



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

18-22 November 2019, Addis Ababa

# World Export Development Forum 2019

Trade and Invest in One Africa



## The Forum

The World Export Development Forum, the International Trade Centre's annual flagship event, is the ideal setting to unpack issues around trade and development. The forum discusses strategies to connect businesses to new markets, bringing together buyers and sellers.

The goal is to bring the benefits of good trade to more people in a sustainable way.

The forum is co-hosted with the Government of the Federal Democratic Republic of Ethiopia and the African Union Commission. It is timed to contribute to Africa Industrialization Week, led by the Department of Trade and Industry of the African Union Commission.

We expect participants from all over the world, including business leaders and entrepreneurs; policymakers; international organizations; trade and investment promotion agencies; business associations; and media.

Sessions are designed to help business make the most of the new African Continental Free Trade Area – with a special focus on the role of women and youth.

Join us to seize opportunities for trading and investing in One Africa.



## Topics

Trade and investment opportunities abound in Africa, from agriculture to technology. Its agricultural market is set to reach \$1 trillion by 2030. Already more than half of the world's mobile money accounts are in the continent. Africa is also home to the world's fastest-growing youth population. The recently launched African Continental Free Trade Area (AfCFTA) opens new opportunities for deeper integration through trade and investment.

Our topics build on these trends and opportunities. They include:

- Trade and investment in the AfCFTA
- Women in trade
- Focus on young entrepreneurs
- E-commerce and digital trade
- Sustainable trade opportunities
- Skills development, mentoring and vocational training
- Business matchmaking, especially in agribusiness.



# Events

The week around the World Export Development Forum offers workshops, panel discussions, networking and business opportunities.

## World Export Development Forum week

| Sun 17 Nov  | Mon 18 Nov | Tue 19 Nov  | Wed 20 Nov                   | Thurs 21 Nov                          | Fri 22 Nov |
|---|------------|---|------------------------------|---------------------------------------|------------|
| SheTrades training<br><i>(by invitation only)</i> |            | <b>SheTrades Global</b>   | Africa Industrialization Day | <b>World Export Development Forum</b> |            |
|   |            | China-Ethiopia Investment meetings<br><i>(by invitation only)</i> | <b>YES Forum</b>             |                                       |            |
|   |            |   | <b>B2B meetings</b>          |                                       |            |



**World Export Development Forum.** Get up to speed on the latest trends in trade and investment that affect your strategic decisions in these key sessions.

- **SheTrades Global.** Innovative solutions for women's empowerment through trade will focus on the African Continental Free Trade Area. African first ladies and private sector partners will share their insights.
- **YES Forum.** This youth entrepreneurship event explores policies, skills, networks and finance. Part of the Global Initiative on Decent Jobs for Youth, it is organized with the International Labour Organization, the United Nations Capital Development Fund, the United Nations Conference on Trade and Development, and the United Nations Industrial Development Organization.
- **Business-to-business matchmaking meetings.** Join agribusiness companies of all sizes from across the globe to focus on fruits, vegetables, meat, cereals, dairy, tea, coffee, spices, agro-processing technologies and packaging solutions. 'Speed workshops' build your business skills, with topics ranging from marketing through social media, to e-commerce, packaging and finance.



## Business-to-Business (B2B) Meetings

### *Agribusiness, machinery, packaging companies*

Business matchmaking will focus on agricultural products (fruits, vegetables, meat, cereals, dairy, tea, coffee, spices, and others), as well as agriprocessing technologies and packaging solutions.

You can also join our Meet the Expert 'speed workshops', allowing you to learn more about business development, ranging from marketing through social media, advice from agribusiness entrepreneurs and technology solutions.

Expect a **small investment with high returns**. Past experience shows that B2B participants at the World Export Development Forum save time and money in expanding their business networks and finding new business partners from around the globe. Companies typically find new suppliers and expand their distribution channels.

This year's B2B event welcomes commercial farmers, manufacturers, exporters, importers, wholesalers, retailers and investors interested in selling, buying or investing in the following products:

## Food

### Meat, fish and dairy products

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- Meat and edible meat offal (HS 02)
- Fish and shellfish (HS 03)
- Dairy products (HS 04)
- Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates (HS 16)

### Agricultural crops and oilseeds

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- Edible vegetables and certain roots, tubers and pulses (HS 07)
- Edible fruit and nuts; peels of citrus fruit or melons (HS 08)
- Coffee, tea, mate and spices (HS 09)
- Cereals (HS 10)
- Oilseeds (HS 12)
- Cocoa beans (HS 18)

### Preparations of cereals, fruits, vegetables and oilseeds

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- Edible vegetable oils and fats (HS 15)
- Preparations of vegetables, fruit, nuts (HS 20)

## Machinery

### For meat processing

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- Meat cutter equipment
- Meat grinder equipment
- Meat mixer equipment

### For fruit and vegetable processing

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- Grading equipment
- Dehydration equipment
- Canning equipment
- Juice and pulp extraction equipment
- Fruit juice and pulp processing equipment
- Paste-making equipment
- Fruit-crushing equipment
- Homogenizer equipment
- Bottle-related equipment
- Cleaning equipment

### For oilseed processing

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- Oil-milling plants
- Oilseed-processing plants
- Solvent extraction plants
- Vegetable oil refining plants
- Continuous deodorizing plants
- Oil expellers

## Packaging solutions for meat and agricultural products

- Primary packaging
- Secondary packaging
- Packaging machinery

## Fertilizers

- Mineral, chemical, animal or vegetable fertilizers (HS 31)

If your company is active in these areas, join us at the World Export Development Forum B2B event to do business.



## Business-to-Business Matchmaking Platform

The International Trade Centre will conduct a preliminary identification of business complementarities.

Using our online-business matching platform, each company participating in the B2B event will be able to consult the profile of other companies and request appointments in advance with those they would like to meet.

Each company will receive a list of potential business partners based on identified business complementarities.

In the course of two days, each company will have the opportunity to meet **with over 15 potential business partners** through pre-arranged meetings, based on a preliminary identification of business complementarities. Companies can also request additional appointments to be organized on the spot, during the B2B event.

Upon arrival, each company will receive a profile book including the company profiles of all other B2B participants and its own personalized schedule of appointments with potential partners.

The International Trade Centre will monitor the activity on the platform to ensure that companies are actively requesting and accepting appointments and will provide support whenever required.





## Partners

The World Export Development Forum will be held this year in Ethiopia, host of the African Union headquarters and the gateway to global markets in its own right.

The week-long series of World Export Development Forum events is a contribution to Africa Industrialization Week, led by the African Union Commission's Department of Trade and Industry.

### **Government of Ethiopia**

Ethiopia boasts a market of over 100 million people and Africa's fastest growth rates over the past decade. Ethiopia is positioning itself as a business hub for manufacturing, while exploring green economy initiatives.

The International Trade Centre works closely with the Government of Ethiopia on projects related to investment, the circular economy, women's empowerment in trade, regional trade facilitation, ethical fashion, and more.

### **African Union Commission**

The Department of Trade and Industry of the African Union Commission has spearheaded the ratification process for the African Continental Free Trade Area Agreement, and is at the forefront of the public-private sector consultations to implement the AfCFTA.



## Join us as partners

As the flagship event of the International Trade Centre, the success of the World Export Development Forum is based on bringing the voice of business, women and youth to policymakers.

The World Export Development Forum, now in its 19th edition, has a track record of bringing value to participants. At the 2018 edition in Lusaka, Zambia:

- 95% of business-to-business matchmaking participants found commercial partners
- 87% of participants overall found partnership opportunities.

Young entrepreneurs in a pitch competition all attracted new business deals. Several went on to win other international competitions and gained media visibility. Enrolment in the SME Trade Academy, the International Trade Centre's online learning platform, rose by 10% in the weeks following the Lusaka forum.

We seek partners, speakers and participants to reflect the most powerful trends in international business and job creation through trade, in **programme design, sponsorship** and **outreach**.

Interested? Contact us at [wedf@intracen.org](mailto:wedf@intracen.org)



# The International Trade Centre

The International Trade Centre is fully dedicated to connecting micro, small and medium-sized enterprises (MSMEs) to global markets. MSMEs create the vast majority of jobs and are proven engines of growth, in particular for women, young people and poor communities.

To foster inclusive development, we prioritize support to least developed countries, landlocked developing countries, small island developing States, sub-Saharan Africa and fragile states.

Established in 1964, the International Trade Centre is the joint agency of the United Nations and the World Trade Organization.



## Calendar

- 17-18 November **SheTrades training** – African Continental Free Trade Area  
*(by invitation only)*
- 19 November **SheTrades Global  
China-Ethiopia Investment meetings** – Textiles sector  
*(by invitation only)*
- 20 November **YES Forum** (Young entrepreneurs forum)
- 20-21 November **Business-to-business meetings**
- 21-22 November **World Export Development Forum**  
Investing in One Africa  
Business Voices of Africa  
Digital Africa  
Young Social Entrepreneurs Pitch Competition  
Skills for the New Africa  
Trade is Sustainable
- 22 November Company field trips

Register at: [www.intracen.org/wedf](http://www.intracen.org/wedf) ▪ e-mail: [wedf@intracen.org](mailto:wedf@intracen.org) ▪ [#WEDF19](https://twitter.com/WEDF19)

WEDF co-hosts: International Trade Centre; Ministry of Trade and Industry, Government of the Federal Democratic Republic of Ethiopia; African Union Commission