

**INTRA-AFRICAN TRADE FAIR**  
**11-17 DECEMBER 2018**  
**Cairo, Egypt**

**“Empowering African women and youth in the new AfCFTA era –  
Making AfCFTA a reality for women and youth”**

**Sunday, December 16**  
**14:00 – 16:00**

**Session description**

The World Trade Organization Ministerial Conference of 2017 held in Buenos Aires brought the issue of women in trade to the global trade fora. Also at continental, regional and national levels there is increasing concern over the specific barriers faced by women in trade. However, the voice of female entrepreneurs has remained marginalized. Similarly, despite the acknowledgement of Africa’s demographic dividend, the engagement of youth entrepreneurs in trade policy has been limited.

There are increasing numbers of dynamic associations for women entrepreneurs, and in particular e-commerce has enabled many African youth to take their business international. The removal of barriers to intra-African trade should open new opportunities for these groups and facilitate the scaling up of business on the African market.

The questions this session seeks to address are:

- What are the tools for effective policy advocacy by business organizations?
- How can the capacity of female and youth entrepreneurs to influence policy be built?
- What type of interventions and initiatives have been successful in promoting access to international trade by women and youth?
- What are the innovative ways that could be used to reach women and youth on the AfCFTA and to ensure they have the required information to benefit?

**Session format**

The session will be chaired by Beatrice S. Hamusonde, Director for Gender, COMESA (TBC).

- Nancy Gitonga, Regional Coordinator, East African Women in Business Platform
- Rubelyn Alcantara, Advisor, Uhusiano Capital (TBC)
- Katherine Nyangui Ichoya, CEO, Federation of National Associations of Women in Business in Eastern and Southern Africa (FEMCOM) (TBC)
- Bunmi Otegbade. Co-Founder and Managing Director, Generation Enterprise (TBC)