



The 14th African Union High Level Private Sector Forum

Theme; ***“Public - Private Sector Engagement for Inclusive Growth and Sustainable Development while Deepening Regional and Continental Trade and Investment towards Implementation of AfCFTA.”***

10th – 12th July 2023, Nairobi, Kenya

I. BACKGROUND

The world is increasingly becoming interconnected, and this has created new opportunities for businesses to expand their operations beyond their borders. Regional and Continental trade agreements provide a platform for businesses to access new markets and customers, and to benefit from economies of scale. However, dismal investment inflows, trade barriers, access to finance, climate change, high cost of transport, level and efficiency in production, diverse regulations, slow implementation of the agreed commitments in the various trade agreements, coupled with low awareness of investment and business opportunities that ultimately limit trade and investment. This calls for renewed commitments and political will to resolve the challenges that hinder trade and investment attraction.

The theme therefore focuses on Public – Private Sector engagement on how to bolster regional and continental trade and investment to facilitate inclusive growth and sustainable development in line with the African Union theme of 2023, which is on “Accelerating the Implementation of the AfCFTA”. Whilst the AfCFTA provides numerous opportunities for Africa, it is imperative that deliberate strategies be put in place by all relevant stakeholders to unlock and effectively utilize this potential.

The African Union Commission relentlessly continues to engage the Regional Economic Communities, the Private Sector, Member States and its Strategic Partners, among others as reliable partners in its pursuit for innovation, accelerated investment and job creation as enshrined in the framework of Agenda 2063.

To ensure that the benefits of regional and continental trade as well as integration translates into economic growth and job creation, reduced poverty and lowered inequality, there is need for the regional and continental integration institutions to do more to attract investments to deliver inclusive economic growth and sustainable development.





The EAC Vision 2050 envisages the region to be a developed, stable and competitive regional bloc and hopes to achieve these by, among others, ensuring increased partnership between the public and private sectors for economic transformation; and, a conducive environment for inter and intra- regional trade and investment.

In light of the above, the AU Commission in collaboration with EAC plans to organize the 14th African Union Private Sector Forum under the Theme; *“Public - Private Sector Engagement for Inclusive Growth and Sustainable Development while Deepening Regional and Continental Trade and Investment towards Implementation of AfCFTA.”*

This Forum, therefore, provides a platform for High Level Government Officials, to have a candid dialogue with the Business Community on the challenges and deliberate on the solutions and opportunities presented by Regional and Continental Integration initiatives such as the AfCFTA.

II. OBJECTIVES

The overall objective is to strengthen the linkages between regional and continental markets for increased trade and investment.

The specific objectives are:

- (a) Leveraging on the AfCFTA to promote regional value chains and increasing productive capacity;
- (b) Enhancing the role of women and youth in regional and continental development;
- (c) Leveraging trends in digital transformation to enhance trade and investment;
- (d) To raise awareness of the significance of creative economy in promoting inclusive and sustainable development and deepening regional trade at all levels;
- (e) To discuss measures in addressing diverse regulatory frameworks that impact regional trade and investments;
- (f) To promote action towards environmental sustainability and address the adverse effects of climate change; and
- (g) To explore strategies to address barriers on access to finance.





III. EXPECTED OUTCOMES

- (a) Recommendations and proposed road map towards strengthening linkages between regional and continental markets for Increased Trade and Investment; and
- (b) Private sector Declaration on business-friendly activities that are geared towards environmental sustainability and mitigation of addressing climate change.

IV. DATE AND VENUE OF THE FORUM

The Forum will be a 3-day event and will be held from 10-12 July 2023, at Kenyatta International Conference Center (KICC), in Nairobi, Kenya

V. PARTICIPANTS

- (a) Over 500 participants from Africa and beyond are expected to attend
- (b) 100 exhibitors from Africa and beyond are expected to exhibit
- (c) The participants shall be drawn from High level Public Policy Makers, Private Sector actors, Financial Institutions and representatives of Women and Youth led/owned creative start-ups, Academia and Research Institutions.

VI. FOCAL POINTS

- (a) Mr. Charles Chiza
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African Union Commission
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- (b) Ms. Flavia Busingye
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- (c) Mr. Islam Swaleh
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VII. RESOURCE PERSONS

Resource persons (key speakers and panelists) for the Forum shall be selected from African Countries and International specialized agencies.

VIII. PUBLICITY ON THE FORUM

The Forum shall have a website which shall be hosted by the African Union Commission and East African Community. Other means available shall also be used to widely promote and popularize its objectives and purpose, including social media sites, brochures, posters, leaflets, etc.

IX. WORKING LANGUAGES OF THE FORUM

The working languages of the Forum are: English, French and Arabic

