



EVENT REPORT

World Export Development Forum 2019

Trade and Invest in One Africa

18-22 November, Addis Ababa



AIW
AFRICA
INDUSTRIALISATION
WEEK

2019

Co-hosts



Partners



Talking and doing business at the World Export Development Forum 2019



The World Export Development Forum (WEDF) 2019, co-hosted with the Government of Ethiopia and the African Union, was the most ambitious edition of the International Trade Centre's flagship event yet. Held at the African Union headquarters in Addis Ababa, Ethiopia, the Forum focused on new trade and investment opportunities in the context of the African Continental Free Trade Area (AfCFTA).

The 19th edition of the World Export Development Forum brought together business, policymakers, international organizations, investors, women in business, and youth to discuss how to implement the AfCFTA in a manner that works for all. The week-long event was part of the Africa Industrialization Week and featured high-level plenaries, business-to-business matchmaking meetings, a young social entrepreneurs pitching competition and capacity building workshops.

A strong focus on women and youth was highlighted through SheTrades Global, the international event of the SheTrades initiative to bring three million women to market by 2021, the Youth Entrepreneurship and Self-employment (YES) Forum, and a youth media zone.

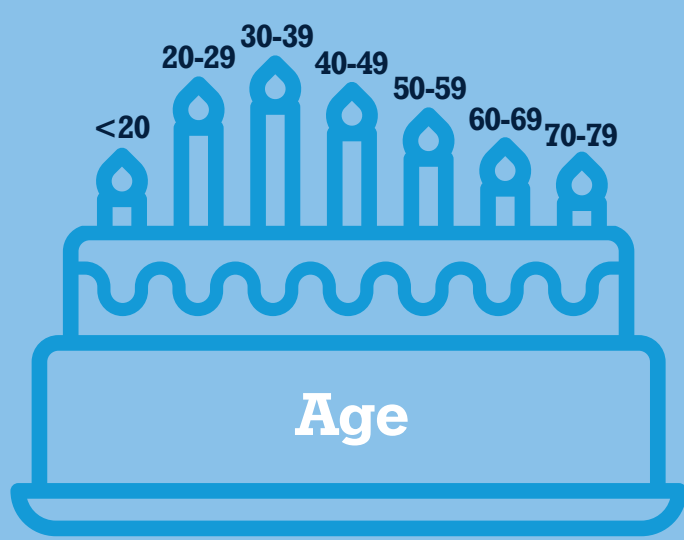
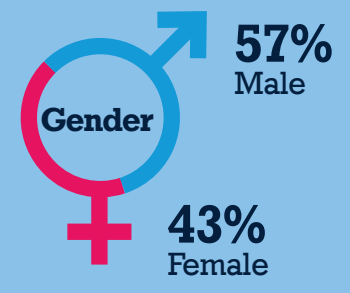
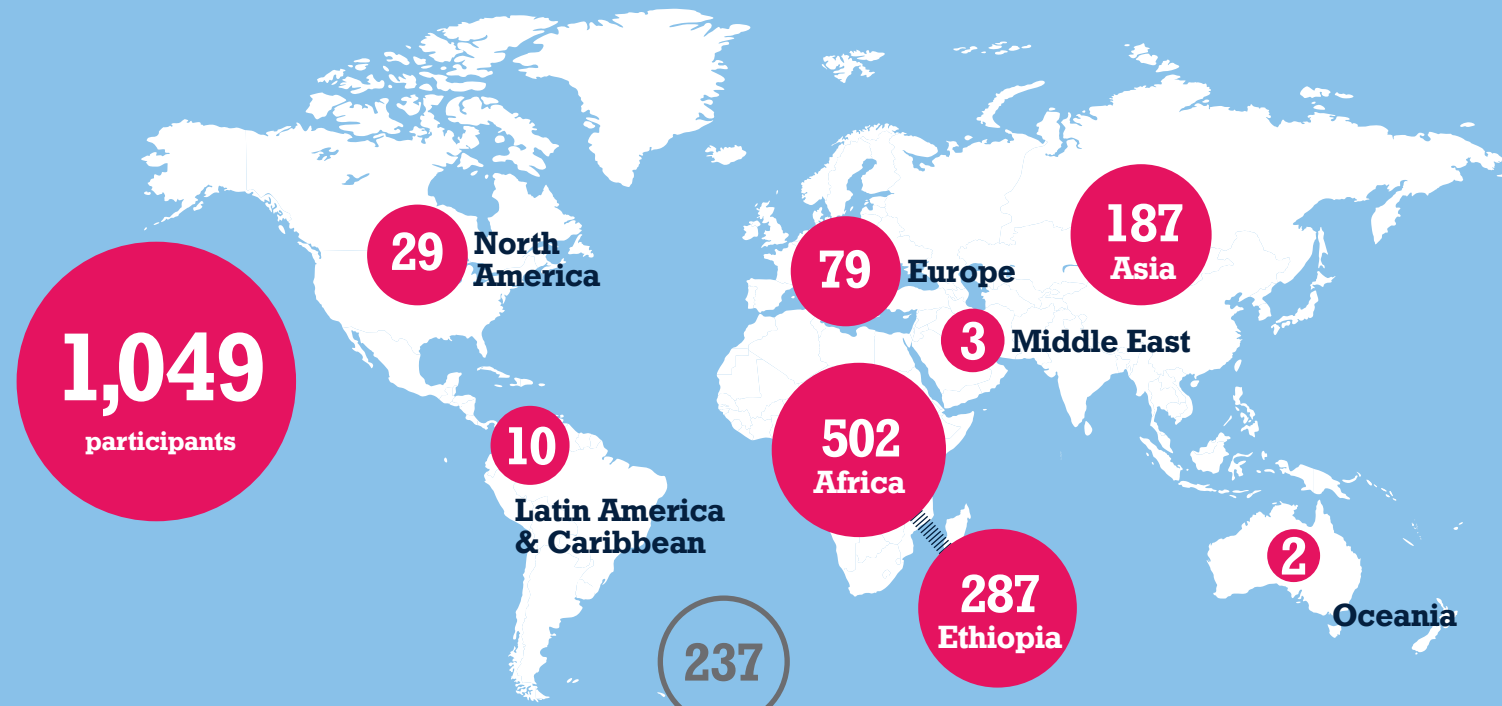
We thank our dedicated co-hosts, partners, speakers and participants for making the week a success and we look forward to partnering with you again at the next World Export Development Forum.



Dorothy N. Tembo
Executive Director a.i.
International Trade Centre

Results at a glance

PARTICIPANTS



BUSINESS-TO-BUSINESS MATCHMAKING

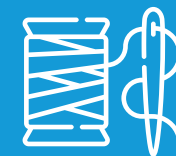


200 companies from

27 countries reported business deals



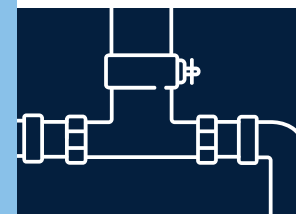
PARTNERSHIP FOR INVESTMENT AND GROWTH IN AFRICA (PIGA)



During WEDE, PIGA discussed three investment projects in Ethiopia's textile sector, worth at that time approximately

\$100 million

SUPPORTING INDIAN INVESTMENT AND TRADE IN AFRICA (SITA)

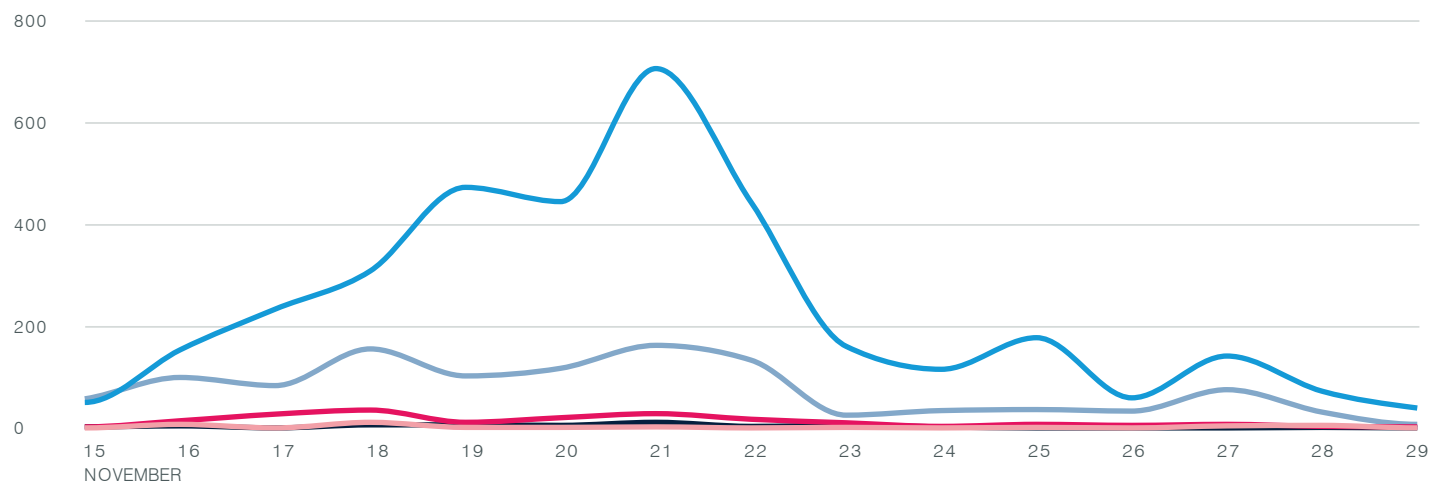


The SITA project helped conclude deals worth about

\$290 thousand

FACEBOOK DATA

ENGAGEMENTS, BY DAY



● Reactions **1,672**
● Comments **94**
● Shares **258**
● Post Link Clicks **93**
● Other Post Clicks **4,653**

Reference period: 1 November to 1 December

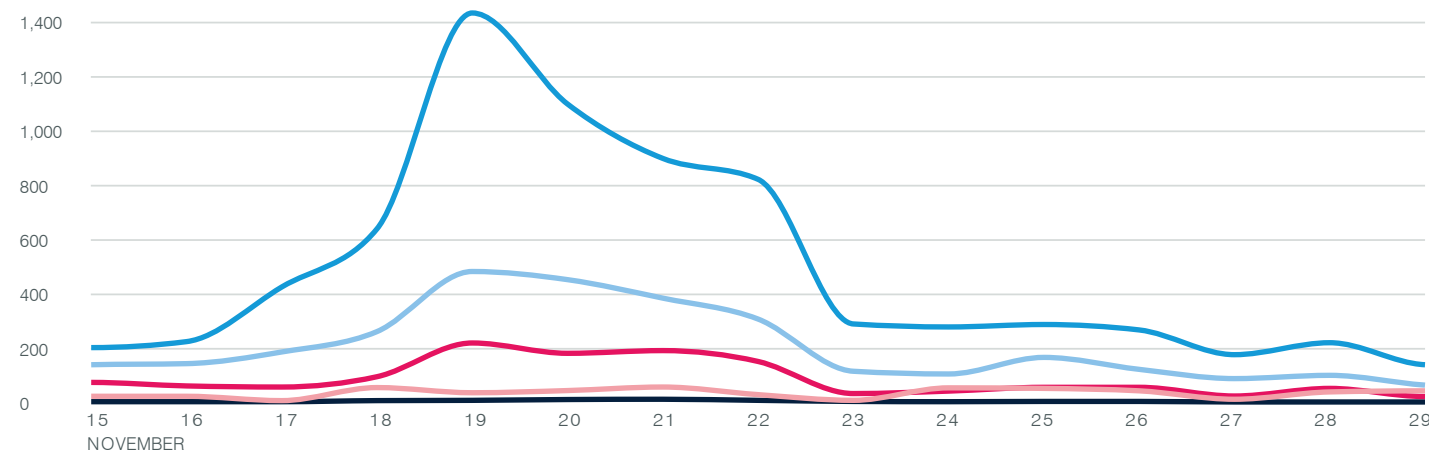
6,770 Total Engagements

TOP POSTS

<p>International T... Thu 21/11/2019 5:35 am...</p> <p>Finalists of our young entrepreneurs pitch contest present their business cases</p> <p>Total Engagements 516</p>	<p>International T... Mon 18/11/2019 10:34 p...</p> <p>SheTrade Global 2019 - SESSION 1: Trade Innovators Meet SheTrades Global is ITC</p> <p>Total Engagements 450</p>	<p>International T... Wed 20/11/2019 10:35 p...</p> <p>World Export Development Forum 2019 - Welcome and overview</p> <p>Total Engagements 282</p>
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TWITTER DATA

ENGAGEMENTS, BY DAY



● Likes **4,367**
● @Replies **93**
● Retweets **1,785**
● Post Link Clicks **1,022**
● Other Post Clicks **10,425**

Reference period: 1 November to 1 December

17,710 Total Engagements

TOP POSTS

<p>ITCnews Tue 19/11/2019 9:07 am...</p> <p>The first lady of #Botswana Neo Masisi spoke movingly of learning "to fly" - in life and i</p> <p>Total Engagements 988</p>	<p>ITCnews Thu 7/11/2019 4:50 pm ...</p> <p>Are you travelling to #WEDF19 to talk and do business? Benefit from</p> <p>Total Engagements 455</p>	<p>ITCnews Tue 19/11/2019 7:37 am...</p> <p>Bonolo Monthe, of jam company @MaungoCraft from #Botswana , inspired</p> <p>Total Engagements 288</p>
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TOPICS



The World Export Development Forum (WEDF), the International Trade Centre's annual flagship event, is the ideal setting to discuss issues around trade and development and strategies to connect businesses to new markets.



Youth be ready for the Industrial Revolution

Topics

What is the Africa we want?

Advanced Technology, Infrastructure
 A Completely New Generation of African Leaders.
 Taking Africa to greater Agricultural Heights!
 An Africa that puts women on the forefront.
 Abundant exchange and sharing experiences among X
 An Africa where LOVE, Peace & Unity Reigns
YES WE CAN !!
 UNITE AND STRIVE FOR
 An Africa that
 goal driven
 in every form



The 2019 Forum provided a platform for business leaders, young entrepreneurs, women in trade, and policymakers to explore solutions that are practical and business-oriented, especially in the context of the African Continental Free Trade Area (AfCFTA).



Investing in One Africa



Business and government leaders from in and outside Africa shared insights into new trade and investment opportunities emerging from the AfCFTA, which can lead the continent to a prosperous future where countries are able to compete globally.

Digital Africa



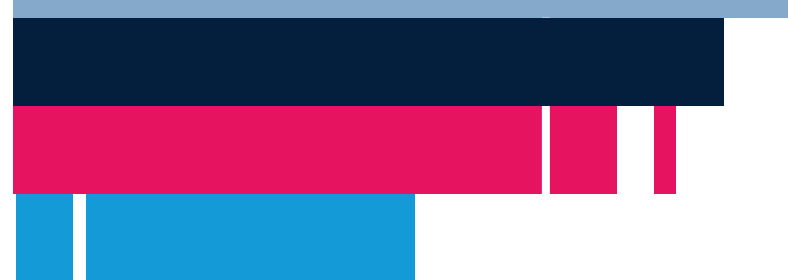
The panel highlighted Africa's digital transformation as an opportunity to create jobs, reduce inequalities and unlock the region's full potential by digitally connecting every African individual, business and government by 2030. Policy, business, social media and fintech partnerships are key to achieving this goal.

Business Voices for One Africa



This conversation among young business leaders and policymakers identified key steps to allow Africa to diversify and grow within the context of the AfCFTA. To grow trade in Africa, it is crucial to understand the needs of young business leaders and which investments in the business ecosystem will bring the most return.

Trade is Sustainable



Discussions centred on the premise that companies who invest in sustainable trade are investing in their own competitiveness. It explored the risks for business and trade, new business opportunities, and supportive policies. Participants discussed climate risks for trade and presented mitigation measures.



Young Social Entrepreneurs Pitching Competition



Siyabonga Buddy Tshabalala
 Founder, Siyabuddy
 South Africa



The annual pitching competition is an initiative of the ITC Youth and Trade programme which connects young social entrepreneurs to markets and supports social entrepreneurship to contribute to the United Nations Sustainable Development Goals.

At the third edition of the competition, six finalists pitched their business ideas to a panel of judges to win \$5,000 in seed funding to develop or scale up their projects and raise visibility of their work.

The winner was SiyaBuddy, a South African recycling company that provides indirect jobs to more than 1,000 people, of which 80% are women. SiyaBuddy is currently developing a commercial system to use black soldier fly larvae to produce compost.

Skills for the New Africa

Business, government and academic experts identified skills needed for the jobs of the future in globally competitive businesses and governments. Governments in Africa need to provide a conducive environment, not only for job seekers but also job providers who can focus on hiring local competencies.

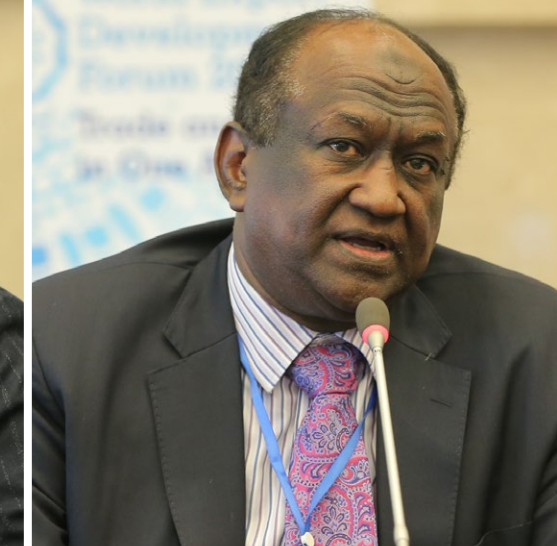
Partners for Success

As Africa moves forward to shape its trade and investment within the AfCFTA, many organizations are working together to support this effort. This session highlighted commitments and avenues for innovative and strategic partnerships.



Financing for Development

African countries face a funding gap of \$500 billion per year to achieve the Sustainable Development Goals by 2030, and by extension, the objectives set out in the AfCFTA. This session explored the roles of development finance institutions, development partners, financial institutions and investors in bridging the financing gap. Panellists shared cases of innovative financing.



HIGHLIGHTS

Africa Industrialization Week 2019



H.E. Sahle-Work Zewde
President
Federal Democratic Republic of Ethiopia

Advocating for accelerated, sustainable and inclusive industrialization of African countries was the main objective of the Africa Industrialization Week (AIW) 2019.

WEDF 2019 was a contribution to AIW 2019, led by the Department of Trade and Industry of the African Union Commission. The event brought together experts from Africa and across the world to share best practices on how to foster the growth of industries in a connected global economy.



Partnership for Investment and Growth in Africa



Partnership for Investment and Growth in Africa (PIGA) is a partnership of the United Kingdom's Foreign, Commonwealth & Development Office (FCDO), China Council for the Promotion of International Trade, China-Africa Development Fund and ITC.

During WEDF 2019, ITC organized, in collaboration with PIGA and the Ethiopian Investment Commission, a dialogue on Ethiopia's potential to become the next textile supply base for the world, based on the available labour force, advantageous trade agreements and strategic geographical position. The event gathered more than 100 international buyers, potential Chinese investors and representatives of Ethiopian institutions and was followed by field visits.

Business-to-Business Matchmaking



Each year, Business-to-Business (B2B) meetings are an integral part of WEDF. B2B participants save time and money in expanding their business networks and finding new business partners from around the globe. In 2019, B2B matchmaking focused on agricultural products, as well as agriprocessing technologies and packaging solutions.

SUPPORTING INDIAN TRADE AND INVESTMENT FOR AFRICA (SITA), a partnership between the United Kingdom's Foreign, Commonwealth & Development Office (FCDO) and ITC, contributed to the success of B2B with strong business delegations. With the goal of exploring trade and investment opportunities in Africa, 60 Indian companies participated in B2B

Women Entrepreneurship: SheTrades Global



Innovative solutions to empower women in business are the focus of SheTrades Global, ITC's event on women and the economy. SheTrades Global 2019 explored how to make the most of AfCFTA, a game-changer for women.

The event was preceded by two days of workshops where more than 40 women business associations worked to develop priorities, implementation strategies and policy recommendations to build an AfCFTA that works for women.



Young entrepreneurs at the YES Forum



The Youth Entrepreneurship and Self-employment (YES) Forum was hosted by the UN Global Decent Jobs for Youth initiative with partners ITC, UN Capital Development Fund, UN Conference on Trade and Development and the UN Industrial Development Organization, together with the African Union Commission and the Korea-Africa Foundation. Young entrepreneurs, policymakers, business associations, academia, investors and UN agencies have elevated youth entrepreneurship to the top of the global agenda.

Media Training



ITC, the African Union, the European Union and the Enhanced Integrated Framework organized a training programme on global trade for African journalists. The AfCFTA Agreement; trade between Africa and Europe; trade data for reporting; and trade-led development were the main topics.



Youth Media Zone



For the first time since the inception of WEDF, ITC, in collaboration with USAID Ethiopia and the Youth Alliance for Leadership and Development in Africa (YALDA), developed a youth media zone that ran throughout WEDF events and activities. The zone was created to enhance the participation and engagement of young people using the most effective methods of communication on trade, job creation, media and other issues of importance to youth in Africa.

E-learning: SME Trade Academy



ITC's SME Trade Academy offers practical, vocational online training courses, free of charge and open to all, covering a variety of topics for SMEs in developing countries, from entrepreneurship to trade support and export development. At WEDF 2019, the Academy presented three new platforms: SheTrades Academy, Nimba, and Libus.ly, all especially relevant for a young audience.

To access SME Trade Academy courses, please go to <https://learning.intracen.org/>



**For WEDF 2019 full programme, photos, speakers,
news and session video playlist,**

visit: <https://bit.ly/2FLq5lz>



International
Trade
Centre

The International Trade Centre

The International Trade Centre is fully dedicated to connecting micro, small and medium-sized enterprises (MSMEs) to global markets. MSMEs create the vast majority of jobs and are proven engines of growth, in particular for women, young people and poor communities.

To foster inclusive development, we prioritize support to least developed countries, landlocked developing countries, small island developing states, sub-Saharan Africa and fragile states.

Established in 1964, the International Trade Centre is the joint agency of the United Nations and the World Trade Organization.

Join us for WEDF 2021

**To become a partner and for more information
on WEDF 2021 dates and location,
please send an e-mail to wedf@intracen.org
and visit <https://www.intracen.org/>**