

MOBILIZING AID FOR TRADE: FOCUS AFRICA

WORKSHOP ON THE PRIVATE SECTOR AND AID FOR TRADE 30 SEPTEMBER 2007

**MOEVENPICK ROYAL PALM HOTEL, ROOM KIVUKONI 4
DAR ES SALAAM, TANZANIA**

AGENDA

14:00-15:00 SESSION 1: ROLE OF PRIVATE SECTOR IN FORMULATION OF TRADE POLICY AND REGULATIONS

The governments are increasingly involving the private sector in the formulation and implementation of trade policy for (i) better diagnosis of the problems and design of appropriate trade policy reform for creating a business friendly environment, (ii) making policy reforms easier to implement by promoting better understanding of the reform package, (iii) building an atmosphere of mutual trust and understanding between public and private sectors and (iv) promoting transparency and good governance. In developing countries the private sector has too often been left out of the trade and development debate. As a result, the private sector in many countries lacks awareness of the benefits and consequences of trade liberalization. Often inadequately informed about the public sector initiatives, the private sector has little influence on the development of national trade policies and regulations. Outreach activities, awareness raising and capacity building are, therefore, important activities in this context.

Panel Discussion:

The panellists might focus on the following questions:

- Why is it important for the private sector to be involved in formulating trade policy?
- How can private sector involvement improve the design and implementation of trade policy?
- How can the private sector leverage international organizations to influence trade policy?
- What are the success models in private sector involvement?

Moderator: ITC

Panelists:

Ms. Betty Maina, Chief Executive, Kenya Association of Manufacturers

Ms. Zakiya Sekkate, Administrateur Oxyplast, Morocco

Mr. Stephen Lande, President, Manchester Trade Ltd. International Business Advisors

15:00-16:00 SESSION 2: INFRASTRUCTURE TRENDS AND FINANCING

Public-Private partnerships in building trade related infrastructure come in many forms. For example, an enterprise group, composed of public and private interests, produces a public service for profit. These include build, own and operate (BOO) and build, operate and transfer (BOT) schemes for the development of trade related infrastructure, such as road networks, airports, ports etc. It may also include partnerships such as, the joint management of a cold storage at the airport with the equity put into the venture by the partners being paid through user fees, or partnerships for the delivery of "public" services like the customs through establishing a single window for imports and exports.

Panel Discussion:

Issues that can be addressed are:

- What is the state of infrastructure investments and infrastructure deficit in Africa?
- What are the key factors, which trigger, help design and successfully execute the joint ventures of this type?
- Were regulatory changes necessary to facilitate the creation or the operation of the partnership?
- Do aid agencies or development finance institutions have a role in promoting such services or participating in them as partners, sponsors or facilitators? Was any such agency involved in the specific case?

Moderator: ITC

Panelists:

Mr. Alex Kabuga, Project Leader, Port of Mombassa Community Based System

Mr. Hubert Danson, Executive Secretary, NEPAD Business Group, South Africa

16:00-16:20 **Tea/Coffee Break**

16:20-17:45 **SESSION 3: HELPING SMES TAKE ADVANTAGE OF OPPORTUNITIES OF TRADE LIBERALISATION**

Overview of ITC activities in helping SMEs develop the skills and capacities to be competitive in global markets. It will be illustrated through specific case studies of provision of such services directly to the enterprises or by strengthening the trade promotion institutions. ITC clients would be invited to contribute to the discussion.

Moderator: ITC

Panelists:

Ms. Florence Kata, Executive Director, Uganda Export Promotion Board

Mrs. Josephine Francis, Manager of Arjay Farms, Chairperson of the Liberia Women's Business Association

17:45-18:15 **Concluding remarks:**

Ms. Patricia Francis, Executive Director, ITC