or distributor
- Propose business incubators programs
- Exchange experiences and insights with local professionals and business persons
- Gain increased visibility in COMESA market
- Discover new market trends and technologies in the African industry and services sectors
- Engage the policymakers on some key impediments to business
- Gain an insight on COMESA Trade facilitation instrument

TRADE FAIR STRUCTURE

The SOURCE21 COMESA- INTERNATIONAL TRADE FAIR integrates the largest composition of products and services under the umbrella of a 21-member state trade bloc. The trade fair provides Government2Business, Business2Business and Business2Consumer components, promoting a variety of partnership opportunities in the region. The format of the Trade Fair has Business, Social and Policy Dimensions that are weaved together where businesses, investors, buyers, sellers, visitors and exhibitors and consumers come together to explore various partnerships and networking. Government and international organizations will also be present to increase awareness on the various policies and opportunities available for private sector development.

EXHIBITION PROFILE, PAVILLIONS AND SECTORS

COUNTRY PAVILLIONS- AFRICA

REGIONAL/ INTERNATIONAL PAVILLION

SECTORS

Goods

- ◆ Agriculture and Agro-Industry
- ◆ Consumer Goods
- ◆ Equipment, Building and Construction
- ◆ Motor vehicles
- ◆ Mining and Exploration
- ◆ Garments and Textiles,
- ◆ Leather and Leather products,
- ◆ Handicrafts
- ◆ Pharmaceuticals
- ◆ Cosmetics
- ◆ Luxury products
- ◆ Steel and metal fabricators
- ◆ Office and home appliances
- ◆ Electricals
- ◆ Others

Services

- ◆ Tourism –Hospitality- hotels and restaurants, tour operators
- ◆ Financial Services- Bankers, Insurance, Investment Funds, Joint Venture companies
- ◆ ICT, Telecommunications and Business Services
- ◆ Business Process Outsourcing
- ◆ Digital technology companies
- ◆ Transport and logistics- shippers, freight-forwarders, truckers, transport services and logistics,
- ◆ Public-Private Groups, trade promotion agencies, Chambers of Commerce, Regional and International partners, Embassies and others.
- ◆ Architecture and others

HIGH LEVEL BUSINESS SUMMIT TOPICS OF DISCUSSION

Globalization, technology advancement, new production and efficient transport systems have expanded supply, marketing and consumption processes— from concentration in one geographical area, to numerous business channels in the region. This is a direct response to competition, fast mover advantages, and strengthening positions in markets. COMESA and the AU have opened more doors to keen parties in the international market who seek to accelerate their access to regional markets. Conversations on competitiveness have largely focused on the need to develop quality African products, improve market information and consumer taste and preferences for locally produced goods. And, to encourage local and regional sourcing amongst African businesses as a way of building competitive and inclusive industries across all sectors. However, there are some key capacity constraints that need to be dealt with as outlined in the topics below;

- **Value Addition.** Africa captures a small but growing share of global value-added, as at present Africa sources, more than 80 per cent of its imported inputs from outside the region. In addition to infrastructural constraints, market access and structural constraint such participation is denied by lack of quality bi-products. Value addition not only reinforces value chain development but also promotes quality, product development and often romps in higher value in terms of actual export earnings. The use of smart technologies and the fast flow of information make it possible to manufacture entirely new things in entirely innovative ways, revolutionizing research and development, supply chains, production and business models. Where do we stand as Africa within this conversation? How must we adapt and adopt new technologies to develop quality products and address issues of industrial competitiveness?

- **Building African Brands- Integrating the African market through compliance with standards**

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. Their effective participation the regional markets and value chains is premised on their ability to meet and implement standards. This calls upon the need to strengthen the standards regulatory and infrastructure systems. Furthermore, to create sustainable and affordable certification mechanism that encourages their participation.

- **Industry Competitiveness: Public policy impacts business- Taxes versus industrial growth.** The cost of doing business in most countries is high. Many businesses cite high taxes and multiplicity of regulatory requirements as inhibitive to the growth of businesses, particularly manufacturing sector. A balanced and business regulatory regime is a necessity, be it in terms of tax, policy, trade, and competition policies.
- **Effective border management and tackling illicit trade.** The black-market trade is booming in Africa and the region has become a haven for substandard, counterfeits and illicitly traded goods, at the loss of the local manufacturing industries. The tide of illegal imports and customs fraud poses unfair competition to the local industry. Addressing these issues has become a priority if we are to improve quality sourcing from regional markets. Digital and smart technologies provide an opportunity on how we can upscale our production lines and supply chains. Track and trace technologies also provide solutions for tackling illicit trade. It is high time that Africa develops its own regional quality products that can be traded competitively within and exported to the rest of the globe.

- **Trade Facilitation: Fixing Africa's trade and logistics costs through enhanced Digitization.** Export competitiveness is largely underpinned by the speedy movement of goods and services across the borders. However, several impediments are still at play— such as— prolonged transit times, numerous roadblocks and requirements, administrative discrepancies and other market entry barriers. To maximize the gains from regional and global trade there is need to identify and tackle these constraints that business face in cross border trade. In fact, the World Bank Logistics Performance Index suggests that low- and middle-income economies could boost global trade by simply improving infrastructure and border management operations as logistics costs are a great impediment to export competitiveness. Digitalization of trade and logistics services can reduce costs and support the efficient delivery of goods. Digitalization also creates new opportunities for businesses, trade and trade facilitation. How can Africa strategically harness technology solutions to improve trade and trade facilitation is one of the essential questions we must ask ourselves as we improve trade integration.

- **Business facilitation- e market and information systems;** The ascendancy of digital trade presents clear opportunities for Africa by providing more efficient linkages systems, cutting the red trade along the services systems and proving more opportunities along the regional supply chain networks. Your next buyer or supplier is actually a click away, as we can actually create our own e-commerce platforms such as -Alibaba, E-bay and increase the efficiency in cross border trade.

- **Affordable the cost of cross border transactions for enterprises.** The growth of the services industry provides avenues and opportunities for regional economic growth and development. With increased synergies between banks, telecommunications and technology services companies, innovation and disruptive technologies continue to respond to the market demands. However, issues of inter-operability, real time payments, high costs of transactions, and lack of regional regulatory frameworks that protects merchants and consumers are just a number of issues that scratch the surface of efficient digital financial systems. Also, quite significant is the need to address the regulatory framework for regional payments. In fact, one of the greatest challenges for cross border traders and intra-regional trade is the lack of a regional payment system that is affordable, within reach of SMEs and with reasonable currency exchange rate convertibility.

- **Africa's competitive advantage- One large market and Free Trade Agreement.** The launch of the African Continental Free Trade Area (CFTA) in March 2018 promises to unlock trade potential (increase intra-African trade by 52% in 2022) and facilitate industrialization, driving sustainable economic development and growth. The Tripartite Free Trade Area (TFTA) with a population of 700 million consumers and the CFTA with about 1.6 billion all mark a grandiose step in continental and global integration. Understanding the benefits of the CFTA and COMESA trade regime to improving Business to Business spending across the region. How does this facilitate regional and continental sourcing partnerships across the continent and how do we ensure business readiness to enable maximum gains.

The Common Market for Eastern and Southern Africa (COMESA) is a Free Trade Area with twenty-one-Member States including: Burundi, Comoros, Djibouti, DRC, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia and Zimbabwe. The region boasts of a population of 560 million (2018) with a Gross Domestic Product of USD 769 billion (2018).

COMESA was formed in December 1994, replacing a Preferential Trade Area which had existed since 1981. Nine of the member states formed a free trade area in 2000, with Rwanda and Burundi joining the FTA in 2004, the Comoros and Libya in 2006, Seychelles in 2009. Tunisia and Somalia joined COMESA in 2018. The three official languages for COMESA are English, French and Arabic.

Global COMESA Trade, (US\$ Millions)

	2012	2013	2014	2015	2016	2017
Total Global imports	169,594	173,172	182,020	179,476	164,867	153,550
Total Global exports	124,989	116,304	84,961	75,749	73,007	86,913
Total	294,583	289,476	266,981	255,225	237,874	240,463

COMESA Trade with Africa, (US\$ Millions)

	2012	2013	2014	2015	2016	2017
Total Africa imports	25,914	27,132	23,560	23,529	19,229	20,188
Total Africa exports	19,714	21,135	18,863	17,813	20,508	23,275
Total	45,627	48,267	42,424	41,341	39,737	43,463

Intra-COMESA Trade, (US\$ Millions)

	2012	2013	2014	2015	2016	2017
Total COMESA imports	10,063	11,039	9,878	9,385	7,307	8,243
Total COMESA exports	9,263	9,950	9,194	9,644	7,757	7,914
Total	19,326	20,989	19,072	19,030	15,064	16,158

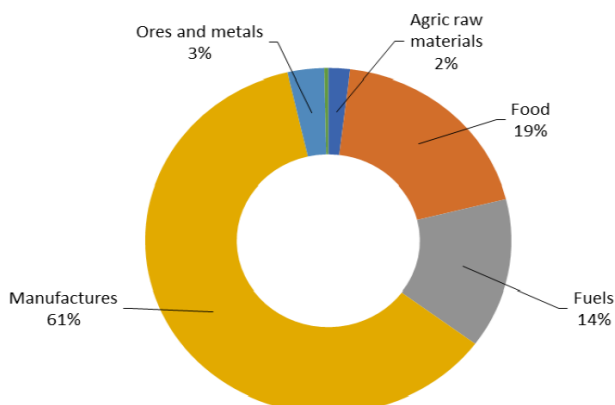
Source: COMESA COMSTAT database

Lead export destinations in COMESA in 2017 included: Egypt, Libya, DRC, Zambia and Kenya; absorbing 79% of COMESA's exports in the period.

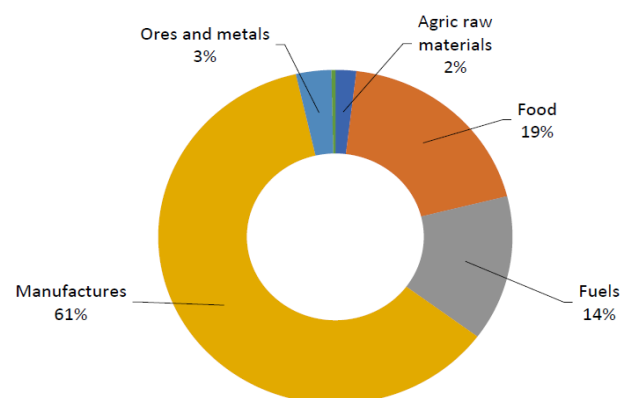
In the global trade, Kenya ranks 5th supplier with her exports from COMESA, valued at only USD 5.7 billion and accounting for 6.7% of COMESA's total exports (USD 85.4 billion) in 2017;

Lead import markets in COMESA in 2017 included: Egypt, Kenya, Ethiopia, Libya and Zambia; absorbing 76% of COMESA's total imports from world.

In 2017, Kenya (11%) was the 2nd importer from COMESA. Kenya's total imports from world were valued at USD 17 billion which accounted for only 0.09% of COMESA's global exports valued at USD 17.8 trillion in 2017.



COMESA Global export shares by sector, 2017



Global export shares by sector, 2017

Top Exporters of Fruits and Vegetables, 2017

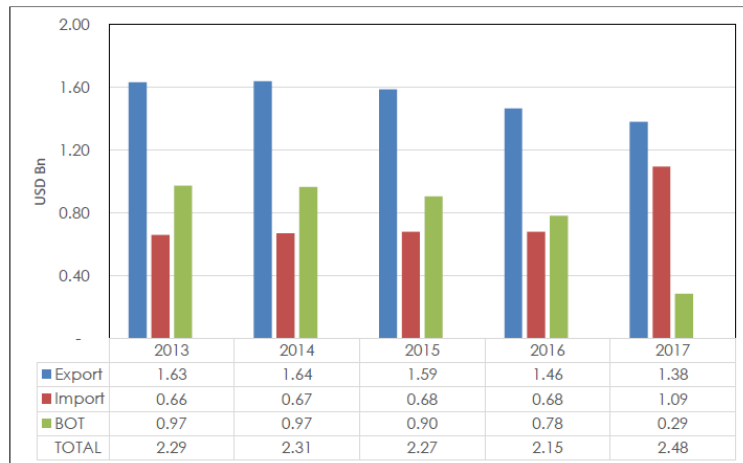
No	Exporter	Value US\$ Million	% of Total	No	Exporter	Value US\$ Million	SITC Division	% of Total	% change 2016-2017
1	Egypt	2,626	67.81	1	Egypt	2,728	05	69.61	4%
2	Kenya	533	13.75	2	Kenya	500	05	12.76	-6%
3	Ethiopia	245	6.32	3	Ethiopia	272	05	6.94	11%
4	Sudan	101	2.60	4	Uganda	119	05	3.04	19%
5	Madagascar	80	2.08	5	Sudan	102	05	2.61	27%
6	Other Countries	288	7.44	6	Other Countries	197	05	5.04	-31%
	Total	3,872	100.00		Total	3,919		100.00	

Source: COMSTAT Database

Sector	2011	2012	2013	2014	2015	2016	2017
Manufactures	4,231.79	4,317.35	4,708.53	4,339.17	3,788.87	3,100.55	3,358.17
Food	3,036.06	3,017.75	2,992.45	2,969.29	2,974.43	3,280.52	3,197.69
Ores and metals	1,230.51	1,271.23	1,722.01	1,342.73	1,382.38	765.26	796.15
Fuels	605.80	535.39	373.40	393.50	1,375.94	482.12	471.35
Agric raw materials	125.50	115.08	142.42	144.06	119.24	125.81	77.74
Other products n.e.s.	4.40	5.95	11.32	5.46	3.64	2.51	12.99
Total	9,234.06	9,262.75	9,950.13	9,194.21	9,644.50	7,756.78	7,914.08

Intra COMESA Exports

Kenya's top five export markets in Africa in 2017 were; Uganda (43.3 %), Egypt (13.3%), Democratic Republic of Congo (13.2%), Rwanda (12.0%), and Burundi (5.2%); all accounting for 87.0% of Kenya's exports to COMESA.



Source: International Trade Centre Database 2018, Compiled by EPC

Key exports to COMESA in 2017 were; petroleum oil (21.34%), gold (6.17%) and refined copper (5.75%).

Other export products included; coffee (2.19%), tea (1.97%) and cut flowers (0.9%).

The top 10 exports accounted for 52.44% of the total world share.

Kenya Import Source markets in COMESA, 2017

	Exporters	Value exported in 2017 (USD Millions)	Annual growth in value between 2013-2017 (%)	Annual growth in value between 2016-2017 (%)	Share in world exports (%)	Average distance of importing countries (km)	Concentration of importing countries
1	Uganda	407	16	114	2.4	3,651	0.09
2	Egypt	342	3	16	2.1	3,190	0.04
3	Eswatini	109	11	72	0.7	1,469	0.49
4	Zambia	75	15	81	0.4	6,702	0.24
5	Mauritius	71	31	39	0.4	8,344	0.08
6	Zimbabwe	29	35	131	0.2	7,893	0.16
7	Ethiopia	20	46	289	0.1	5,399	0.05
8	Rwanda	16	6	113	0.1	5,676	0.29
9	Madagascar	16	14	101	0.1	9,459	0.11
10	Congo, Democratic Republic of	5	-9	138	0	7,378	0.22
11	Malawi	4	-20	5	0	6,076	0.08
12	Burundi	1	6	-14	0	4,220	0.13
13	Djibouti	0	76	1439	0	3,720	0.18
14	Eritrea	0	3		0	5,977	0.3
15	Comoros	0	106	-35	0	6,823	0.17
16	Seychelles	-	-	-	-	6,862	0.19
17	Libya, State of	-	-	-	-	3,594	0.09
	COMESA Aggregation	660			6.6		
	Total	16,407	-2	18	100		

Source: International Trade Centre Database 2018, Compiled by EPC

Kenya's top five export markets in Africa in 2017 were; Uganda (43.3 %), Egypt (13.3%), Democratic Republic of Congo (13.2%), Rwanda (12.0%), and Burundi (5.2%); all accounting for 87.0% of Kenya's exports to COMESA.

Kenya's chief export product to COMESA in the review period was tea accounting for 12% of her exports to the region in 2017.

Other top export products destined for COMESA in 2017 were; petroleum oils (USD 92 million; 7%), flat rolled products (USD 74 million; 5%), medicaments (USD 61 million and palm oil & its fractions (USD 49 million; 4%). These top five products accounted for 32% of total exports to COMESA.

	Code	Product label	Imported value in 2013	Imported value in 2014	Imported value in 2015	Imported value in 2016	Imported value in 2017	Share in value, % in 2017
1	'1701	Cane or beet sugar	77.71	55.93	86.53	155.49	230.98	21%
2	'1005	Maize or corn	18.29	28.95	37.08	23.88	85.44	8%
3	'0713	Dried leguminous vegetables	7.70	16.25	32.70	23.60	71.41	7%
4	'3302	Mixtures of odoriferous substances and mixtures	56.95	47.98	60.15	52.38	67.86	6%
5	'0401	Milk and cream (not concentrated or containing added sugar)	5.87	6.66	9.64	10.68	51.69	5%
6	'3402	Organic surface-active agents (ex soap)	34.43	44.83	39.39	32.41	39.32	4%
7	'9619	Sanitary towels (pads) and tampons	46.95	51.81	34.92	33.46	38.31	4%
8	'2302	Bran, sharps and other residues	0.78	0.02	0.09	0.40	34.67	3%
9	'2401	Unmanufactured tobacco	85.13	61.43	43.33	49.71	34.53	3%
10	'0402	Milk and cream (concentrated or containing added sugar)	14.15	18.21	26.01	13.58	27.34	2%
11	'2309	Preparations of a kind used in animal feeding	0.19	-	0.12	0.13	25.77	2%
12	'4803	Toilet or facial tissue stock	18.32	21.82	19.20	20.77	23.71	2%
13	'8528	Monitors and projectors	0.45	1.89	13.54	14.54	22.99	2%
14	'2304	Oilcake and other solid residues	4.40	1.60	3.47	7.61	19.75	2%
15	'1008	Buckwheat, millet, canary seed and other cereals	2.43	9.64	11.54	3.83	19.60	2%
16	'2523	Cement	1.01	1.76	1.80	1.25	14.04	1%
17	'1902	Pasta	6.65	5.54	7.32	4.99	10.63	1%
18	'0902	Tea	11.12	9.49	9.10	7.28	9.91	1%
19	'7408	Copper wire	13.71	13.96	13.48	12.70	9.82	1%
20	'7010	Carboys, bottles, flasks, jars, pots, phials, ampoules	1.29	2.41	4.89	7.95	9.50	1%
	TOTAL	All products	660.25	670.47	681.30	681.03	1,094.03	100

Source: International Trade Centre Database 2018, Compiled by EPC

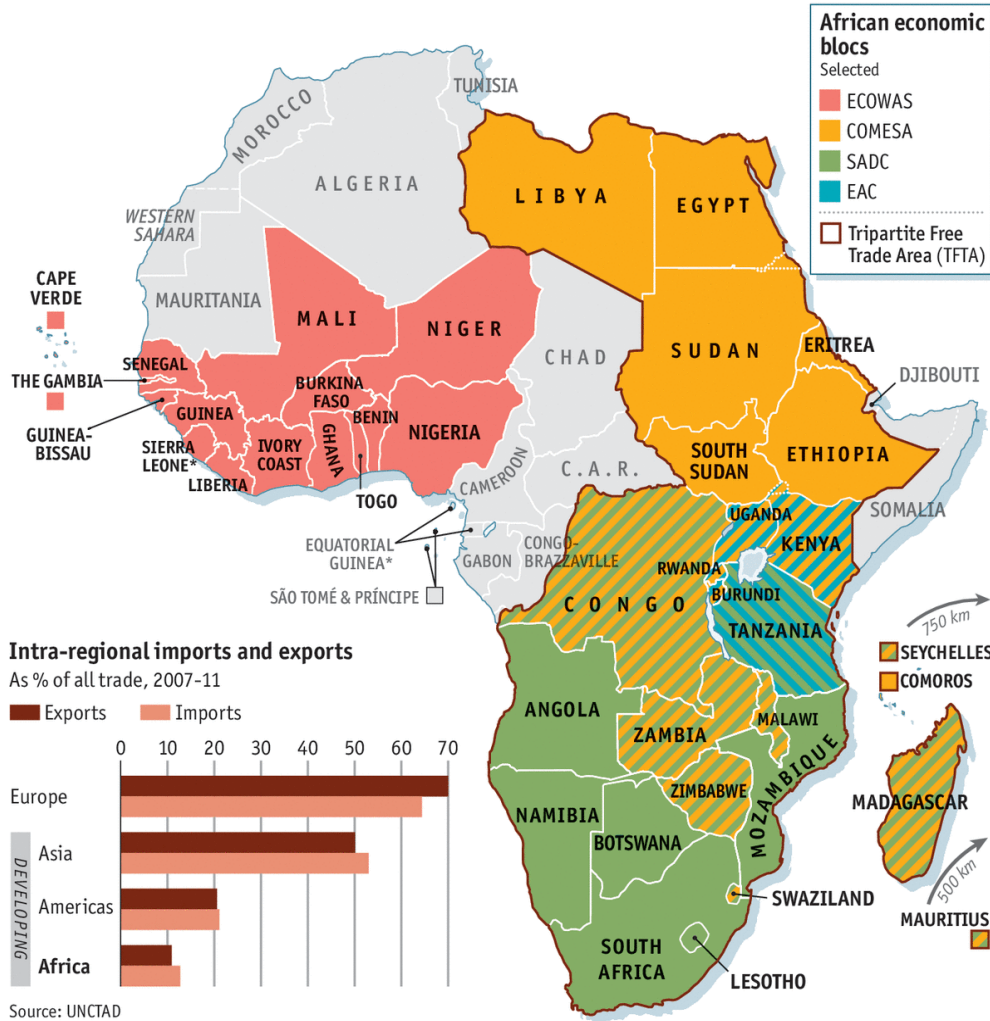
Kenya's Imports from COMESA, 2017-USD Millions

Kenya's chief export product to COMESA in the review period was tea accounting for 12% of her exports to the region in 2017.

Other top export products destined for COMESA in 2017 were; petroleum oils (USD 92 million; 7%), flat rolled products (USD 74 million; 5%), medicaments (USD 61 million and palm oil & its fractions (USD 49 million; 4%). These top five products accounted for 32% of total exports to COMESA.

INTRA-COMESA TRADE POTENTIAL ANALYSIS

Kenya has a high trade potential in a number of products that would enhance the intra-COMESA trade. It exports products worth US\$ 4.4 billion outside the region, which other member states similarly import from outside the region. In fact, Kenya and Egypt combined import slightly more than 50 percent of the total extra-COMESA imports of similar products exported by other member states to third party countries. Kenya has the highest revealed trade potential in unmanufactured tobacco, tanned or crust skins, skins, cut flowers, fruit juices, original sculptures, basket work plaits and similar products of plaiting materials, wood marquetry and inland wood, articles of stone or of other mineral substance, re-treaded or used pneumatic tyres of rubber, meat of sheep or goat, dried fish, salted or in brine, jute and other textile bast fibres.



TFTA

- Tripartite is half of Africa;

27 out of 55 countries

Population: 700 million

GDP: \$1.4 Trillion

- * This represents more than half of the Africa's total GDP, and almost 60% of Africa's population.
- * Projections suggest the TFTA has the capacity to boost regional trade by 25-30% and almost 10US \$ Billion, in the next decade.
- * The projected aggregate net benefit for the TFTA countries is over US\$ 3.3 billion per annum

CFTA

Africa ; Size: 30 Million sq. km

Population: 1.6 billion

GDP: \$3.4 Trillion

Current status- 82% of African countries' exports are outside the region.

EXPECTED BENEFITS

- * CFTA could increase intra-African trade by 52% in 2022
- * Grow our markets and improve low intra-African trade;
- * Protection from external shocks;
- * Creation of employment locally;
- * Stimulation of industrial activity.
- * Reduction of exports of non-value-added products;

All delegates and any accompanying persons are required to complete the registration form in full. Please photocopy this form for additional delegates. Delegate fees must be paid in full before the event.

FEES STRUCTURE (tick relevant box)

Region tick relevant box)- <input checked="" type="checkbox"/>	FEES	LIST COUNTRY
BUSINESS SUMMIT		
International	US\$300.00	
Regional Delegate: EAC, SADC, COMESA, Rest of Africa	US\$250.00	
Kenyan Delegates – Nationals	Free	
EXHIBITORS		COUNTRY AND PRODUCTS
National company/association/ Organisation/ SMEs	US\$1000.00 for a 3m by 3m booth	
Multi-National/Regional company/association/ Organization based in Kenya	US\$1,500 for a 3m by 3m booth US\$1,900 for a 3m by 6m booth	
Regional company/association/ Organization	US\$1,500 for a 3m by 3m booth US\$1,900 for a 3m by 6m booth	
International company/association/ Organization	US\$1,500 for a 3m by 3m booth US\$1,900 for a 3m by 6m booth	
CBC MEMBER RATES(PAID ONLY)		
Business Summit—Association	Free	
Business Summit- Corporate	US\$100.00	
Exhibition Stands—Business Association	US\$1,000.00 for a 3m by 3m booth	
Exhibition Stands—Corporate	US\$1,200.00 for a 3m by 3m booth US\$1,500 for a 3m by 6m booth	

PERSONAL DETAILS

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

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:	SCBLZMLXXXX

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.

This registration form should be sent to: NImwiko@comesa.int ; kmadzivanyika@comesa.int ; comesabusinesscouncil@comesa.int

For Kenya National registration, kindly register through the Kenya Association of Manufacturers at kamconsulting@kam.co.ke

The event is being held in partnership between the COMESA Business Council and the Kenya Association of Manufacturers, COMESA and the Government of Kenya.

- ◆ **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, Business 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.
- ◆ **The Common Market for Eastern and Southern Africa (COMESA)** is the largest Regional Economic Communities (REC) in Africa. It brings together 21-member states with a population of 560 million, and a combined GDP of over US\$ 768 billion. Established in 1994, COMESA envisions a fully integrated, internationally competitive REC with high standards of living for all its people. Notable progress has been recorded in policy harmonisation, trade and investment liberalization, infrastructure development for better physical interconnectivity, agriculture and food security, social development among others. COMESA Member States are: Burundi, Comoros, Democratic Republic of Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia and Zimbabwe.
- ◆ **Kenya Association of Manufacturers– KAM** is the representative organization for manufacturing value-adding industries in Kenya. KAM has evolved into a dynamic, vibrant, credible and respected business association that unites industrialists and offers a common voice for businesses. KAM provides an essential link for co-operation, dialogue and understanding with the Government by representing the views and concerns of its members to the relevant authorities. In pursuit of its core mandate of policy advocacy, KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.
- ◆ **Kenya Export Promotions Council.** The Export Promotion Council (EPC) of Kenya is responsible for developing and promoting export trade in the region and beyond. EPC has fully embraced the mandate of coordinating and harmonizing export development and promotion activities in the country and provide leadership to all national export programmes. The mandate of the council includes provision of strategic assistance to exporters of goods and services in overcoming bottlenecks and enable them to achieve a higher level of export performance. It facilitates export development in a holistic manner and responds appropriately to the current need of exporters.

Participation

To participate in both the Source21 COMESA International Trade Fair and the High-Level Business Summit please contact the COMESA Business Council on email; comesabusinesscouncil@comesa.int

- For regional participants: comesabusinesscouncil@comesa.int
- For Kenya National registration, kindly register through the Kenya Association of Manufacturers at kamconsulting@kam.co.ke
- For online registration visit: <https://source21.cbc-events.com/>