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**AfCFTA Business Forum**  
Leveraging the Power of Business to Drive Africa's Integration

**20<sup>th</sup> March 2018**  
**Draft**

Kigali Convention Centre, Rwanda



**Creating One African Market**

Final Draft as at 17/03/2018

## Overview

### **Africa Launches The African Continental Free Trade Area (AfCFTA)**

The Leaders of the 55 Member States of the African Union will make history when they come together this month to sign an agreement that will establish the African Continental Free Trade Area (the AfCFTA). The AfCFTA will make the continent the largest free trade area created since the formation of the World Trade Organization. His Excellency President Paul Kagame of Rwanda, the Chairperson of the African Union, and His Excellency Mr Moussa Faki Mahamat, the Chairperson of the African Union Commission, have co-signed invitations to the African Union Heads of State and Government to convene in Kigali, Rwanda, to sign the Agreement and Protocols as a follow-up to the January, 2018 Assembly decision to hold an Extra-Ordinary Summit. After signature, the AfCFTA will also be formally launched.

The launch of the African Continental Free Trade Area (AfCFTA) is a major step towards regional and continental integration. As part of preparations for the launch, an AfCFTA Business Forum will be held in Kigali on 20<sup>th</sup> March, 2018. It will involve the African Union Member States, African Union Commission (AUC), the Private Sector from both Africa and beyond, regional and international organizations, academia and civil society. This will provide a Pan-African platform for promoting and enhancing multi-stakeholder investment and trade policy advocacy and dialogue. This is consistent with the goals of the programme of action on Boosting Intra-African Trade (BIAT) adopted by the African Union Heads of State and Government in January, 2012. BIAT will provide operational content in the implementation of the AfCFTA legal instruments and programme of work.

The AfCFTA Business Forum affords the opportunity to debate and exchange views on the continent's economic transformation through investment and trade with a wide range of key stakeholders. According to the United Nations Economic Commission for Africa (ECA), the AfCFTA is expected to increase intra-African trade by 52% by 2022. This will boost production, consumption and economic growth across the continent.

The AfCFTA Business Forum will involve speeches, Davos-style discussion panels, presentations. The Forum will be attended by high-level government officials, including Heads of State and Government, Ministers responsible for trade and investment, senior business leaders, civil society, academia, parliamentarians, Regional Economic Communities, multilateral and bilateral development cooperation partners and the media.

The event provides an ideal framework for stakeholder mobilization to harness the opportunities offered by the AfCFTA. It is also the ideal opportunity to gather the

perspectives and aspirations of the private sector which policy makers can use to inform the integration of the African Union by harnessing the resources of the Private Sector.

The official launch of the AfCFTA is on 21<sup>st</sup> March, 2018. This ceremony will involve an opening ceremony, adoption of the AfCFTA legal documents followed by their signature. The launch of the AfCFTA will follow thereafter. Representatives of Private sector leaders will be invited to attend the signing ceremony. It will be covered by local, continental and international media. The Business Leaders will also have opportunities to have family photo sessions with Heads of State and Government.

### **Objectives and Expected Outcomes**

The main objective of the Forum is to bring together African Business Leaders, Civil Society stakeholders and African policymakers to map out a strategy for broad stakeholder engagement for accelerated and inclusive sustainable development of the African Continent in line with aspirations and vision of the African Union Agenda 2063: The Africa We Want.

The Forum will specifically aim at:

- Furthering the agenda for effectively implementing the AfCFTA and the Boosting Intra Africa Trade (BIAT).
- Building synergies, linkages and complementarities between the stakeholder groups with interests in the AfCFTA.
- Ensuring parliamentarians, private sector, and civil society have a better understanding of the AfCFTA and its coherence with the African structural transformation agenda.
- Strengthening the development of a Pan-African platform that facilitates capacity development and harnesses parliamentarians, private sector and civil society contributions to the AfCFTA process.

The expected outcomes of the Forum are:

- Develop a clear understanding of the AfCFTA and the role it will play as a vehicle for increasing intra-African trade, poverty eradication and deepening integration;
- Establish a symbiotic linkage between the AfCFTA and trade facilitation, with a particular emphasis on trade facilitation as a key tool for ensuring successful implementation of the AfCFTA;
- Mobilize the power of the Private Sector to drive Africa's integration; and

- Develop an enduring partnership between African policymakers and business leaders in Africa's integration.

### **Participation**

The Business Forum and Launch will involve the participation of representatives from key investment and trade constituencies in Africa and from around the world. These will include policymakers, high-level government officials, private sector leaders, civil society, parliamentarians, development cooperation partners, academics, regional economic communities, researchers and the media.

### **Registration**

Delegates were invited to register online. Delegates are now advised to collect their accreditation badges at Kigali Convention and Exhibition Centre from 09.00 to 20.00 on 19<sup>th</sup> March, 2018.



Time	Agenda Item
07.30 - 08.45	<p data-bbox="435 79 898 113"><b>The AfCFTA Business Breakfast</b></p> <p data-bbox="1414 100 1430 134" style="text-align: right;">6</p> <p data-bbox="435 142 1295 212">Welcome introduction by: <b>Dr Edem Adzogenu</b>, Special Advisor, AfroChampions Initiative</p> <p data-bbox="435 254 686 287"><b>Panel Discussion:</b></p> <p data-bbox="435 296 1520 405"><b>From Made for Africa to Made in Africa: How can AfCFTA processes support the development of tailored solutions for Africa’s Industrialization and Development?</b></p> <p data-bbox="435 443 1520 737"><i>Africa’s economic landscape is truly diverse. Many African countries still specialize in a few primary commodities, while most of their imports consist of manufactured goods. The potential for intra-regional trade is limited because of this lack of diversification and competitiveness. How can the AfCFTA drive positive change and accelerate the drive towards “made in Africa” as a brand for the Continent’s industrialization? How can it help countries develop their competitive advantages, create incentives and foundations for industrialization policies and foster the creation of outlets for Made in Africa products?</i></p> <p data-bbox="435 745 1520 814"><i>This session will discuss how AfCFTA can help African countries address their challenges and build on their strengths in the drive towards industrialization.</i></p> <p data-bbox="435 856 581 890"><b>Panelists:</b></p> <ul data-bbox="483 898 1520 1121" style="list-style-type: none"> <li>• <b>H.E Olusegun Obasanjo</b>, Former President of the Federal Republic of Nigeria and Patron of the AfroChampions Initiative</li> <li>• <b>H.E. Li Yong</b>, Director General of UNIDO,</li> <li>• <b>Kris Senanu</b>, CEO, Access Kenya Group, <i>Kenya</i></li> <li>• <b>Jean-Louis Billon</b>, Chairman, SIFCA Group, <i>Cote D’Ivoire</i></li> <li>• <b>Samba Bathily</b>, CEO, ADS Group, <i>Mali</i></li> </ul> <p data-bbox="435 1163 1398 1197">Moderator: <b>Michael Kottoh</b>, Chief Strategist, AfroChampions Initiative</p>
09.00 - 09.20	<p data-bbox="435 1224 573 1257"><b>Welcome</b></p> <p data-bbox="435 1287 1450 1320"><b>Ms. Clare Akamanzi</b>, Chief Executive Officer, Rwanda Development Board</p> <p data-bbox="435 1379 1520 1455"><b>H.E. Albert M. Muchanga</b>, Commissioner for Trade and Industry, African Union Commission</p> <p data-bbox="435 1514 1520 1589">Moderator: <b>Mark Eddo</b>, Former BBC Presenter &amp; CEO, Mark Eddo Media Africa, <i>Nigeria</i></p>
09.30 - 10.30	<p data-bbox="435 1623 686 1656"><b>Keynote Address</b></p> <p data-bbox="435 1665 1471 1698"><b>H.E. Paul Kagame</b>, President of Rwanda &amp; Chairperson of the African Union</p> <p data-bbox="435 1749 1040 1824"><b>Opening Plenary:</b> <i>The opportunities of one market for Africa</i></p>

	<ul style="list-style-type: none"> <li>● <b>H.E. Paul Kagame</b>, President of Rwanda &amp; Chairperson of the African Union</li> <li>● <b>H.E. Issoufou Mahamadou</b>, President of Niger &amp; Champion of the AfCFTA Process</li> <li>● <b>H.E. Moussa Faki Mahamat</b>, Chairperson of the African Union Commission</li> <li>● <b>H. E. Vera Songwe</b>, Executive Secretary, UN Economic Commission for Africa (UNECA)</li> <li>● <b>Strive Masiyiwa</b>, Chairman, Econet Wireless, <i>Zimbabwe</i></li> </ul> <p><b>Special Intervention:</b></p> <ul style="list-style-type: none"> <li>● <b>Mr. Akinwumi Adesina</b> , President of Africa Development Bank (AfDB)</li> <li>● <b>Mukhisa Kituyi</b>, Secretary General, UN Conference on Trade and Development (UNCTAD)</li> </ul> <p>Moderator: <b>Mark Eddo</b>, Former BBC Presenter &amp; CEO, Mark Eddo Media Africa, <i>Nigeria</i></p>
10.40 - 12.00	<p><b>Plenary I - Leveraging the Power of Business to Drive Africa's Integration</b></p> <p><i>The AfCFTA presents African economies and industries an unparalleled opportunity to expand and grow. Now more than ever private sector and policymakers must develop a symbiotic relationship to achieve those goals. In this opening panel some of Africa's leading business people join Ministers and heads of multilateral agencies to explore how all stakeholders can work together for the evolution of a free trade area for the prosperity of all.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● <b>H.E. Cyril Ramaphosa</b>, President of South Africa</li> <li>● <b>Donald Kaberuka</b>, African Union High Representative for the Peace Fund</li> <li>● <b>Ali Mufuruki</b>, Chairman &amp; CEO, Infotech Investment Group, <i>Tanzania</i></li> <li>● <b>Tonye Cole</b>, Co-founder and Group Executive Director, Sahara Group, <i>Nigeria</i></li> <li>● <b>Miriem Bensalah</b>, Présidente de La Confédération des Entreprises du Maroc, <i>Morocco</i></li> </ul> <p><b>Special Intervention:</b></p>

	<ul style="list-style-type: none"> <li>● <b>H.E. Muhammadu Buhari</b>, President of Nigeria</li> </ul> <p>Followed by Q&amp;A from the audience Moderator: <b>Julie Gichuru</b>, Entrepreneur &amp; Media Personality, <i>Kenya</i></p>
12.00 – 12.10	<p><b>Launch of the AfCFTA Country Index</b> By <b>David Luke</b>, Coordinator of the African Trade Policy Centre (ATPC) at the UN Economic Commission for Africa (UNECA)</p>
12.15 – 13.30	<p><b>Plenary II - Jobs, Youth and Women: What AfCFTA means for Africa's citizens</b> <i>The single market for Africa has the potential to supercharge economies, rapidly scale-up industries, grow small and medium-sized businesses into big continent-wide operators and solve some of Africa's most chronic development challenges such as youth unemployment and gender inequality. So what are the next steps to achieving that?</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● <b>H.E. João Lourenço</b>, President of Angola</li> <li>● <b>Aranca Gonzalez</b>, Executive Director, International Trade Centre (ITC) Switzerland</li> <li>● <b>Aliaune Badara Akon Thiam</b>, Co-founder, Akon lighting Africa, Senegal</li> <li>● <b>Tiguidanke Camara</b>, Chairman and Chief Executive Officer of Tigui Mining Group (TMG) and Camara Diamond &amp; Gold Trading Network (CDGTN), <i>Guinea</i></li> <li>● <b>H.E. Albert Muchanga</b>, Commissioner for Trade and Industry, African Union Commission (AUC)</li> </ul> <p><b>Special Intervention:</b></p> <ul style="list-style-type: none"> <li>● <b>H.E. Yoweri Museveni</b>, President of Uganda</li> </ul> <p>Followed by Q&amp;A with the audience Moderator: <b>Novella Nikwigize</b>, News Presenter, RTV, <i>Rwanda</i></p>
13.30 - 14.30	<b>AfCFTA Networking Lunch</b>



14.30 – 15.45	<p><b>Plenary III: Technology, Innovation and Intra-Africa Trade</b></p> <p><i>Some call it “the 4th Industrial Revolution” while others call it “the Digital Revolution”. Technology is transforming the way we live and work. From digitalisation and interconnectivity, to robotics and 3D printing, industries and jobs are going through seismic shifts in innovation that are creating new business models that are improving the delivery of goods and services while disrupting existing business models.</i></p> <p><i>Africa has a youth bulge that presents an opportunity to harness this brave new world. How can the development of the African Continental Free Trade Area create a fertile platform for the next generation of innovative workers? Where are the opportunities and how can one ensure these are fully realised?</i></p> <p>Panelist:</p> <ul style="list-style-type: none"> <li>● <b>H.E. Ali Bongo Ondimba</b>, President of Gabon</li> <li>● <b>Ashish Thakkar</b>, Founder, Mara Group &amp; Mara Foundation, Uganda</li> <li>● <b>Kabirou Mbodji</b>, Founder, Chairman &amp; CEO, Wari, Senegal</li> <li>● <b>Jean Philibert Nsengimana</b>, Special Advisor to Smart Rwanda/Formal Minister of ICT, Rwanda</li> <li>● <b>Mukhisa Kituyi</b>, Secretary General, UN Conference on Trade and Development (UNCTAD)</li> </ul> <p><b>Special Intervention:</b></p> <ul style="list-style-type: none"> <li>● <b>H.E. Daniel Kablan Duncan</b>, Vice President, Republic of Cote D’Ivoire</li> </ul> <p>Moderator: <b>Julie Gichuru</b>, Entrepreneur &amp; Media Personality, Kenya</p>
15.45-15.55	<p><b>Launch of the Intra-African Trade Fair</b></p>
15.55 - 17.05	<p><b>Closing Plenary : Financing intra-African trade</b></p> <p><i>There are still significant deficits in meeting the demand for trade finance in Africa. The conservative estimate for the shortfall of trade finance in Africa is US\$ 110 to 120 billion. These figures suggest that the market is significantly underserved. In addition intra-African trade is hampered by the multiplicity of currencies. How do we increase availability and enhance accessibility of intra-African trade and investment finance and guarantee programmes as well as facilitating payment between African traders? This panel will also discuss issues related to the development of a Pan African</i></p>

	<p><i>payment and settlement system to facilitate the implementation of the AfCFTA, taking into consideration the growth of e-commerce on the continent.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>● <b>H.E. Uhuru Kenyatta</b>, President of Kenya</li> <li>● <b>Benedict Oramah</b>, President &amp; Chairman of the Board, African Export-Import Bank (Afreximbank)</li> <li>● <b>Akinwumi Adesina</b>, President of Africa Development Bank (AfDB)</li> <li>● <b>Diane Karusisi</b>, CEO, Bank of Kigali, <i>Rwanda</i></li> <li>● <b>Mr. Erik Solheim</b>, Executive Director, United Nations Environmental Program (UNEP)</li> </ul> <p><b>Special Intervention:</b></p> <ul style="list-style-type: none"> <li>● <b>Ade Adeyemi</b>; CEO, Ecobank, <i>Togo</i></li> </ul> <p>Moderator: <b>Ibrahima Cheik Diong</b>, CEO, Africa Consulting and Trading, <i>Senegal</i></p>
17.05 - 17.10	<p><b>Wrap Up Session and Closure</b></p> <p><b>Albert M. Muchanga</b>, Commissioner for Trade and Industry, African Union Commission (AUC)</p> <p><i>The AU Commissioner will present a summary of the key messages arising from the AfCFTA Business Summit</i></p> <p><b>Vote of Thanks by Government of Rwanda</b></p>
	<p><b>AfCFTA Cocktail Networking Reception</b></p>