



DIRECTORATE OF INFORMATION AND COMMUNICATION

MEDIA ADVISORY**INVITATION TO MEDIA REPRESENTATIVES**

- WHAT:** African Continental Free Trade Area (AfCFTA) Business Forum
- WHEN:** **Tuesday, 20th March, 2018, 9:00am – 6:00pm**
- WHERE:** Kigali Convention Center, Room MH2
- WHO:** Key note speaker: **H.E. Paul Kagame, President of Rwanda & Chairperson of the African Union.**

Objectives and Expected Outcomes

The main objective of the Forum is to bring together African Business Leaders, Civil Society stakeholders and African policymakers to map out a strategy for broad stakeholder engagement for accelerated and inclusive sustainable development of the African Continent in line with aspirations and vision of the African Union Agenda 2063: The Africa We Want.

The Forum will specifically aim at:-

Furthering the agenda for effectively implementing the AfCFTA and the Boosting Intra Africa Trade (BIAT).

- Building synergies, linkages and complementarities between the stakeholder groups with interests in the AfCFTA.
- Ensuring parliamentarians, private sector, and civil society have a better understanding of the AfCFTA and its coherence with the African structural transformation agenda.
- Strengthening the development of a Pan-African platform that facilitates capacity development and harnesses parliamentarians, private sector and civil society contributions to the AfCFTA process.

The expected outcomes:-

- Develop a clear understanding of the AfCFTA and the role it will play as a vehicle for increasing intra-African trade, poverty eradication and deepening integration;

- Establish a symbiotic linkage between the AfCFTA and trade facilitation, with a particular emphasis on trade facilitation as a key tool for ensuring successful implementation of the AfCFTA;
- Mobilize the power of the Private Sector to drive Africa's integration; and
- Develop an enduring partnership between African policymakers and business leaders in Africa's integration.

Participation

The Business Forum and **the** Launch will involve the participation of representatives from key investment and trade constituencies in Africa and from around the world. These will include policymakers, high-level government officials, private sector leaders, civil society, parliamentarians, development cooperation partners, academics, regional economic communities, researchers and the media.

Media contacts:

Esther Azaa Tankou, Head of Information Division, Tel: +250 78914032, / E-mail: yamboue@africa-union.org / Janet Faith Adhiambo Ochieng , E-mail: ochiengJ@africa-union.org

Directorate of Information and Communication | African Union Commission II Addis Ababa | Ethiopia /
Web Site: www.au.africa

Follow us:

Facebook: <https://www.facebook.com/AfricanUnionCommission>

Twitter: https://twitter.com/_AfricanUnion

YouTube: <https://www.youtube.com/AUCommission>