

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!



SOURCE 21 COMESA HIGH-LEVEL BUSINESS SUMMIT

“The *Hallmark of Quality*”

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NAIROBI, KENYA

DRAFT 1 AGENDA

	<p>OPENING CEREMONY</p> <p>Welcoming Statements</p> <ul style="list-style-type: none">• Kenya Association of Manufacturers Chief Executive Officer• CBC Chief Executive Officer <p>Opening Statements</p> <ul style="list-style-type: none">• CBC Chairperson• COMESA• Ministry of Industry, Trade and Cooperatives-Kenya <p>Official Statement</p> <ul style="list-style-type: none">• HE, President of the Republic of Kenya
	<p>1. PRESIDENTIAL /MINISTERIAL PUBLIC PRIVATE ROUNDTABLE</p> <p><i>Enabling policy and regulation for Business and Industry Competitiveness in Regional Trade.</i></p> <p>The session looks at addressing some of the key impediments to business competitiveness and cross border trade; tax, competition, standard and quality issues. It explores some of the practical measures and strategies that the presidents and business leaders can implement to address competitiveness of local industries and increase regional exports.</p>
	<p>2. LAUNCH -BUSINESS TOOLS</p> <ul style="list-style-type: none">▪ SOURCE 21 HANDBOOK▪ 50 MILLION WOMEN PLATFORM
	<p>PHOTO- SESSION AND LAUNCH OF TRADE FAIR</p>
	<p>3. QUALITY AFRICA ROUNDTABLE</p> <p><i>Building African Brands- Integrating the African market through compliance with standards and quality products.</i></p> <p>Developing quality products, building quality, systems and product standards is a pre-requisite for a well-functioning and competitive regional and African market. This can be spearheaded through the following;</p> <ul style="list-style-type: none">- Developing A harmonized quality assurance system- Strengthening business compliance with standards

	<ul style="list-style-type: none"> - Inculcating a culture for awareness and preference of local products and addressing issues of trust - Effectively tackling Illicit Trade and Building strong local brands
	<p>4. INDUSTRY ROUNDTABLE <i>Unlocking Manufacturing Competitiveness- Developing sustainable regional value chains.</i></p> <p>The participation of our industries in trade is pegged on their competitiveness. The session explores how we are faring on some of the drivers of manufacturing competitiveness including; business friendly regulatory environment, access to energy, strong infrastructure, skilled labourforce- research and development, science and technology adoption, tax and competition policy and a balanced intellectual property regime. And strategies to improve on the same.</p>
	<p>5. PIONEERING AFRICAN TECHNOLOGIES <i>Entrepreneurship and Innovation- Showcasing Africa’s Business Trendsetters</i> <i>From Agriculture to manufacturing, the session showcases African SMEs and entrepreneurs – Business trendsetters who have developed innovative solutions for the continent.</i></p>
	<p>6. The Future of African Agriculture - Adopting appropriate technologies for a transformative agenda.</p> <p>Technology has become a major driving force in industry and agriculture for increasing productivity, markets and agribusiness development.</p> <p>The session examines the opportunities and challenges in implementing digital agriculture in Africa. Addressing the pre-requisites from a policy and regulatory perspective:</p> <ul style="list-style-type: none"> - Enabling farming and agribusiness environment -taxation, land tenure and finance issues - Strengthening commodity markets- Improving markets for seeds, inputs and products - Addressing food trade - a balanced and open policy arrangement - Regional strategies and investments for regional value chains
	<p>7. TRADE FACILITATION ROUNDTABLE Fixing Africa’s trade and logistics costs through enhanced Digitalization.</p> <p>Digitalization of trade and logistics services can reduce costs and support the efficient delivery of goods. 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 supply chain networks.</p> <p><i>The session first explores some of the policy and regulatory constraints faced by business in cross border trade. It further examines how new and innovative business and customs solutions are transforming trade facilitation, reducing costs and creating efficient markets in Africa. For instance, through:</i></p> <ul style="list-style-type: none"> - <i>Single Windows Systems</i> - <i>Track and Trace Technologies</i> - <i>Data Exchange in Supply Chain Management</i> - <i>E-market platforms for cross border trade.</i>
	<p>8. FINANCIAL SERVICES ROUNDTABLE – Addressing the Cost of Transactions- A simplified regional payment policy for SMEs</p> <p>To accelerate the contribution of SMEs in COMESA and elsewhere in Africa to industry competitiveness and the economy there is dire need to address the challenges of access to finance. This session examined the innovative services that the banking sector, telecommunication and other service providers could develop to cater to the needs of SMEs as well as key challenges in the areas of regulatory requirements.</p>

	<p>Furthermore, it also looks at the pre-requisites of a regional payment policy for SMEs and the need to develop systems that are low cost and easy convertibility of cross border truncations for SMEs and cross border traders.</p>
	<p>9. SMART CITIES ROUNDTABLE Smart and Sustainable Cities- Spearheading Sustainable Development and Business Growth Over the past decade smart cities have become a significant development global issue, yet largely remains unexplored in Africa. Smart cities put technology at the center of driving urban systems and service delivery. How can the public and private sector leverage technologies for building sustainable cities and infrastructure to address some of the business challenges faced by the private sector in the region?</p> <p><i>The session features perspectives, models and experiences from across the region and globally on the development of ‘Smart Cities’ in building competitive and sustainable cities; the experience of island countries. It also examines technology solutions that can deal with some business constraints through the implementation of Smart Cities.</i></p>
	<p>10. CFTA ROUNDTABLE Business Perspectives on the TFTA and CFTA 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. Business prospects, opportunities, challenges within the continental integration agenda.</p> <p><i>Reality or Folly? The session explores the various prospects, opportunities and threats for businesses within the TFTA and CFTA agendas for promoting regional value chains, expanding markets and competition related issues from business perspectives. How can we maximize the private sector gains within this Agenda?</i></p>