

## السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

تحية طيبة وبعد،،

استكمالاً للجهود والأنشطة المعمول بها والعلاقات المتميزة التي تربط جمعية رجال الأعمال المصريين الأفارقة بشركائها الاستراتيجيين والذي تحرص فيه بعض الجهات الخارجية على التعاون مع الجمعية وأعضائها فقد ورد إلينا من الجامعة الأمريكية منحة تدريبية فريدة من نوعها تهدف إلى تطوير المهارات وتعزيز الفهم حول التجارة البينية الإفريقية، وتعزيز المهارات والمعرفة اللازمة لدعم التعاون التجاري بين دول القارة.

مرفق المنشور

وتفضلوا بقبول فائق الاحترام،

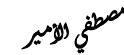
رئيس مجلس إدارة جمعية  
رجال الأعمال المصريين الأفارقة



د/ يسري الشرقاوي

جمعية رجال الأعمال المصريين الأفارقة  
مشهرة برقم 11455 لسنة 2021  
Egyptian African Businessmen's Association  
11455/2021

الأمين العام لجمعية  
رجال الأعمال المصريين الأفارقة



م مصطفى الامير



# AfCFTA: Its Genesis, Dimensions and Prospects

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## Introduction

The African Continental Free Trade Area Agreement (AfCFTA) is, in simple terms, the hope of the African continent to realize economic integration, including the beneficial exploitation of its abundant natural resources. The Agreement draws the attention of regional and global trade and development circles, including international economic powerhouses, business communities, think tanks and intellectuals.

This landmark trade agreement commits African countries to remove tariffs on up to 97 percent of goods, progressively liberalize trade in services, promote investment, and address a host of other non-tariff barriers. The AfCFTA is, in many ways, a treaty that will transform Africa from a fractured, commodity-dependent group of economies into a vibrant, integrated single market of over 1.2 billion people with a combined GDP of US \$3.4 trillion.

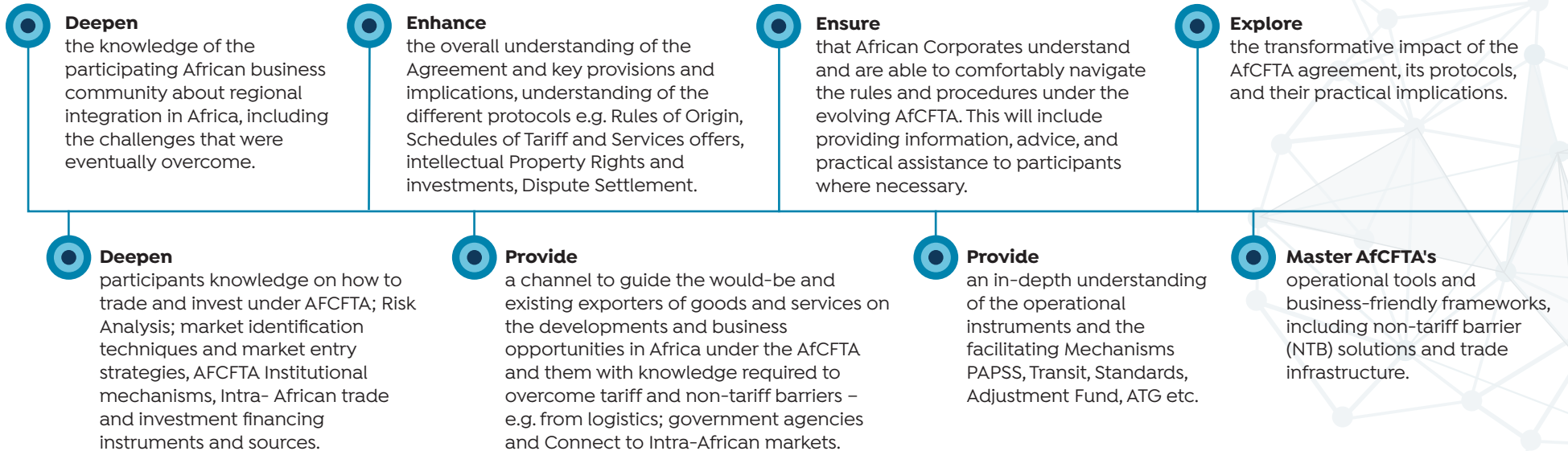
As Africa begins the journey towards the full implementation of a common market under the AfCFTA, it is imperative that the requisite competencies and capacity for local industrial activities are created to enable all countries to benefit from the single market arrangements.

The AfCFTA Certificate Program by AUC School of Business Executive Education is your gateway to mastering the intricacies of African trade. This comprehensive program equips you with the expertise to navigate and capitalize on trade opportunities, manage export/import operations, and engage with international trade landscapes, including finance and supply chain management. Embark on a transformative educational journey to become a savvy decision-maker in African trade markets.





## Key Benefits



## Program Structure

**7**  
Core Courses

**44**  
Hour

Comprising seven core courses and a culminating final project, this 44-hour program is designed to provide an immersive learning experience, inclusive of:

- Case studies mirroring real-world scenarios
- Stimulating group discussions and peer-to-peer interactions

## Admission Criteria

- Bachelor's degree from an accredited institution
- Proficiency in English, both written and spoken
- A minimum of 8 years of professional experience



## Course Outline

### *Module 1*

#### Regional Trade and Integration Landscape in Africa

Delve into the architecture of free trade and regional integration, with a spotlight on AU-sanctioned regional economic communities (RECs). Assess the efficacy of these RECs and their linkage to the AfCFTA, while examining key AU initiatives and trade finance instruments.

#### Learning Objectives:

- Comprehend the significance and framework of regional integration.
- Assess REC performance in the context of the AfCFTA.
- Understand AU initiatives and trade finance applications.
- Stay abreast of developments via case studies and real-life applications.

### *Module 2*

#### AfCFTA: The Game Changer

Analyze Africa's trade within the global arena and dissect the AfCFTA's genesis. Explore its protocols, institutional frameworks, and the progress of negotiations, gaining insights into Africa's evolving trade narrative.

#### Learning Objectives:

- Grasp the essence of African trade's global role and the AfCFTA's creation.
- Examine the AfCFTA's political, legal, and negotiation landscapes.
- Assess the implementation and impact of AfCFTA protocols.





## Course Outline

### *Module 3*

#### Priority Sectors for the Development of Regional Value Chains

Identify key sectors instrumental in driving trade and economic growth within the AfCFTA framework. Evaluate the private sector's strategic role in fostering regional value chains and attracting investments.

#### Learning Objectives:

- Recognize the pivotal sectors for trade in goods and services.
- Assess the influence of private-sector strategies on economic development.

### *Module 4*

#### Enabling Business Environment and Operational Instruments

Investigate AfCFTA's foundational mechanisms for trade facilitation, including finance, adjustment, and infrastructure. Address NTBs and understand the resolution mechanisms to promote free trade.

#### Learning Objectives:

- Comprehend trade finance's role in the AfCFTA.
- Analyze NTBs and their impact on trade freedom.





## Course Outline

### *Module 5*

#### Opportunities and Tools for the Business Community

Equip yourself with the tools and knowledge to thrive in the AfCFTA landscape. Utilize online analytics for market strategies and understand the intricacies of trade and investment.

#### Learning Objectives:

- Harness analytical tools for market strategy development.
- Master market entry strategies and risk management.

### *Module 6*

#### Trade Policy and Negotiation Skills

This module offers an in-depth examination of trade policy formulation and negotiation techniques within the AfCFTA framework. Participants will gain the acumen necessary to contribute to policy development and engage in effective trade negotiations that align with both national and regional objectives.

#### Learning Objectives:

- Develop a nuanced understanding of the economic, legal, and political factors influencing trade policy in Africa.
- Learn the art of trade negotiation, mastering strategies to advance national interests while fostering regional cohesion.
- Cultivate skills to analyze and contribute to trade policy that supports sustainable and inclusive growth under the AfCFTA.





## Course Outline

### Module 7

#### Digital Economy and Cross-Border E-Commerce

In this module, participants explore the expanding digital economy and its integration into cross-border trade within the AfCFTA. Discover the potential of digital platforms and e-commerce in transforming Africa's trade landscape and contributing to economic diversification.

#### Learning Objectives:

- Assess the current state and future prospects of the digital economy in Africa.
- Understand the role of digital trade and e-commerce in enhancing market access and consumer choice within the AfCFTA.
- Identify strategies for leveraging digital technologies to boost competitiveness and create new trade opportunities.





## Schedule and Logistics

- The full schedule will be shared upon registration
- Dates for the courses are indicative and can be changed due to current circumstances

## Program Fees and Registration

The tuition fee for the program is **\$2,000 USD** per participant, which includes a non-refundable registration fee of non-refundable registration fee of **\$500 USD** payable at the start to confirm enrolment.

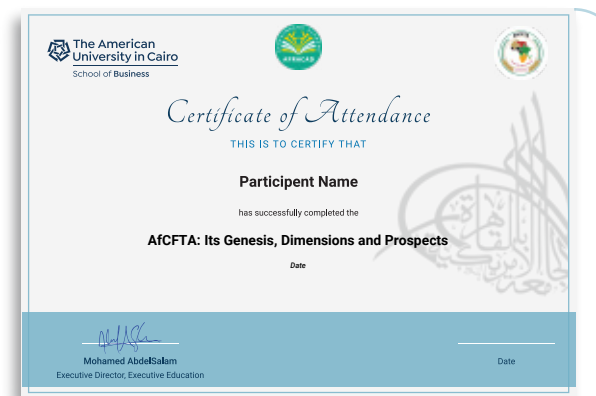
[REGISTER HERE](#)

## Who Should Attend?

The program is designed for the Executive Management of African Corporates and similar stakeholders that are involved in the international trade within an African context, including:

1. C-Level Executives,
2. Business Development Managers
3. Export and Import Managers
4. Professionals in chambers of commerce or industry unions/associations Government employees in ministries of the trade and industry
5. Bank Executives

## Certificate





## ABOUT AFREXIMBANK

African Export-Import Bank (Afreximbank) is a Pan-African multilateral financial institution mandated to finance, facilitate and promote intra and extra-African trade. For over 30 years, the Bank has been deploying innovative instruments to deliver financing solutions that support the transformation of the structure of Africa's trade, accelerating industrialization and intra-regional trade, thereby boosting economic expansion in Africa. A stalwart supporter of the AfCFTA, Afreximbank has in partnership with the African Union Commission and AFCFTA Secretariat launched a Pan-African Payment and Settlement System (PAPSS) that was adopted by the African Union (AU) as the payment and settlement platform to underpin the implementation of the Free Trade Agreement. The AFCFTA Secretariat and the Bank have created a USD 10 billion Adjustment Fund to support countries to effectively participate in the AfCFTA.

At the end of 2023, Afreximbank's total assets and guarantees stood at USD 37 billion, and its shareholder funds amounted to USD 6.1 billion. Afreximbank has investment grade ratings assigned by GCR (international scale) (A), Moody's (Baa1), Japan Credit Rating Agency (JCR) (A-) and Fitch (BBB). Afreximbank has evolved into a group entity comprising the Bank, its impact fund subsidiary called the Fund for Export Development Africa (FEDA), and its insurance management subsidiary, AfrexInsure, (together, "the Group").

For more information, visit: [www.afreximbank.com](http://www.afreximbank.com)





## Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

## AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.





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