

📅 21st - 24th March, 2023
 📍 Host: 🇰🇪 NAIROBI, KENYA

WEST MEETS EAST AFRICA

Trade Missions & Business Development Tours

Promoting Innovation, Competitiveness, Connections, & Support.

Theme: Unlocking The AfCFTA Opportunity for Women & Youths: Leveraging Regional Value Chain Opportunities and Business Linkages to Improve Intra - Africa Trade.



Association of Nigerian Women Business Network
 Nigeria Largest Women Business Network



"Empowering & Showcasing Africa's Dynamic Women Business Networks"

Women Business Networks/Strategic Partners



Association of Nigerian
Women Business Network
Nigeria Largest Women Business Network

The Association of Nigerian Women Business Network (ANWBN) is a coalition of originally 18 pioneer primary organisations, established in February 2013 under the auspices of the Center for International Private Enterprise (CIPE).

ANWBN have a membership of 63 women business and professional organizations, with a common goal of encouraging and improving sustainable entrepreneurial development among Nigerian Women through research, capacity building, advocacy and policy reform initiatives.

ECOWAS - Federation Of Business

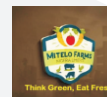


Women Entrepreneurs, Nigeria (FEBWE) Was Founded By ECOWAS Commission And Launched In Ghana In 2009. FEBWE Means - The Acronym "FEFA" Is Being Used By The Franco Countries While Anglo Countries Uses "FEBWE."

Our Vision

- To Facilitate Friendly Relationships, Collaboration And Partnerships Between The ECOWAS Women Entrepreneurs And Their International Counterparts

- To Promote Trade, Investment And Exhibition Of Quality Products Amidst Members In The ECOWAS Regional Countries.



GHANACHAMBER
OF YOUNG ENTREPRENEURS



The Voice of Private Sector in Kenya

"Empowering & Showcasing Africa's Dynamic Women Business Networks"

West Meets East Africa Trade Mission & Business Development Tour

The West Meets East Africa is a Business Linkage Experience which includes a Trade & Business Development Mission to Kenya/East Africa. The event will involve a high level delegation from West Africa made up of Private Sector Organizations, Key Sector Players, Government Agencies, Policymakers, and Regional organizations.

Africa's Private Sector continues to be at the forefront of addressing crucial issues not only on the Continent, but also in terms of dealing with the demands of the 21st century global economy.

The mission therefore aims to leverage the power, and driving force of the Private Sector in being able to identify solutions that can effectively address the practical realities of trade, investment, production networks, and integration; will be leveraged fully through planned closed door sessions, b2b meetings, and business development tours.

The African Continental Free Trade Area (AfCFTA). AfCFTA, which remains the continent's most ambitious integration initiative, with its new set of goals, calls for bolder action from diverse actors across the region. The Private Sector remains a critical player in shaping the new African integration paradigm promoted by AfCFTA.

Findings From ITC'S AfCFTA Private Sector Mapping

ITC's mapping accords particular attention to small and medium-sized enterprises (SMEs) which account for over 90% of enterprises and 80% of jobs, disproportionately employing women, youth, and vulnerable groups.

Due to trade challenges, Africa's business community are waiting to tap the AfCFTA opportunity which is offering an intra-African export potential of US\$22 billion - Source: ITC.

To address the challenges faced by Africa's Private Sector, and its business ecosystem, the ITC reports that businesses need more support to take advantage of the AfCFTA as follows:

- **Competitiveness**- Improving their capacity to compete entails using the AfCFTA to improve the competitiveness of logistics services, harmonising standards systems, and helping businesses to effectively use financial resources while accessing external trade credit.
- **Connections & Business Linkages** - Improving their capacity to connect and access to networks through improving awareness and information resources on the AfCFTA etc.

Our Event At a Glance

Headline Sponsor: Sponsorable Elements and Branding Opportunities on the Event



Trade Visit



Trade Visits featuring:

- *20 Women Business Networks from ECOWAS
- *30 Women Owned Businesses - Multi - Sector
- * Visit to East Africa Agencies/Organizations



MARKET PLACE



West Meets East Africa Market Place featuring:

- *50 Businesses from West & East Africa.
- *200 guests in attendance.

“Empowering & Showcasing Africa’s Dynamic Women Business Networks”

Our Event At a Glance

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The Female Leaders & Entrepreneurs Conference:
Highlights:
*The AfCFTA Conference & Exhibition.
*Regional Value Chain Presentations.
*B2B Meetings & Networking.



The AfCFTA Conference & Exhibition -
*Brand Showcase & Exhibition Stands
*B2B Meetings with Kenya/
East Africa Partners

“Empowering & Showcasing Africa’s Dynamic Women Business Networks”

TRADE MISSION & BUSINESS DEVELOPMENT TOUR

Travel Itinerary
Nairobi Kenya
21st - 25th March, 2023

Day 1

Tuesday, 21st March, 2023

Arrival of Guests/Cocktail Networking

Day 2

Wednesday, 22nd March, 2023.

Time: 10.00am - 6.00pm

Market Visits/B2B Meeting & Appointments

- Visit to the Ministry of Industrialization, Trade and Enterprise Development
- Visit to Kenya Private Sector Alliance (KEPSA)
- Visit to Kenya Export Promotion and Branding Agency (KEPROBA)
- Visit to East Africa Business Council (EABC)
- Appointment with key players across Sales & Distribution Network

Day 3

Thursday, 23rd March, 2023

VIP Tour (9am)

10.00am - 6.00pm

Business to Customer Activation

- The West Meets East Africa Market Place - All day Demos & Showcase
- Pop Up Sales/Product Sampling etc.

Day 4

Friday 24th March, 2023

The Female Leaders & Entrepreneurs' Conference:

Highlights:

- The AfCFTA Conference.
- West Meets East Africa Exhibition
- B2B Meeting & Appointments with key players across Sales & Distribution Network

Day 5

Saturday 25th March, 2023

- Departure



■ **Innovation** - Improving their capacity to adapt focusing on practical aspects such as developing business plans, designing efficient skills recruitment processes, and leveraging innovation-support.

– **Support for Business Support Organisations/Networks** - To amplify support for businesses, BSOs can be used as impact multipliers to impact Women, SMEs & Youths.

This West Meets East Africa Business Linkage Experience is Trade & Business Development Mission is well aligned with the AfCFTA stated objectives; as it keys into the regional integration agenda, and quest to boost intra-African trade; especially in view of AfCFTA.

The value proposition of the trade mission is hence reinforced by the involvement, and participation of key actors from both West & East Africa, and the desire to harness the tremendous capabilities on both sides to foster solutions to indeed drive intra Africa trade, and regional growth through business linkages.

Who Will Attend?

- Trade Promotion Agencies.
- Organized Private Sector Bodies.
- Trade Associations.
- Women Business Networks.
- Financial Institutions.
- Regional Players.
- Youths Associations.

Key Deliberations/ Focal Areas of West Africa /Expected outcomes from the Trade Mission

- Identify investment opportunities in Kenya
- Market linkages in Kenya/East Africa: we have business matchmaking and B2B sessions aimed at connecting businesses to possible markets
- Capacity building opportunities in partnership with ministry of trade
- Visit to a government run business incubators
- Visit to the special economic zones
Assistance with onsite business registration at the one-stop center hosted by Kenya Investment Authority
- Networking with entrepreneurs and other trade associations in partnership with different Nairobi business groups and women association.
- An excursion tour of Nairobi



State of Intra-Africa Trade – 2020 update

According to the Trade Law Centre (TRALAC) in its report State of Intra-Africa Trade – 2020 update; in 2020 intra- Africa trade was down to 16%, this is in sharp contrast with the consistent increase in intra-Africa trade recorded in the review period 2001-2020, which peaked to 21% in 2015 and averaging 18% annually since 2019.

Using available data from the International Trade Centre (ITC) TRALAC also reveals that in 2020, intra-Africa trade was just over USD 60 billion down from USD 84 billion – a situation mainly attributed to disruptions in supply chains caused the Covid-19 pandemic. Despite the impact of covid, TRALAC highlights the importance of South Africa; Kenya; Nigeria; Namibia; Zambia and Zimbabwe as both top exporter and importers in the African market.

Intra Africa Trade - Top 10 Products.

An analysis of the Top 10 products traded in intra-Africa trade reveals that the bulk are mainly manufactured products with **chemical products, processed foods, beverages, tobacco products, machinery, and transport equipment amongst the top products.**

Agricultural products as a group account for only 23%. Mineral products account for the largest share by value accounting for 24% of total exports, however in terms of intra-Africa trade, this represents only 10% of total exports with 90% leaving the continent. Products with high intra-Africa trade include, plastics, chemical products, machinery, as well as ships and boats.

Africa's Leading Importers.

Top performers amongst importers include Uganda, Tanzania, Nigeria, Kenya and Zimbabwe which have exhibited positive growth in terms of intra-Africa imports over the five-year review period 2016 – 2020. Top to importers account for 56% of total intra-Africa imports.

Africa's Top Exporters

Top performers amongst exporters include Nigeria; Egypt; Senegal; Zambia; Kenya; Morocco and Zimbabwe. Top 10 exporters account for 77% of total intra-Africa exports.



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Our Philosophy

Support, Performance and Partnerships.



Building Legacies....

- Enterprise Development & Solutions
- International Trade & Export
- Access to Market Intelligence
- Exhibition & Conferences
- Trade Missions
- Brand Representation
- Beauty Brands Presentation

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Our Brands

