



United Nations
Economic Commission for Africa



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PRIORITY AREAS FOR COMPETITIVENESS

NATIONAL AfCFTA IMPLEMENTATION STRATEGIES





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Economic Commission for Africa

Introduction

This presentation highlights the Strategic Objectives / Pathways identified by the Member States supported by the ECA ATPC/RITD to develop their National AfCFTA Implementation Strategies.

The brief contains four broad themes under which the identified priority areas fall as indicated below:

- Industrialization including development of value chains for goods and services, establishment of Special Economic Zones, Standards and removal of Non-Tariff Barriers
- Policy and Regulatory reviews especially for Services sector development
- Popularization of the AfCFTA for especially SMEs development
- Transport and logistics connectivity

To support intra-Africa trade, the presentation showcases for a select number priority products of each country potential markets on the African continent.



Burkina Faso

Burundi

Cameroon

Republic of Congo

Côte d'Ivoire

DRC

Guinea

Kenya

Malawi

Mauritania

Niger

Rwanda

Senegal

Sierra Leone

The Gambia

Togo

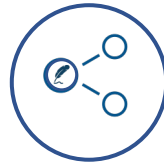
Zambia

Zimbabwe



Burkina Faso - Strategic Pathway

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Dissemination of the AfCFTA Agreement to all stakeholders



Strengthening competitiveness of SMEs/SMLs



Improvement of the export offer to better respond to market access offers of other AfCFTA State Parties



Improving the capacities of women and young people to better seize the opportunities of AfCFTA



Strengthening of the institutional and regulatory systems and effective management of the National Strategy

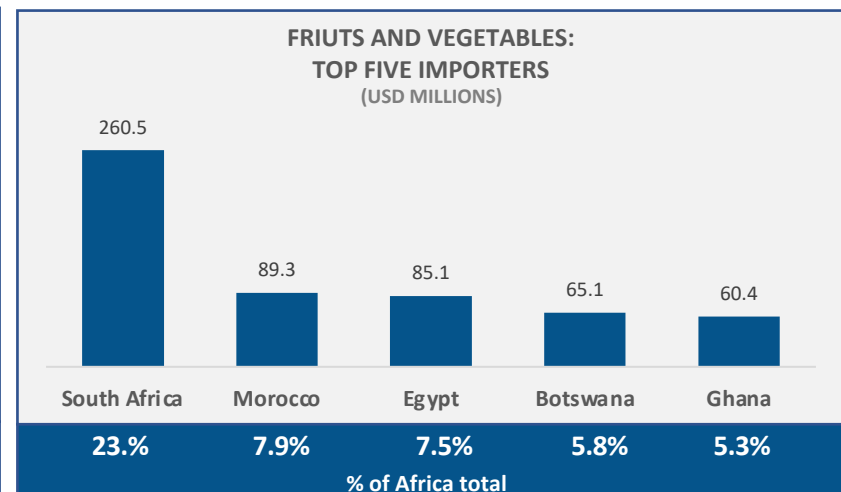
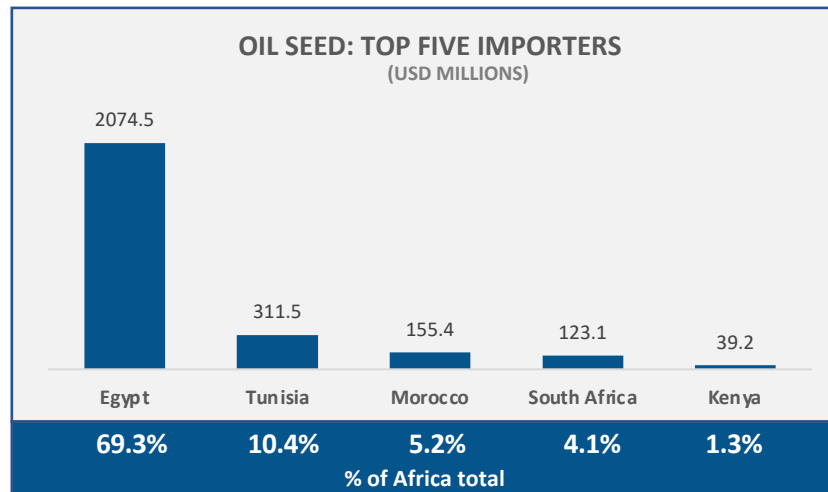
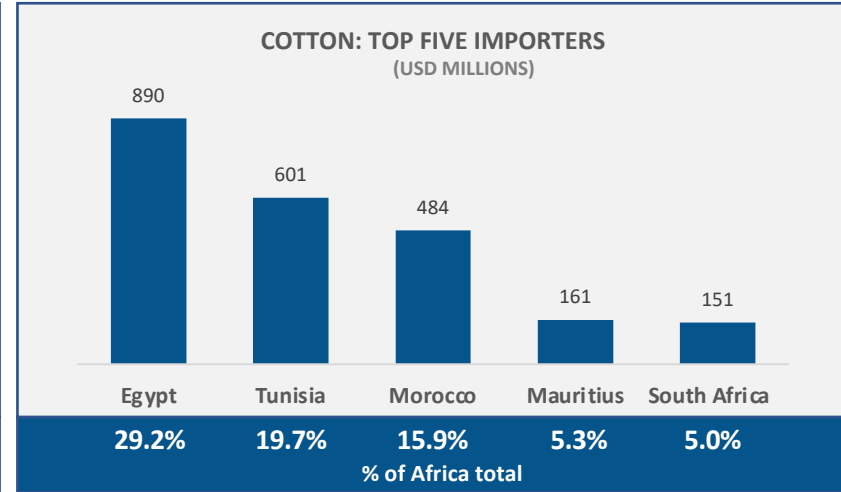
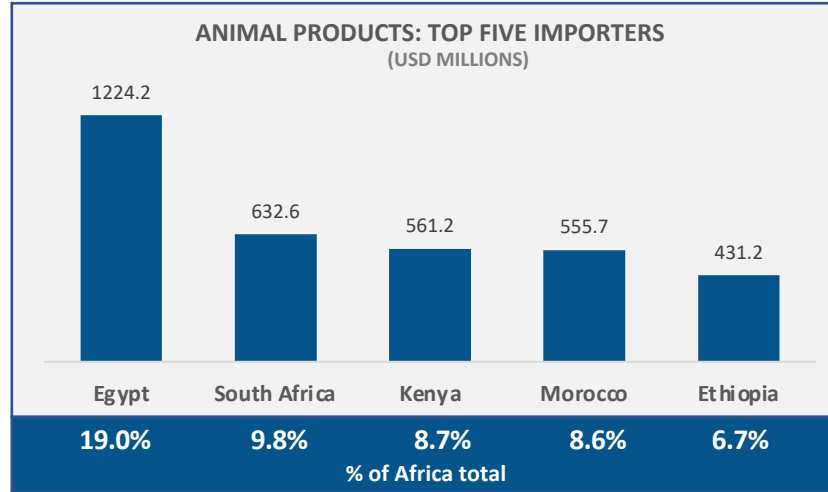
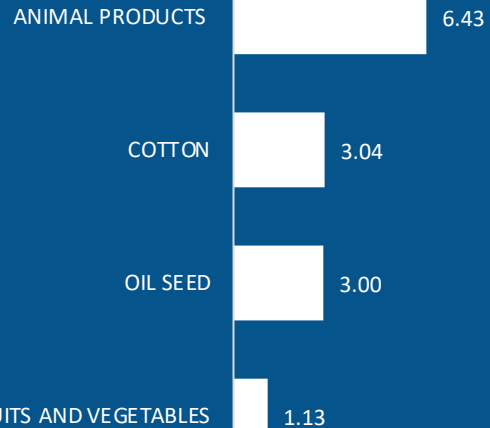
Burkina Faso: Market Opportunities

[BACK TO COUNTRY LIST](#)

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AFRICA IMPORTS VALUE

(USD BILLIONS)



Burundi - Strategic Pathway

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National ownership of the AfCFTA Agreement



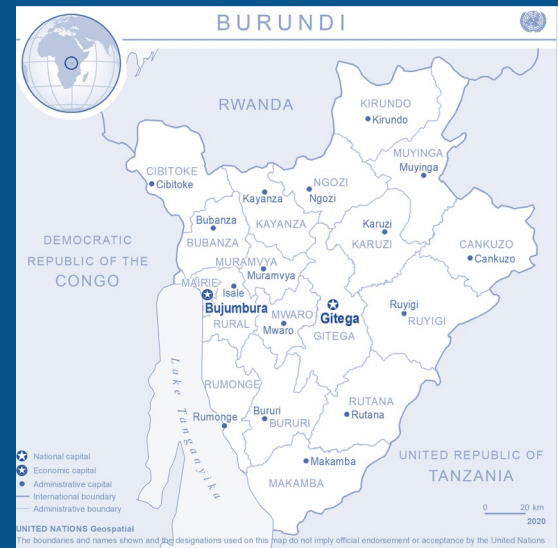
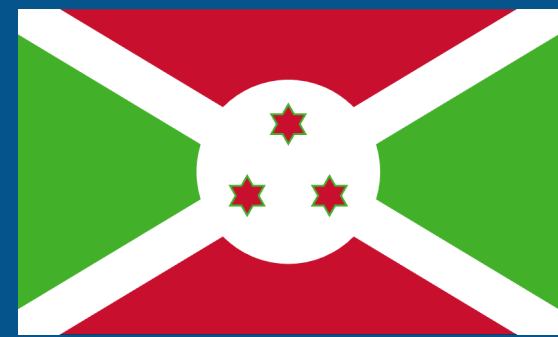
Improve of the supply and quality of services infrastructure



Product and Market diversification and improvement of the competitiveness of national enterprises



Strengthen the productive / entrepreneurial capacities of women and youth

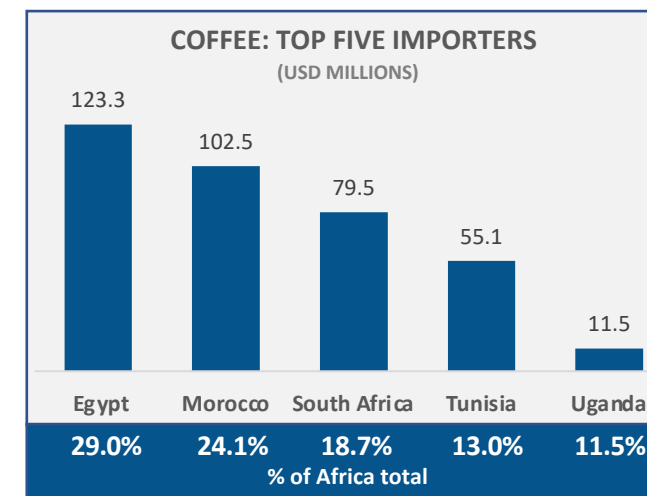
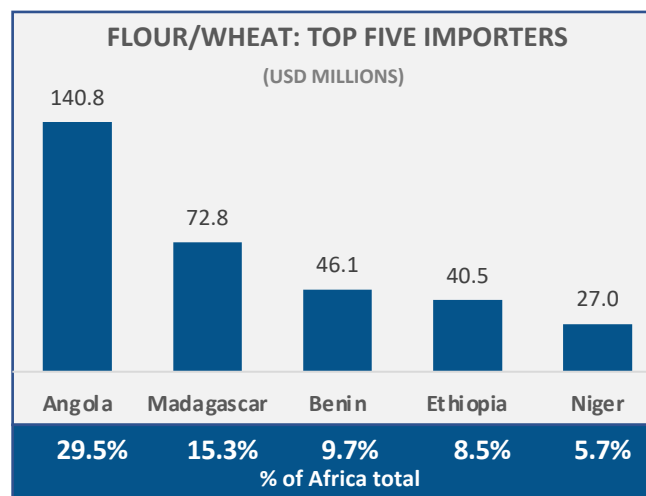
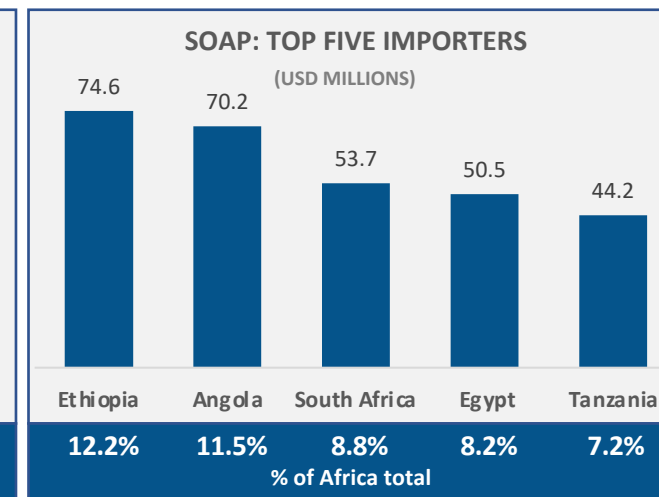
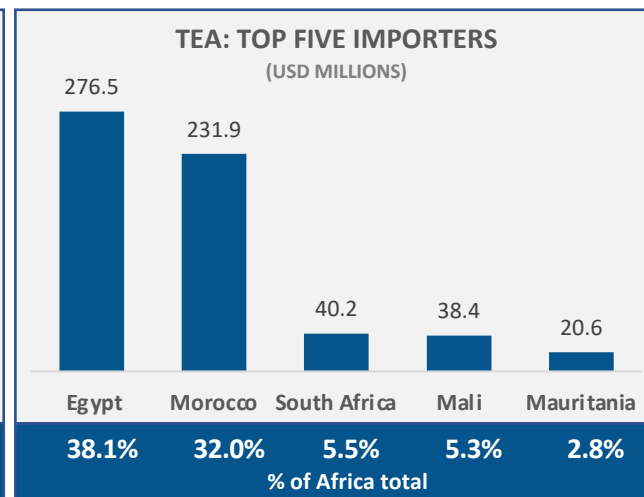
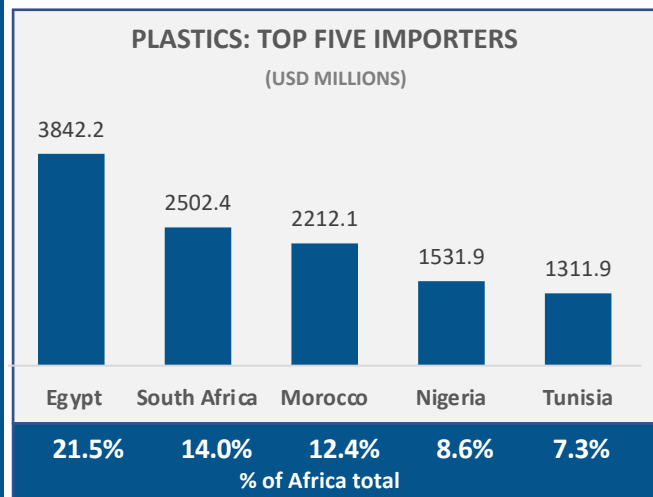
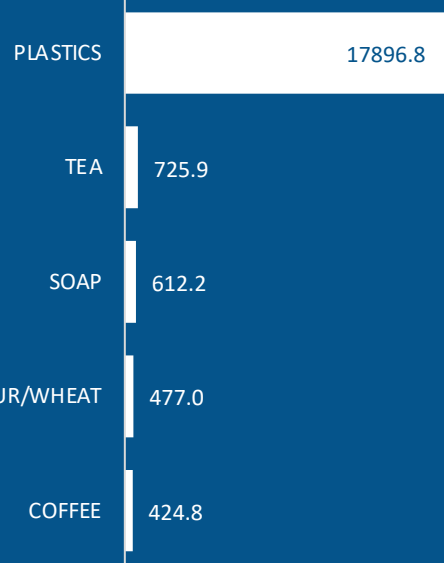


Burundi: Market Opportunities

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AFRICA IMPORTS VALUE

(USD MILLIONS)



Cameroon - Strategic Pathway

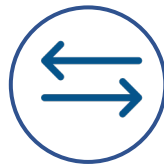
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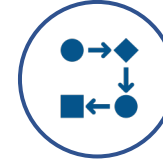
Develop tourism service value chain



Study on barriers to the development of cross-border value chains



Facilitate the trade in services between Cameroon and the DRC



Support businesses companies for the development of value chains

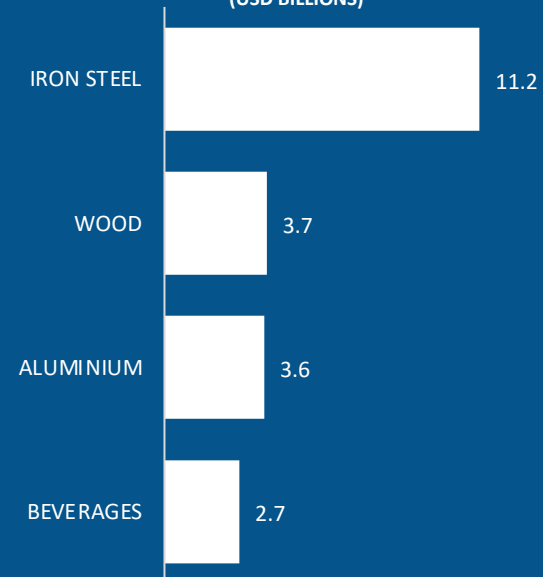
Cameroon: Market Opportunities

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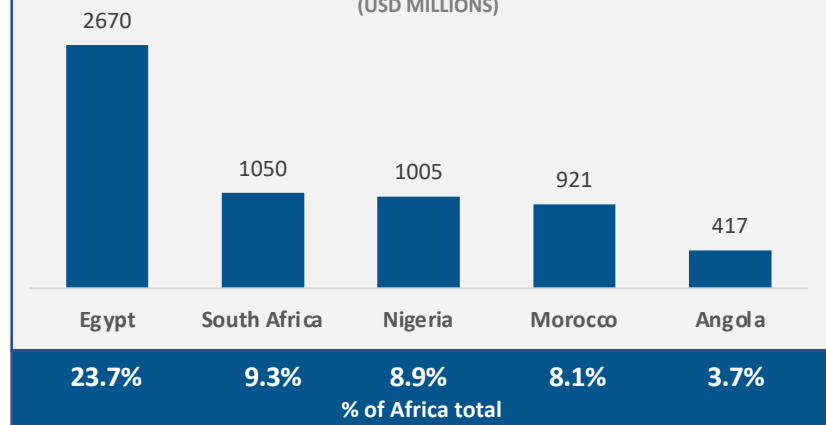
AFRICA IMPORTS VALUE

(USD BILLIONS)



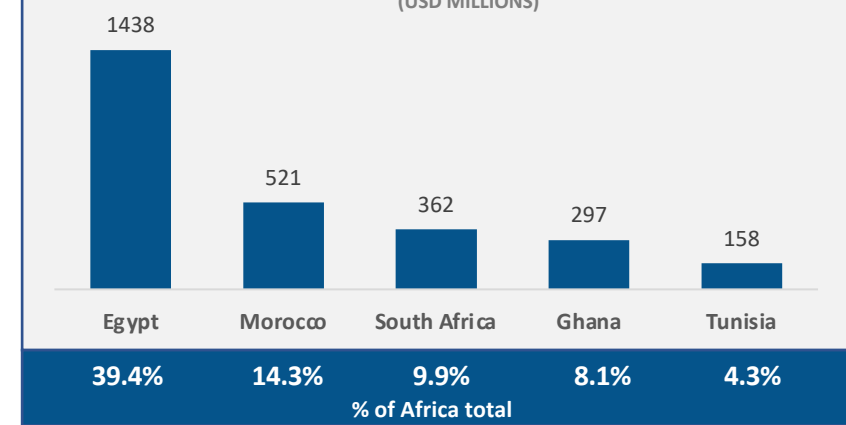
IRON STEEL: TOP FIVE IMPORTERS

(USD MILLIONS)



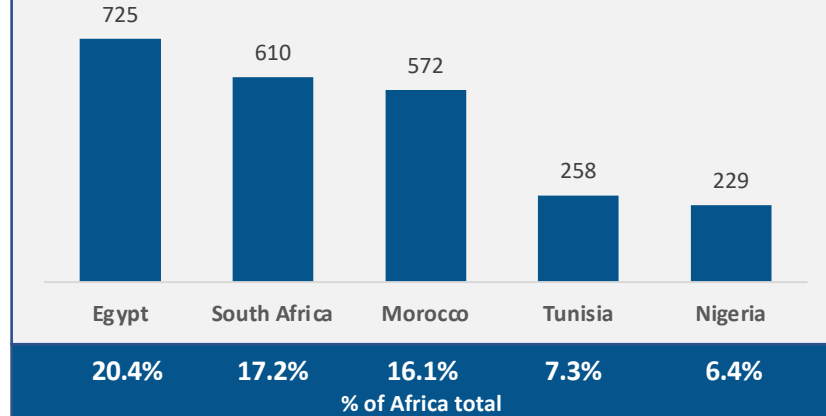
WOOD: TOP FIVE IMPORTERS

(USD MILLIONS)



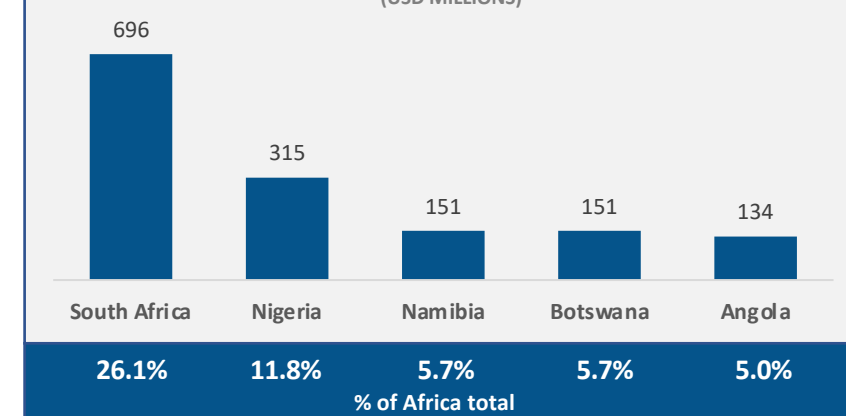
ALUMINIUM: TOP FIVE IMPORTERS

(USD MILLIONS)



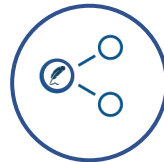
BEVERAGES: TOP FIVE IMPORTERS

(USD MILLIONS)



Republic of Congo - Strategic Pathway

The main objective of Congo's national AfCFTA strategy is to significantly increase the volume of trade in goods and services to Africa and the amount of investment in Congo, through increasing production capacity and improving national competitiveness, as well as a diversified, inclusive and sustainable economy



Dissemination of the AfCFTA strategy



Development of trade infrastructure



Establishment of an appropriate regulatory and institutional framework for the implementation of the AfCFTA



Improving macroeconomic framework and business climate

Côte d'Ivoire - Strategic Pathway

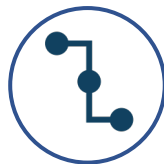
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Appropriation of the content of the Agreement by all actors



Rationalization of the institutional and regulatory mechanism



Strengthen of the public strategies framework and improvement of value chain competitiveness



Development and implementation of commercial and sectoral offensives strategies



Value addition of products and services



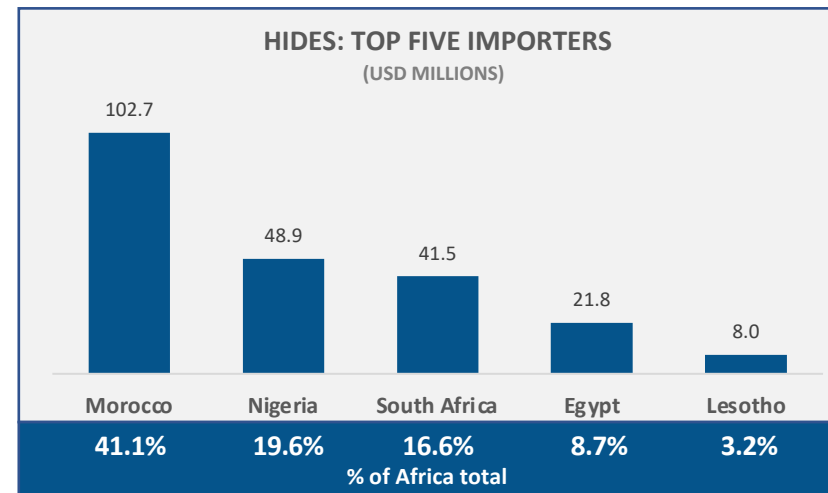
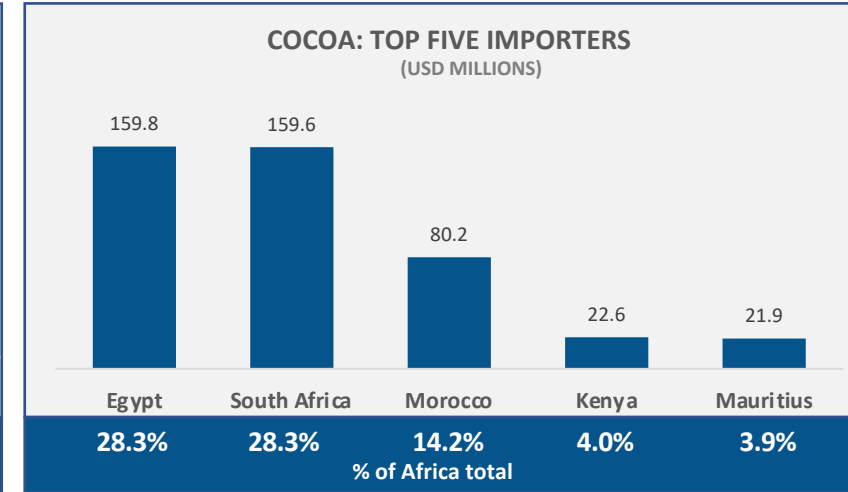
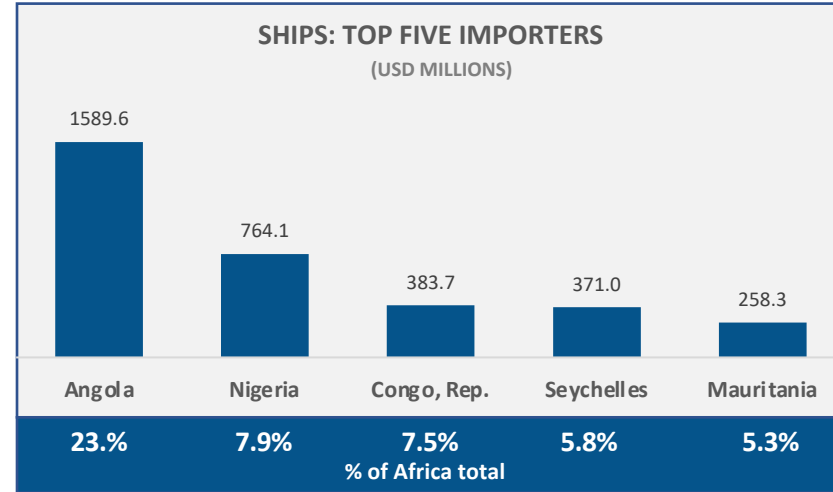
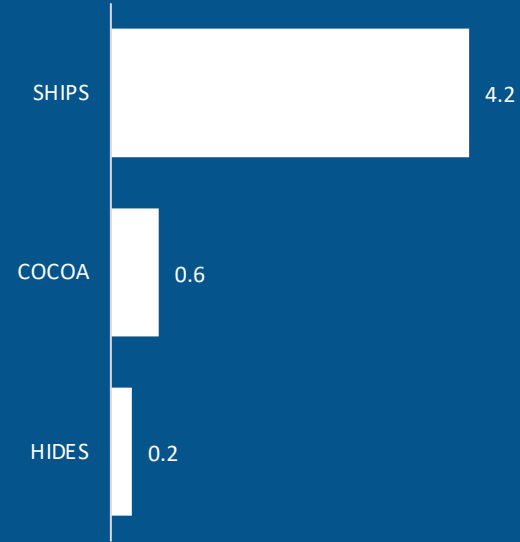
Promotion of women's participation in cross-border trade

Côte d'Ivoire: Market Opportunities

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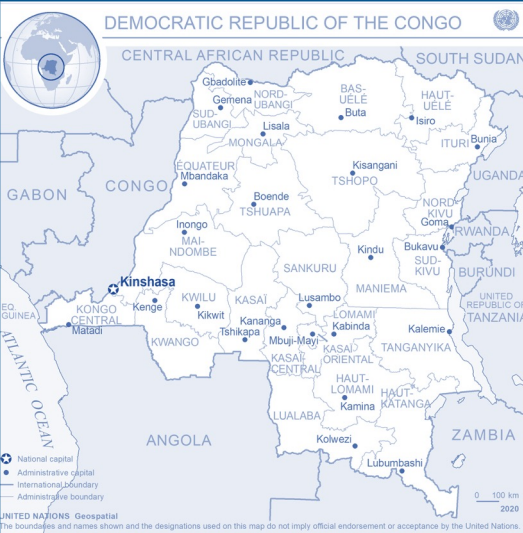
AFRICAN IMPORTS VALUE (USD BILLIONS)





Democratic Republic of Congo - Strategic Pathway

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Increase awareness of the AfCFTA among national stakeholders



Empower women and youth to exploit the opportunities of the AfCFTA



Promote entrepreneurship



Streamline institutional and regulatory arrangements for effective implementation of the AfCFTA



Strengthen the production capacity of exports and support infrastructure for trade facilitation



Accelerate the regional integration process and promote integration into cross-border value chains



Develop digital technology and modernize the postal, telecommunications and ICT sector



Establish a monitoring and evaluation framework and build capacity for AfCFTA programs and strategies

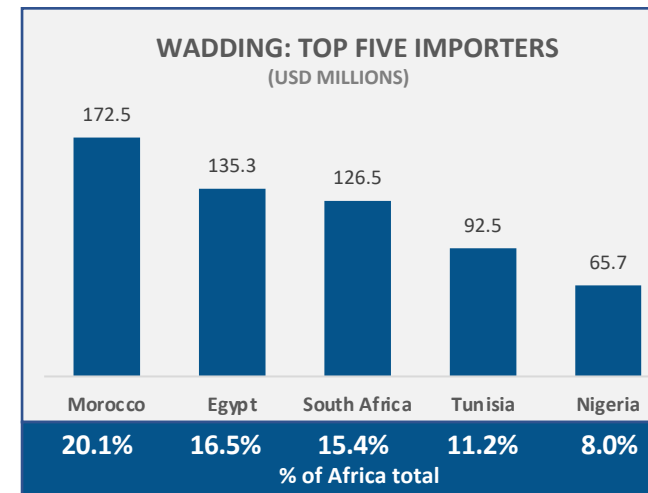
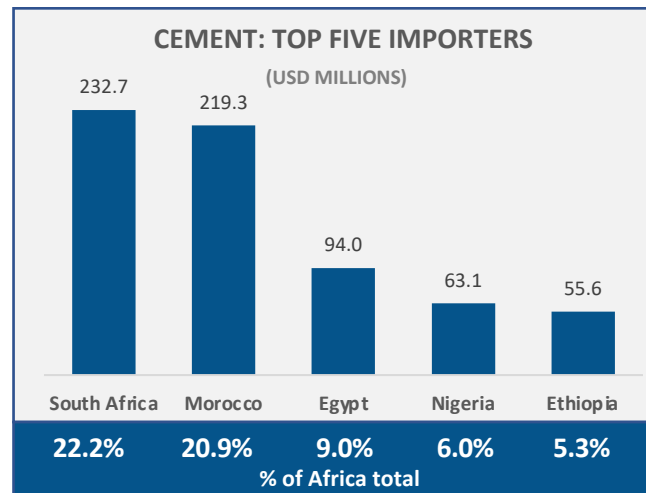
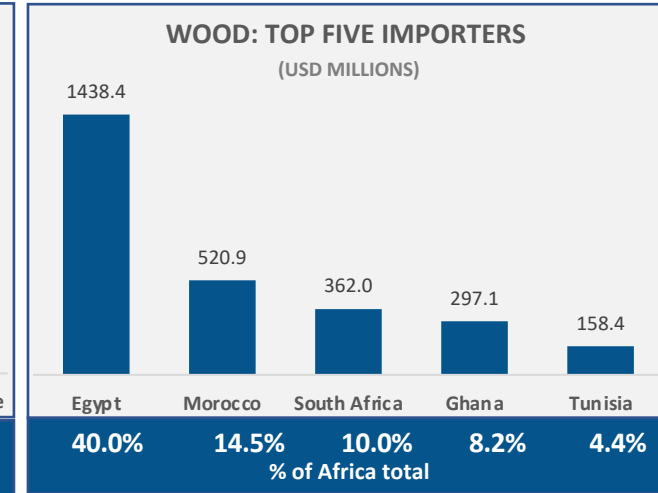
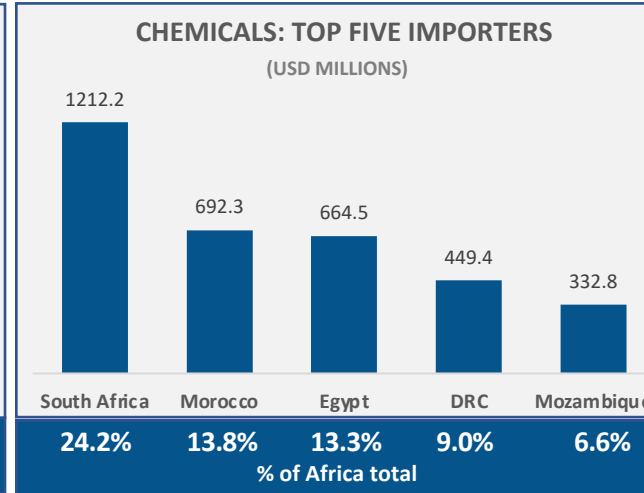
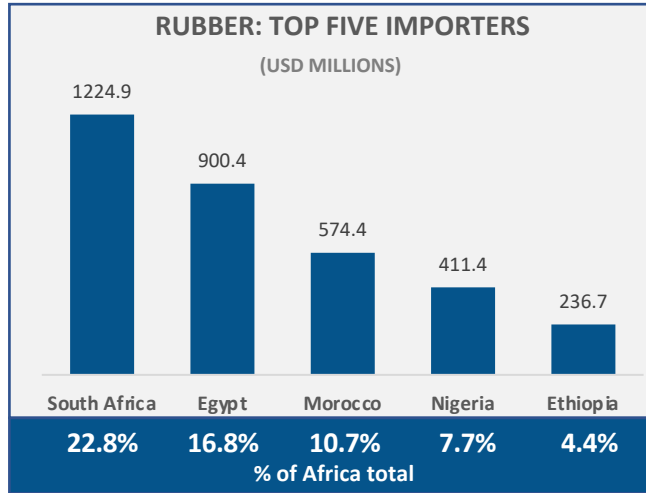
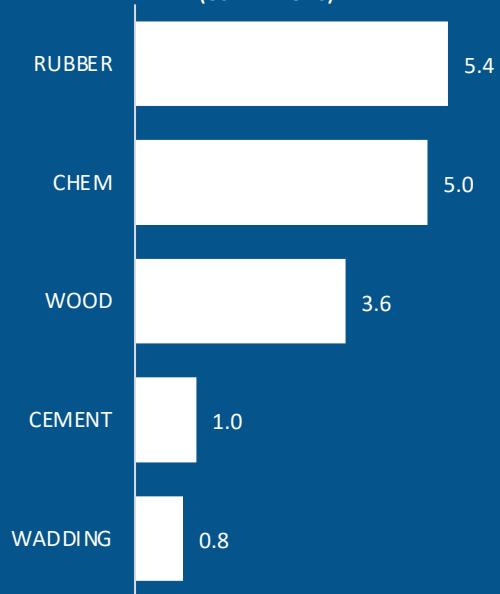
DRC: Market Opportunities

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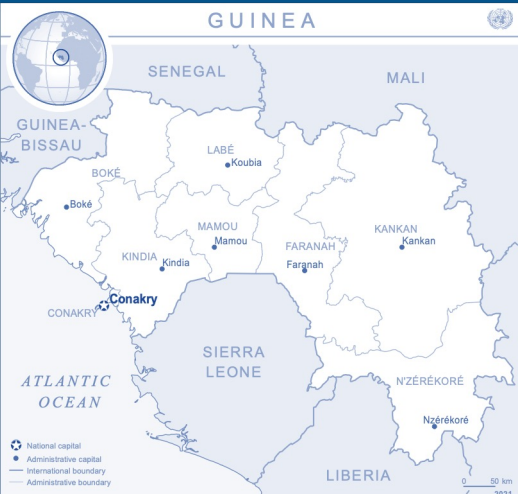
AFRICAN IMPORT VALUE

(USD BILLIONS)



Guinea - Strategic Pathway

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Ownership of the Agreement by all actors



Rationalization of the mechanism of trade promoting



Strengthening of the public strategies framework



Reduction of trade and trade facilitation transaction costs



Improvement of business climate; and development and implementation of commercial and sectoral offensive strategies



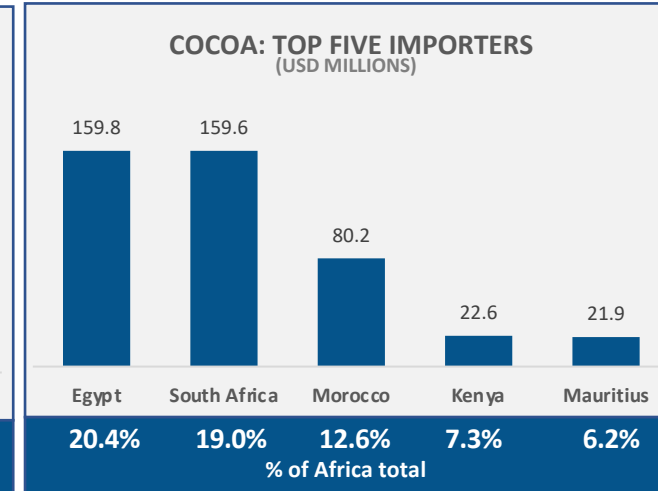
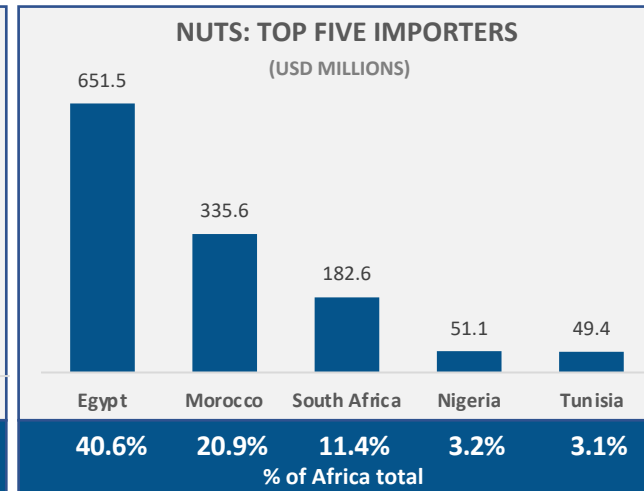
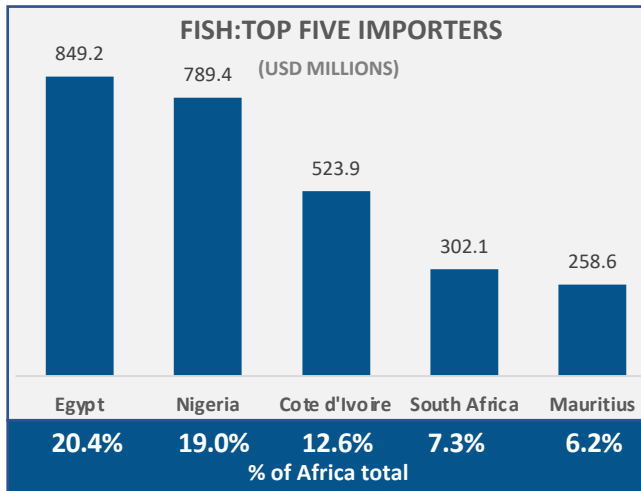
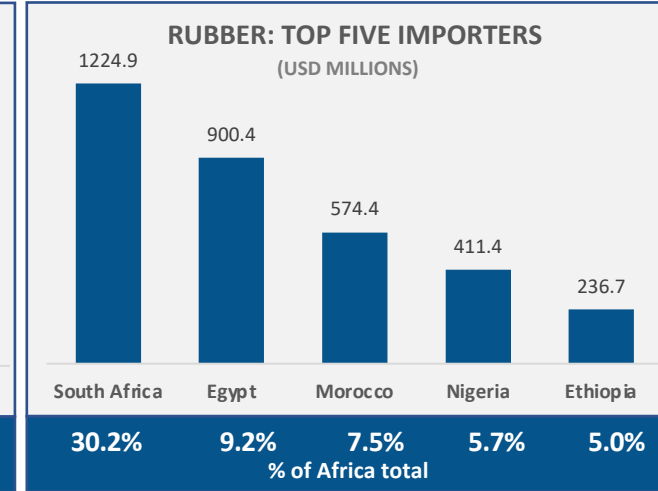
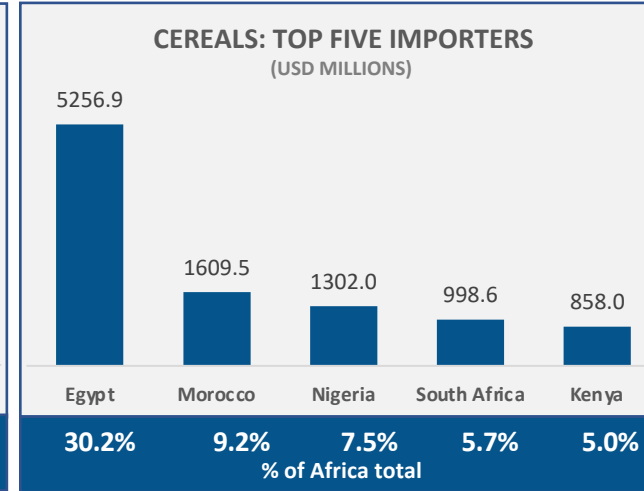
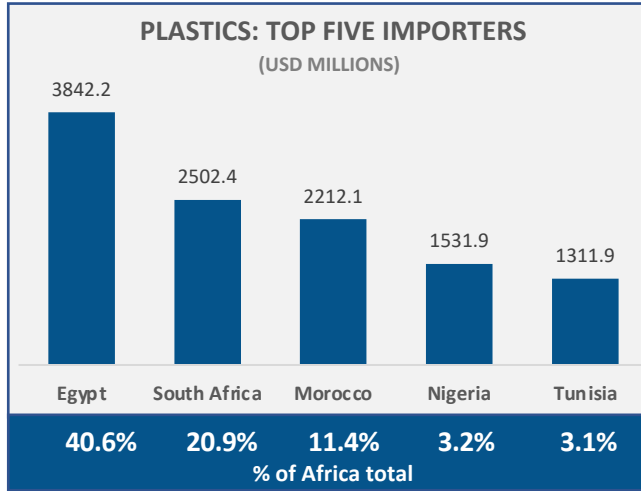
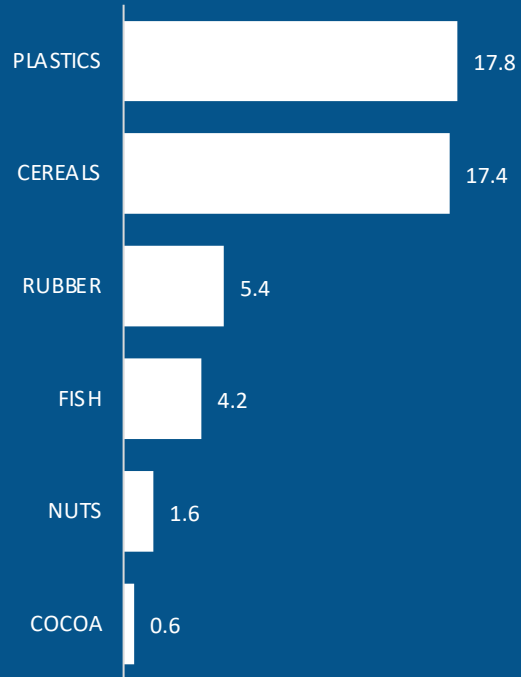
Promoting of women participation and the informal sector in cross-border trade.

Guinea: Market Opportunities

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AFRICA IMPORTS VALUE (USD BILLIONS)



Kenya - Strategic Pathway

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Facilitate Safe, Secure and Effective Trade in Goods and Services within the AfCFTA



Enhance Kenya's productive capacity and the competitive advantage of domestic producers and exporters under AfCFTA context



Build strong institutional and regulatory framework to support effective implementation of the AfCFTA Agreement



Facilitate sustainable development, inclusiveness (women, youth and persons with disabilities) and MSMEs in leveraging opportunities under the AfCFTA



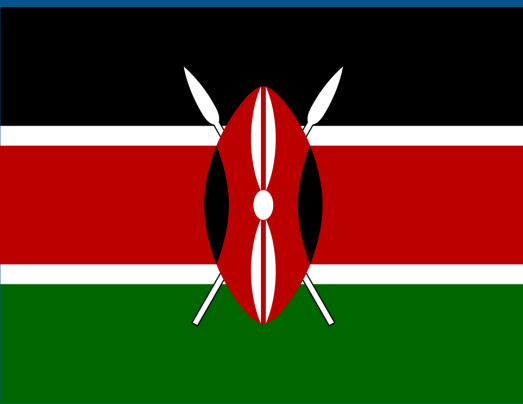
Develop a comprehensive and efficient common national approach to continental integration and increasing awareness around the AfCFTA for all stakeholders



Ensure adequate and timely financing for strategy implementation



Contribute to sustainable development through mutually supportive trade and environment initiatives



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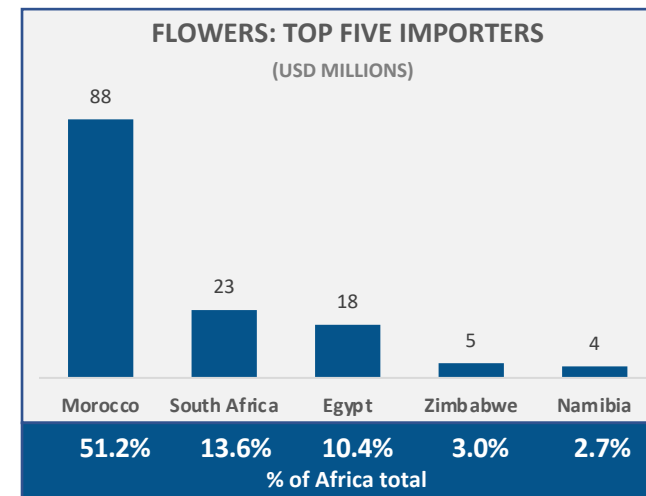
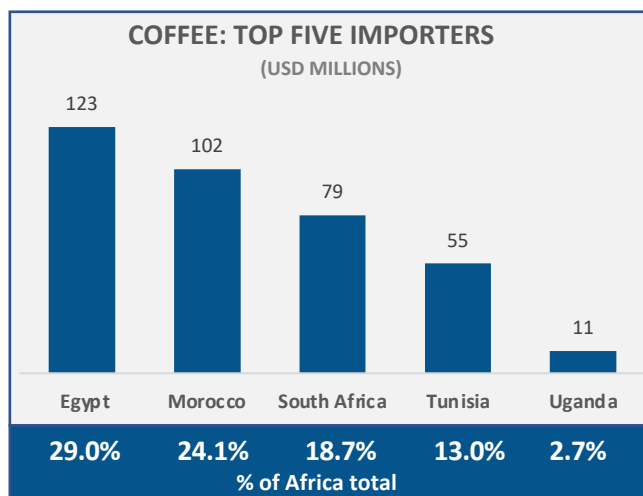
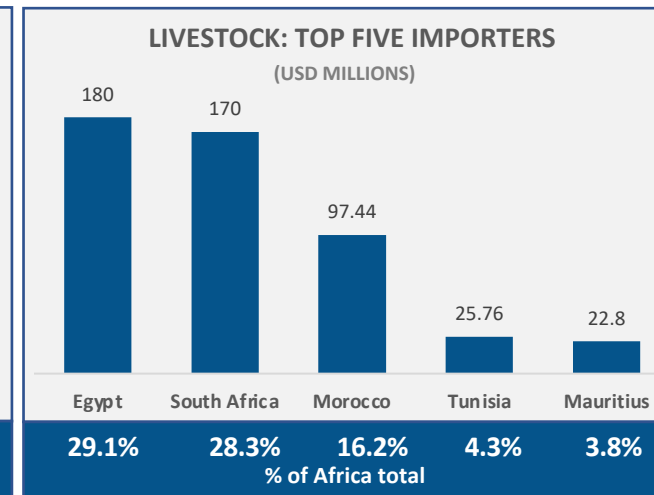
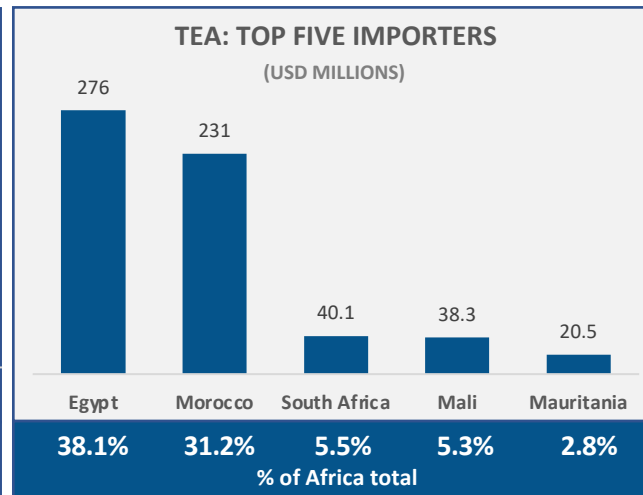
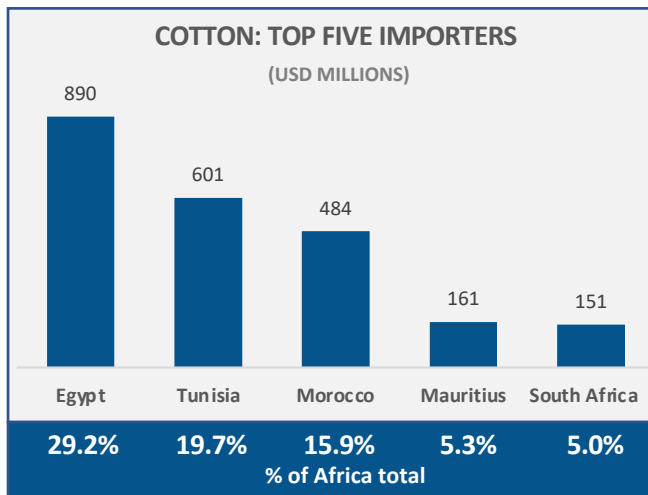
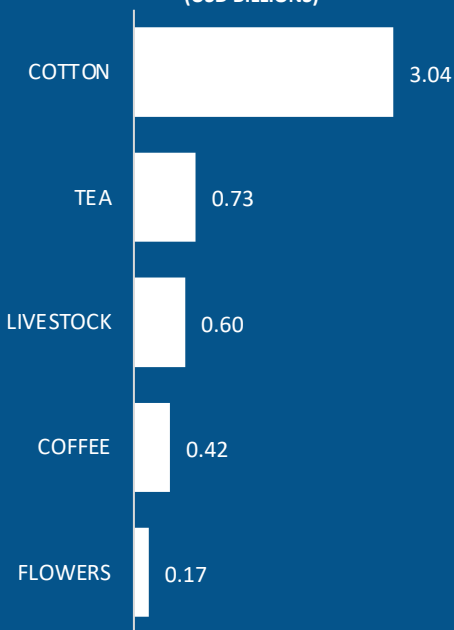


Kenya: Market Opportunities

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AFRICA IMPORTS VALUE

(USD BILLIONS)



Malawi - Strategic Pathway

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Market diversification beyond COMESA and SADC



Investment in the labour markets for mobility (career progression and movement of natural persons)



ICT adoption for harnessing private sector innovation and efficiency



Cost efficiency improvement of SMEs (ICBTs, Women and Youth) operations and identification of AfCFTA market niches



Effective management of trade and investment agreements implementation in Malawi



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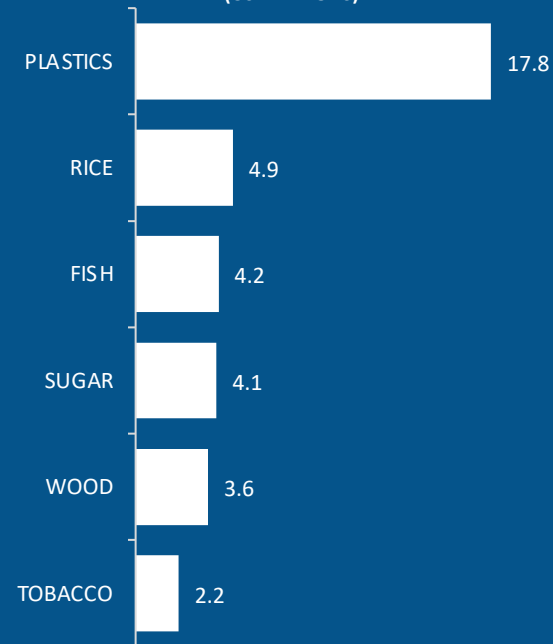
Malawi: Market Opportunities

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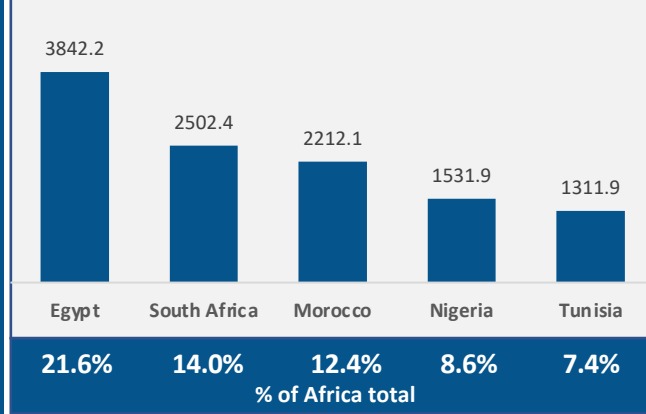
AFRICA IMPORT VALUE

(USD BILLIONS)



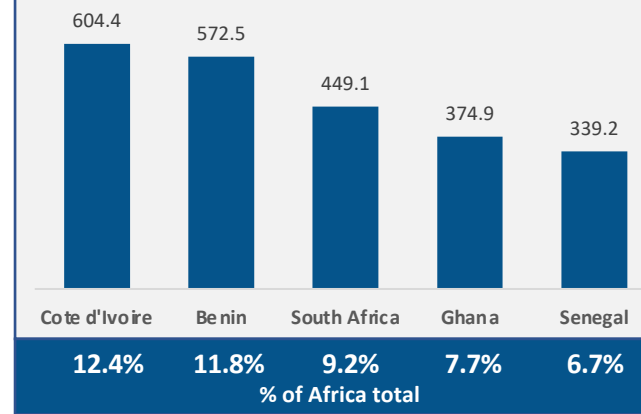
PLASTICS: TOP FIVE IMPORTERS

(USD MILLIONS)



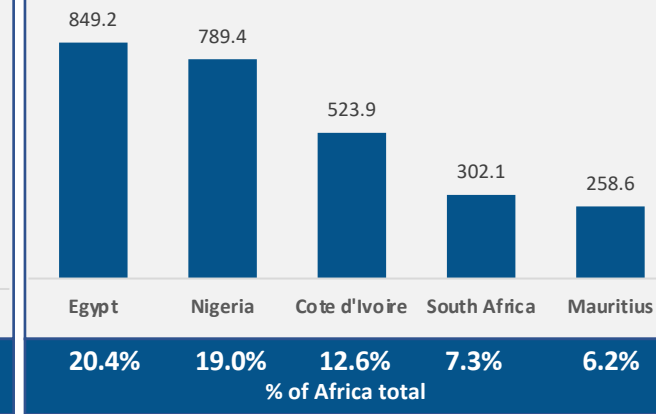
RICE: TOP FIVE IMPORTERS

(USD MILLIONS)



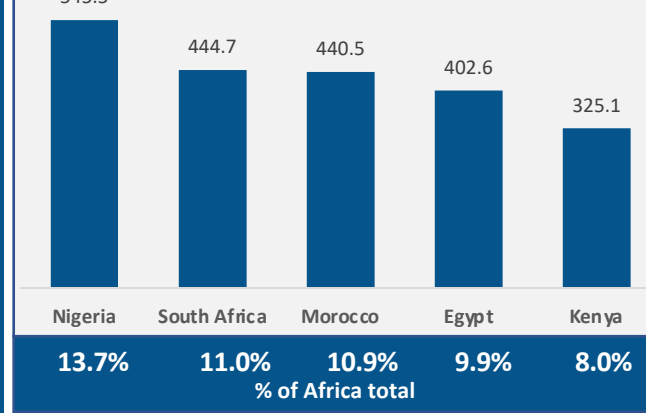
FISH: TOP FIVE IMPORTERS

(USD MILLIONS)



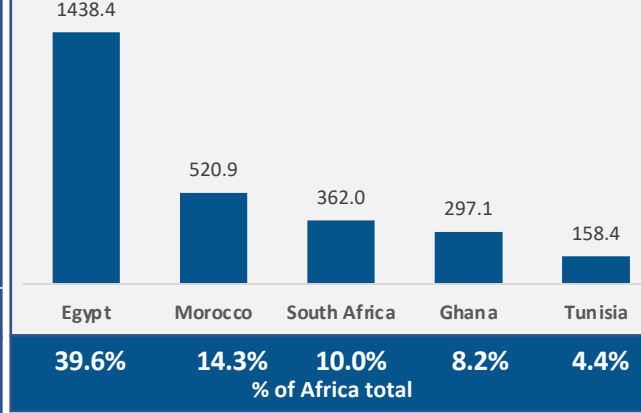
SUGAR: TOP FIVE IMPORTERS

(USD MILLIONS)



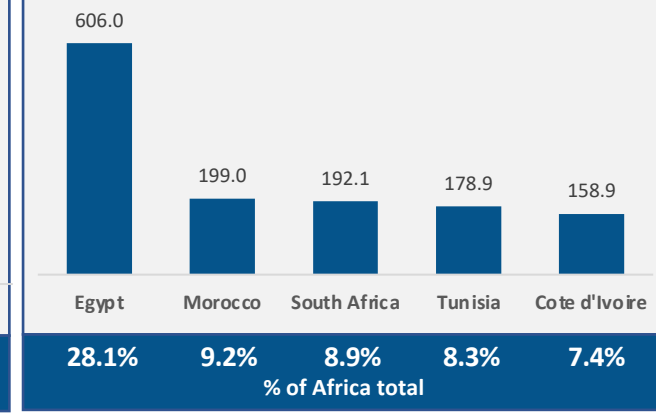
WOOD: TOP FIVE IMPORTERS

(USD MILLIONS)



TOBACCO: TOP FIVE IMPORTERS

(USD MILLIONS)



Mauritania - Strategic Pathway

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Financing of local SMEs, especially run by women



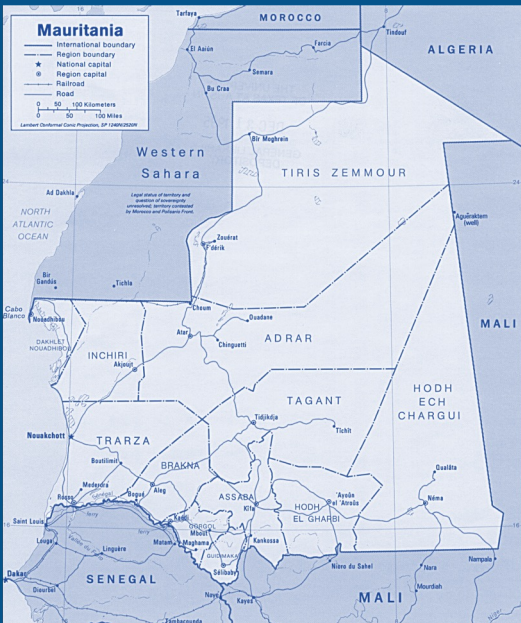
Participate in the Geneva Convention (Harmonization of border controls on goods), the TIR Convention (international road transport) and the ADR Convention (international transport of dangerous goods by road) to enhance trade facilitation



Infrastructure development - reorient joint regional project in the AfCFTA context like the Greater Tortue Ahmeyim gas project.



Investment reforms e.g. elimination of exemptions and ad hoc regimes with distorting effects on the market



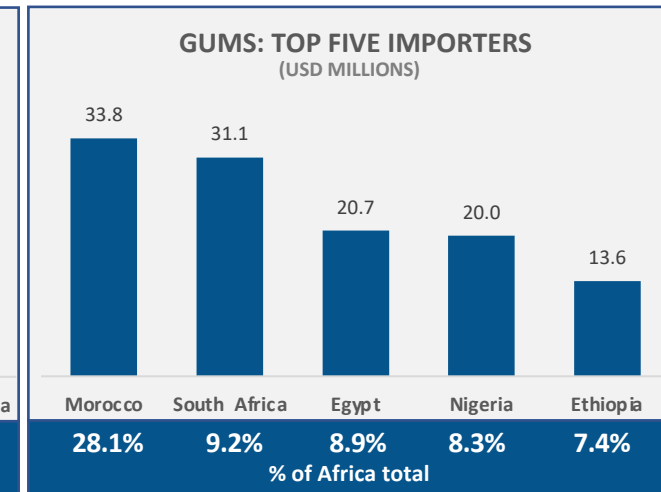
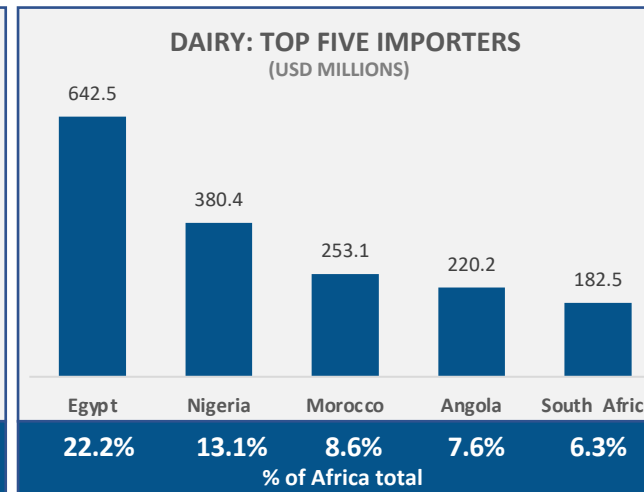
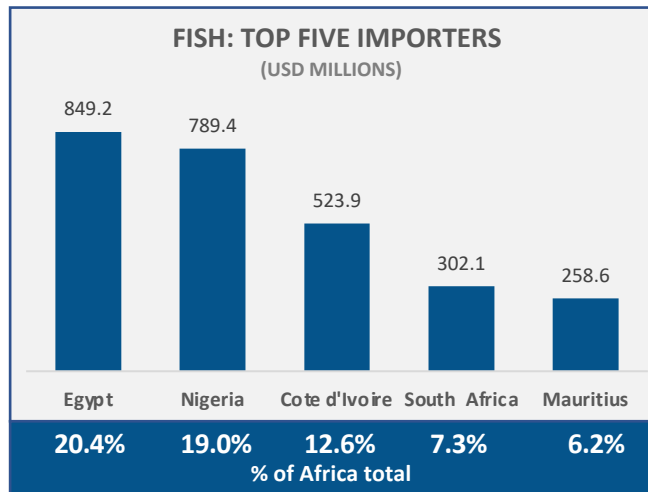
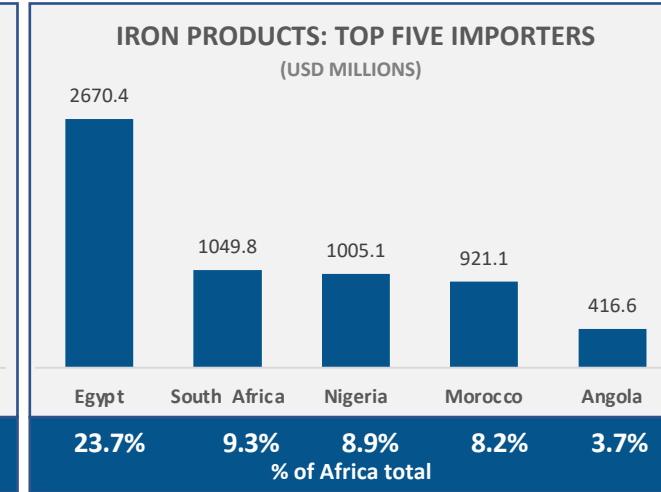
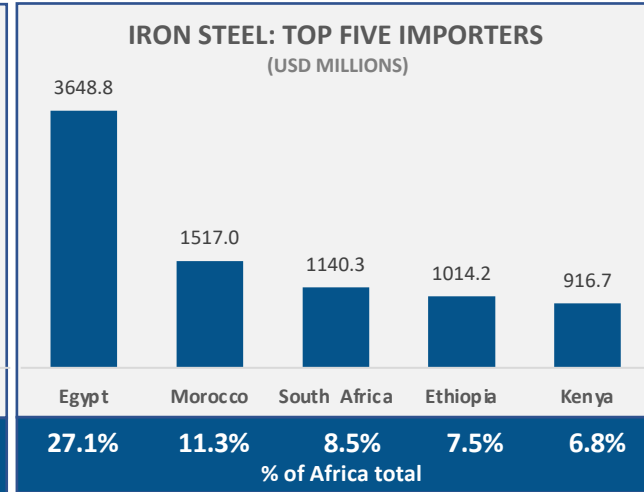
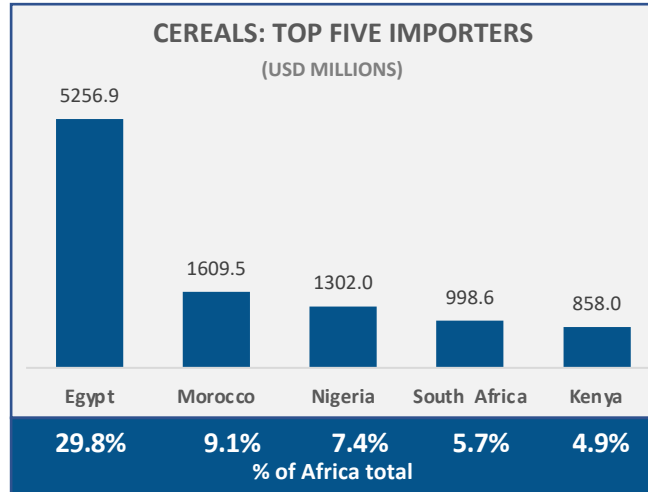
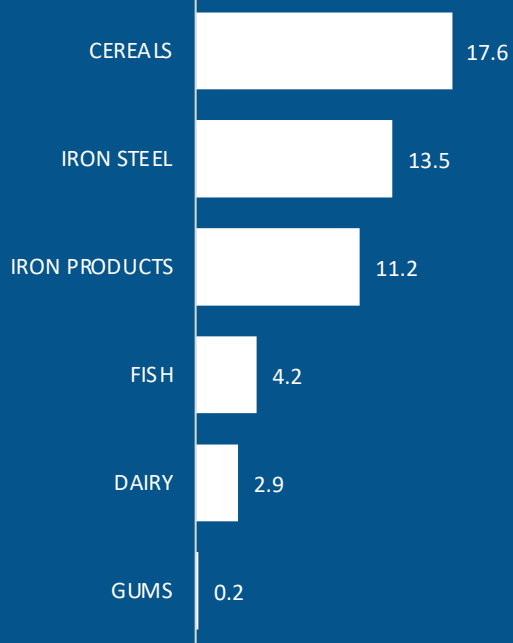
Mauritania: Market Opportunities

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AFRICA IMPORTS VALUE

(USD BILLIONS)



Niger - Strategic Pathway

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Reduction of the adverse effects of the implementation of the AfCFTA



Strengthen capacity of the private sector and continued improvement of the business climate



Strengthen economic governance and facilitate the development of basic infrastructure



Strengthen of national production capacities and promotion of exportable supply to African markets, in particular regional value chains



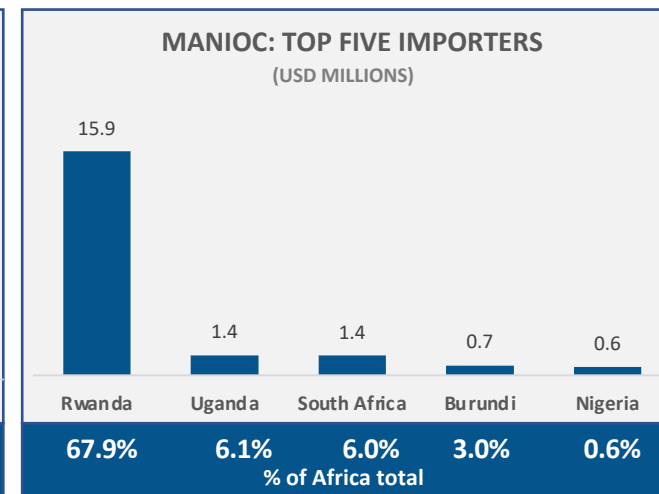
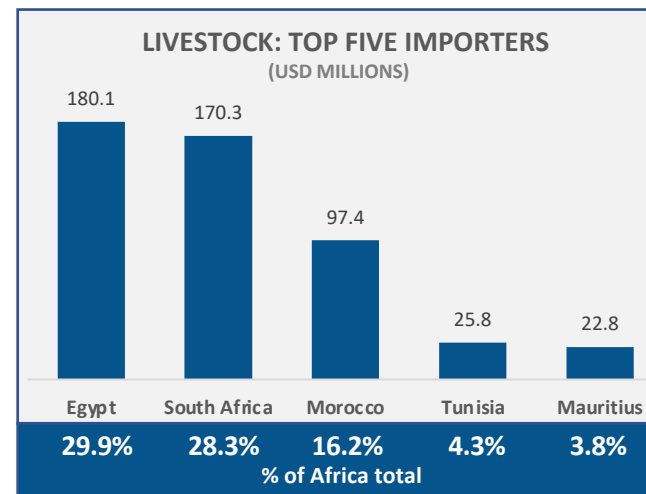
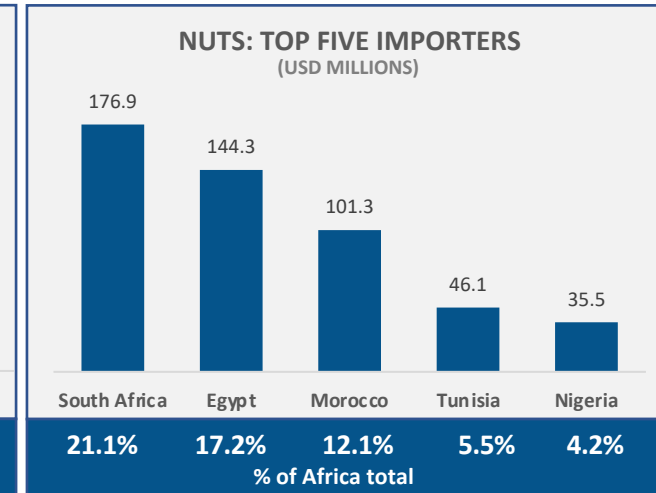
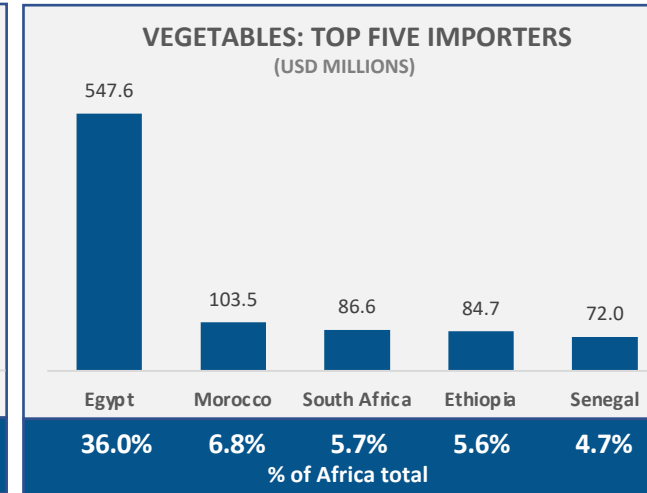
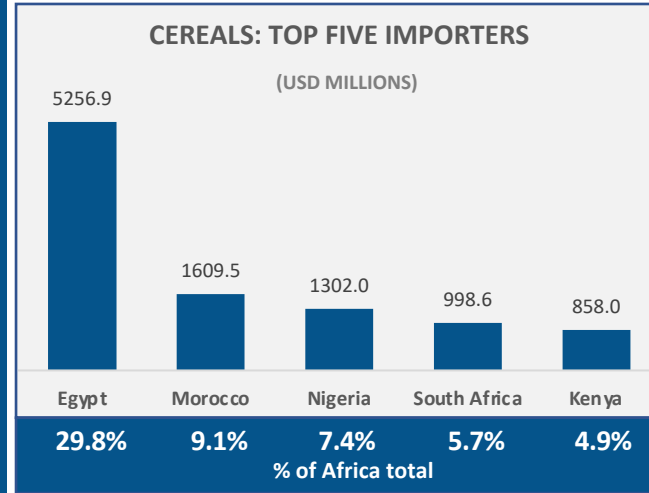
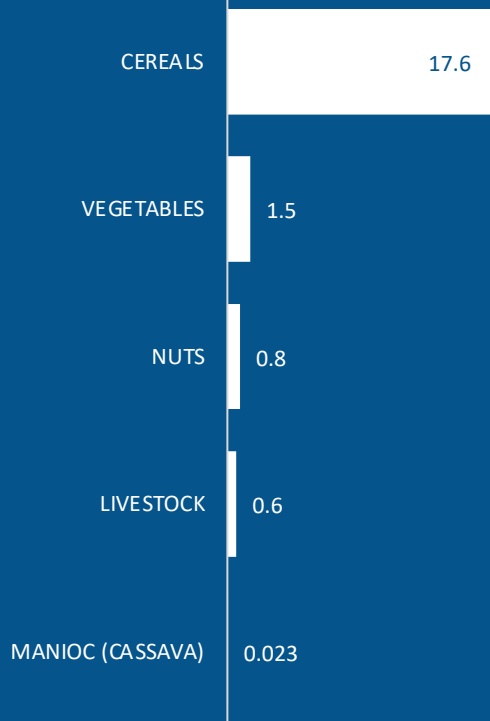
Niger: Market Opportunities

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AFRICA IMPORTS VALUE

(USD BILLIONS)





Rwanda: Strategic pathway

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The timely implementation of AfCFTA commitments;



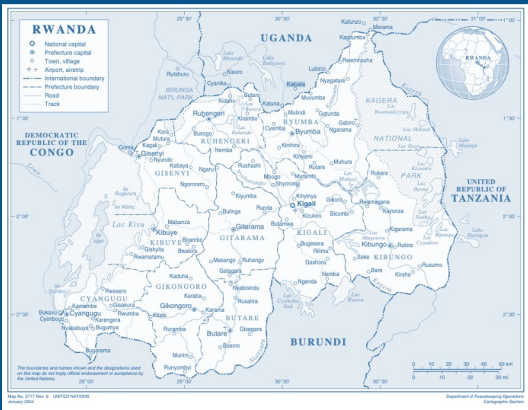
Competitive service sector hub serving the continental market;



Competitive firms integrated into commodity value chains;



Inclusivity and increased awareness of the continental market



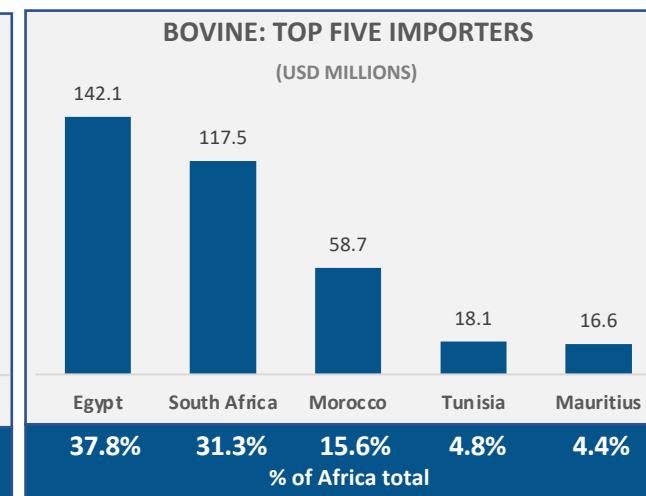
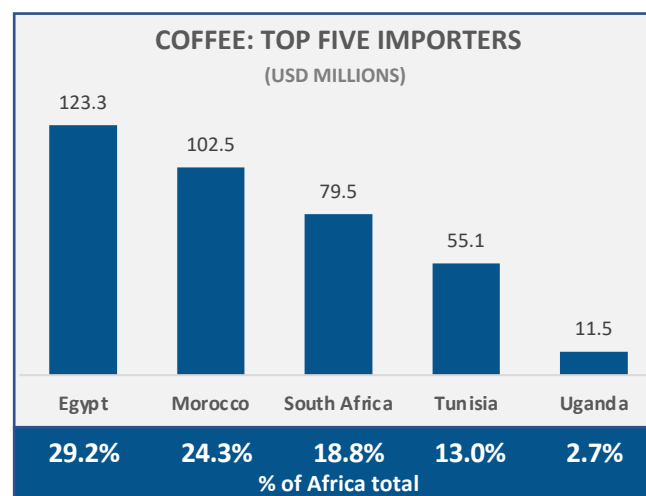
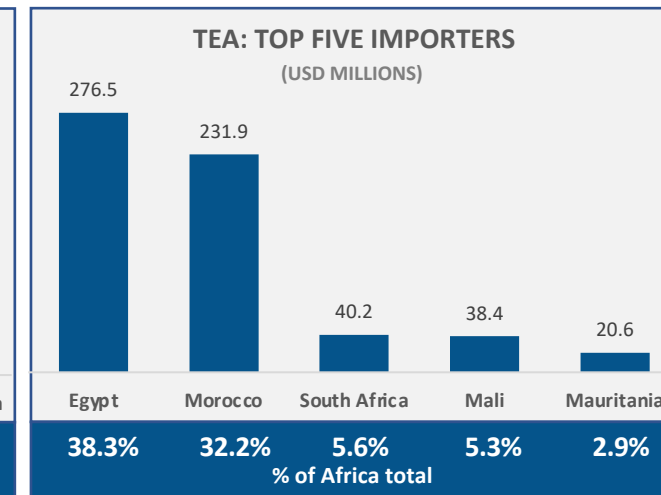
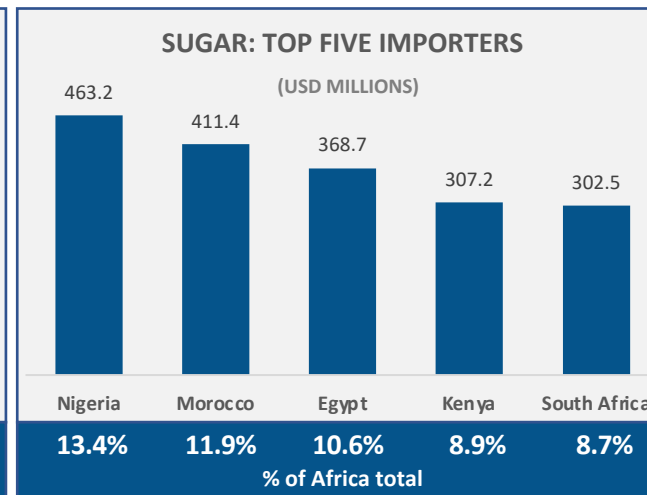
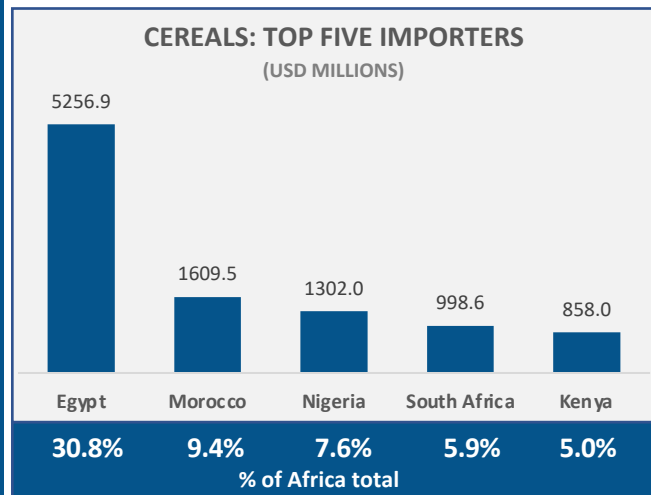
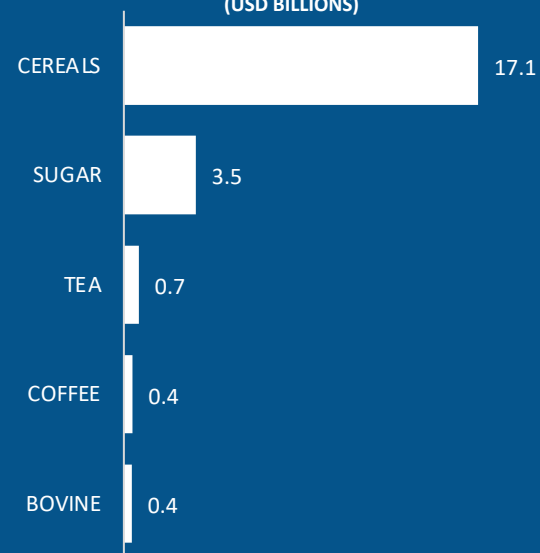
Rwanda: Market Opportunities

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Sectors for Regional value chains: Textiles, Agro-processing; mining and for services - Air-cargo regional hub to support intra-Africa trade in goods

AFRICA IMPORTS VALUE

(USD BILLIONS)



Senegal - Strategic Pathway

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Development of the export offers and diversification of export markets for goods and services



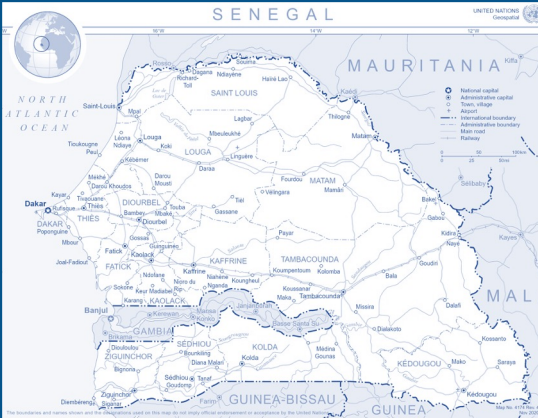
Improving of enterprises competitiveness



Promoting the participation of women and young people in intra-African trade



Institutional capacity strengthening.



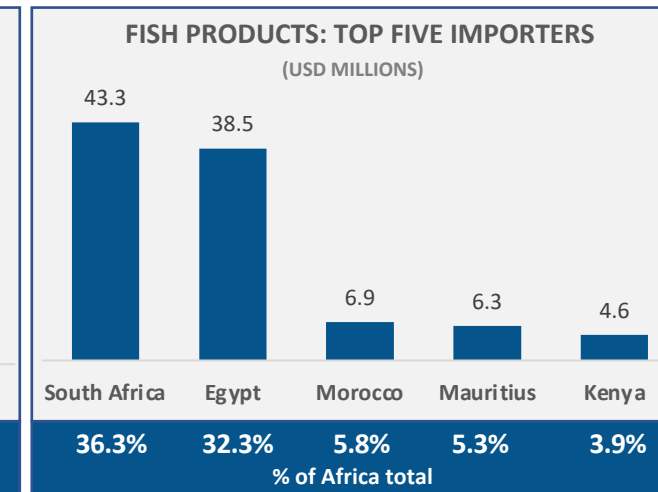
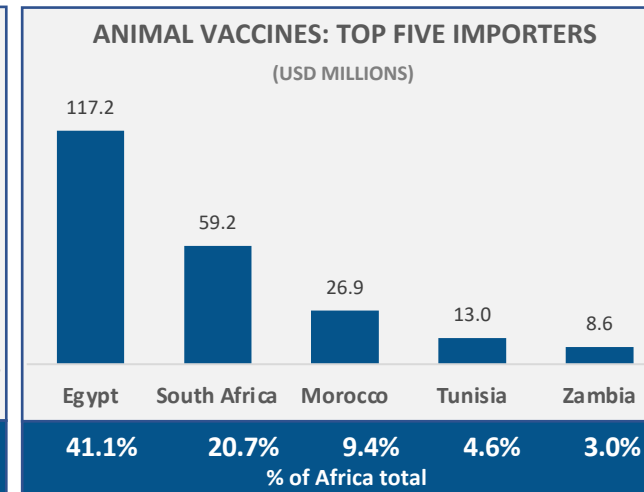
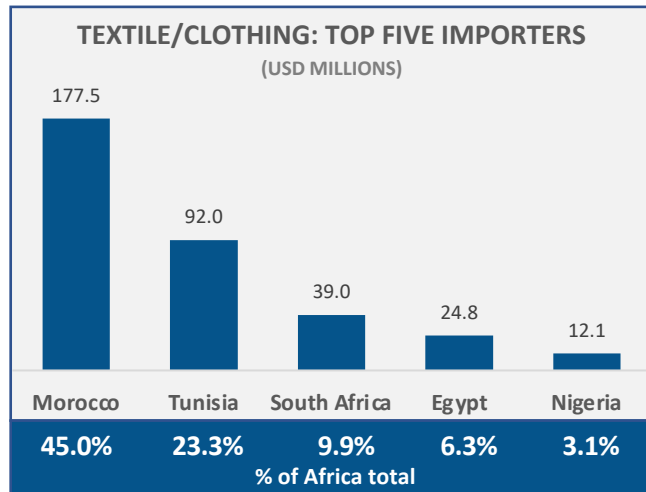
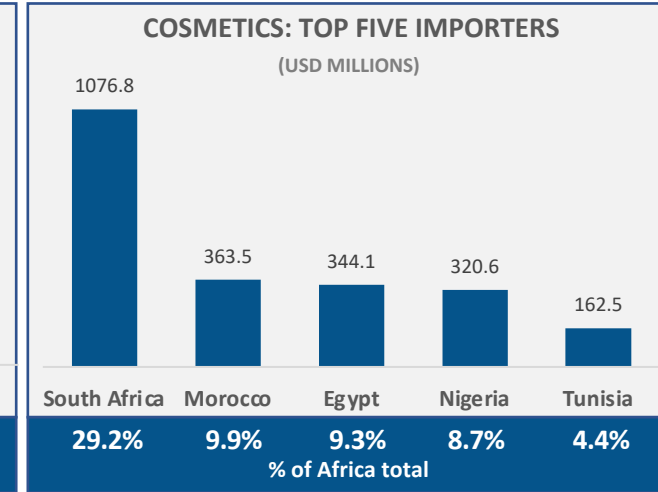
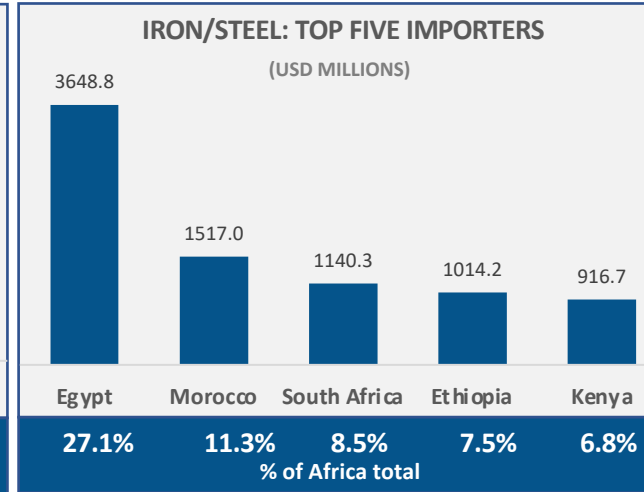
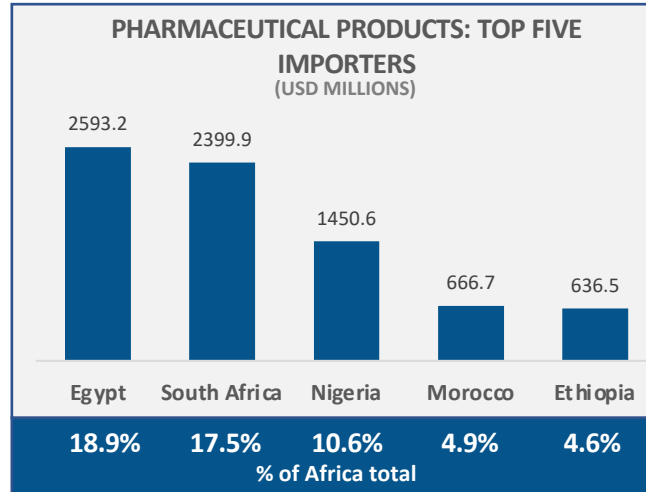
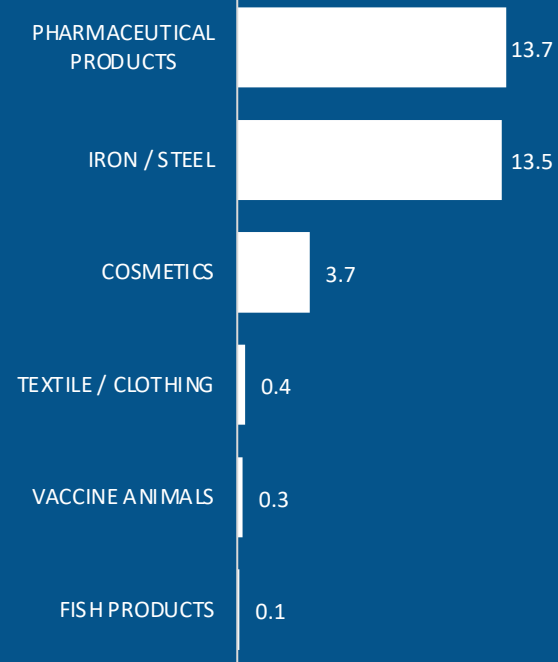
Senegal: Market Opportunities

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AFRICA IMPORTS VALUE

(USD BILLIONS)



Sierra Leone - Strategic Pathway

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Legal reforms to implement the African Continental Free Trade Area



Trade policy reforms to support the development of industry i.e., review and revision of the 2011 industrial policy and development of a SEZs policy



Mitigate the impact that COVID-19 and supporting economic recovery through e.g., trade facilitation measures to remove delays in trade processes and standards interventions



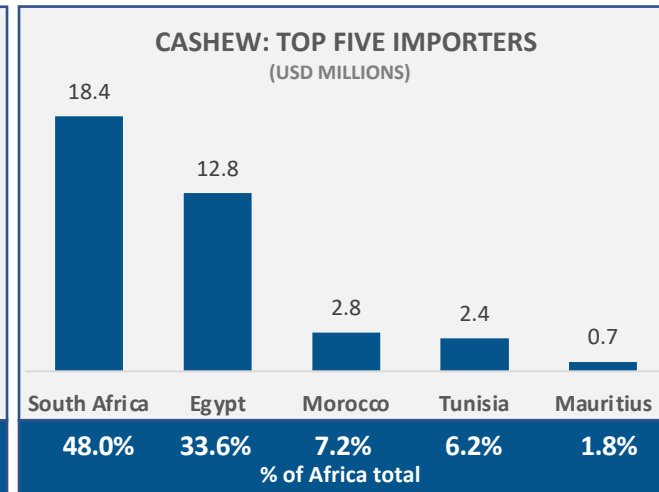
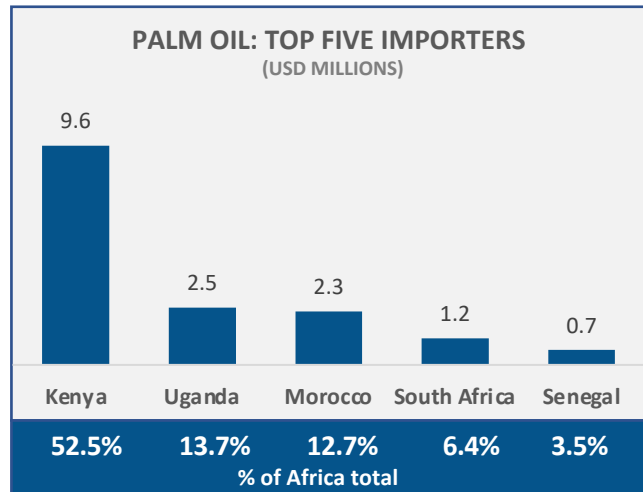
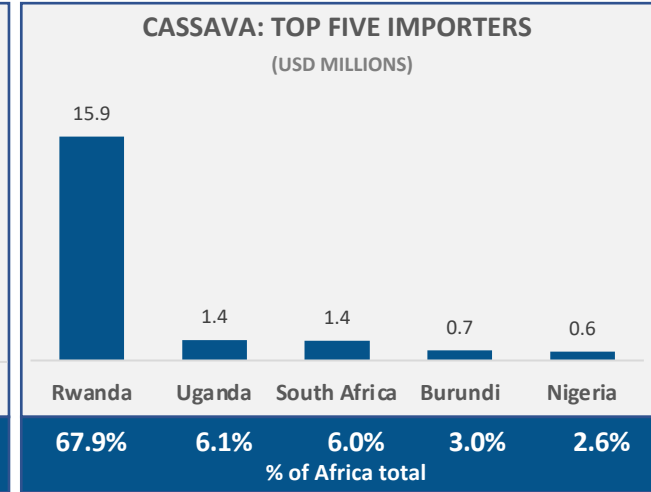
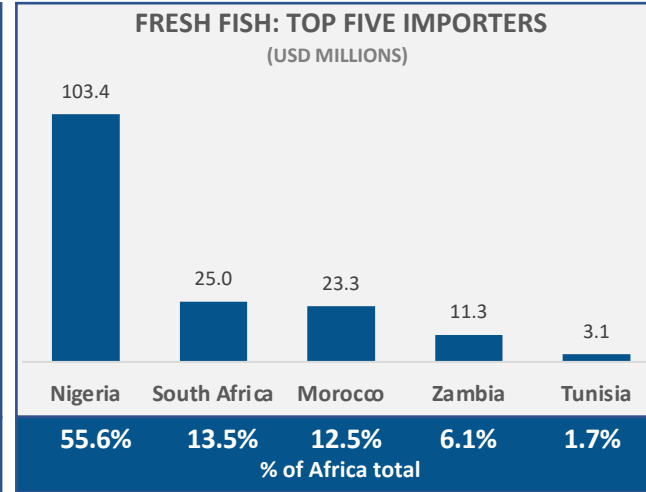
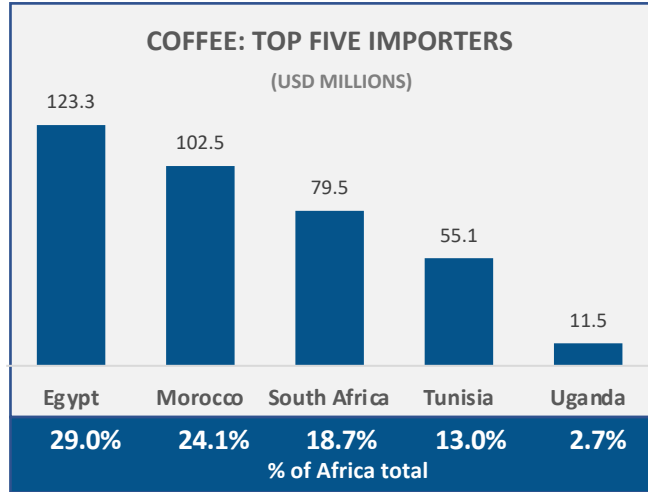
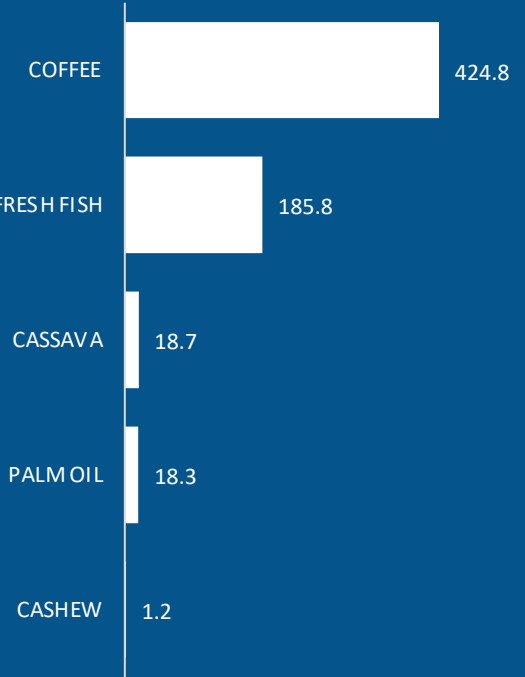
Strengthen the national processes and institutions to lead the formulation, implementation and coordination of the trade agenda in both public and private sectors



Sierra Leone : Market Opportunities

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AFRICA IMPORTS VALUE (USD MILLIONS)



The Gambia - Strategic Pathway

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Develop a comprehensive approach to continental integration to facilitate trade and investment



Enhance trade facilitation



Build strong institutional, policy, and regulatory frameworks to enhance the business environment



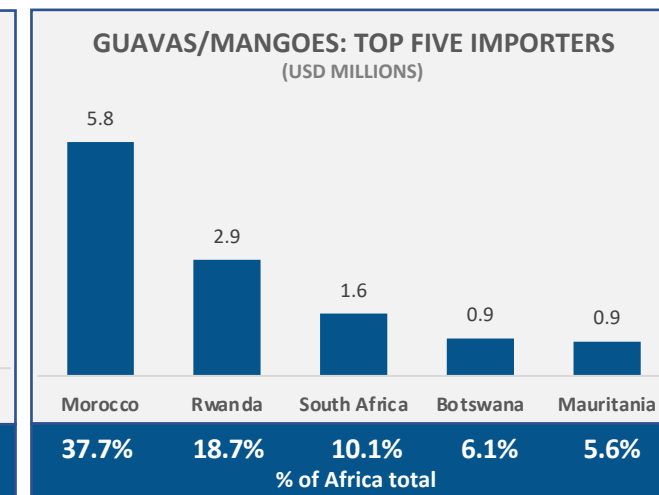
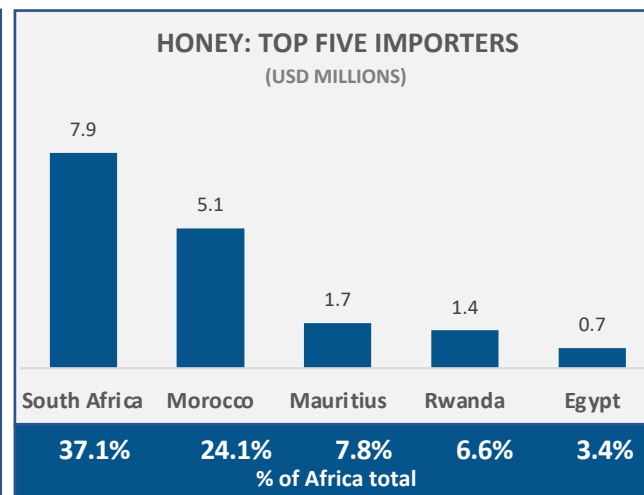
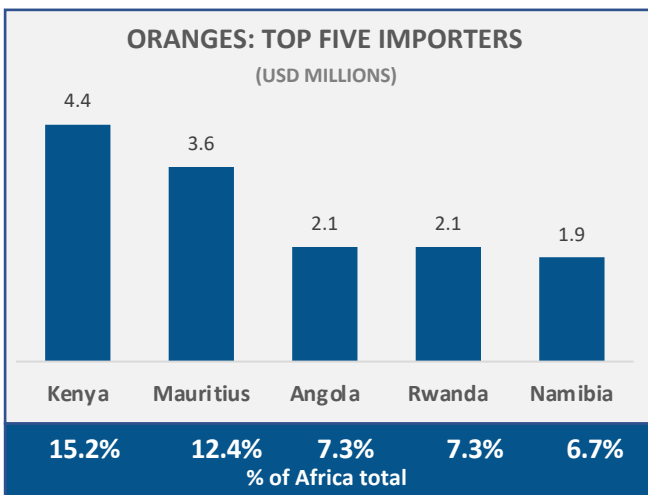
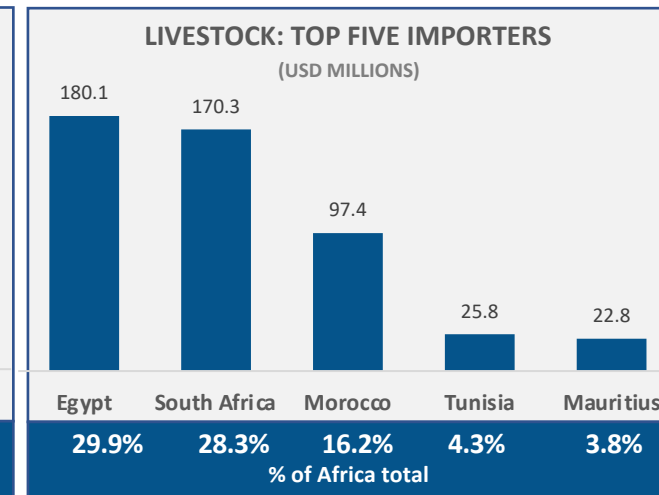
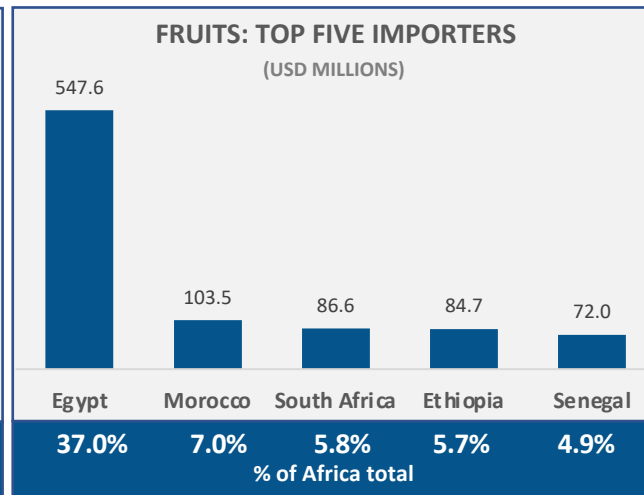
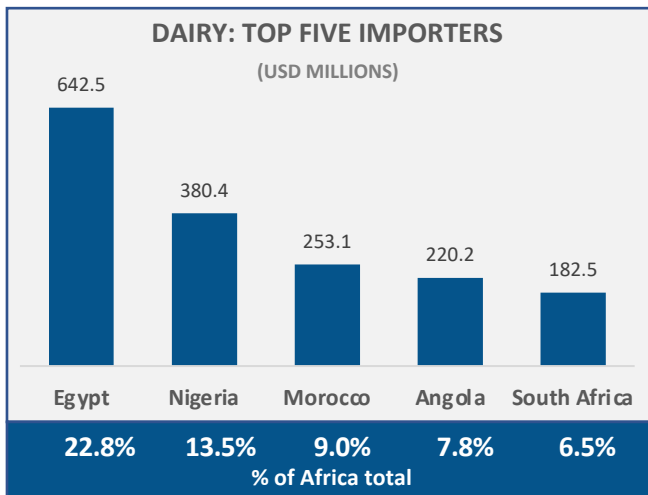
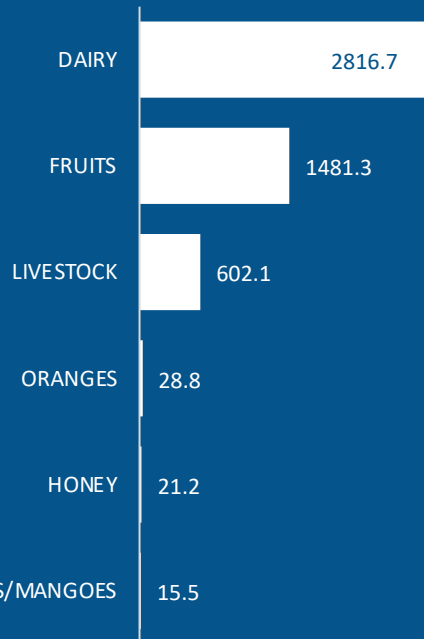
Support effective implementation of the AfCFTA Agreement

The Gambia: Market Opportunities

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AFRICA IMPORTS VALUE (USD MILLIONS)





Togo - Strategic Pathway

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Rationalization of the institutional and regulatory mechanism for the implementation of the AfCFTA



Promoting the participation of women, youth and the informal sector in formal intra-regional trade



Improved competitiveness of marketed products and services



Popularization of the AfCFTA



Strengthening of export Initiative Capacity



Establishment of a monitoring-evaluation system likely to ensure effective management and implementation of the Agreement.



Significant reduction in business production and transaction costs

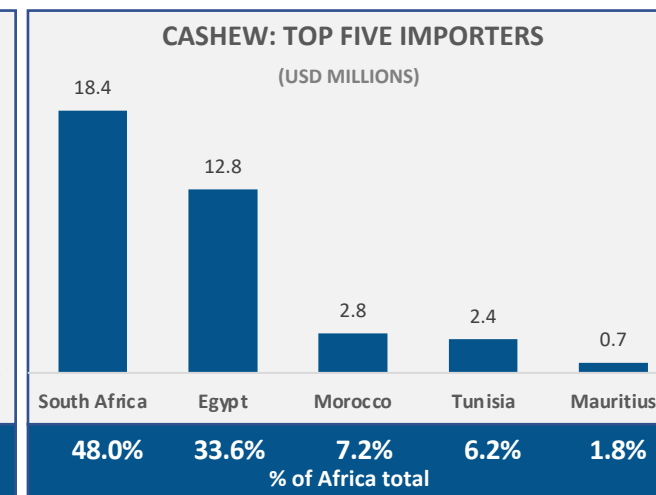
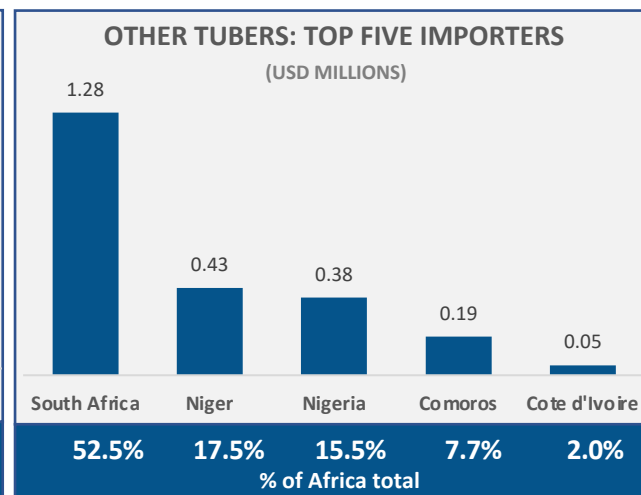
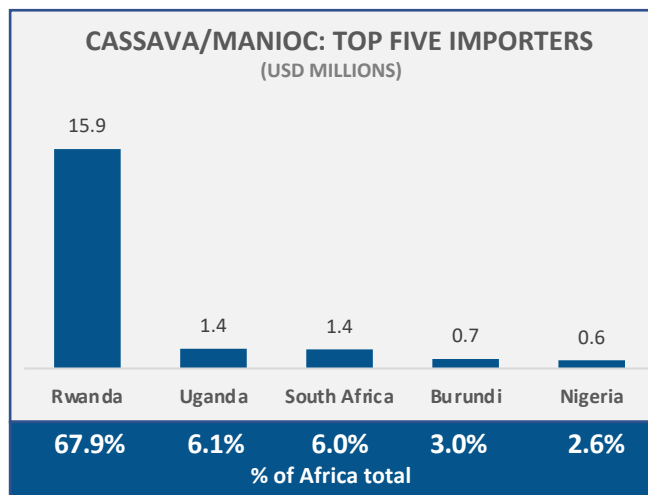
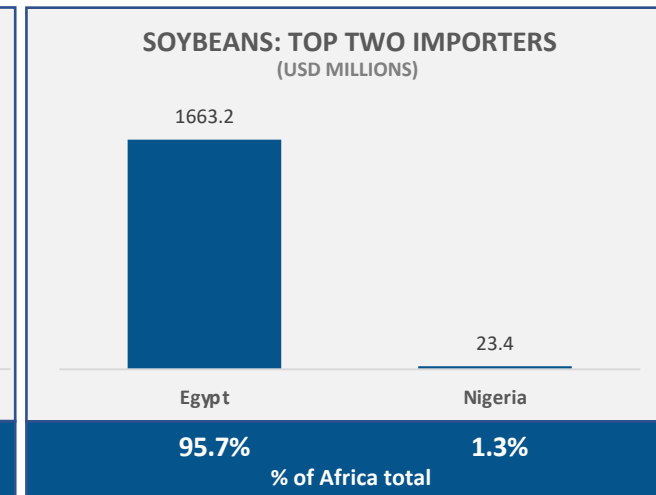
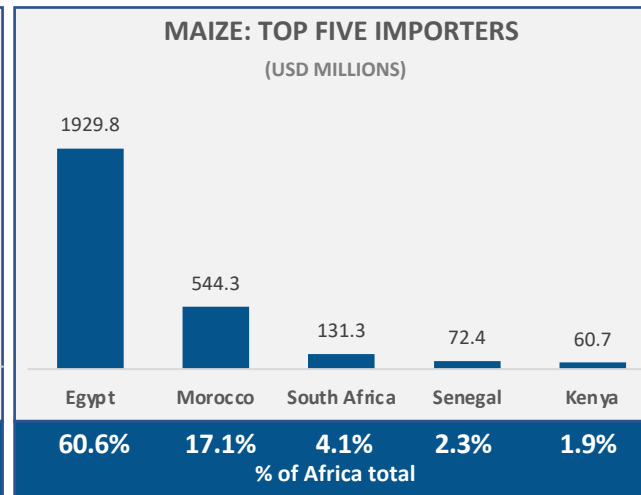
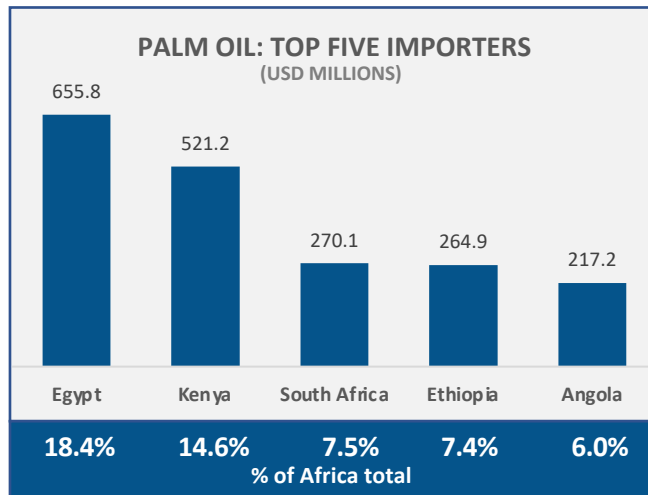
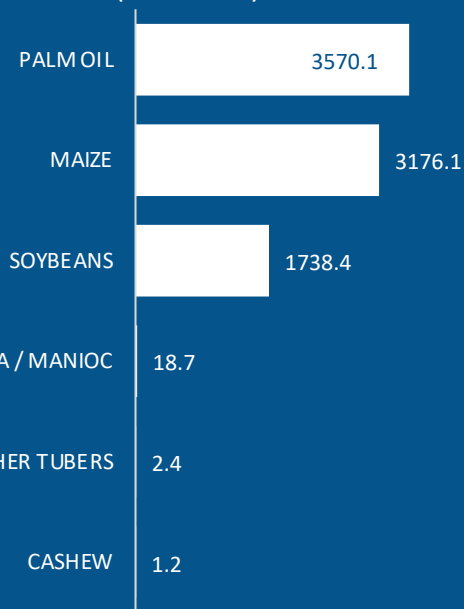
Togo: Market Opportunities

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AFRICA IMPORTS VALUE

(USD MILLIONS)





Zambia - Strategic Pathway

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Identify and support MSMEs and cooperatives to become export ready



Increase the funding options for export production and promotion



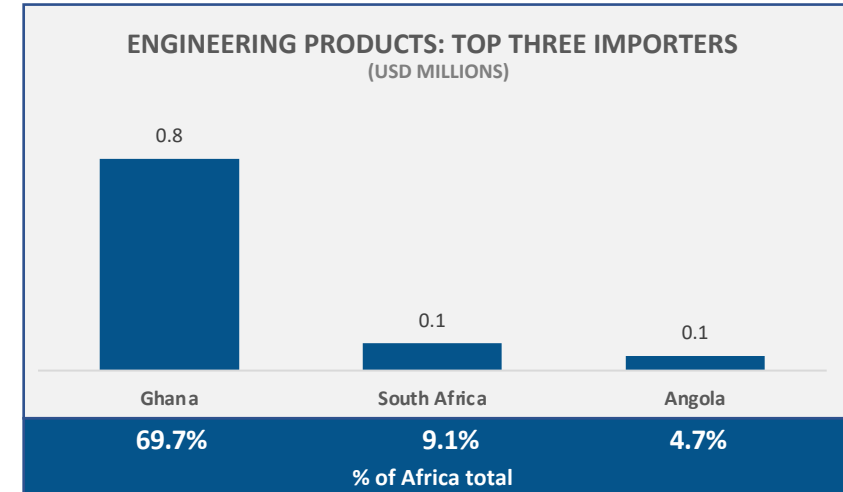
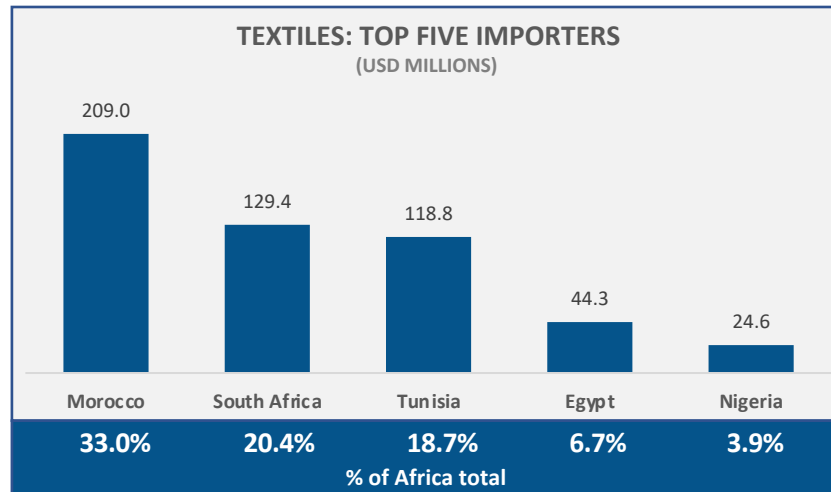
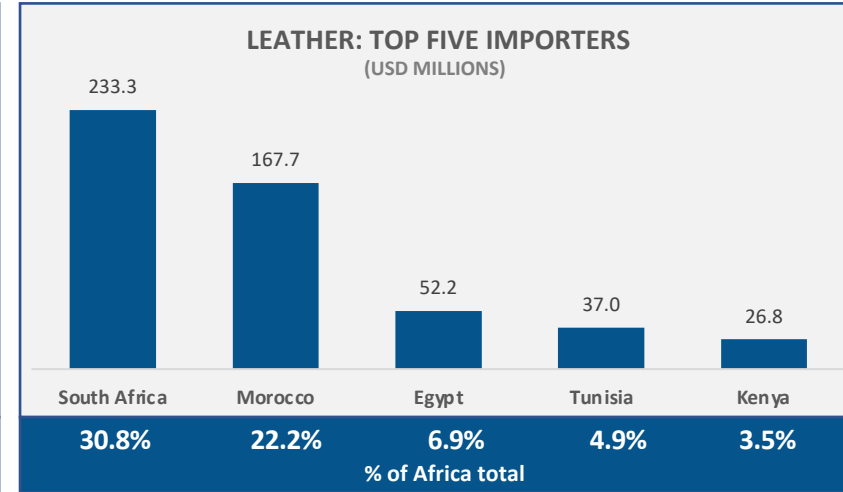
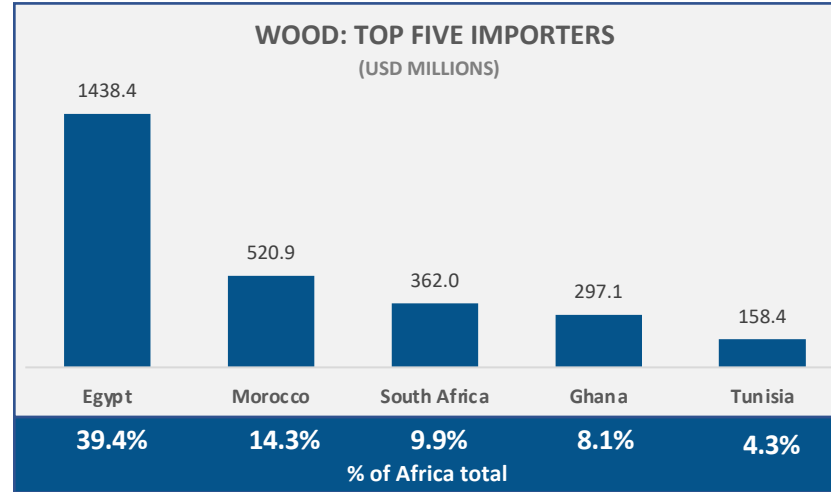
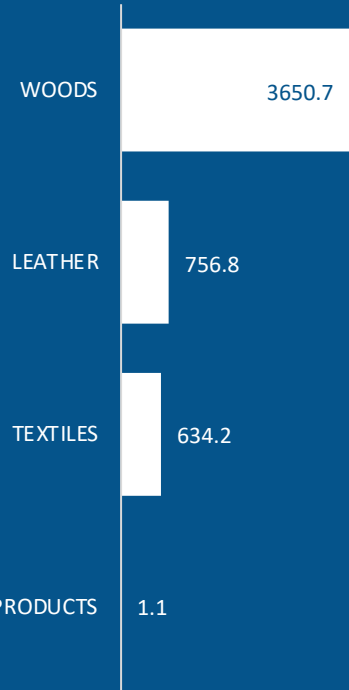
Increase the export destinations within Africa by at least one country per year

Zambia: Market Opportunities

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AFRICA IMPORTS VALUE (USD MILLIONS)



Zimbabwe - Strategic Pathway

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To develop a cohesive and efficient common national approach to continental and regional integration



Enhance infrastructure development to facilitate border connectivity and access to markets



To expand exports of goods and services and widen access to African markets



Upgrade human resources and institutional capacities in a targeted manner



Enhance trade facilitation and the business environment, by refocusing the policy, legal and regulatory environment to ensure a better fit for purpose

Zimbabwe: Market Opportunities

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AFRICA IMPORTS VALUE (USD MILLIONS)

