



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!



EVENT BROCHURE

Partners and Sponsors



As Africa embraces the movement towards a borderless territory for the eye of the 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. 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 market. How do we get there?

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. To have successful economies and trade 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.

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 . However, there are some key capacity constraints that need to be dealt with, as 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 dented 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?

Standards and Quality Assurance.

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.

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.

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 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.

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 SOURCE21COMESA International Trade Fair is a four- day multi-sectoral exhibition 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. True to its name, we recommend that all participants showcase products that have met market standard requirements.

Within the margins of the Trade Fair, they will also convene the Source 21 COMESA High-Level Business Summit from the 17th - 18th of July 2019, at the KICC.

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
- ◆ Sign contracts and agreements with buyers on location
- ◆ 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 instruments

SOURCE21COMESA HIGH LEVEL BUSINESS SUMMIT

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;

- ◆ 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.
- ◆ 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.
- ◆ Sectoral roundtables will provide a platform for engagement on sector-specific issues. Industry positions from the various sectors will also be drawn during the dialogue to inform policy.

SOURCE21 COMESA- INTERNATIONAL TRADE FAIR

The fair is set to attract regional and International businesses and visitors from more than 56 countries from across the globe. The main objective is;

- To promote quality African products and services under one umbrella, facilitating the learning, sampling, sourcing and buying experience for traders and services providers across the globe.
- Provide key content and information on how to access markets in COMESA, leverage from existing public- private partnerships and address impediments to business through high level dialogue with government leaders in the region.

Clinch deals! CBC's innovative Business linkages platform will encourage companies to know their potential partners in advance.

STRUCTURE

The SOURCE21 COMESA- INTERNATIONAL TRADE FAIR is the first of its kind held by COMESA, integrating 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/ NTERNATIONAL PAVILLION

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

PARTNERS

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.

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 CouncilThe 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

REGISTRATION FORM

All delegates and any accompanying persons are required to complete the registration form in full. Please photocopy this form for additional delegates. You may submit your proof of payment online kmadzivanyika@comesa.int or NImwiko@comesa.int; comesabusinesscouncil@comesa.int Delegate fees must be paid in full before the event.

FEES STRUCTURE (tick relevant box)

Region tick relevant box)- **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	

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

Signature:..... Date.....