



CoM 2014

"Industrialization for Inclusive and Transformative Development in Africa"



Joint Media Advisory

Pre-Conference Media Workshop:

Seventh Joint AU Conference of Ministers of Economy and Finance and ECA Conference of African Ministers of Finance, Planning and Economic Development
Theme: Industrialization for Inclusive and Transformative Development in Africa

Invitation to Representatives of the Media

When: 24 March 2014

Time: 8:30 – 13:30

Venue: Transcorps Hilton Abuja

Where: Abuja, Federal Republic of Nigeria

Who: The UN Economic Commission for Africa (ECA) and the African Union Commission (AUC)

Why: There is an emerging consensus that structural economic transformation is vital for consolidating and sustaining the impressive growth record of African countries over the last decade. In line with this thinking, a number of initiatives have been undertaken to promote industrial development on the continent through effective media coverage.

The Conference will provide a platform for policy makers to articulate concrete proposals to catalyze implementation of the Accelerated Industrial Development of Africa (AIDA) and increase commitment and actions to advance Africa's industrial development agenda.

How: The workshop will be moderated by a senior media facilitator and will also serve as a briefing for the media on work programme of CoM 2014.

Objectives: The main objective of the workshop will be to look into how the media can play a role in shifting the Continent's narrative to further Africa's industrialization.

Other objectives will include the following:

- To introduce the media to the debate on industrialization in the context of sustainable and inclusive development.
- Discuss trends and opportunities in this regard and key questions and opportunities for media coverage of the trends.
- Introduce the forthcoming Joint 2014 ECA-AUC Economic Report on Africa as a key component of the Conference's discussions.
- Enhance networking among the media participants and avail expert opinion and high profile interaction with key leadership on the theme of the conference.

Participants: All journalists accredited to the Conference are invited to the workshop.

Expected outcomes: The outcome will include the following:

- Enhanced media understanding and coverage of the theme
- Improve access of ECA/AU expertise among media participants
- A long term engagement of the issues in the public and policy realm

Language: The pre-conference media workshop will hold in two working languages; French and English.

(Attached is the draft pre-conference media workshop work program.)

Journalists are Invited to Participate and Cover the Event

Issued jointly by the ECA and AUC

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