



# Empowering Progress

## The Launch of the Economic Development in Africa Report (2024)

10–11 February 2025

Hotel Sofitel, Abidjan, Côte d'Ivoire



In partnership with the  
Ministry of Trade and  
Industry of Côte d'Ivoire

MINISTÈRE DU COMMERCE  
ET DE L'INDUSTRIE







Prime Minister of Ivory Coast and the Secretary-General of UNCTAD





# Introduction

The United Nations General Assembly mandated Economic Development in Africa Report (EDAR) serves as a vital tool for guiding economic discourse, facilitating cooperation, and fostering a shared vision for sustainable development across Africa. By disseminating knowledge and best practices, the report contributes to capacity building within African governments and institutions, enabling them to implement effective economic policies and strategies. The international press launch of the EDAR serves to amplify its impact, ensuring that its policy recommendations resonate widely and contribute to meaningful economic discourse and action focused on Africa's development.

For the 2024 edition of EDAR, which focuses on enhancing Africa's trade potential through regional market integration and reducing risks associated with external shocks, UN Trade and Development decided to launch it on the African continent, as it did for EDAR 2023. Launching a report like the Economic Development in Africa Report (EDAR) in an African country—rather than from Geneva—brings several strategic and practical value additions, both symbolic and substantive.

First of all, it brings the report closer to its core stakeholders—African policymakers, businesses, civil society, and the public—which helps ensure that the findings and recommendations of EDARs are more directly understood, debated, and implemented at both national and regional levels. Through the launch of flagships such as EDAR in an African Member State, UN Trade and Development is better able to facilitate or contribute further to the convening of platforms for high-level dialogue among governments, development partners, private sector actors, and international organizations on emerging issues affecting the continent. Furthermore, launching EDAR in Africa does not only facilitate public-private partnerships, but it also catalyses policy discussions at the national and regional levels around the report's findings and recommendations, which often trigger reforms or help accelerate ongoing sustainable development initiatives.

Secondly, an UNCTAD flagship launched outside of Geneva increases media coverage and awareness internationally, enhancing visibility of the institution's mandate and support to Member States and elevating the host country's international profile by showcasing its economic progress, reforms, and leadership in regional development. For instance, the report launch event and the high-level policy dialogues that are organized around the theme of the report can act as a soft diplomacy and economic marketing tool—highlighting progress achieved and opportunities to tap into in trade, investment, and sustainable development.

Launching the EDAR in an African country transforms a policy document into a living, actionable instrument—one that empowers stakeholders, enhances ownership, and anchors global economic discussions in African realities. It's both a symbol of inclusivity and a mechanism for deeper impact.



## Overview of the Launch Event

For two consecutive years, the EDAR has been launched across various African nations, creating unique opportunities to bring UNCTAD's research and insights closer to its stakeholders. These launches have sparked vital socioeconomic policy discussions and convened key leaders and influential businesses who shape the continent's political, economic, and financial landscapes.

The report provides valuable data and recommendations designed to equip policymakers with the necessary tools to develop and implement strategies that foster inclusive and sustainable development throughout Africa. Following the successful launch of EDAR 2023 in Nairobi, Kenya, the Government of Côte d'Ivoire extended an invitation to host the global launch of EDAR 2024 in its economic capital, Abidjan, coinciding with the celebration of UNCTAD's 60th anniversary in June 2024.

The global launch of the report on African soil not only elevates the profiles of participating countries but also highlights the economic advancements achieved at national, regional, and continental levels. By hosting such launches, African nations are afforded the opportunity to strengthen public-private partnerships, promote coordinated economic development strategies, attract investment, enhance multilateral cooperation, and raise awareness regarding the continent's pressing economic issues—all while fostering a more informed citizenry engaged in economic development.

## Highlights from the Economic Development in Africa Report (2024)

EDAR 2024 provides critical insights into the myriad challenges and opportunities faced by African countries, particularly in the context of evolving global economic conditions. The report stresses the urgency for Africa to address its structural vulnerabilities while leveraging regional trade integration to unlock sustainable growth opportunities. By promoting resilience and collaboration, the continent can mitigate risks and achieve inclusive economic development.

The report emphasizes the importance of addressing vulnerabilities to external shocks while capitalizing on opportunities for regional integration and diversification. Improvements in infrastructure, financial systems, and governance are instrumental in enhancing resilience, stimulating intra-African trade, and fostering sustainable growth. Thus, collaborative efforts among governments, the private sector, and international partners are essential to realizing this vision.

The 2024 Economic Development in Africa Report introduces several innovative approaches and frameworks to tackle Africa's long-standing challenges while unlocking its trade potential. It uniquely dissects Africa's exposure to global shocks using a multi-dimensional framework, categorizing risks across six domains: political, economic, connectivity, social, energy and climate.





The report particularly examines how interconnected global crises exacerbate Africa's economic, governance, connectivity, social, energy, and environmental vulnerabilities. This approach provides a detailed analysis of how interconnected vulnerabilities, like debt burdens, climate risks, and infrastructure gaps, amplify Africa's exposure to the global polycrisis. The integration of these domains offers a holistic view, allowing policymakers to address vulnerabilities at their roots.

The report also bridges global crises (e.g., geopolitical tensions, inflation) with regional vulnerabilities, showcasing how external shocks like supply chain disruptions disproportionately affect African economies. It innovatively connects these risks to practical solutions, such as leveraging intra-African trade to counter global market volatility.

While regional integration is not new, the 2024 EDAR innovatively ties its success to trade-related risk mitigation tools, including value-added trade networks and cross-border financial platforms. It emphasizes the African Continental Free Trade Area (AfCFTA) as a transformative mechanism for African countries to reduce dependency on external markets, diversify trade, build stronger regional market linkages, and leverage other regional resources to withstand external shocks.

Addressing these issues—vulnerability to external shocks, limited trade integration, infrastructure deficits, high non-tariff costs, and concentrated trade networks—would position Africa to capitalize on its vast market potential, reduce reliance on external suppliers, and build stronger economic resilience against future shocks. This approach would support sustainable growth and increase Africa's competitiveness in global markets.

Unlike other reports, the 2024 EDAR integrates African firm-related vulnerabilities into the broader economic development agenda, emphasizing the need for enterprise risk management frameworks tailored to the unique needs of African SMEs, and sophisticated financial tools, such as derivatives and risk-mitigation instruments, to manage currency volatility, commodity price shocks, and trade-related risks. Such cross-border financial platforms will help empowering African businesses and strengthen Africa's resilience to market uncertainties.

The 2024 edition of UNCTAD's Economic Development in Africa Report stands out by combining a multidimensional risk framework, regional market opportunities, and innovative financial instruments to present a forward-thinking, actionable blueprint for sustainable development. Its innovative linkage of climate resilience, trade, and financial stability sets it apart as a comprehensive guide for addressing Africa's unique challenges.



## Côte d'Ivoire: A Shining Example of Economic Resilience

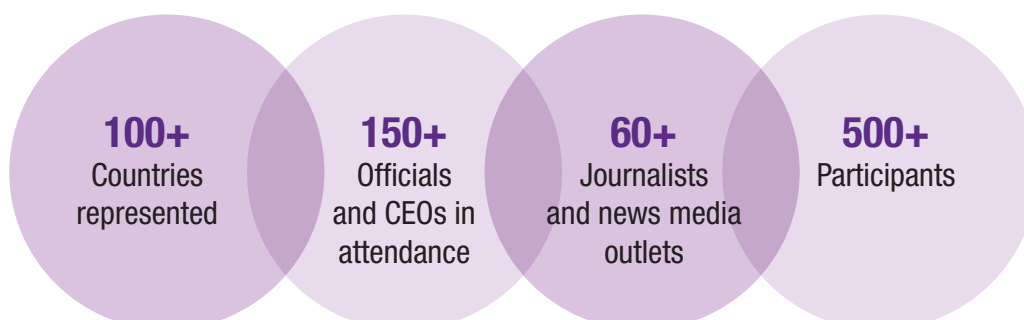
The launch of EDAR 2024 in Côte d'Ivoire presented multiple strategic engagements that align with both continental and regional development goals, as well as UNCTAD's overarching mandates. Côte d'Ivoire serves as a prime example of resilience and economic expansion, consistently achieving some of the highest and most sustained growth rates in Africa over the past decade. Its vital role as a regional economic hub within West Africa underscores its economic influence and investment potential. Despite facing global economic shocks and the threats of regional instability, Côte d'Ivoire has consistently demonstrated remarkable resilience, reflecting its economic strength.

The launch of EDAR 2024 in Côte d'Ivoire—characterized by a stable political and economic climate, increasing economic diversification, and a positive economic outlook—showcased the country as a model of resilience against global crises and regional instability. This event provided Côte d'Ivoire a critical platform to evaluate its progress, highlight economic growth and opportunities, and reinforce its development agenda aimed at the effective implementation of the AfCFTA and the African Union's Agenda 2063.

The launch ceremony consisted of a press conference and a high-level dialogue, bringing together various stakeholders—including government officials, business leaders, civil society representatives, and international organizations. These events were live-streamed to a global audience, facilitated by Côte d'Ivoire's supportive engagement, the report's relevant insights, and UNCTAD's solid partnership with African nations in their pursuit of inclusive and sustainable development.

The Government of Côte d'Ivoire has publicly commended UNCTAD for its significant contributions to supporting African countries in their economic development, trade, and efforts towards global integration. It encouraged UNCTAD to continue fostering partnerships across the continent, recognizing the organization as a vital ally in Côte d'Ivoire's and other African nations' paths toward economic transformation, industrialization, and trade expansion. Furthermore, the government called upon UNCTAD's Secretary-General to act as an advocate for Africa, aiding countries in navigating global economic challenges, enhancing trade competitiveness, and achieving sustainable development.

### ➤ Key participation figures





# Press Conference Highlights

## Press Conference: Global Launch of EDAR 2024

The highly anticipated launch of the 2024 Economic Development in Africa Report (EDAR), titled “Unlocking Africa’s Trade Potential: Boosting Regional Markets and Reducing Risks,” took place on Monday, February 10, 2025, at the Sofitel Hotel in Abidjan, Côte d’Ivoire. The event was co-hosted by UNCTAD’s Secretary-General, Ms. Rebeca Grynspan, and the Ivorian Minister of Trade and Industry, Mr. Souleymane Diarrassouba, who engaged in an insightful discussion regarding the report’s key findings and Côte d’Ivoire’s successful journey toward economic resilience.

In his address, Minister Diarrassouba emphasized the significant transformations that Côte d’Ivoire has witnessed over the past decade. The country has sustained robust economic activity, with impressive growth rates of 8% from 2012 to 2019, followed by 6.5% in 2023 and a projected 6.1% in 2024. Looking ahead, the growth outlook for Côte d’Ivoire remains promising, with projections estimating a growth rate of 7% from 2025 to 2027.

Mr. Diarrassouba attributed this growth primarily to advancements in the industrial sector, which contributes 24.5% to the nation’s GDP, alongside substantial public investment and strong private sector involvement. Notably, the private investment rate has risen considerably, increasing from 8.1% in 2012 to approximately 19.2% of GDP in 2024. This upward trend is primarily a result of the successful implementation of three successive National Development Plans (NDPs), including the ongoing 2021-2025 NDP, which has an ambitious budget of €90 billion, with 75% of funding sourced from private sector financing.

This launch not only highlighted Côte d’Ivoire’s achievements but also set the stage for broader discussions on unlocking Africa’s trade potential and fostering resilience across the continent.



Secretary-General Ms. Rebeca Grynspan expressed her heartfelt gratitude to the Minister and the Government of Côte d'Ivoire for hosting the launch of the Economic Development in Africa Report (EDAR) 2024. She emphasized that the robustness of Côte d'Ivoire's economy validated UNCTAD's decision to select the country for this significant event. Ms. Grynspan praised the nation for maintaining economic stability and performance, particularly in light of the turbulence it has faced in recent years. *"We are celebrating the 60<sup>th</sup> anniversary of UNCTAD in Africa, precisely in Côte d'Ivoire,"* she remarked.

In her presentation of the report's key findings, Ms. Grynspan highlighted the vulnerabilities that Africa faces due to exogenous shocks, which often impede the continent's ability to recover. She called for greater economic integration, emphasizing the importance of developing regional trade networks. *"Intra-African trade has immense potential; it is essential to strengthen cross-border trade and optimize regional market opportunities in Africa, harmonize trade regulations, eliminate non-tariff barriers, and enhance customs procedures,"* she stated.

To achieve these ambitious goals, the Secretary-General noted that African countries must offer tangible incentives for industrialization and support for businesses, including tax breaks and low-interest loans for firms investing in regional manufacturing. Strengthening policies to encourage diversification and adapt to global shifts—such as the rising demand for critical minerals and metals—is vital for enhancing economic resilience.

Ms. Grynspan also underscored the importance of leveraging tools that businesses can utilize to build resilience against foreign exchange volatility and currency risks, which present unpredictable financial conditions that impact profitability and competitiveness in international trade. In this regard, she identified digitalization as a critical solution for unlocking Africa's potential in services and trade. *"Digitalization must be harnessed to serve production, and this is what UNCTAD aims to achieve by supporting Côte d'Ivoire in its e-commerce development initiatives,"* she asserted.

*"Africa has the potential to boost its resilience and drive economic growth,"* Ms. Grynspan added. *"With the right policies, Africa can transform today's challenges into tomorrow's opportunities. UNCTAD stands ready to support this transformation."*

Mr. Paul Akiwumi, Director of UNCTAD's Division for Africa and the Least Developed Countries, emphasized that countries must formulate and implement national strategies to effectively manage economic shocks. He further noted the necessity of adopting supportive national policies as critical measures in this endeavour.

The hybrid event garnered significant media attention, receiving coverage from over 60 major news outlets, including Xinhua, BBC, Africa 24, RFI, APA News, Business Insider Africa, Abidjan.net, and the national television station of Cape Verde.







<https://unctad.org/press-material/africas-34-trillion-opportunity-turning-vulnerabilities-resilience>

## High-Level Dialogues and Discussions

### High-Level Dialogue: Conversation with Secretary-General Grynspar and Prime Minister Robert Beugré Mambé

The UN Trade and Development and the Government of Côte d'Ivoire co-hosted a High-Level Dialogue under the theme “The Potential of Côte d'Ivoire in Building Regional Resilience Amid Global Uncertainties.” This dialogue focused on how Côte d'Ivoire can leverage key solutions derived from UNCTAD's work and cutting-edge research to unlock trade and financing opportunities, thereby positioning the country as a pivotal force for industrialization and economic resilience within the region.

Key elements discussed included the importance of regional trade and financial integration, entrepreneurial innovation, and collaboration as integral components of Côte d'Ivoire's strategy to foster resilience against global and regional disruptions. Enhancing trade capacity, financial management, and risk mitigation were highlighted as essential building blocks for revitalizing markets, accelerating economic transformation, and addressing both regional and global challenges.



The event was expertly moderated by Ms. Anne-Marie Dias Borges, a former senior manager and team leader at the BBC. It featured insightful contributions from both the UNCTAD Secretary-General, Ms. Rebeca Grynspan, and the Prime Minister of Côte d'Ivoire, Mr. Robert Beugré Mambé. The discussions emphasized the urgent need to strengthen regional trade cooperation, particularly within the framework of the African Continental Free Trade Area (AfCFTA), to unlock opportunities for job creation, income generation, and the broader benefits of trade in goods and services.

Prime Minister Mambé underscored Côte d'Ivoire's proactive approach to reinforcing its economic infrastructure, stating, "Côte d'Ivoire has equipped itself with the necessary means to strengthen its economic system, ensuring that the various crises it has faced do not impede its development." His remarks underscored the nation's commitment to stability and growth, positioning Côte d'Ivoire as a leading advocate for sustainable development in the region.



The Prime Minister emphasized the remarkable success story of Côte d'Ivoire's growth and transformation, underscoring the critical importance of national development plans alongside investments in infrastructure, education, health, and energy. He stressed that the private sector plays an essential role in these national development strategies and highlighted the necessity for ongoing dialogue to strengthen collaboration between the state and business.

*"We must remember that our resilience lies in our ability to program development, control it, and consistently evaluate our actions,"* he stated. This reflective capacity enables a country or government to adapt to crises, mitigate the impacts of shocks, and sustain solid economic growth, which is more crucial than ever in today's unpredictable global environment.





Acknowledging the advances made in enhancing the business and investment climate, as well as the growth potential of the private sector, Prime Minister Mambé pointed out that Côte d'Ivoire stands at a pivotal juncture. This presents an opportunity to foster an enabling environment for regional resilience, innovation, increased investment, enhanced competitiveness, and sustainable integration into both regional and global markets.

The dynamism of the private sector and private investment in Côte d'Ivoire is vital not only for the country's transformation process but also for the region's overall growth, integration, and resilience. The Prime Minister noted that the Ivorian private sector is "*the strike force of the Ivorian economy*," accounting for nearly 75% of the nation's investment portfolio, which is estimated to be approximately 26% of the country's GDP.

Secretary-General Grynszpan affirmed Côte d'Ivoire's robust growth performance and its significant role in fostering regional stability. She highlighted that the country contributes about 40% of GDP growth in West Africa and holds up to 30% of the region's foreign investment stocks. Ms. Grynszpan observed that Côte d'Ivoire's experience serves as an inspiring model for many other developing countries worldwide, showcasing the potential for effective governance and economic resilience.



Participants at the dialogue also addressed the significant infrastructure gaps in transport, energy, and information and communication technology (ICT), which render trade in Africa approximately 50% more expensive than the global average. This disparity severely limits competitiveness, particularly for landlocked countries, and poses significant challenges for small and medium-sized enterprises (SMEs), which employ approximately 80% of Africa's labor force. In addition to these infrastructure challenges, SMEs face currency volatility and limited access to financial services.

There is compelling evidence that investments in critical regional infrastructure, such as roads, railways, and ports, significantly enhance trade across Africa. Such investments not only reduce trading costs but also mitigate the risks of supply chain disruptions and open new market opportunities for African businesses and local industries, including agriculture and manufacturing.

Secretary-General Grynszpan emphasized that Africa's economic resilience is closely tied to the development of regional trade networks. She emphasized that the implementation of the African Continental Free Trade Area (AfCFTA) could create a market valued at \$3.4 billion. However, unlocking this potential will require substantial investments in transport, energy, and ICT infrastructure across the continent.

Participants underscored the critical role of digitalization and regional integration in driving economic growth in Africa. They stressed the importance of addressing challenges related to non-tariff measures, physical connectivity, and the need for economic diversification. Furthermore, they acknowledged that a robust global economy is essential for Africa to thrive and attract necessary investments.

UNCTAD's pioneering efforts in promoting e-commerce and the digital economy are crucial in helping developing countries create a more inclusive digital landscape. By championing e-commerce, digital infrastructure, and innovation, UNCTAD supports African nations in bridging the digital divide and integrating technology into key sectors, including agriculture, industry, and services. These efforts are crucial for bolstering Africa's resilience against global and regional disruptions and driving the region's sustainable development.

Prime Minister Mambé expressed gratitude to the UNCTAD Secretary-General for selecting Côte d'Ivoire as the host for the global launch of EDAR 2024. He reaffirmed the country's commitment to collaborating with UNCTAD as well as with all partners, nations, and investors.





The ceremony concluded with the official presentation of the EDAR 2024, followed by a cocktail reception hosted by the Government of Côte d'Ivoire.



## Bilateral Meetings Between UN Trade and Development and the Minister of Economy, Planning and Development of Côte d'Ivoire

Secretary-General Ms. Rebeca Grynspan conducted a courtesy visit to Minister of Economy, Planning, and Development Ms. Nialé Kaba to explore avenues through which UNCTAD can support Côte d'Ivoire's national priorities and facilitate the full implementation of the African Continental Free Trade Area (AfCFTA).

During the meeting, Minister Kaba expressed her gratitude for the visit and underscored the critical importance of the findings and recommendations outlined in the EDAR 2024. She remarked that these insights will significantly aid African governments in recalibrating their national priorities in response to the current economic landscape. The Minister particularly appreciated the report's focus on good governance and emphasized the need for enhanced support to advance key national priority areas.

Secretary-General Grynspan emphasized the importance of long-term planning and coordinated policy implementation, noting that economic diversification should extend beyond industrialization to encompass the creation of high-quality jobs in the service and digital sectors. She stressed that African nations must not be relegated to the status of mere providers of raw materials but should instead develop their manufacturing capabilities to enhance productivity, stimulate growth, increase revenues, and foster job creation throughout the continent.



The meeting concluded with a shared recognition of the need for UNCTAD to leverage its expertise to support Côte d'Ivoire in economic planning, investment promotion, and trade facilitation efforts, reinforcing the commitment to advance the country's development agenda.

## **Visit to a Cacao Processing Plant in Abidjan, Côte d'Ivoire**

Under the leadership of Secretary-General Ms. Rebeca Grynspan, the UN Trade and Development delegation was invited by the Minister of Trade and Industry of Côte d'Ivoire to tour the new state-of-the-art cacao and chocolate processing unit at the Société Africaine de Cacao (SACO) plant in Abidjan.

This new grinding unit represents a significant investment of CHF 55 million (approximately FCFA 30 billion) and is set to enhance SACO's cocoa bean processing capacity by over 40%. The facility is expected to provide employment for an additional 45 individuals and create over 120 indirect jobs, which aligns with the Ivorian government's strategic goal to expand local cocoa processing capabilities and meet the increasing demand for cocoa in West Africa.

Côte d'Ivoire's cocoa production is projected to reach nearly 2.2 million tons during the 2024/2025 season, commencing in October 2024. This anticipated output reflects a 10% increase from the previous forecast of 2 million tons made in June 2023 and indicates a 25% rise from the 1.75 million tons harvested in the 2023/2024 season.

The Government of Côte d'Ivoire has implemented various policies and initiatives aimed at addressing challenges within the cocoa sector while capitalizing on emerging opportunities. By encouraging investment in domestic processing, the government aims to increase local employment and retain a larger share of the value generated from cocoa production. Enhancements in local processing — such as chocolate and cocoa butter production — are expected to yield numerous economic benefits, including increased farmer incomes, ensured sustainable sourcing, expanded processing capacity, reduced dependency on raw bean exports, and greater value addition within the country.



This visit underscored the significance of domestic processing in bolstering the Ivorian cocoa industry's resilience and its potential to contribute to the country's national economy.



## Meeting with the President of the Senate of Côte d'Ivoire

On February 11, 2025, the UN Trade and Development delegation, led by Secretary-General Ms. Rebeca Grynspan, held a meeting with the President of the Senate of Côte d'Ivoire, Ms. Kandia Camara.

During the meeting, Secretary-General Grynspan and Senator Camara engaged in a productive discussion regarding Côte d'Ivoire's trade potential. The Senate President expressed her aspiration for the Secretary-General to consider appointing a spokesperson for Côte d'Ivoire at the United Nations, which she believed would enhance advocacy efforts for the welfare of the Ivorian people.



In response, Secretary-General Grynspan commended the impressive achievements Côte d'Ivoire has made in recent years. She emphasized the country's status as a valued partner of the UN, highlighting several collaborative programs that have been successfully implemented, particularly in areas such as the digitalization of customs operations, debt management, and the advancement of e-commerce.

This meeting underscored the commitment of both parties to fostering a robust partnership aimed at promoting sustainable development and leveraging trade opportunities to benefit Côte d'Ivoire's economy and its citizens.





## Conclusion: The Launch Event's Impact

The successful launch of the Economic Development in Africa Report (EDAR) 2024 in Abidjan marked a pivotal moment for African economic discourse. It not only brought together a diverse group of stakeholders—including policymakers, business leaders, representatives from civil society and the diplomatic community—but also generated significant media coverage that amplified the report's key messages worldwide.

The launch of the EDAR in Abidjan reaffirmed the pivotal role of such events in advancing economic discourse, strengthening partnerships, and promoting investment opportunities within host countries. These launches provide a dynamic platform where key stakeholders, including policymakers, business leaders, and international organizations, can engage in meaningful discussions about Africa's trade potential and economic resilience.

By bringing the report closer to African stakeholders, these events facilitate direct dialogue on critical policy recommendations, ensuring that the insights gained are translated into actionable strategies for sustainable development. The participation of high-level dignitaries further emphasizes the importance of regional economic collaboration and the necessity of coordinated policy efforts to drive economic transformation across the continent.

The extensive media coverage and global engagement surrounding the launch events significantly amplify the report's reach and impact, facilitating a deeper understanding of Africa's economic landscape and the existing opportunities for investment and development. This media engagement ensures that the report's key messages resonate beyond the events themselves, enhancing awareness and mobilizing support for Africa's economic agenda.

The success of the EDAR global launch events in Nairobi and Abidjan reinforces the understanding that country launches are not merely about disseminating research; they play an instrumental role in shaping economic policies, fostering collaboration, and propelling Africa's sustainable development forward. These events provided a strategic platform for engaging in vital discussions about Africa's economic potential, highlighting both the challenges and opportunities facing the continent. The high-level dialogues encouraged stakeholders to commit to actionable strategies, ensuring that the report's findings and recommendations translate into tangible outcomes that encourage sustainable development and resilience within African nations. These outcomes are often subsequently translated into the design of technical assistance programmes for African member states.

As UN Trade and Development continues to advocate for economic progress on the continent, the engagements and partnerships established during these various launches lay the groundwork for future initiatives designed to support Africa's resilience, trade expansion, and long-term prosperity.



Finally, as we consider future directions, the trajectory of the Economic Development in Africa Report will depend significantly on the emphasis placed on continuous engagement with African policymakers and stakeholders. This ongoing dialogue is crucial for effectively monitoring progress, addressing emerging challenges, and adapting strategies to align with Africa's evolving economic and trading landscape. At UNCTAD XVI, collaboration among governments, the private sector, and civil society will be crucial in creating an environment that fosters sustainable development in Africa. In its role as a key facilitator in this initiative, UNCTAD will continue to offer essential support through knowledge dissemination, capacity building, and the cultivation of partnerships aligned with national and regional priorities.

## Media Analysis

Despite the launch occurring during a period marked by major global events, including the US election, the African Union Summit, and other pressing international matters, the media response was exceptionally strong. Media outreach for the 2024 EDAR report grew by 104% compared to 2023, with a notable rise in coverage by African media, increasing from 43% to 53%.

Country-led launches played a crucial role, effectively connecting the report's themes to national priorities, showcasing national success stories, and in some cases, highlighting regional achievements in ways that resonated across national, regional, and continental levels.

Moreover, the focus on Francophone African countries proved to be a strategic success, significantly enhancing outreach in that region and resulting in a remarkable 260% increase in media coverage.

These impressive outcomes both in substance and reach clearly demonstrate that country-level launches are highly valued by stakeholders. They raise the visibility of the report, stimulate meaningful dialogue, provide solutions and strengthen UNCTAD's engagement with countries.

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