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## **COMESA BUSINESS COUNCIL (CBC) – AeTRADE GROUP PARTNERSHIP ON TRADE FACILITATION**

The COMESA Business Council (CBC) and the African Electronic Trade Group (AeTrade Group) are joining forces to advance the interests and concerns of business, cooperating on matters related to technical skills development, digital business facilitation, trade partnerships and private sector development.

“This partnership is a real opportunity to transform the region’s socioeconomic landscape, strengthening industries and Small and Medium-Sized Enterprises (SMEs) through financial inclusion, business linkages and facilitation for enhanced market access,” said Mr. Marday Venketasamy, Chairperson, CBC.

CBC in collaboration with the AeTrade Group will further explore and implement as appropriate, actions that support solutions to some of Africa’s trade and economic challenges. These are identified as priorities in line with the implementation of the Agreement on the African Continental Free Trade Area, with a specific focus on the Master Plan of the African Union Strategy on Micro Small and Medium-Sized Enterprises (MSMEs).

“The two institutions complement each other very well and can offer meaningful support towards enhancing the levels of trade in the region. Thus, the relationship under consummation provides scope for mutually beneficial win-win business outcomes for both parties, and the African continent at large,” said AeTrade Group’s Founder and CEO, Mr. Muluaem Syoum.

The cooperation will include the establishment and/or consolidation of regional electronic trade, and development of sustainable efforts in the areas of fair and transparent business models and practices.

The collaboration between the two institutions is in response to low levels of intra-Africa trade and Africa’s share of global trade and will provide an opportunity to empower and support small and medium enterprises across the continent in their quest to take full advantage of the African Continental Free Trade Agreement (AfCFTA) and its opportunities in the digital market.

Both the public and private sectors are urged to explore avenues for viable partnership with the CBC and AeTrade Group, in facilitating the delivery of intra-regional trade enhancing solutions, through multi-stakeholder processes and mechanisms, befitting for the African context.

#### ABOUT CBC

*COMESA Business Council is a Business Member Organisation, and the private sector institutions of COMESA. We represent the interests of the private sector at a regional level. The services we offer go beyond advocacy to actively promote business participation in regional integration, investment and global trade. This is done by facilitating the growth of strong business synergies, the development of business opportunities, and also through legislative and strategic advocacy. Our services are custom tailored and driven by both industry, and enterprise interests.*

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#### ABOUT AeTrade Group

*The African e-Trade Group is a social enterprise initiated by a group of African, multi-stakeholder and multi-talented professionals and entrepreneurs. The A-eTrade Group works to empower the African digital economy. This work focuses on a trading platform and capabilities that boost -African trade and African exports.*

*The A-eTrade Group builds alliances and partnerships between the public and private sectors, to develop new technology projects that offer opportunities and benefits for African entrepreneurs, especially the youth and women.*

[www.aecdi.org](http://www.aecdi.org)

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