

# Japan-Africa Business Forum Integrate Africa

## The Private Sector as Catalyst: Implementing the AfCFTA

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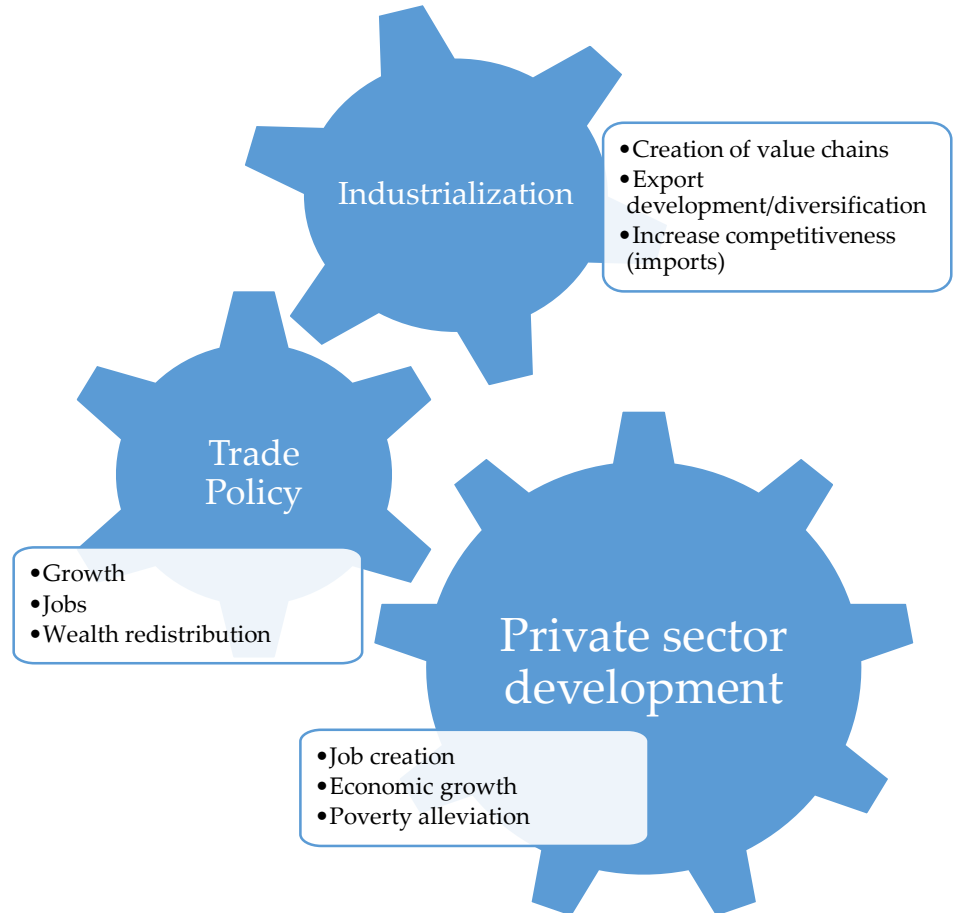
**Senior Programme Officer Industrialisation  
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# Role of the Private Sector

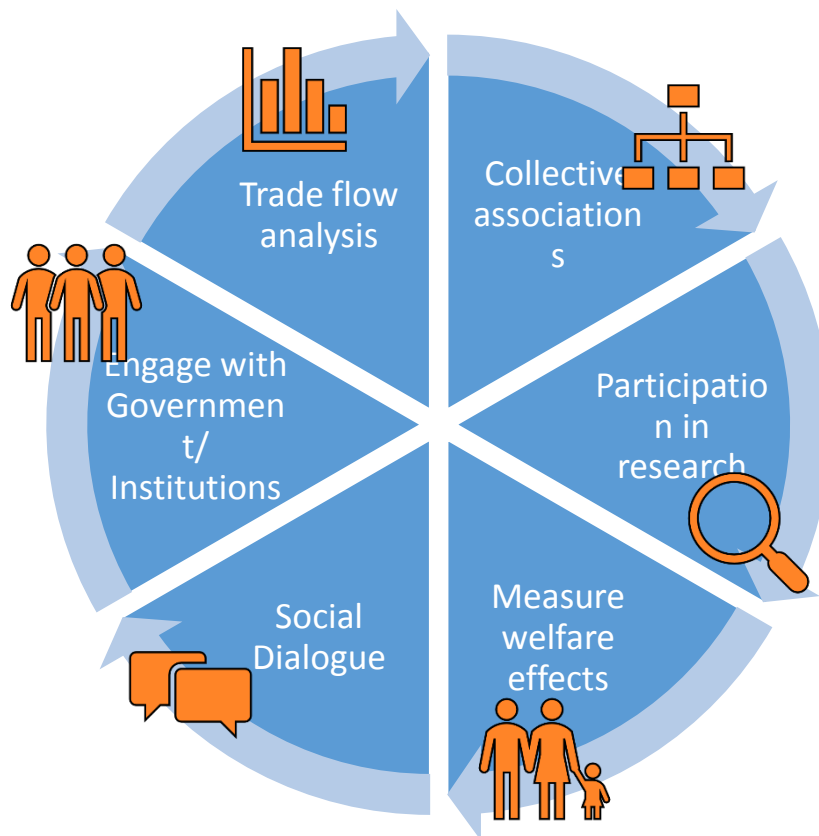


- The voice of business
- Lobbying to influence government positions
- Trade and investment policy influences industrial and private sector development for growth, jobs, and wealth redistribution.
  - Important for Informal Cross-border Trade esp for Women (70% in Southern Africa)... Continental Simplified Trade Regime
- Private sector is involved and equipped to participate in consultations on policies that affect them.





# Participation of the Private Sector



Participation in economic dialogue with government

Engaging government and state institutions

Pre and post trade agreements trade flows analysis to determine the effect of RTAs

- Through organised collective associations e.g. industry or sector associations
- Preparation of research positions which help inform government negotiations
- Trade agreement implementation, monitoring and reporting
- Identification of welfare effects



# AfCFTA Benefits for the Private sector

- ❑ Enhanced competition – industry and enterprise level
- ❑ Promotion of innovation
- ❑ Development of value chains enables export development and export diversification
- ❑ Opportunities to manufacture goods
- ❑ Continental market access
- ❑ Better reallocation of resources – raw resources and intermediary goods
- ❑ Easier for business through tariff liberalisation and harmonisation.



# Opportunities of Investment

□ The following are the areas of Investment

- *Agro processing*
- *Mining*
- *Pharmaceuticals*
- Consumer Goods
- Capital Goods
- Services







**THANK YOU**

**MERCI**

**ASANTE SANA**

**OBRIGADO**

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