

PRESS RELEASE

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PACCI at the Heart of IATF 2025: *Advancing African Business, Policy, and Partnerships*



Algiers, Algeria - September 2025 – The Pan African Chamber of Commerce and Industry (PACCI) took a strategic stage at the Intra-African Trade Fair (IATF 2025), held in Algiers from 4–10 September, underscoring its leadership in driving African private sector participation and strengthening implementation of the African Continental Free Trade Area (AfCFTA).

At the IATF Pavilion, organized in partnership with the United Nations Development Programme (UNDP), Govt of Japan and PACCI (Advisory member of IATF), brought together more than 50 businesses and organizations from eight African countries showcased innovation and entrepreneurship across sectors including agri-food, leather, jewellery, technology, and cultural industries. The pavilion welcomed over 2,000 visitors, among them policymakers, business leaders, and entrepreneurs from across Africa and beyond.

Exhibitors curated through PACCI included Sebea Coffee, Samor Flower, Fayda Leather, Mahder Foods Processing, Amsale's Gemstone & Jewelry, ABKA Leather, LINU Leather, TAF Leather, ETHDAN Resources Import and Export, AELEX, CCIAMA (Chad Chamber), Youth and Cultural Development Foundation (YCDF), The Day Jam, and Ashewa Technologies.

Thought Leadership at IATF 2025

PACCI also convened two high-level side events that generated strong interest among African and international stakeholders.

On 6 September, the session “*One Market, Many Currencies: How Can Africa Trade Without Foreign Money?*” brought together over 200 in-person participants and hundreds online. Discussions focused on strengthening the Pan-African Payment and Settlement System (PAPSS), promoting local currency use in intra-African trade, and reducing reliance on foreign currencies. Panelists highlighted opportunities to lower transaction costs, deepen financial integration, and enhance Africa’s resilience.



Panelists included Mike Ogbalu III, CEO of PAPSS; Gabriel Edgal, Chairman of Oakwood Green Africa; Yazid Benmouhoub, CEO of the Algerian Stock Exchange; and Johana Leblanc from Adomi. The session was moderated by Hakim Benbadra, Strategist at Tigridd.

On 9 September, PACCI hosted “From Policy to Practice: AfCFTA Private Sector Platform and Africa Private Sector Hearings (APSH).” The event underlined the importance of structured dialogue between businesses and policymakers in shaping AfCFTA implementation. Speakers explored mechanisms to operationalize the AfCFTA Private Sector Platform, scale up Africa Private Sector Hearings, and ensure trade rules reflect the needs of SMEs, women, and youth.



The African Private Sector Hearings (APSH) is a new AfCFTA mechanism that gives chambers of commerce, industry associations, and business organizations a direct voice with the AfCFTA Secretariat. No intermediaries, no barriers, just your case, your evidence, and your solutions presented straight to continental decision-makers.

Why it matters: The AfCFTA is the world’s largest integrated market. For it to deliver, business realities must shape its rules. APSH makes sure companies of all sizes can raise challenges and influence policies that directly affect trade and investment.

What you can raise: Issues such as customs delays that harm perishable exports, non-tariff barriers like quotas or licenses, and rules of origin complexities that keep SMEs from accessing AfCFTA tariffs.

The first pilot: APSH will debut in Lomé in November 2025 at the AfCFTA Annual Conference (Biashara). Businesses will present evidence-backed cases and propose solutions directly to the Secretariat, with media and business organizations amplifying the outcomes.



Quote from PACCI President

“Africa’s private sector is no longer a spectator in continental integration – it is the driver. At IATF, PACCI demonstrated that when we trade together, innovate together, and speak together, we shape an Africa that trades on its own terms.”— Ali Adjii Mahamat Seid, President of PACCI and CCMIA

About PACCI: The Pan African Chamber of Commerce and Industry (PACCI) is the unified voice of Africa’s private sector, representing national chambers of commerce, industry associations, and businesses across the continent. PACCI works to advance trade, foster partnerships, and ensure the private sector plays a central role in the successful implementation of the African Continental Free Trade Area (AfCFTA).

