



12th Africa Private Sector Forum
10-12 November 2021 in Cairo, Egypt.

Recommendations

1. We, representatives of the business and economic communities from Africa applaud the 12th African Private Sector Forum organized by the African Union Commission in collaboration with the African Business Council under the theme “**Strengthening African private sector’s capacity to respond to disrupted markets and ensure economic resilience in the face of COVID-19 Pandemic**”, from 10 to 12 November 2021 in Cairo, Egypt.
2. We, witness with great pleasure the presence of H.E Mr. Ibrahim Al-Seginy, Assistant Minister for Economic Affairs responsible for agreements and external trade and H.E Amb. Albert M. Muchanga, Commissioner for Economic Development, Trade, Industry and Mining, African Union Commission which reaffirm their endeavor to support the socio-economic development in Africa.
3. We also acknowledged the presence of African Business Associations, Private sector organizations, Chambers of Commerce, Business Councils, Union of Industries Manufacturers Associations, Financial Institutions, Women and Youth Entrepreneurs, African SMEs, private sector stakeholders’ and academia.
4. We are grateful to the Government of the Arab Republic of Egypt and its People for their warm and friendly hospitality accorded to the entire delegation.
5. Having deliberated on Public-Private sector Dialogue on the role of Stakeholders in empowering the African Private Sector in scaling up Value addition, promotion of Made in Africa products including SMEs, Women and Youth through industrialization, Technology, Energy, Digital Economy Capacity building and Public Procurement amidst covid19 pandemic; the role of infrastructure, Industrialization, transport and logistics in Integrating Africa’s Small and Medium-sized enterprises (SMEs) into regional and global value chains; the role of stakeholders in boosting Agribusiness; promoting the use of technology to improve production and productivity throughout the value chains for job creation; the role of stakeholders in boosting Agribusiness; promoting the use of technology to improve production and productivity throughout the value chains for job creation; Role of stakeholders in boosting Intra-Trade for the realization of AfCFTA benefits and support of SMEs and exploring modern and Innovative strategies for

promotion of tourism as a key to the economic transformation of African economies.

6. We agreed on the following Recommendations:

High level panel: Public-Private sector Dialogue on the role of Stakeholders in empowering the African Private Sector in scaling up Value addition, promotion of Made in Africa products including SMEs, Women and Youth through industrialization, Technology, Energy, Digital Economy Capacity building and Public Procurement amidst covid19 pandemic

- i. The African Union Commission in collaboration with its member states as well as African private sector are encouraged to promote greater trade integration by ensuring that AfCFTA is seamlessly operationalized;
- ii. AUC should partner with the private Sector actors and other Pan African institutions to actively engage and lobby AU member states to simplify business registration and licensing procedures so as to ease doing business in their respective countries;
- iii. AUC should partner with the private Sector actors and other Pan African institutions to create SME clusters through industrial agglomerations which will make it easier for global buyers to spot them than individual producers. Clustered companies may also generate collective efficiencies that make them attractive for global production;
- iv. Member states are encouraged to accord the private Sector equal access to government information on regulations, requirements, and ensure that financial rules are open and accessible to all businesses, including small businesses;
- v. AUC should partner with AU member states to establish programs that provide entrepreneurs with Digital, technological, managerial and financial skills;
- vi. Requests AUC in collaboration with its pan African Development Institutions and other Development partners to establish the necessary mechanisms such technical and financial capabilities to support the operationalization and seamless implementation of AfCFTA; and
- vii. Called upon the private sector to increase Investments in Energy and the development of infrastructure and agro-business in general in order to support productive capacity and industrialization.

Launch of PAFTRAC Private sector CEO Survey report on the impact of AfCFTA on Trade

- i. There is need for policy makers to avail Trade intelligence and market information to SMEs, build their capacity to be able to identify markets for their products and services;
- ii. Calls upon AU Member states to invest in trade enabling infrastructure and build export logistics to facilitate links through value chain from producers to large exporters;
- iii. Encourages African Countries to invest in capacity building of SMEs with quality standards and internationally accepted packaging requirements;
- iv. There is need for SMEs to be facilitated with affordable credit and long-term financing mechanisms; and
- v. Member states should promote transparency in the infrastructure investment agreements so as not to harm local private sector growth.

The role of infrastructure, Industrialization, transport and logistics in Integrating Africa's Small and Medium-sized enterprises (SMEs) into regional and global value chains

- i. Member States should create a conducive environment with appropriate incentives to attract private investment in industrialization and infrastructure development;
- ii. Member States are urged to build soft and hard infrastructure needed for the successful business operations of SMEs in Africa;
- iii. Need to promote schemes to aggregate SME products, to scale up SME trading, enable them to reduce cost of logistics and transactions and therefore more competitive; and
- iv. Public-private partnership in the research and development of technology needed to strengthen local processing and value addition on African products within the continent with a view to creating more jobs and improving Government revenues through taxation.

The role of stakeholders in boosting Agribusiness; promoting the use of technology to improve production and productivity throughout the value chains for job creation

- i. Member states should encourage and support public private partnership to mobilize resources needed to carryout research in development of Agro-technology that will ensure access to high yielding crops and Agricultural markets;
- ii. There is need for annual dialogue between the Governments, private sector academia and other stakeholders to carry out policy review and make amendments where the policy objectives have not been achieved;

- iii. Member states should strengthen and improve market access, regulations, and governance through invest in technology to better crop, fertilizer and pesticide selection. Technology would also help improve land and water management, enable access to weather information, and connect farmers to sources of credit;
- iv. Member states should support and coordinate the integration of smallholder farmers into larger cooperatives and integration into Agricultural Value Chains (AVCs) to enable smallholder farms access to global markets; and
- v. Member states are encouraged to increase local content in order to enhance productivity and promote competitiveness, including the facilitation of forward and backward links.

Role of stakeholders in boosting Intra-Trade for the realization of AfCFTA benefits and support of SMEs

- i. African Union member states are encourage to completely eliminate trade barriers through improved trade facilitation;
- ii. African Countries and other stakeholders are urged to enhance opportunities for intra-African trade through trade creation of information networks, and platforms for dissemination and sharing of trade and investment information;
- iii. African countries in collaboration with other Pan African Institutions should address financial needs of traders and economic operators through improved trade finance;
- iv. Members are strongly urged to address the issues of weak productive capacities of the African SMEs through skilling and invest in infrastructural networks to facilitate smooth flow of goods and services; and
- v. Member states and Pan African financial institutions are requested to improve cross-border Payments settlement systems.

Exploring modern and Innovative strategies for promotion of tourism as a key to the economic transformation of African economies

- i. There is need for a coherent and unified approach for encouraging the tourism sector in Africa to drive socio-economic transformation as encapsulated in the Agenda 2063;
- ii. Member states are encouraged to develop tourism strategies focusing on the product value improvement in order to be competitive in the international market;

- iii. There is need for strong political support for tourism at a high level in government and take the lead in creating the enabling environment, infrastructure, effective institutions and coordinating mechanisms to maintain a dialogue with all stakeholders to build a peaceful, stable and attractive environment for tourism development;
- iv. There is need to engage with donors and leveraging their capacity to assist the tourism sector in many vital areas, such as infrastructure, training, and pro-poor tourism;
- v. Member States should unlock the transport sector to address the poor connectivity within countries and regions through liberalized transport policies to facilitate the transport of tourists within countries;
- vi. Member States should reduce the constraints to tourism development through facilitation of access to finance, attractive tax regimes to foster tourism investments, upgrade tourism skills, address security, safety and high crime, ameliorate public health services and ameliorate visa requirements and red tape and bureaucracy;
- vii. Member States should harness technology through digitization of processes to equip counties with the tools, frameworks, and technologies to create and add value to tourism products and experiences. Digitization of the tourism sector is critical to share, learn and collaborate;
- viii. Member States were called upon to promote eco-tourism to value Africa's endemic wildlife through creation of more products that can work as complements basing on potential segments such as the traditional products; and
- ix. Need to have a Handbook of tourist attraction in Africa

Acknowledgement

1. The Forum expressed its gratitude to the Government of the Arab Republic of Egypt for the warm hospitality extended to all delegation during the event; and
2. The Forum adopted the above Recommendations and commended the partnership between the African Union Commission and the African Business Council for successfully organizing this important event.

12 November 2021, Cairo, Egypt