Who we Are!!

CBC is the recognized Business Member Organization, established as a private sector institution of COMESA. We represent the interests of businesses sectors at a regional level. The services provided go beyond advocacy, to actively promote business participation in regional integration, investment and global trade. This is done by facilitating the growth of strong business synergies, the development of business opportunities, business alliances, legislative and strategic advocacy. We provide custom tailored services that are driven by both industry and enterprise interests.
The COMESA Business Council team in partnership with Barefeet Theatre and Lusaka Food Bank on 23rd June, 2020 shared some love with the elderly men and women from Chibolya community here in Lusaka. CBC and its partners shared the Covid-19 care-packages to this vulnerable group. The care packages contained assorted food staff and other personal care items. Barefeet Theatre and Lusaka Food Bank work hand in hand to reach out to vulnerable communities especially the elderly in Lusaka.

Many of the recipients for the care packages were elderly women whose household incomes have been severely disrupted owing to the economic slowdown. As a way of helping to combat the spread of Covid-19 in Lusaka, CBC donated and distributed face-shields to traders at Mwasauka Market Co-operative in Garden Compound of Lusaka. Mwasauka is a co-operative for marketeers with more than 1000 members.

Both donations went to vulnerable communities that the CBC has worked with in its, amongst others, Local Sourcing for Partnerships program; their plight therefore, as MSMEs contributing well over 80% of jobs in the industries sector, is one that is impossible to ignore.

The CBC is proud to have partnered with Barefeet Theatre and Lusaka Food Bank in this activity and remains committed to exploring further ways to offer relief to these communities as part of its COVID-19 CSR initiatives.
Uganda’s coffee exports have continued to surge despite the coronavirus pandemic with April figures showing growth compared with a year ago. Uganda Coffee Development Authority (UCDA) said in a report released in April that Uganda coffee exports were 359,973 60 kilogramme bags worth $36.93 million compared with the 305,643 bags exported in April 2019 valued at $30,048,530 million. This was an increase of 18 per cent and 23 per cent in quantity and value respectively, compared with the same period last year.

For the coffee authority, the increase in exports has been attributed to higher production on account of fruition of the newly planted coffee and not necessarily the harvest season. “Coffee exports for the first 10 months of the financial year 2019/20 amounted to 4.24 million worth $ 413.53 million compared with 3.48 million bags worth $350.26 million the previous year. This represents 21.89 per cent and 18.06 per cent increase in both quantity and value respectively. Cumulatively in 12 months. (May 2019-April 2020), a total of 4.93 million bags worth $478.47 million were exported,” said UCDA in a statement.

**Lockdown Troubles**

The coffee authority says that apart from an increase in harvested coffee, exporters also “drew down on their stocks due to the lockdown caused by the Covid-19 pandemic.” Joseph Nkandu the executive director of the National Union of Coffee Agribusiness and Farm Enterprises said the Covid-19 surge in March forced many coffee buying companies to stock up because the coffee destination countries had closed. He cited major coffee importers like Germany, Italy and Spain pushing those volumes to April.

“Most of the coffee which was supposed to be exported in March was exported in excess in April-2020,” Mr Nkandu said. The fall in the value of coffee exports reflected the lower price received in March. The average export price declined to $1.6 per kilo down from $1.65 per kilo in February and $1.63 a year earlier. Annually, Uganda’s aver-age coffee earning top $450 million making it one of the top foreign exchange earners.

CBC is implementing the Digital Financial Inclusion Project for Micro Small and Medium Enterprises (MSMEs) which is focused on establishing a digital integrated regional common payment scheme that lowers transaction costs for MSMEs. This will result in streamlining cash-based MSMEs into digital markets that enjoy affordable, interoperable, transparent, real-time financial transactions.

The expected impact is increased volumes of cross border transactions, financial inclusion and the participation of SMEs in regional trade. The Project is in its first phase development of a business case report. The report will inform the formulation of a draft model policy and regulation guidelines/rules book for a digital integrated regional common payment scheme for MSMEs in COMESA.

The business case and policy framework serves as a foundation for the establishment of development of the business model, governance and operational aspects of a regional digital common payment scheme for MSMEs. CBC has further set up an influential Advisory Committee of 11 members from the mobile industry, banking sector, financial and ICT regulatory bodies, manufacturing industry and SMEs, to drive the advocacy interests of the project and lend technical expertise to key project development areas.

As of now, six e-validation meetings have been done with six countries namely Zambia, Malawi, Tanzania, Rwanda, Uganda and Kenya. We have received contributions from these six member states and all the countries are aligned in readiness for the uptake of Digital Financial Services. The following three key recommendations are being made by the business case report:

1. To coordinate the acceleration of implementation of digital policies that form the foundation to support e-trade readiness across COMESA and the Africa region. It was noted that there is no harmonised policy framework within the region and some countries don’t have critical policies on several aspects regarding digital financial inclusion i.e. Interoperability

2. There is a need for development of dedicated programs to support MSMEs access to Digital Financial Services. Member states are requested to put in place national programs to develop technical skills of Micro Small and Medium Enterprises in order to strengthen their usage of digital solutions in their markets and across the region. This will effectively boost the percentage of regional intra-Africa trade.

3. Further recommends that the MSMEs requirements are considered in regulatory decision-making processes with a strong interest in their value as the key drivers of industry in terms of volume within Africa. The training programs include Digital skills, Financial literacy, standards and Entrepreneurial skills.
Zambia’s cabinet approved a 8 billion kwacha ($439 million) economic stimulus package financed through a Covid-19 bond in an effort to alleviate the pandemic’s impact, the presidency said on Tuesday. Zambia, Africa’s second largest copper producer, has been wrestling with growing public debt even before the coronavirus outbreak forced lockdowns across the globe, crimping international demand for raw materials.

Zambia has reported 1,416 confirmed coronavirus cases and 11 deaths so far. “Cabinet resolved that it is necessary to provide an economic stimulus through the issuance of the Covid-19 bond in order to improve liquidity levels in the economy,” it said. The proceeds from the bond will go towards needy areas, including payment of retirees, contractors and suppliers, which have been hit by reduced liquidity due to Covid-19, the presidency said.

Zambia’s budgeted revenue is estimated to fall short of target by close to 20 per cent as a result of economic adjustments due to Covid-19, the finance ministry said in April.

Africa’s projected gross domestic product growth of 3.2 per cent for 2020 is now expected to fall further to -0.8 per cent due to prolonged partial and total lockdown of countries brought on by the Covid-19 pandemic. With more than 41 countries still imposing curfews and stay-at-home guidelines, sectors that depend on social interactions such as aviation, hospitality, tourism and entertainment will have little revenue.

A new report by Deloitte analysing the impact of Covid-19 indicates that the economies of Kenya, Uganda and Tanzania are expected to fall below four per cent this year. Kenya’s projected GDP growth in 2020 will fall to one per cent from 5.7 per cent, due to a decline in tourism, export revenues and disruption in the supply chain.

Revenue Collection

The pandemic has slowed revenue base collections as reductions in household and business spending drop to about 50 per cent due to liquidity constraints. Disruption in the supply chain for key inputs in machinery and chemicals is about 30 per cent, decline in imports from affected countries is down to an estimated 3.1 per cent, and the tourism sector has recorded a 20 per cent decline as a result of a standstill in the global aviation industry in the past three months.

In Tanzania, the economic growth projection has been revised downwards, mostly because of a waning demand for mineral exports due to global supply chain interruptions. Tanzania’s real GDP was initially projected to increase by 5.3 per cent in 2020, down from 6.3 per cent in 2019. However, following the impact of the Covid-19 pandemic, the country’s economic growth is expected to decline to two per cent this year.

Uganda had projected its growth at 5.3 per cent this year from 5.9 per cent in 2019 amid steady agricultural increase in production, expansion in gold-processing and delays in oil projects. However, the pandemic has seen the country revise its economic growth to 3.5 per cent. Uganda’s economy has been faced with disrupted supply chains and weakened global demand for goods due to slowdown in agricultural production from the localised impact of a regional locust outbreak in northeast Uganda.

The disruption of supply chains and weakened global demand has affected the inflow of raw materials and finished products for manufacturing and trading.

Read more: https://www.theeastafrican.co.ke/business/Africa-GDP-growth-projected-to-drop-below-zero-Covid-effects/2560-5580614-3ur7m6z/index.html
The COMESA Business Council has recently launched its Corporate Communications Manual which is purposed to ensure that we get the best results and value from our communication activities, particularly given the current socio-economic context. More than ever, we are proactively investing resources towards improving our messaging around our service pillars of Business Policy and Advocacy, Membership Development and Business Facilitation.

Guiding the development of our activities therein, our Editorial Policy, Media Policy, Brand Guidelines, Business Continuity Plan and Crisis Management Plan are all underpinned by our core values of people, integrity, collaboration and service; this manual therefore embodies our commitment to the delivery of exemplary service in our responses to the business community's priorities in these uncertain times.

Furthermore, the CBC Secretariat recognises the importance of listening to and understanding the views of our stakeholders; we value this dialogue and look forward to strengthening our engagement with you as together we navigate the challenges and opportunities of COVID-19.
Rwanda has launched a new mineral export certificate to curb allegations of smuggling of precious metals from the Democratic Republic of Congo. "The new export certificate is for all minerals not usually covered by the International Conference on the Great Lakes Region (ICGLR) export certificate. The aim of this certificate is to make sure we can account for all exports with the right paperwork," Francis Gatame, the chief executive of Rwanda Mines Board, told The EastAfrican.

The country now has two different mineral export certificates namely the ICGLR mineral export certificate designated for principal minerals of tin, tungsten and tantalum — commonly known as "The 3 Ts" — and the second one for the rest of minerals, including gold.

Issuance of the new certificate started in April, with applicants required to apply online through the Mineral Certificate Information System, a move further aimed at curbing irregularities. Exporters must also show that they already have a contract with a prospective mineral buyer before getting the new certificate.

"The certification is important in weeding out bad practices," said Jean Malic Kalima, president of the Mining Association, adding, "Small-scale miners have been reorganised and consolidated to ensure that they make collective investment groups and streamline their activities. This will ensure that they are eligible for the licensing under good mining practices."

Government officials say all the country’s mineral exports are traded legitimately, even as a new report by the UN Security Council said that smuggling of minerals from DR Congo, mainly gold, is conducted by its neighbours. The details are contained in a report dated June 2 from the group of experts on the DR Congo addressed to the United Nations Security Council.

The report said that smugglers in eastern DR Congo in areas controlled by armed groups sold untagged minerals to middlemen, who in turn sold the minerals across the border in Uganda, Burundi, Rwanda and Tanzania. The report said gold smuggled from DR Congo was regularly transported across Lake Tanganyika to Burundi and to Tanzania last year. Fraudulent ICGLR certificates were also often used to smuggle minerals to Uganda and Rwanda, where they were then exported to buyers in the United Arab Emirates without the issuance of receipts.

According to the report, Rwanda exported one tonne of gold per month in 2017 and declared gold exports of 2,163kg, while the UAE officially imported 12,539kg from Rwanda in the first nine months of 2018. The difference reported in revenue is valued at about $100 million, which the UN Security Council links to smuggling.

Read more: https://www.theeastafrican.co.ke/business/Rwanda-to-stop-illegal-mineral-imports/2560-5584330-mm91erz/index.html
Kenya is oozing with confidence ahead of the July commencement of negotiations for a free trade agreement (FTA) with the United States. "Trade negotiations are not about winner takes all. Everybody must leave the table feeling a winner," said President Uhuru Kenyatta in a webinar last Thursday hosted by the Atlantic Council themed, Strengthening US-Africa ties Through Trade. The Atlantic Council is a non-partisan organisation that galvanises US global leadership and engagement in partnership with allies and partners.

President Kenyatta said Kenya has assembled a strong team for the negotiations in which the two countries are pursuing an FTA whose key objective is to drive investments not only for Kenya but the region and continent at large. "We believe that all trade negotiations are based on a win-win premise.

"We believe that’s the intention of the United States just as much as it is ours," he said. In a show of self-confidence, President Kenyatta said Kenya and the US will engage in a partnership of equals when negotiating the trade deal, even as it emerged that the country is yet to identify its priority areas.

Unfettered Access

The US has made public what it expects from the trade deal talks and has identified 21 priorities cutting across agriculture, manufacturing, pharmaceuticals, financial services and ICT and which it will be seeking unfettered access to in the Kenyan market. Kenya’s pursuit of bilateral negotiations with the US has been criticised by some African countries who have signed the African Continental Free Trade Agreement (AfCFTA) and those of the East African Community bloc who see Kenya’s decision to go it alone, as being contrary to regional treaties.

President Kenyatta, however, sought to dispel fears that the trade talks will undermine the AfCFTA, stating that they will instead assist the continent by creating a reference point from which other African nations will negotiate bilateral arrangements within the continental framework. "We will be trailblazers and hope other countries follow suit," he added.

Despite assertions of a partnership of equals for a country whose per capita income stands at $3,440 against the America's $63,690, critics contend that Kenya is making mistake that could annihilate its already struggling agriculture and manufacturing sectors if it opens up its fragile market to US products.

The East African Trade Network (EATN), one of the organisations opposed to the trade deal, says Kenya lacks the muscle for unrestricted trade with the US, and that pursuing an FTA will expose it to skewed competition that will largely favour US products.

Undermining Integration

The EATN is a lobby bringing together civil society organisations, farmers’ groups and trade unions from Kenya, Uganda, Tanzania, Rwanda and Burundi. The lobby avers that signing the FTA will undermine Africa’s integration, expose Kenya to trade and investments disputes and the country runs the risk of having what it terms "regulatory chill" where countries are unwilling to implement progressive legislation for human rights or environmental conservation.

"Kenya has not fully utilised the preferential scheme under African Growth and Opportunity Act (AgOA) and it beats logic how it will gain under the proposed FTA," says EATN. The trade deal is also facing opposition from individuals with two lawyers filing a petition at the East African Court of Justice arguing that it violates the EAC Treaty and its protocols.
Wishing to Buy or Sell?

Become a CBC Member and Enjoy

1. Business and Policy Advocacy: Influencing policy is at the heart of what we do.

2. Business Facilitation Services: Business support services that are regional in nature.

3. Membership development: We partner with our members towards strengthened business collaboration.

Visit www.comesabusinesscouncil.org
The common strawberry is known as the garden strawberry, a hybrid species of the genus Fragaria (Fragaria × ananassa). In the northern hemisphere, a wild variety grows naturally, known as wild or woodland strawberry (Fragaria vesca).

Strawberries are red, heart-shaped, and studded with small seeds. Strawberries are one of the most popular fruits in the world. Strawberries are actually a group of fruits (genus Fragaria) containing several varieties and are part of the rose family. The typically red fruit has an early summer harvest, with the actual growing season depending on the variety and location.

Opportunities

The global import of fresh strawberries increased by 27% in the period 2015 to 2018 from US$ 2.4 billion to US$3.1 billion. The table below highlights major importers regionally and internationally in 2019.

<table>
<thead>
<tr>
<th>International Markets</th>
<th>Regional Markets</th>
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<tr>
<td>✓ United States of America</td>
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<td>✓ Canada</td>
<td>✓ Italy</td>
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<td>✓ Germany</td>
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<td>✓ Mauritius</td>
<td>✓ Libya, State of Sudan</td>
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<td>✓ Botswana</td>
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<td>✓ South Africa</td>
<td>✓ Côte d'Ivoire</td>
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<td>✓ Seychelles</td>
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<td>✓ Eswatini</td>
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source: ITC Trademap and ExportPotentialMap

USA, Canada and Germany are the leading importing countries of fresh strawberries.

Market Analysis

According to UN COMTRADE, Trademap statistics, COMESA’s exports of fresh strawberries to the world increased by 22% over the past five years, from US$75 million in 2015 to US$91 million in 2019. The major export markets for COMESA include, Belgium, Germany, Saudi Arabia, Russia, United Kingdom, UAE, Netherlands, Iraq and South Africa, among others.

Export Potential

In recent years, the COMESA countries which have been producing and exporting fresh strawberries include:

<table>
<thead>
<tr>
<th>Country</th>
<th>Potential &amp; Existing Export Markets</th>
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</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>Belgium, Germany, Saudi Arabia, Russia, United Kingdom, United Arab Emirates, Netherlands, Iraq, South Africa, Oman, Ireland, France, Kuwait, Malaysia, Libya, Bahrain, Syria, Sudan, Luxembourg, Hong Kong, Singapore, Denmark, China, Jordan, Poland, Turkey.</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>Saudi Arabia, United Arab Emirates, South Africa, Niger, Netherlands, United Kingdom, Qatar, Bahrain, Seychelles, Singapore, Gabon, Ireland, Russia.</td>
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<tr>
<td>Zimbabwe</td>
<td>South Africa, Bahrain, Kuwait, United Arab Emirates, Qatar, Singapore, United Kingdom, Malaysia, Czech Republic, Saudi Arabia, Zambia.</td>
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<tr>
<td>Tunisia</td>
<td>United Arab Emirates, Saudi Arabia, Qatar, Sudan, Bahrain, Italy, Côte d'Ivoire, Kuwait, Libya, United Kingdom, United States of America.</td>
</tr>
<tr>
<td>Kenya</td>
<td>United Arab Emirates, Qatar, Bahrain, Russia, Kuwait, France, Hong Kong, Netherlands, Norway, Senegal, Thailand, Belarus, Oman, Rwanda, Uganda</td>
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source: ITC Trademap and ExportPotentialMap
Market Entry

Certification and the need to fulfil both legal and non-legal requirements pose major obstacles to producers and exporters entering the market. As an exporter you depend a lot on the quality control of your buyer. Certification and the need to fulfil both legal and non-legal requirements pose major obstacles to producers and exporters entering the market. As an exporter you depend a lot on the quality control of your buyer.

Flavour

Flavour is becoming increasingly important to consumers, as is the appearance of the fruit. Consumers are prepared to pay a premium for high-quality, tasty strawberries. When exporting strawberries, it is important to pay attention to quality and taste and understand how consumers experience the product. By supplying superior-tasting strawberries, you will motivate consumers to continue purchasing your product.

Size Requirements

In the marketing standard for strawberries, size is determined by the maximum diameter of the equatorial section. The minimum size should be: 25 mm for ‘Extra’ Class 1; 18 mm for Classes I and II. There is no minimum size for wood strawberries (or wild strawberries).

Sweetness

Additionally, to the marketing standards, buyers will not accept strawberries with a sugar level lower than 8 brix. The most ideal brix level is between 12 and 16, but regular varieties with a brix of 10-13 are very common.

Packaging

The most common packaging for strawberries are punnets between 250 g and 500 g. Discuss the preferred packaging with your clients. The strawberries must be packed in such a way as to protect the produce properly. The materials used inside the package must be clean and of a quality such as to avoid causing any external or internal damage to the produce. The use of materials, particularly of paper or stamps bearing trade specifications, is allowed, provided the printing or labelling has been done with non-toxic ink or glue. Packages must be free of all foreign matter.
Labelling

The label or marking of each box should at least give the following information:

- Name and physical address of the packer and/or dispatcher (which can be replaced by an officially recognised code mark);
- Name of the product (if not visible from the outside) and the commercial type;
- Country of origin;
- Commercial identification: class, size in minimum and maximum weight or diameter and, optionally, number of units;
- Officially recognised code mark or traceability code (for example Global Location Number (GLN) or GLOBALG.A.P. Number (GGN) (recommended).

In addition, the label should include a certification logo (if applicable) and/or retailer logo (in the case of private label products).

Quality Standards

Fresh strawberries must be:

- Intact, undamaged;
- Sound – produce affected by rotting or deterioration such as to make it unfit for consumption is excluded;
- Clean, practically free of any visible foreign matter; fresh in appearance, but not washed;
- Practically free from pests;
- Practically free from damage caused by pests;
- Including the calyx (except in the case of wood strawberries) – the calyx and the stalk (if present) must be fresh and green;
- Free of abnormal external moisture;
- Free of any foreign smell and/or taste.

Most consumers almost exclusively demand 'Extra' Class or Class I strawberries, which means they have to be of good or superior quality with only a small margin permitted for defects in shape, pressure marks and white patches.

Pytosanitary Requirements

Roots, fruits and vegetables to be exported to various markets must comply with the legislation on plant health.

Most destination markets require fresh strawberries to go through plant health checks before entering or moving within their countries for example EU, USA and Asia.

Exporters are encouraged to consult with their Agriculture Ministries to be issued a relevant certificate/permit.

Since food safety is a top priority in food sectors, you can expect most buyers to request extra guarantees from you in terms of certification. The most commonly requested certification for strawberries include:

a) GLOBAL G.A.P. Crops (Global Good Agricultural Practice): The standard is primarily designed to reassure consumers about how food is produced on the farm by minimising detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare.

b) BRC (British Retail Consortium): BRCGS' Standards guarantee the standardisation of quality, safety and operational criteria and ensure that manufacturers fulfil their legal obligations and provide protection for the end consumer. Certification to BRCGS' Standards is now often a fundamental requirement of leading retailers, manufacturers and food service organisations.

c) IFS (International Food Standard): The IFS comprise eight different food and non-food standards, covering the processes along the supply chain. However, IFS does not specify what these processes must look like but merely provides a risk-based assessment of them. The different standards are now used by manufacturers and retailers worldwide to meet new requirements for quality, transparency and efficiency resulting from globalisation.
SAVE THE DATE - UPCOMING EVENTS

CBC- Digital Financial Inclusion - E-Validation Meetings.

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<tr>
<th>#</th>
<th>COUNTRY</th>
<th>DATE</th>
<th>TIME</th>
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<tbody>
<tr>
<td>1</td>
<td>Kenya</td>
<td>1st July, 2020</td>
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<tr>
<td>2</td>
<td>Malawi</td>
<td>2nd July, 2020</td>
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<td>3</td>
<td>Uganda</td>
<td>3rd July, 2020</td>
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<td>4</td>
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<td>6</td>
<td>Ethiopia</td>
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Taking Stock: Implementation of The COMESA Regional Guidelines For The Movement of Essential Goods and Supplies Across The Region During The COVID-19 Pandemic

Webinar: Tuesday, 14th July 2020

14h30 – 16h30 CAT  | 15h30 – 17h30 EAT
13h30 - 15h30 BST  | 08h30 – 10h30 EDT

Led by our panellists from:
- Coca-Cola
- COMESA Trade and Customs
- Federation of East and Southern African Road Transport Associations (FESARTA)
- Federation of East African Freight Forwarders Associations (FEAFFA)
- Zambia Ministry of Commerce, Trade and Industry

Sandra Uwera
CEO, COMESA Business Council
FACILITATOR

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COMESA Business Council
@COMESABusiness

A LOCAL SOURCING FOR PARTNERSHIPS PROJECT - ZAMBIA
“PROMOTING EFFICIENT AND SUSTAINABLE LOCAL SUPPLY CHAIN SYSTEMS”
29TH TO 30TH JULY, 2020.
As COMESA Business Council we send our heartfelt congratulatory messages to the President and Vice President elect of Malawi on their well successful election victory. We wish you nothing but great success during your term. As CBC we believe that the private sector development will top your economic agenda.

Further we extend congratulatory message to the CBC Board Member - Mr. Prince Kapondamugaga on his appointment as the Chief of Staff of State Residences.

Mr. Prince Kapondamugaga
Our Important Links

- http://comesabusinesscouncil.org/
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- http://comesabusinesscouncil.org/Home/AboutUs/Membership

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