

INFORMATION & COMMUNICATION DIRECTORATE

Venue: Durban, Kwa-Zulu Natal

Date: 17th November 2021

Identifying and comparing opportunities using the African Trade Observatory (ATO)

WHAT: Identifying and comparing opportunities using the African Trade Observatory (ATO) this event will take place at the margins of the Intra-Africa Trade Fair #IATF2021

WHEN: 17th November 2021

TIME: 10:00-12:00 hrs SAST

WHERE: Durban Exhibition Center (DEC), Hall 6,64 Cinema

WHO: African Union in collaboration with Regional Economic Communities (RECs), International Trade Center (ITC)

This session caters to the needs of the business community. It aims to address the challenges firms face in exploring intra-regional opportunities by presenting new analysis on sectors and markets with strong potential for intra-African trade, as well as the [African Trade Observatory dashboard](#), and how it can be leveraged by African entrepreneurs.

Background: According to ITC research, there is an estimated room of intra-African export growth of 22 billion dollars by 2025. To take advantage of emerging opportunities, firms need access to relevant and timely trade and market information. The African Trade Observatory, an operational instrument of the AfCFTA, is a digital portal that empowers firms to identify and compare markets for their products, and access detailed market access information to help them enter new markets.

For further information, please contact:

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