



## PRESS RELEASE

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### **5TH PROSPERITY AFRICA SMALL BUSINESS EXPORTERS CONFERENCE**

#### **FOR IMMEDIATE RELEASE**

The inaugural Prosperity Africa Small Business Exporters' Conference was launched in 2012 to create a dialogue and knowledge sharing on pertinent issues experienced by SMMEs.

This year's edition is organised by the Pan African Chamber of Commerce and industry (PACCI), Association of SADC Chambers of Commerce and Industry (ASCCI), and Business Botswana in collaboration with the African Union Department of Economic Development, Trade, Tourism, Industry and Minerals, African Business Council (AfBC), East Africa Chamber of Commerce, Industry and Agriculture (EACCIA), Federation of West African Chambers of Commerce, and Industry (FEWACCI). The conference will be held from **May 17 – 19, 2022**, at **Travelodge** under the theme Benefiting from **AfCFTA**.

The 3-day conference will bring together private sector, particularly SMEs operating in the continent's marketplace, chamber leadership, government officials, development partners, and media to enhance trade and investment opportunities in Africa. The diverse agenda will provide a platform for policymakers, and industry experts to share insights on issues relating to SMME capacitation and development, and entrepreneurship capacities. Furthermore, participants will understand the policy options to benefit from the AfCFTA, which Botswana has ratified.

The main objectives are to:

- a) Agree on measures to be taken to maximize potentials of SMEs to increase export activities,
- b) Agree on suitability of policies on investment, intellectual property rights, competition policy, and dispute settlement;

- c) Support the development of SMEs through inclusive market and value chain development; and
- d) Introduce to SMEs the pan- African payments and settlements system (AFREXIMBANK); AfCFTA Country Business Index (UNECA/ATPC), Gender Equality Seal Program(UNDP), and the African trade observatory (AUC and ITC).

### **Why Botswana?**

Botswana like the rest of Africa intends to fully benefit from the African Free Continental Trade Agreement (AfCFTA) to achieve inclusive growth and socio-economic development and therefore, is confident that the conference will greatly benefit the Botswana business community. The economy of Botswana is currently one of the world's fastest growing economies, averaging about 5% per annum over the past decade. Botswana's impressive economic record has been built on a foundation of diamond mining, prudent fiscal policies, and a cautious foreign policy.

The hybrid conference will bring together **150 in-person delegates** and more than **400 virtual delegates** from all over the continent. On the **19th of May 2022**, business-to-business (B2B) meetings will be arranged to further explore joint partnerships and possible export opportunities.

For more information about the conference, kindly contact:

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## **ABOUT PACCI**

The Pan African Chamber of Commerce and Industry (PACCI) was established in 2009 by 35 National African Chambers of Commerce and Industry and is headquartered in Addis Ababa, Ethiopia working closely with the African Union Department of Economic Development, Trade, Tourism, Industry and Minerals, and UNECA on trade policies and programs affecting the business community. PACCI started operations as a direct response to the idea of establishing the African Continental Free Trade Agreement (AfCFTA) of the African Union. Representing over 15 million businesses in Africa through its members (54 national associations of chambers of commerce and industry and three regional chamber organizations) and African network of over 400 local chambers and industry associations. More than 90% of these businesses are small and medium-sized enterprises (SMEs). PACCI offers its constituents a wide range of services including advocacy for the creation of the African Economic Community, capacity building, and business networking.

## **ABOUT BUSINESS BOTSWANA**

Business Botswana (BB) is a business association of Employers representing employers in all sectors of the Botswana economy in an advocacy capacity. The organization was formed in 1971 and registered under the Trade Unions and Employers Act No. 23 of 1983.

Business Botswana has been the vanguard and main voice of the private sector in Botswana. We are an employer Organisation, Chamber of Commerce, and business representative body. Hence our role is to ensure that our government put in place laws and regulations that do not impede the process of doing business through unnecessary costs and cumbersome processes. Over the years Business Botswana has been able to transform the business environment and even attract new business through constructive engagement and sharing ideas on the removal of impediments to business. Business Botswana continually engages the government on various issues of concern that impede the growth of the private sector and SMME development.