

IATF[®] 2025

The AfCFTA Marketplace

PROMOTED BY



IN COLLABORATION WITH



HOSTED BY ALGERIA



Pan African Chamber of
Commerce and Industry

BEYOND TRADE

PAVILION

ALGIERS, ALGERIA | 4-10 SEPTEMBER 2025



Welcome Aboard



@officialpacci www.pacci.org





Pan African Chamber of
Commerce and Industry
BEYOND TRADE

ALL ABOARD

The PACCI Pavilion

The Pan African Chamber of Commerce and Industry (PACCI) is **honored to welcome you to Algiers for the 4th Intra-African Trade Fair (IATF 2025)**. As Africa's continental voice of business, PACCI is proud to continue to serve as an official promoting partner of the historic event.

IATF2025 is more than a marketplace. It is a milestone in Africa's journey toward economic integration under the AfCFTA. It connects enterprises, governments, innovators, and investors from across the continent and beyond. PACCI's presence here reflects our mission to empower African businesses, create meaningful networks, and ensure the private sector is at the heart of Africa's growth story.

Together at IATF2025, we celebrate African entrepreneurship, explore opportunities, strengthen partnerships and contribute to building one African market for 1.4 billion people.



About PACCI



The Pan African Chamber of Commerce and Industry (PACCI) is the united voice of African business, representing chambers of commerce and industry associations from all 54 African countries. Since its establishment in 2009, PACCI has worked to advance the continent's economic integration and competitiveness by:

- Advocating for the effective implementation of the AfCFTA and the removal of trade barriers.
- Strengthening SMEs and entrepreneurs through capacity building aimed at increasing productive capacity.
- Promoting women-owned and youth-led enterprises, ensuring inclusivity in Africa's growth story.
- Championing green and sustainable industries that drive resilience and climate-smart development.
- Driving digital adoption and innovation to modernize business practices and expand market access.

PACCI is proud to serve as an official promoting partner of IATF2025, helping to connect businesses, ideas, and opportunities across one of Africa's most dynamic trade platforms.



1.

Boosting
Intra-African Trade



2.

Improving Productive
Capacity and Business
Competitiveness



3.

Support businesses
to be more resilient
to climate impacts



4.

Gender-responsive
entrepreneurial
environment



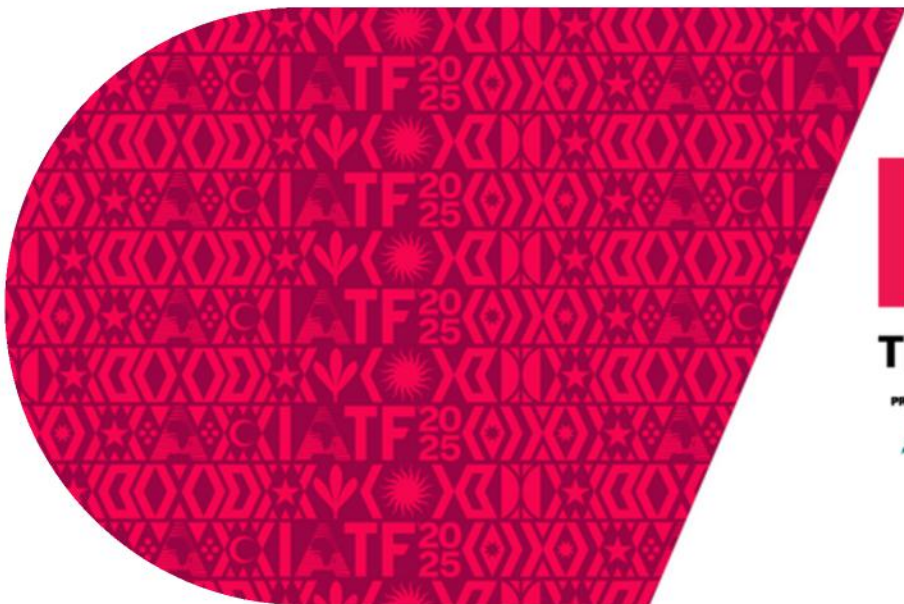
5.

Chamber Africa
Connect

About **IATF2025**

Hosted by Algeria and organized by Afreximbank in collaboration with the AU Commission and the AfCFTA Secretariat, IATF2025 (4–10 September, Algiers) is the continent's largest trade fair. With over 2,000 exhibitors, 35,000 visitors, 140+ participating countries, and US\$44+ billion in trade deals, it is the place where Africa trades with itself and with the world.

Beyond the trade floors, IATF2025 offers forums, cultural events, youth and diaspora days, and special showcases in creative industries, automotives, and innovation. It's a true marketplace of ideas, products, and opportunities.



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PACCI AT IATF2025

As a proud member of the Advisory Committee of Afreximbank, PACCI plays a central role in shaping the Intra-African Trade Fair (IATF). At IATF2025, we bring this commitment to life through a dedicated PACCI Pavilion, a space where ambitious African companies showcase their products, share their vision, and expand their reach across continental and global markets.

The Pavilion is a hub of entrepreneurship and collaboration, featuring diverse businesses from agribusiness, technology, leather, jewelry, cultural investment, and legal services. More than a collection of booths, it is a platform for networking with buyers, investors, and policymakers, while demonstrating the collective strength of African enterprise.

PACCI will also host a high-level side event on the African Private Sector Hearings (APSH), a unique platform that ensures Africa's private sector has a direct voice in the AfCFTA process by presenting practical challenges and solutions to policymakers.

We warmly invite you to visit the PACCI Pavilion: meet innovative African businesses, engage with leaders shaping Africa's trade and investment future, and be part of the conversations driving continental growth.



Our Policy Pointers

Why Policy Pointers?

PACCI develops Policy Pointers to ensure that the voice of Africa’s private sector is translated into clear, evidence-based recommendations that can shape trade and investment policies across the continent. They bridge the gap between business realities and policymaking, giving entrepreneurs and SMEs a direct channel to influence Africa’s economic future.

Purpose

The purpose of Policy Pointers is to:

- Highlight priority issues and opportunities affecting African businesses.
- Provide practical, consensus-driven recommendations.
- Support evidence-based policymaking that strengthens AfCFTA implementation and regional integration.

How We Develop Them

Policy Pointers are prepared through consultations with PACCI’s members and associates—national chambers, business associations, and experts—who bring sector-specific insights and on-the-ground perspectives. These contributions are synthesized into concise, actionable guidance that is shared with policymakers, development partners, and the business community.



SOME PROGRAMS HIGHLIGHTS	
Brief	Financed by
Improving Trade Facilitation in IGAD Region. (2019 -2024) Implemented by PACCI and IGAD <ul style="list-style-type: none"> • Studies and Trainings • IGAD Regional Trade Policy • AfCFTA Implementation Capacity Certification Course - University of Nairobi DEDs 	AfTRA Fund - AfDB
AfCFTA Sensitization and Chamber Capacity Development (2024). Implemented by PACCI and Select Chambers	EU- TAF on AfCFTA , Global Gateway Managed by GIZ Ethiopia

“This partnership with PACCI marks a significant step forward in aligning private sector innovation with migration solutions that protect and empower migrants,” said Frantz Celestin, Regional Director, IOM East, Horn & Southern Africa. “Together, we can create sustainable livelihoods and pathways that benefit migrants and their communities.”

The MoU between PACCI and IOM focuses on expanding regular pathways for mobility, fostering inclusive development, and co-designing context-specific approaches rooted in regional realities and the aspirations of both host and origin communities.



SIDE EVENT

Brought to you by:



Pan African Chamber of
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BEYOND TRADE

Sept 06

14:30 hrs - 15:30 hrs

GMT +1

Algiers

Join Us!

One Market, Many Currencies: Can Africa Trade Without Foreign Money?

PACCI is also proud to host a high-level discussion on the Pan-African Payment and Settlement System (PAPSS) – a flagship AfCFTA initiative designed to make cross-border payments faster, cheaper, and more secure.

Event Details:

- **Title:** One Market, Many Currencies... Can Africa Trade Without Foreign Money?
- **Date & Time:** 6 September 2025 | 14:00 – 15:30
- **Format:** Panel Discussion with Q&A

Why PAPSS Matters for the Private Sector

Africa trades with itself using more than 40 different currencies, often relying on the US dollar or euro as intermediaries. This creates unnecessary costs, delays, and risks. PAPSS changes this by enabling businesses to settle trade in their local currencies.

How Businesses Benefit from APSS

- **Lower Costs & Faster Payments** – Transactions in local currency reduce conversion fees and delays.
- **Reduced Dependency on Foreign Currencies** – Trade can happen without relying on scarce foreign reserves.
- **More Inclusive Participation** – SMEs and smaller businesses gain access to secure cross-border payments.
- **Confidence & Security** – Strong digital infrastructure and cybersecurity standards build trust among users.

One Market, Many Currencies: Can Africa Trade Without Foreign Money?

Sept 06
1430 hrs - 1530 hrs
GMT +1 Algiers



Yazid Benmouhoub

Partner, Adomi Advisory Group PLLC | Global Public Policy Group

Yazid Benmouhoub has led the Algiers Stock Exchange since 2013, focusing on modernizing Algeria's financial market and strengthening its role in regional and continental integration. With earlier experience at the Ministry of Finance and the Ministry of Prospective and Statistics, he brings strong expertise in financial systems, enterprise development, and investment frameworks, aligning with efforts to advance Africa's cross-border payment and settlement systems.



Johanna Leblanc, J.D., LL.M.

Partner, Adomi Advisory Group PLLC | Global Public Policy Group

Johanna Leblanc is a national security and foreign policy expert advising governments, organizations, and businesses on trade, sanctions compliance, and infrastructure finance. She leads Adomi Advisory Group's Global Public Policy Practice, with a focus on international trade and U.S. legislative strategy, and also teaches U.S. foreign policy and AfCFTA at Howard University.



Gabriel Edgal

Chairman & Group CEO, Oakwood Green Africa

Gabriel Edgal is a corporate turnaround specialist with expertise in finance, business strategy, and development across Africa. As CEO of Oakwood Green Africa, he drives initiatives in trade facilitation, finance advisory, and business acceleration, and founded Bloom Bank Africa, now serving multiple countries with expansion planned across Africa and the Caribbean.



Mike Ogbalu III

Chief Executive Officer, PAPSS (Pan-African Payment & Settlement System)

Mike Ogbalu III leads PAPSS, developing Africa's continent-wide payment infrastructure to boost cross-border trade. With over two decades of experience in banking, payments, and technology, he has held senior roles at Afribank, Ecobank, Interswitch, and Verve International, where he expanded Africa's leading card scheme globally.



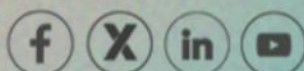
Hakim Benbadra

Strategist, Tigritud

Hakim Benbadra is a multilingual strategist with experience building partnerships and curating high-level forums across Africa, Europe, and the MENA region. He has held leadership roles at the Africa CEO Forum and Jeune Afrique Media Group, advising governments, CEOs, and organizations, and now develops business event strategies with Tigritud.

Meet The Panelists

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IATF²⁰₂₅

The AfCFTA Marketplace



SIDE EVENT

Sept 09

1000hrs -1130hrs

GMT +1

Algiers

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Pan African Chamber of
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United Nations
Economic Commission for Africa



MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK
Danida

Join Us!

From Policy to Practice: AfCFTA Private Sector Platform and the African Private Sector Hearings (APSH)

At IATF2025, PACCI is proud to host the first inforsession of the African Private Sector Hearings (APSH) – a groundbreaking initiative designed to ensure that Africa’s private sector is not just a spectator, but a driver of the AfCFTA’s success.

Event Details:

- **Title:** From Policy to Practice – Launch of the AfCFTA Private Sector Platform and APSH
- **Date & Time:** 9 September 2025 | 10:00 – 11:30
- **Format:** High-Level Panel + Dialogue (90 minutes)

Why APSH Matters for the Private Sector

For too long, African businesses—especially SMEs—have had limited avenues to influence the policy frameworks that govern trade and investment. The APSH changes this by creating a structured, recurring, evidence-based forum where the private sector can present its realities, propose solutions, and engage directly with the AfCFTA Secretariat.

How Businesses Benefit from APSH

- **Direct Voice in Policy:** Companies can highlight trade barriers, regulatory challenges, and market opportunities that policymakers often overlook.
- **Sector-Specific Focus:** Hearings are organized around priority sectors like agriculture, ICT, logistics, and energy, ensuring relevance and actionable outcomes.
- **Practical Outcomes:** Insights gathered from APSH sessions will feed into AfCFTA negotiations and implementation, shaping policies that better reflect business needs.
- **Networking & Visibility:** Participants gain exposure to policymakers, investors, and peer businesses across the continent.



Cynthia E. Gnassingbe - Essonam

Senior Advisor Private Sector Engagement, AfCFTA Secretariat

Cynthia Gnassingbe-Essonam is a seasoned economic strategist and Senior Advisor to the Secretary General of the AfCFTA Secretariat. She plays a pivotal role in driving private sector engagement to advance sustainable and inclusive trade across the continent.



Saleh Moussa Mikerbi

CEO, Chadian Chamber of Commerce.

Saleh Moussa Mikerbi is Director General of the Chadian Chamber of Commerce. An economist with over 20 years' experience in finance, investment, and private sector development, he has held senior roles in government and investment agencies. His work centers on improving the business climate, mobilizing investment, and advancing regional integration.



Tarek Mejaouel

Administration Council, UTICA (Tunisia)

Tarek Mejaouel is Africa Manager at UTICA with over 30 years of experience in trade policy, private sector development, and international relations. Since 2015, he has led UTICA's Africa engagement, driving bilateral and multilateral initiatives, trade missions, and public-private dialogues to strengthen SME competitiveness and regional integration. He is a member of Tunisia's National Committee for the AfCFTA Guided Trade Initiative.



Kamilou Arouna

Vice President, CCI Benin

Kamilou Arouna is a Beninese business leader currently serving as Vice-President in charge of Commerce at CCI Bénin (2025-2030 mandate) and a member of Benin's Economic and Social Council for the Borgou Department. At the continental level, he represents CCI Bénin within the Pan African Chamber of Commerce and Industry (PACCI), where he contributes to advancing trade, SME development, and policy advocacy under the AfCFTA.



Wincate Muthini

Senior Program Manager, PACCI

Wincate Muthini is Senior Program Manager at PACCI, where she manages partnerships and programs that strengthen Africa's private sector under the AfCFTA through Business Support Organizations. She focuses on building capacity, fostering collaboration, and promoting innovation to enhance the competitiveness of businesses across the continent.

Meet Our Booth Holders

Our 14 booth holders bring unique stories and innovations to IATF2025. Each represents a vital part of Africa's growing trade ecosystem.

FAYDA

Handmade in Ethiopia

FAYDA LEATHER

Fayda Leather produces handcrafted bags and accessories rooted in Ethiopian tradition, empowering women through fair wages, training, and purposeful craftsmanship.

faydaleather@gmail.com | www.faydabags.com



SAMORE

Blooming Together

SAMORE FLOWERS

Samore Flower cultivates premium cut flowers such as Statice and Alstroemeria for export to Europe, while empowering women through fair employment and supporting local communities with education, health, and social initiatives.

samrawitmoge2@gmail.com



Artisan Roaster

SABAE COFFEE

Saba Coffee is a women-led specialty coffee brand that celebrates Ethiopia's heritage through premium roasting and sustainable sourcing. Beyond coffee, it empowers women, supports communities, and reinvests profits into social impact initiatives.

yetnait@sabaecoffee.com | www.sabaecoffee.com



MAHEDER FOODS

Maheder Foods offers ready-to-use Ethiopian meals, spices, and pulse blends that combine authentic flavor with modern convenience. By empowering women and smallholder farmers, the company promotes healthy eating, sustainability, and cultural heritage.

mahederfood@gmail.com





AMSALE'S GEMSTONE & JEWELRY COLLECTION

A distinguished jewelry brand dedicated to creating exceptional gemstone pieces. Guided by a commitment to authenticity, sustainability, and customer satisfaction, the brand delivers timeless and striking designs that highlight the natural beauty and allure of gemstones.

yosbetere@yahoo.com | www.amsalesco.com



LEGAL PRACTITIONERS AND ARBITRATORS

AELX LEGAL PRACTITIONERS AND ARBITRATORS

AELX is one of West Africa's largest full-service commercial and dispute resolution law firms. The firm provides legal expertise across sectors including finance, energy, infrastructure, technology, and international trade, combining local knowledge with global standards.

abuja@aelx.com | rebokpo@aelx.com | www.aelx.com



YOUTH AND CULTURAL DEVELOPMENT FOUNDATION

YCDF

Youth and Cultural Development Foundation (YCDF) is a youth-led Ethiopian NGO empowering young people through education, civic engagement, and cultural initiatives while supporting youth-led social change.

abuja@aelx.com | rebokpo@aelx.com | www.aelx.com



LINU MANUFACTURING PLC

LiNU PLC is a leather goods manufacturer empowering marginalized women and youth by producing ethically sourced bags, belts, wallets, and gloves while providing skills and employment opportunities for local and global markets.

linuleather@gmail.com



ETHDAN RESOURCES
IMPORT AND EXPORT PLC



PROMISING GROUP

Promising Group is a global company driving innovation in commodity trading, manufacturing, and agriculture. We deliver agro and non-agro products, manage logistics, and provide financial solutions while empowering industries and communities across Africa, the Middle East, Asia, and Europe.

Eleni@ethdanresources.com



ABKA LEATHER

ABKA Leather designs and produces premium leather handbags, purses, backpacks, and accessories in Addis Ababa. Focused on export markets, ABKA currently ships to Europe and the U.S., with plans to expand to other global and African markets.

abuja@aelx.com | rebokpo@aelx.com | www.aelx.com



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ASHEWA
.com

ASHEWA TECHNOLOGY SOLUTIONS S.C

Ashewa is an Ethiopian tech company offering e-commerce, Smart ERP, website creation, and custom software solutions. With 200+ professionals and 12 proprietary softwares, it empowers businesses to digitize and grow.

Amanuel.m@ashewa.com | www.ashewatechnology.com



TAF LEATHER

TAF Leather is an Ethiopian leather company empowering women while producing high-quality, ethically sourced leather products. Founded in 2011 by Tizita Assefa, TAF Leather serves local, Southern African, and U.S. markets, with over 70% of its workforce being women.

TizitaAssefa60@gmail.com



ATLAS CONVENTION

Themed Investing in Africa's Prosperity, is a leading global platform convening governments, investors, business leaders, innovators, and academics from over 136 countries. Hosted at Victoria Falls, it promotes trade, investment, and transformative partnerships to drive sustainable growth and unlock new markets across Africa.

phillip@atlasconvention.co.zw | www.atlasconvention.co.zw



CCIAMA (CHAD CHAMBER)

The Chamber of Commerce, Industry, Agriculture, Mines and Handicrafts of Chad (CCIAMA) represents and supports Chadian businesses across multiple sectors. It promotes trade, investment, and partnerships, while providing a platform for enterprises to connect with regional and international markets.

eyioiba@gmail.com



African Private Sector Hearings (APSH) Information Desk



MINISTRY OF FOREIGN AFFAIRS OF DENMARK
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IATF²⁰ 25

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PACCI Membership: Your Gateway to Business Success in and with Africa

Access Unparalleled Opportunities

Benefit from trade advisory, compliance assistance, and business verification services. Enhance your skills with specialized training, explore new markets through trade missions, and stay informed with exclusive market insights and policy briefs.

Build Strong Relationships

Connect with business leaders and policymakers at exclusive events. Gain visibility through PACCI directories, newsletters, and high-profile opportunities. Foster growth through joint initiatives and shared expertise.

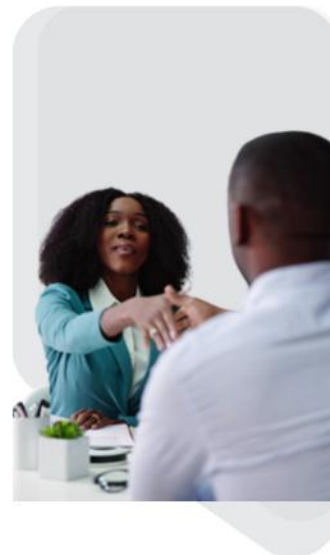
Stay Ahead with Awareness

Influence business-friendly policies and economic integration efforts. Stay competitive with regular market updates, trend analysis, and tailored strategic advisories.

Annual Membership Fee (Euro)

	Chambers of Commerce and Business Association	Medium &Enterprise	Individuals / Associate
Corporate	2,020	645	320

*Small and Micro Enterprises get information from PACCI at no cost and indirect support through programs implemented in collaboration with by their chambers / associations.





Pan African Chamber of
Commerce and Industry
BEYOND TRADE



The Pacci Executive Council, Pacci Secretariat, CHAD business Reps, Atlas Convention Rep with the The Prime Minister, Head of Government, Amb. Allah Maye Halina and The Minister of Trade and Industry, H.E. GUIBOLO FANGA Mathieu - March 28, 2025

Our Contact:

info@pacci.org | +251 11 691 0011 | +251 93 872 2459

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www.pacci.org