



18-22 November 2019, Addis Ababa

World Export Development Forum 2019

Trade and Invest in One Africa

A contribution to



2019

AIW
AFRICA
INDUSTRIALISATION
WEEK



The Forum

The World Export Development Forum, 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.

The 2019 Forum is organized in the context of the Africa Industrialization Week and is co-hosted with the Government of the Federal Democratic Republic of Ethiopia and the African Union Commission.

Sessions are designed to help buyers and sellers make the most of the new African Continental Free Trade Area – with a special focus on the role of women and youth.

We expect participants from all over the world, including business leaders and entrepreneurs; policymakers; international organizations; trade and investment promotion agencies; business associations; and media.

Join us to seize opportunities for trading and investing in One Africa.



AIW
AFRICA
INDUSTRIALISATION
WEEK

Positioning African Industry to Supply the AfCFTA Market

Advocating for accelerated, sustainable and inclusive industrialization of African countries is the main objective of the Africa Industrialization Week 2019.

Led by the Department of Trade and Industry of the African Union Commission, the event brings 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.



Topics

Trade and investment opportunities abound in Africa, from agriculture to technology. Its agricultural market is set to reach \$1 trillion by 2030.

Already more than half of the world's mobile money accounts are in the continent. Africa is also home to the world's fastest-growing youth population. The recently launched African Continental Free Trade Area opens new opportunities for deeper integration through trade and investment.

Our topics build on these trends and opportunities. They include:

- Trade and investment in the African Continental Free Trade Area
- Women in trade
- Focus on young entrepreneurs
- E-commerce and digital trade
- Sustainable trade opportunities
- Skills development, mentoring and vocational training
- Business matchmaking, especially in agribusiness.



Calendar

- 17-18 November **SheTrades: AfCFTA Workshop** – African Continental Free Trade Area
(for selected business associations)
- 19 November **SheTrades Global**
Innovative solutions for women's empowerment through trade will focus on the African Continental Free Trade Area. African first ladies and private sector partners will share their insights.
- 19-21 November **China-Ethiopia investment meetings** – Textiles sector
(by invitation only)
- 20 November **YES Forum** (Young entrepreneurs forum)
This youth entrepreneurship event explores policies, skills, networks and finance. Part of the Global Initiative on Decent Jobs for Youth, it is organized with the International Labour Organization, the United Nations Capital Development Fund, the United Nations Conference on Trade and Development, and the United Nations Industrial Development Organization.
- 20-21 November **Business-to-business meetings**
Join agribusiness companies of all sizes from across the globe to focus on fruits, vegetables, meat, cereals, dairy, tea, coffee, spices, agro-processing technologies and packaging solutions. 'Speed workshops' build your business skills, with topics ranging from marketing through social media, to e-commerce, packaging and finance.
- 21-22 November **World Export Development Forum**
Get up to speed on the latest trends in trade and investment that affect your strategic decisions in these key sessions.
- 22 November Company field trips



Co-hosts

The World Export Development Forum will be held this year in Ethiopia, host of the African Union headquarters and the gateway to global markets in its own right.

The week-long series of World Export Development Forum events is a contribution to Africa Industrialization Week, led by the African Union Commission's Department of Trade and Industry.

Government of Ethiopia

Ethiopia boasts a market of over 100 million people and Africa's fastest growth rates over the past decade. Ethiopia is positioning itself as a business hub for manufacturing, while exploring green economy initiatives.

The International Trade Centre works closely with the Government of Ethiopia on projects related to investment, the circular economy, women's empowerment in trade, regional trade facilitation, ethical fashion, and more.

African Union Commission

The African Union Commission has spearheaded the ratification process for the African Continental Free Trade Area Agreement, and is at the forefront of the public-private sector consultations to implement it.



Partners

Enhanced Integrated Framework (EIF)

EIF partners with least developed countries (LDCs) to use trade as an engine for growth and poverty reduction. At WEDF 2019, EIF supports LDCs to take the lead in the conversation, including by sponsoring journalists and entrepreneurs to attend and be part of the dialogue around business and investment in Africa. Part of EIF's efforts to diversify LDC economies focuses on creating job opportunities, especially for young people, and at WEDF, support will include work with youth attendees as part of the YES Forum.

Ethiopian Airlines

Ethiopian Airlines is the official carrier of the World Export Development Forum, offering preferential rates to all participants who will benefit from a 20% discount on business class fares and a 15% discount on economy class fares – discount code: **WEF19**. In addition, Ethiopian Airlines will promote the World Export Development Forum through a promotional video that will be featured in the in-flight entertainment system on 43 planes.



Ethiopian Chamber of Commerce and Sectoral Associations

The Ethiopian Chamber of Commerce and Sectoral Associations supports the Business-to-Business matchmaking event of the World Export Development Forum, in close coordination with the Ministry of Trade and Industry of Ethiopia. Its members represent 500,000 companies in Ethiopia.

USAID

The US-Government development agency is providing financial support to the Youth Media Zone in the context of their support for empowering young entrepreneurs and for strengthening value chains.



Join us as partners

As the flagship event of the International Trade Centre, the success of the World Export Development Forum is based on bringing the voice of business, women and youth to policymakers.

The World Export Development Forum, now in its 19th edition, has a track record of bringing value to participants. At the 2018 edition in Lusaka, Zambia:

- 95% of business-to-business matchmaking participants found commercial partners
- 87% of participants overall found partnership opportunities.

Young entrepreneurs in a pitch competition all attracted new business deals. Several went on to win other international competitions and gained media visibility. Enrolment in the SME Trade Academy, the International Trade Centre's online learning platform, rose by 10% in the weeks following the Lusaka forum.

We seek partners, speakers and participants to reflect the most powerful trends in international business and job creation through trade, in **programme design, sponsorship and outreach.**

Interested? Contact us at wedf@intracen.org



Buyers and sellers: Business-to-Business Meetings

Agribusiness, machinery, packaging companies

Business matchmaking will focus on agricultural products (fruits, vegetables, meat, cereals, dairy, tea, coffee, spices, and others), as well as agriprocessing technologies and packaging solutions.

You can also join our Meet the Expert 'speed workshops', allowing you to learn more about business development, ranging from marketing through social media, advice from agribusiness entrepreneurs and technology solutions.

Expect a **small investment with high returns**. Past experience shows that B2B participants at the World Export Development Forum save time and money in expanding their business networks and finding new business partners from around the globe. Companies typically find new suppliers and expand their distribution channels.

This year's B2B event welcomes commercial farmers, manufacturers, exporters, importers, wholesalers, retailers and investors interested in selling, buying or investing in the following products:

Food

Meat, fish and dairy products

- Meat and edible meat offal (HS 02)
- Fish and shellfish (HS 03)
- Dairy products (HS 04)
- Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (HS 16)

Agricultural crops and oilseeds

- Edible vegetables and certain roots, tubers and pulses (HS 07)
- Edible fruit and nuts; peels of citrus fruit or melons (HS 08)
- Coffee, tea, mate and spices (HS 09)
- Cereals (HS 10)
- Oilseeds (HS 12)
- Cocoa beans (HS 18)

Preparations of cereals, fruits, vegetables and oilseeds

- Edible vegetable oils and fats (HS 15)
- Preparations of vegetables, fruit, nuts (HS 20)

Machinery

For meat processing

- Meat cutter equipment
- Meat grinder equipment
- Meat mixer equipment

For fruit and vegetable processing

- Grading equipment
- Dehydration equipment
- Canning equipment
- Juice and pulp extraction equipment
- Fruit juice and pulp processing equipment
- Paste-making equipment
- Fruit-crushing equipment
- Homogenizer equipment
- Bottle-related equipment
- Cleaning equipment

For oilseed processing

- Oil-milling plants
- Oilseed-processing plants
- Solvent extraction plants
- Vegetable oil refining plants
- Continuous deodorizing plants
- Oil expellers

Packaging solutions for meat and agricultural products

- Primary packaging
- Secondary packaging
- Packaging machinery

Fertilizers

- Mineral, chemical, animal or vegetable fertilizers (HS 31)

If your company is active in these areas, join us at the World Export Development Forum B2B event to do business.



Women Entrepreneurship: SheTrades Global

SheTrades Global is the flagship event of the International Trade Centre's SheTrades initiative to bring three million women entrepreneurs to market by 2021. Previously held in the United Kingdom, Turkey, Brazil, Rwanda, Mexico, and China, the annual event pioneers innovative solutions for women's participation in trade.

Be part of SheTrades Global 2019, where women entrepreneurs from throughout Africa and beyond join Trade Ministers, First Ladies, and core private sector partners to explore:

- how free trade agreements deliver economic opportunities for women, with a spotlight on the African Continental Free Trade Area;
- innovative tools that promote trade and women's economic empowerment; and
- priorities for private sector partners in support of women entrepreneurs.

SheTrades Global will be preceded by two days of closed workshops for women's business associations from across Africa focused on the African Continental Free Trade Area.

SheTrades Global participants are very welcome to attend the World Export Development Forum plenaries and the Business-to-Business matchmaking event.



Young Entrepreneurs: the YES Forum

Young entrepreneurs are drivers of innovation and growth.

Join the conversation among young entrepreneurs, policymakers, business associations, academia, investors and UN agencies and help elevate youth entrepreneurship to the top of the global agenda.

Share, learn and innovate in flash plenaries, workshops, and through cutting-edge examples. Discover policies that support youth; how to improve access to markets, networks, knowledge and skills; and access to finance.

Topics on the agenda include: Youth & Digital Commerce; African start-ups; Youth Agripreneurship; Migration & Entrepreneurship; Entrepreneurship & Growth; and Sports for Development and Youth Economic Inclusiveness.

Connected to SheTrades Global and the World Export Development Forum, YES Forum participants are invited to explore pan-African business opportunities and how to make the most of the African Continental Free Trade Area.



The YES Forum, a contribution to the Global Entrepreneurship Week and the Africa Industrialization Week, is hosted with the partners in the Decent Jobs for Youth initiative – International Labour Organization, UN Capital Development Fund, UN Conference on Trade and Development, UN Industrial Development Organization –, together with the African Union Commission and the Korea-Africa Foundation.



The Decent Jobs for Youth initiative is a global initiative to scale up action for youth employment in support of the 2030 Sustainable Development Goals, and the Youth Forum builds on the first Youth Entrepreneurship and Self-Employment (YES) Forum, held in Dakar, Senegal in 2018.

The Youth Media Zone

An innovative space open all week for a dialogue about issues that concern youth in Africa and beyond. Young entrepreneurs, journalists, bloggers, vloggers will make the youth's voice heard through interviews, flash presentations, and online events.

Young people will also engage in conversations with business and political leaders and development experts participating in the World Export Development Forum and Africa Industrialization Week events.



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.





Partners:



Enhanced Integrated Framework

Trade for LDC development



Ethiopian Chamber of
Commerce and Sectoral
Associations



European Union



USAID
FROM THE AMERICAN PEOPLE

Register at: www.intracen.org/wedf ▪ e-mail: wedf@intracen.org ▪ #WEDF19