

السادة أعضاء جمعية رجال الأعمال المصريين الأفارقة المحترمين

استكمالاً للجهود المستمرة والعلاقات المتميزة التي تربط الجمعية بشركائها الاستراتيجيين، وحرصاً على تعزيز التعاون مع الجهات الخارجية وفتح آفاق جديدة أمام مجتمع الأعمال المصري لقد تم تعاون بين جمعية رجال الأعمال المصريين الأفارقة (EABA و البنك الافريقي للتصدير والاستيراد (ATG)

في ضوء النجاح الكبير الذي شهده الوبينار الذي تم عقده يوم الأربعاء الموافق 25 مارس 2026م بالتعاون مع منصة (Africa Trade Gateway (ATG، وانطلاقاً من حرص جمعية رجال الأعمال المصريين الأفارقة (EABA على تقديم أفضل تجربة ممكنة لأعضائها وتعظيم الاستفادة من الفرص المتاحة، يسعدنا أن نشارك معكم هذا الدليل التعريفي بالمنصة.

ويأتي ذلك استكمالاً للخطوات التي بدأناها معاً نحو فتح آفاق جديدة للتعاون التجاري والاستثماري داخل القارة الأفريقية، وتمكين أعضائنا من الاستفادة الفعلية من الأدوات والفرص التي توفرها المنصة.

نحن نؤمن بأن نجاح أعضائنا هو امتداد مباشر لنجاح الجمعية، ولذلك نحرص دائماً على توفير كل ما من شأنه دعم نمو أعمالكم وتوسيع نطاق تواجدكم في الأسواق

مرفق مع المنشور

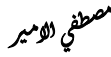
وتفضلوا بقبول فائق الاحترام،

رئيس مجلس إدارة جمعية
رجال الأعمال المصريين الأفارقة


د/ يسري الشراوي

جمعية رجال الأعمال المصريين الأفارقة
مشهرة برقم ٦٧٧٩ لسنة ٢٠٢٠
Egyptian African Businessmen's Association
6779/2020

الأمين العام لجمعية
رجال الأعمال المصريين الأفارقة


م / مصطفى الامير



Distinguished representatives from Afreximbank, esteemed members of the Egyptian African Businessmen's Association (EABA), ladies and gentlemen,



It is with immense pleasure and a profound sense of optimism that I welcome you all to this crucial webinar. Today marks a significant step forward in our collective journey towards a more integrated and prosperous African continent. We are particularly honored to host our partners from Afreximbank , whose unwavering commitment to fostering intra-African trade and investment continues to inspire and empower businesses across our continent.



As Chairman of EABA, I have witnessed firsthand the dedication and entrepreneurial spirit of our members. You represent the vanguard of Egyptian business, constantly seeking new horizons, forging new partnerships, and contributing significantly to economic growth both at home and across Africa. Our association has always championed the cause of deeper economic ties between Egypt and its African brethren, recognizing the immense, yet often untapped, potential that lies within our continent.

Today, we gather to explore a groundbreaking initiative that promises to be a game-changer for every one of us: the ****African Trade Gateway (ATG)****, spearheaded by Afreximbank. This is not merely another digital platform; it is a visionary ecosystem designed to dismantle the very barriers that have historically impeded our progress in intra-African trade and investment. It is an opportunity that we, as Egyptian businesses, must not only understand but actively embrace and leverage.



The vision behind the ATG aligns perfectly with the aspirations of the African Continental Free Trade Area (AfCFTA) – to create a single, unified market for goods and services, facilitating the free movement of capital and people. However, realizing this vision requires more than just policy frameworks; it demands practical, innovative tools that empower businesses on the ground. This is precisely where the ATG steps in.

Let us delve into the specific challenges that the ATG is meticulously designed to address, and more importantly, how it translates into tangible opportunities for each of you, our EABA members:

Bridging the Information Gap



Challenge

For too long, accessing reliable market intelligence, understanding diverse regulatory landscapes, and identifying credible business partners across Africa has been a daunting task. This information asymmetry has led to missed opportunities and increased risks.

ATG Solution

The ATG serves as a centralized repository of vital trade and investment information. It offers insights into market trends, country-specific regulations, customs procedures, and potential business leads.

Opportunity for EABA Members

Imagine having a comprehensive database at your fingertips, allowing you to conduct thorough market research, understand compliance requirements, and identify verified partners before even stepping foot in a new market. This significantly reduces your entry barriers and operational risks.

Unlocking Access to Trade Finance



Challenge

Small and medium-sized enterprises (SMEs), which form the backbone of our economies, often face significant hurdles in securing adequate and affordable trade finance. This limits their ability to scale operations and engage in cross-border trade.

ATG Solution

The ATG integrates various trade finance solutions, including those offered by Afreximbank and its partners. Crucially, it underpins the ****Pan-African Payment and Settlement System (PAPSS)****, enabling seamless, secure, and cost-effective payments in local currencies across the continent.

Opportunity for EABA Members

PAPSS, as a core component of the ATG, means you can transact with partners in other African countries without the complexities and costs associated with converting to hard currencies. This not only saves money but also speeds up transactions, improving cash flow and operational efficiency. Access to integrated finance solutions within the gateway can also open doors to funding for your trade ventures.

Streamlining Logistics and Operations



Challenge

The complexities of African logistics, including customs procedures, transportation bottlenecks, and varying standards, often lead to delays, increased costs, and reduced competitiveness.

ATG Solution

The ATG aims to digitalize and streamline various aspects of the trade value chain, from documentation to tracking. It seeks to simplify customs processes and enhance supply chain visibility.

Opportunity for EABA Members

By leveraging the ATG, you can expect reduced administrative burdens, faster clearance times, and potentially lower logistical costs. This efficiency gain directly translates into more competitive pricing for your products and services in African markets.

Mitigating Trade Risks



Challenge

Engaging in cross-border trade inherently involves risks – commercial, political, and operational. Lack of reliable risk assessment tools can deter businesses from exploring new markets.

ATG Solution

The ATG provides tools and information to help businesses assess and manage various trade-related risks, offering greater transparency and predictability.

Opportunity for EABA Members

With better risk intelligence and potentially integrated insurance or guarantee products, you can approach new African markets with greater confidence, making informed decisions that protect your investments.

Fostering Connectivity and Integration



Challenge

Africa's diverse economies, while rich in potential, have often operated in silos, hindering the natural flow of goods, services, and capital.

ATG Solution

The ATG acts as a digital bridge, connecting businesses, financial institutions, and government agencies across the continent into a cohesive ecosystem.

Opportunity for EABA Members

This enhanced connectivity means you are no longer limited by geographical or informational barriers. You can easily discover new suppliers, buyers, and investment opportunities, fostering a truly pan-African business network.

The ATG is more than just a platform; it is a catalyst for transformation. For EABA members, it represents:



**Unprecedented
Market Expansion**

Access to a continent-wide market of 1.3 billion people, with simplified entry points.

**Enhanced
Partnership Building**

A trusted environment to find and vet reliable business partners.

**Significant Cost
Reduction**

Through streamlined processes, efficient payments, and reduced logistical friction.

**Increased
Competitiveness**

By leveraging digital tools and real-time information to make agile business decisions.

**Diversification
Opportunities**

Exploring new product lines, service offerings, and investment avenues.

**Empowerment for
SMEs**

Providing smaller businesses with the tools and resources traditionally available only to larger corporations, leveling the playing field.

My message to each of you today is clear: This is your moment to seize the future of African trade. The ATG is an invaluable resource, meticulously crafted to address the very pain points you have articulated over the years. It is a testament to Afreximbank's dedication to creating an enabling environment for African businesses to thrive.

I urge every EABA member to:



Engage Actively

Explore the ATG platform, understand its various components, and identify how it can specifically benefit your business operations.

Utilize EABA's Resources

Our association is committed to supporting your journey. We will work closely with Afreximbank to organize further workshops, provide guidance, and facilitate your onboarding onto the ATG.

Share Your Feedback

Your experiences and insights are crucial. As early adopters, your feedback will help refine and enhance the ATG, ensuring it continues to meet the evolving needs of the African business community.

Let us collectively embrace this digital revolution. Let us leverage the African Trade Gateway to unlock new opportunities, build stronger partnerships, and contribute to a vibrant, interconnected, and prosperous African economy. Together, we can write the next chapter of African economic success.



THANK YOU