

## tralac Annual Conference

# Trade Governance in Africa midst a Pandemic and other Global Challenges



**21 – 22 September 2020**

tralac's 2020 Annual Conference will be a virtual event. This is one of the many consequences of COVID-19. At this occasion we'll discuss select trade governance matters in Africa. There is widespread agreement that the multilateral trading system requires reform. We'll consider how a future World Trade Organisation (WTO) could look, taking lessons from COVID-19, new generation plurilaterals and the one multilateral agreement concluded since the establishment of the WTO – the Trade Facilitation Agreement.

Turning to the African Continental Free Trade Agreement (AfCFTA); a recent World Bank study concluded, as have many other studies, that significant benefits could come from reducing red tape and improving customs and border management. We provide an overview of the key features of the AfCFTA, an update on the negotiations and preparations for trade to begin. Can COVID-19 provide a push to the adoption of digital trade solutions to facilitate trade under the AfCFTA?

We will provide an update on the AfCFTA negotiations and institutional arrangements, and discuss what is necessary to achieve the objectives of the AfCFTA.

### Programme

<p>Welcome</p> <p>21 September</p> <p>10:00 – 11:00</p>	<p>Welcome</p> <p>Mr George Lipimile, Chair, tralac Board</p> <p><i>Keynote Opening Remarks</i></p> <p>H.E. Wamkele Mene, Secretary-General, AfCFTA Secretariat</p>
<p>Session 1</p> <p>21 September</p> <p>11:00 – 12:00</p>	<p><i>A World Trade Organisation fit for 21<sup>st</sup> century trade governance: what can we learn from the COVID-19 pandemic, new generation plurilaterals and Trade Facilitation Agreement?</i></p> <p><i>Ambassador Alan Wolff, Deputy-Director General, World Trade Organisation</i></p>
<p>21 September</p> <p>14:00 – 15:00</p>	<p><i>Keynote Address</i></p> <p>H.E. Ambassador Albert M. Muchanga, Commissioner for Trade and Industry, African Union Commission</p>
<p>Session 2</p> <p>21 September</p> <p>15:00 – 16:30</p>	<p><i>Panel discussion: Lessons from COVID-19 – what needs to be done to facilitate Africa's trade?</i></p> <p><i>Ms Lily Sommer, African Trade Policy Centre, UNECA</i></p> <p><i>Mr Jason Blackman, DHL Express, Sub-Saharan Africa</i></p> <p><i>Mr Etiyel Chibira, Cross-border Road Transport Agency, South Africa</i></p> <p><i>Ms Mena Hassan, World Trade Organisation Secretariat</i></p> <p>Moderator: Ms Trudi Hartzenbeg, tralac</p>
<p>Session 3</p> <p>22 September</p> <p>10:00 – 11:30</p>	<p><i>The African Continental Free Trade Agreement (AfCFTA)</i></p> <ul style="list-style-type: none"> <li>- <i>Overview, negotiations update</i></li> <li>- <i>Institutional arrangements and Africa's global trade relations</i></li> </ul> <p><i>tralac presentation</i></p>
<p>Session 4</p> <p>22 September</p> <p>15:00 – 16:30</p>	<p><i>Panel discussion: What do we expect the AfCFTA to deliver and what is necessary to achieve these outcomes?</i></p> <p><i>Ms Valentina Mintah, Board Member – International Chamber of Commerce</i></p> <p><i>Mr Victor L. Liman, Chief Trade Negotiator/Director General Nigerian Office for Trade Negotiations</i></p> <p><i>Ms Monica Musonda, Chief Executive Officer, Java Foods</i></p> <p><i>Mr Ahmed Bennis, Secretary General, Africa Economic Zones Organisation</i></p> <p>Moderator: Ms Treasure Maphanga, tralac Board Member, former Director for Trade and Industry, African Union Commission</p>

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## Speakers



### Mr George Lipimile

**Mr George Lipimile** is the first Director of the COMESA Competition Commission since its commencement of operations on January 14, 2013. He has 32 years' experience in competition law and policy enforcement at national, regional and multilateral level.

Prior to his current appointment, he served as Senior Advisor at the United Nations Conference on Trade and Development (UNCTAD) in the Division of Competition and Consumer Law Policy and established and became the first Executive Director of the Zambia Competition Commission (ZCC) in Zambia (the first modern competition Authority in the Eastern and Southern African Region). Mr Lipimile also worked as head of Zambia Intellectual Property office and served as Chairperson of the African Regional Intellectual Property Organisation for two terms. He has been instrumental in the development and drafting of national legislation on competition law and policy in the COMESA/SADC Member States.

Mr Lipimile currently serves as Chairman of the tralac Board.



### H.E. Wamkele Mene

**H.E. Wamkele Mene** was elected by the 33rd Ordinary Session of the Assembly of Heads of States and Government of the African Union, to the position of Secretary-General of the African Continental Free Trade Area (AfCFTA) Secretariat.

Prior to this appointment, he served as *Chief Director: Africa Economic Relations*, at the Department of Trade & Industry of South Africa. In this role, he was South Africa's chief trade negotiator in the AfCFTA and Tripartite FTA negotiations. During his tenure as chief negotiator, South Africa ratified both the AfCFTA and Tripartite FTA agreements, providing new export markets in fast growing and dynamic markets in East and West Africa.

Prior to assuming this position, H.E. Mene was *Director: International Trade Law & Investment Law* at the Department of Trade & Industry, a role in which he was principal legal counsel on international trade law and international investment law.

From 2010 until 2015, H.E. represented South Africa at the World Trade Organisation (WTO) in Geneva, Switzerland. During his posting to the WTO, he was elected by over 130 governments to the position of Chairman of the Committee on International Trade in Financial Services, a committee comprising trade negotiators, financial regulators and financial policy makers from over 160 countries.

Prior to joining the government, H.E. Mene worked for the law firms Simpson Thacher & Bartlett LLP in London and Milbank, Tweed, Hadley & McCloy LLP in Hong Kong.

He has written and lectured internationally on international trade law, international investment law and international business law. He holds a Bachelor of Arts (Law) degree from Rhodes University in South Africa, a Master of Arts in International Studies & Diplomacy (with specialization in International Economics) from the School of Oriental & African Studies (SOAS), University of London and a LL.M. (Master of Laws) in Banking Law & Financial Regulation from the Law Department of the London School of Economics & Political Science (LSE).



### Amb. Alan Wm. Wolff

**Ambassador Alan Wm. Wolff** became World Trade Organisation (WTO) Deputy Director General on October 1, 2017. He was formerly in private law practice in Washington, DC dealing extensively with international trade matters. Prior to joining the WTO, he was Chairman of the National Foreign Trade Council (NFTC), the oldest American association supporting open international trade.

Amb. Wolff's prior public service includes being U.S. Deputy Special Representative for Trade Negotiations after being General Counsel of the Office, serving as acting Head of the U.S. Delegation for the Tokyo Round of multilateral trade negotiations, and as a principal draftsman of the basic U.S. law creating a mandate for trade negotiations. He has served as a senior trade negotiator in, and advisor to, both Republican and Democratic administrations.

He is a member of the Advisory Committee of the Peterson Institute for International Economics (PIIE), is a lifetime National Associate of the National Academies, and is a member of the Council on Foreign Relations.



### H.E. Albert M. Muchanga

**H.E. Ambassador Albert Mudenda Muchanga** is currently African Union Commissioner for Trade and Industry. He previously worked in the Zambian Civil Service at home and abroad and as Deputy Executive Secretary of the Southern African Development Community (SADC).

In his current position, he has provided strategic leadership in facilitating negotiation, conclusion and ratification of the Agreement Establishing the African Continental Free Trade Area (AfCFTA), which entered into force on 30th May, 2019 and whose operation phase was launched on 7th July, 2019. In addition, H.E. Amb. Muchanga has provided similar leadership on matters of trade, industrialisation, mining and customs cooperation. He works with ease at technical, professional, management, leadership and political levels.



### Ms Lily Sommer

**Ms Lily Sommer** is a Trade Policy Expert at the African Trade Policy Centre of the United Nations Economic Commission for Africa (UNECA). Prior to joining UNECA, Ms Sommer was a Senior Economist at the Macroeconomic Department of the Ministry of Finance, Planning and Economic Development in Uganda.

Her research is on African trade policy with a focus on the linkages between trade and industrialisation, poverty and gender. She has published widely in the fields of development and trade economics, in particular on issues related to the African Continental Free Trade Area (AfCFTA), informal cross-border trade, e-commerce, industrial policy and the sustainable development goals. Ms Sommer holds an MSc in Economics from the London School of Economics and Political Sciences and a BA in Economics from the University of Cambridge.



### Mr Jason Blackman

**Mr Jason Blackman** is Senior Director – Customs, Trade Compliance and Regulatory Affairs for DHL Express – Sub Saharan Africa.

He is a logistics and express industry veteran with over 22 years' experience within the courier and logistics industry. He started working at DHL in South Africa in 1994 and has held various roles including Claims and Risk Management, Export Management, Head of Customer Operations for Sub Saharan Africa, Head of Customs for DHL Global Forwarding Sub Saharan Africa and is currently Director of Customs, Compliance and Regulatory Affairs for DHL Express Sub Saharan Africa. Mr Blackman holds a Bachelor of Commerce Degree in Economics, Marketing and Commercial Law. With a strong focus on a liberalised competitive market environment with simplified, transparent customs processes that promote and facilitate free trade, Mr Blackman's focus efforts are on regulatory engagement and collaboration between the private sector and Government as well as other Regulatory Agencies.



### Mr Etiyel Chibira

**Mr Etiyel Chibira** is Senior Manager: Research & Project Management at the Cross-Border Road Transport Agency (C-BRTA), South Africa. He has over 18 years' combined experience in providing cross-border road transport and trade facilitation research and advisory in Southern Africa, regional transport systems design, transport planning and policy, traffic engineering and research as well as professional Project Management.

Mr Chibira serves in a number of technical committees and working groups in the transport and trade facilitation sector in Southern Africa, and has published a number of publications on regional transportation systems, trade facilitation, regional integration, transport regulation and road safety. He holds degrees in Transportation Planning, Engineering, Research and Project Management from the Universities of Pretoria and Zimbabwe.



### Ms Mena Hassan

**Ms Mena Hassan** is a Trade Policy and Trade facilitation Expert at the World Trade Organisation (WTO). Over the last 15 years, Ms Hassan has dedicated her experience to trade policy analysis, trade facilitation and trade and development. She is currently a Legal/Economic Affairs Officer in the Accessions Division of the WTO.

Ms Hassan contributed to the technical assistance pillar of the WTO by conducting close to 60 missions in developing countries, especially in Africa and the Middle East and North Africa (MENA) region where she delivered training seminars and courses on many WTO Agreements. In the area of trade facilitation, she contributed to the programme of technical assistance on the multilateral negotiations on Trade Facilitation and the National Trade Facilitation Needs Assessment program. She assisted trade and customs officials in many Capitals across Africa, the MENA region, Asia, Latin America, the Caribbean and the Pacific to deepen their understanding of the negotiations and anticipate what changes in policies and practices would be needed domestically to implement the Trade Facilitation Agreement (TFA). While she continued to assist in TF, Ms Hassan expanded her responsibilities within the Trade Policies Review Division of the WTO and has acquired 10 years of experience drafting and co-authoring trade policy review reports on over 15 WTO Members.

As a trade diplomat, Ms Hassan has been on leave since 2003 from the Ministry of Trade and Industry in Egypt where she was working on WTO trade policy issues. She holds a Ph.D in International Affairs and Political Economy from the University of St.Gallen (HSG) and her thesis was on the empirical impact of the TFA on developing countries' exports and on the political economy aspects of TFA implementation. She also has an M.A in International Political Economy from the University of Warwick and a BSc in Business Management and Economics from the University of Maryland University College in Belgium and the American University in Cairo.

In 2019, Ms Hassan co-edited and authored a chapter in a book entitled "Fostering Trade in Africa". She has research interests in trade policy, trade facilitation, regionalism and trade and development issues. Her working languages are English, Arabic, French and Spanish.



### Ms Trudi Hartzenberg

**Ms Trudi Hartzenberg** is the Executive Director of the Trade Law Centre (tralac). Her work at tralac includes engaging with governments, international development organisations, and trade-related organisations.

Her research is in the areas of international trade, competition policy, industrial development and Africa's integration agenda. She has a special interest in, and commitment to, capacity building. She has designed and delivered academic and tailored short courses on a broad range of trade-related topics, investment, competition policy and industrialisation. She serves on the World Trade Organisation (WTO) Chairs Advisory Committee and is a member of the Committee for Development Policy of the United Nations Economic and Social Council (ECOSOC).



### Prof. Gerhard Erasmus

**Professor Gerhard Erasmus** is a founder and Associate of the Trade Law Centre (tralac) and Professor Emeritus (Law Faculty), University of Stellenbosch. He holds degrees from the University of the Free State, Bloemfontein (B.Iuris, LL.B), Leiden in the Netherlands (LLD) and a Master's from the Fletcher School of Law and Diplomacy. He has consulted for governments, the private sector and regional organisations in southern Africa. He has also been involved in the drafting of the South African and Namibian constitutions. He grew up in Namibia.



### Ms Willemien Viljoen

**Ms Willemien Viljoen** is a researcher at the Trade Law Centre (tralac). She holds a Master's degree in Economics and a Bachelor of Laws degree (LLB) from the University of Stellenbosch, South Africa. Her research interests are in regional integration and international trade policy, and specifically in issues pertaining to non-tariff barriers to trade, trade data analysis and modeling, and trade and climate change.



### Dr Talkmore Chidede

**Dr Talkmore Chidede** is a researcher at the Trade Law Centre (tralac). He holds a Doctor of Laws (LL.D) degree in International Investment Law from the University of the Western Cape, South Africa. He also holds a Master of Laws (LL.M) degree (Cum Laude) in International Trade and Investment Law and a Bachelor of Laws (LL.B) degree, both from the University of Fort Hare. His research interests include international investment law, international trade law, regional economic integration and international commercial arbitration.



### Mr John Stuart

**Mr John Stuart** is an economist and policy analyst with special interests in trade, economic integration, data visualisation and economic modelling. He began his career in academia at Rhodes University and later the University of Cape Town, after which he entered private consulting first with AFReC (Pty) Ltd and subsequently with PBS (Pty) Ltd. Besides economics research and teaching, he has experience in project management, general management, public sector performance management, systems analysis and entrepreneurship.

He holds an M. Com degree in Economics from the University of Natal (Durban).



### Dr Ify Ogo

**Dr Ify Ogo** is a trade specialist and legal economist working as the UNDP Regional Coordination Specialist on the AfCFTA. In her previous role at the African Trade Policy Centre, UN Economic Commission for Africa, she led the trade in services work stream, and was a focal point for trade diversification covering the digital economy, blue economy and green economy portfolios. Dr Ogo has also supported the AfCFTA negotiations, as well as country-level implementation processes. Prior to UNECA, she worked as an investment advisor within the private and public sectors.



### Ms Valentina Mintah

**Ms Valentina Mintah** is a Ghanaian-British technology executive, internationally recognised for her expertise in trade facilitation and process automation. She is the founder and former CEO of West Blue Consulting, an award-winning ICT organisation based in West Africa.

Under Ms Mintah’s leadership, West Blue Consulting successfully developed and delivered national single window platforms for Nigeria (2013) and Ghana (2015), significantly improving trade facilitation and leading to multi-million dollar savings for both governments. She has been recognised for the economic impact of West Blue Consulting’s technology solutions by the International Monetary Fund, the World Customs Organisation and the International Chamber of Commerce.

Prior to establishing West Blue Consulting, Ms Mintah was a Senior Solutions Specialist at Crown Agents in the UK having previously worked at IBM. In 2019, Ms Mintah founded e-Ananse, a UNESCO-backed network of libraries that seeks to improve literacy in Ghana by providing young people access to high-quality, contemporary literature. In 2020, she was appointed to the Executive Board of the International Chamber of Commerce.



### Mr Victor L. Liman

**Mr Victor Liman**, the Acting Chief Trade Negotiator/Director General, Nigerian Office for Trade Negotiations (NOTN), has held different positions in NOTN. Prior to his current appointment, he was the Director of Administration and Finance, Department of Administration and Finance; he was also the Assistant Chief Trade Negotiator/Director, Department of the African Continental Free Trade Area/ECOWAS, and the Assistant Chief Trade Negotiator/Director, Department of Asia. He is an Expert Advisor in International Investment and Trade Law, International Finance and Project Finance Law, Regulation, Governance, and Technology Law. He also advises on Bilateral and Multilateral Investment/Trade Treaties and Agreements.

Mr Liman was also the Alternate Chief Trade Negotiator for Nigeria from 2017 to 2018; during the first phase of Negotiations on the African Continental Free Trade Area Agreement.

Mr Liman has a very rich educational background, spanning different fields of academic achievements. He obtained his first degree, Bachelor of Laws (LLB Hon.) from the University of Uyo. He was a Graduate Visitor at Stanford University (Palo Alto, USA). He holds a Post Graduate Diploma in War Studies, at King’s College London (UK); an LL.M in Regulation and Technology Law, King’s College London; and a Certificate in International and Comparative Intellectual Property Law and International Human Rights Law from the London Law Consortium/University of Iowa London Law Programme. Mr Liman is also an Associate of King’s College London; and a Senior Executive Fellow, John F. Kennedy School of Government, Harvard.

Mr Liman has a proven track record in successfully influencing, negotiating and liaising with institutions, private and public stakeholders at all levels.



### Ms Monica Musonda

**Ms Monica Musonda**, corporate lawyer, corporate governance expert turned entrepreneur, is CEO and Founder of Java Foods, a Zambian based food processing company. Java Foods’ first product was “eeZee Instant Noodles”, which has become Zambia’s leading instant noodle brand. Java Foods also manufactures and distributes eeZee Supa Cereal (a fortified instant cereal/porridge).

Ms Musonda is a dual qualified English solicitor and Zambian advocate with over 16 years post qualification experience. She began her legal career working for the Attorney General of Zambia, where she advised on the privatisation of state owned enterprises. She then went on to work in private practice for Clifford Chance (London) and Edward Nathan (Johannesburg – where she rose to the rank of partner). She also worked as Senior Counsel at International Finance Corporation and for the Dangote Group as Director, Legal and Corporate Affairs and later promoted as General Counsel. She was directly involved in Dangote Cement’s \$13bn listing on the Nigerian Stock Exchange as well as assisted the Group raise various debt instruments in the international market (in excess of \$3bn). Ms Musonda was the project lead responsible for the Group’s \$400m investment into Zambia to build the country’s largest integrated cement plant. Her experience working with one of Africa’s most successful entrepreneurs gave her the impetus to start her own business and in 2012, she moved back to Zambia and set up Java Foods.

Ms Musonda currently serves as non-executive director on several boards including Airtel Networks Zambia Plc & Zambia Breweries (where she is chair), Arcelor Mittal South Africa Plc and Dangote Industries Zambia Limited. She currently sits on both the SUN Lead Group and the Global Advisory Board for SUN Business Network. She is the recipient of the 2017 African Agribusiness Entrepreneur of the Year award, which is conferred annually to entrepreneurs who have demonstrated outstanding achievement in agricultural input and value addition in Africa. She is a 2013 Young Global Leader (World Economic Forum) and Archbishop Desmond Tutu Leadership Fellow. Forbes Magazine and Africa Investor named her as one of the leading Young Power Women in Business in Africa in 2013 and 2014 respectively. She is one of the few Zambian women involved in manufacturing/agro-processing at a scalable level.

She holds an LL.B from the University of Zambia and an LL.M from the University of London.



## Mr Ahmed Bennis

**Mr Ahmed Bennis** is Secretary General of Africa Economic Zones Organization (AEZO) and the Group Business Development Director at Tanger Med Group. Founded in November 2015 by Tanger Med, AEZO is a continental association leading public and private institutions in charge of the Development, Management and Promotion of Economic Zones in Africa.

Mr Bennis is a results-driven and accomplished senior executive director with extensive experience implementing large industrial, infrastructure and logistic investment projects in Africa. Prior to his current position, he has been leading the international business development of economic zones management at Tanger Med Special Agency since 2011, applying successful strategies with clear focus on profitability, cost optimisation and establishing strategic partnerships.

In 2000, Mr Bennis launched his professional career in IT and Financial services at NEC computers International in Paris, France. Then he moved to Luxembourg for a business development position at FlexFinance – Oracle Group, before he joined, in 2007, Thomson Reuters in Dubai where he was appointed to drive sales and presales activities providing business solutions and consultancy services for large financial institutions in the Middle East and Africa.

Mr Bennis graduated from HEC Business School and has strong business communication skills in English, French, Arabic, Italian and Spanish.



## Ms Treasure Maphanga

**Ms Treasure Maphanga** is a Director at the African Electronic Trade Group (AeTrade Group). Prior to this appointment, she served as Director, Department of Trade and Industry, of the African Union Commission. During her tenure at the Commission, she played an important role to support the African Continental Free Trade Area negotiations process. She engaged in trade policy and industrial development at the Pan-African level under the auspices of the policy organs of the African Union. She promoted advocacy for intra-African trade, south-south trade and trade with traditional trading partners, and strategy development for Africa's integration into the global economy for the benefit of ordinary men, women and children on the continent.

Ms Maphanga has been Chief, Office for Africa at the International Trade Centre (ITC), where she led the ITC's strategy and technical cooperation in sub-Saharan Africa. She has been the Managing Director of Clio Consultancy in Eswatini, which provided professional services to clients in the private and public sectors, and she served as the Chief Executive Officer of the Federation of Swaziland (now Eswatini) Employers and Chamber of Commerce.