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## Pan African trade as an engine for local economic growth and prosperity: How the AfCFTA can enhance competitiveness and trade within regional value chains

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Organizer: Egypt, Madagascar, United Nations Inter-Agency Cluster on Trade and Productive Capacity

Room Virtual - Time: 15:15-16:30 [28 JULY 2022](#)

The African Continental Free Trade Area (AfCFTA) creates a market of 1.2 billion people with a combined GDP of 3.4 trillion US dollars. It has the potential to boost economic development and prosperity through accelerated intra-Africa trade. The development of regional value chains with increased value addition, higher productivity, and competitiveness depends on many factors, though. These include a common public/private sector vision, harmonized trade rules, breaking down non-tariff barriers and increasing regulatory transparency, efficient business support services including quality infrastructure and conformity assessment to create trust between trading partners, a good understanding of market opportunities and facilitation of business match-making, growing infrastructure and trade logistics, and effective banking services. The all-female panel will bring together stakeholders from the private sector and national, regional and continental institutions. It will discuss a common vision of the AfCFTA, dig deeper into concrete trading challenges and how to address them.

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### Opening Remarks

- Teresa Moreira, Officer in Charge (alternate), Division on International Trade and Commodities, UNCTAD

### Moderator

- Habiba Ben Barka, Chief, Africa Section, Division for Africa, Least Developed Countries and Special Programmes, UNCTAD

### Speakers

- Soha Gendi, Ambassador and Assistant Foreign Minister for African Organizations, Egypt,
- Chileshe Mpundu Kapwepwe, Secretary General of the Common Market for Eastern and Southern Africa, (COMESA)
- Treasure Maphanga, COO of AE Trade Group and former Director of Trade at the African Union Commission
- Birame Sock, Founder and CEO of Kewly Inc., Senegal