

The Common Market for Eastern and Southern Africa-

COMESA

INVESTMENT OPPORTUNITIES IN COMESA REGION

AGRF2020 Virtual Summit



About COMESA



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WHO ARE WE?

A regional grouping of **21** African States which have agreed to promote regional integration through trade development.

OUR VISION

“To be a fully integrated, internationally competitive regional economic community with high standards of living for all its people ready to merge into an African Economic Community”

Inter-governmental organization established through a **Treaty** and composed by 21 Member States (MS)

21 Member States



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- | | | | |
|--------------|---|--------------|---|
| • Burundi |  | • Malawi |  |
| • Comoros |  | • Mauritius |  |
| • D R Congo |  | • Rwanda |  |
| • Djibouti |  | • Seychelles |  |
| • Egypt |  | • Somalia |  |
| • Eritrea |  | • Sudan |  |
| • Eswatini |  | • Tunisia |  |
| • Ethiopia |  | • Uganda |  |
| • Kenya |  | • Zambia |  |
| • Libya |  | • Zimbabwe |  |
| • Madagascar |  | | |

COMESA in Numbers



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No of Countries

21

Population

583 million People

Size

11.8 million square Kilometres

Combined GDP

\$805 billion

Fact

The largest regional economic body in Africa;
constitutes a third of the continent

Why investing in COMESA



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Nine (9) Good Reasons to invest in COMESA Region

- 1) The region has enjoyed a decade of fastest growing GDP trend (with 32% contribution of Agriculture);
- 2) The region has 60% of the world available arable land;
- 3) Majority of the population in the region is below 35 years (as growing potential consumers and active labor force);
- 4) Big part of the population is engaged in agriculture & livestock related activities;
- 5) Existence of a great potential for industrialization and value addition ;
- 6) Existence of other abundant natural resources that call for transformation;
- 7) Strategic geographic location; COMESA comprises 9 costal countries & 4 ocean states with joint total coastline of over 15,000 Km & 3.01 sq Km exclusive economic zone
- 8) Initiative to reduce the cost of doing business (NTB reporting, OSBP, digitalization initiatives)
- 9) Regulatory framework enabling cross border trade (AfCFTA, CFTA...);

Enabling environment in COMESA

COMESA SPECIALIZED INSTITUTIONS SUPPORTING BUSINESS&INVESTMENT

- COMESA Business Council (CBC), umbrella/voice of the private sector
- COMESA Regional Investment Agency (RIA), promotion of opportunities
- Trade and Development Bank (TDB), access to finance
- COMESA Competition Commission (CCC), market fairness
- African Trade Insurance(ATI) ensure against political risks
- Federation of National Association of Women in Business (FEMCOM), role of women in business
- PTA Reinsurance Company (ZEP-RE): insurance of capital assets

FAVORABLE BUSINESS REGULATION IN PLACE

- COMESA is a Free Trade Area (FTA) since year 2000 and other trade facilitation;
- The incoming African Free Trade Area (AfCFTA) being deployed since its ratification in 2019;
- The COMESA Common Investment Area framework (CCIA) adopted by Member States 2017& other investment agreements;
- Different programmes/policies in place to facilitate trade and movement of goods within the Common Market (Yellow card, RCTG, OSBP, Harmonized Axle Road STR regime...);
- Different initiatives in harmonization of policies/strategies (industry,livestock, seed, SPS& standards...)

Key regional investment opportunities



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- Investment in Value Chain development for key agriculture commodities;
- Regional production and commercialization of Agricultural inputs (quality seeds fertilizers, pesticides...);
- Establishment and management of Agro-Regional Special Economic Zones/Industrial Agro-Parks;
- Investment in logistics (regional ports, storage-cold rooms, transport and distribution facilities of agro-food commodities);
- Investment in mechanization, irrigation and automation of agriculture.
- Investment in tourism, ocean exploration, & maritime transport, and fisheries;



Flagship Programme for Partnership: COMESA COVID-19 Food and Nutrition Security Response Plan

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The Approach and Principles

- Designed with room for flexibility to ensure its adaptation in tandem with evolving contexts of the COVID-19 pandemic;
- Strives to bolster private sector, particularly Micro, Small and Medium Enterprises (MSMEs) and farmers participation, and other key players to drive the response with focus on youthful and women farmers
- Ensure synergies and complementarity with the existing related initiatives in the region and Member States;
- Ensure implementation of the response activities safeguards and promotes Ecosystems Biodiversity;
- Leverage the existing institutions and structures to maximize efficiency and effectiveness of the implementation.

Priority Area 1: Provision of immediate food and livelihood needs of vulnerable populations

Aims:

- Mitigate the urgent food security and nutritional impact due to COVID-19 and movement restrictions on both the local population and local market systems, by ensuring continued access to food, especially amongst the vulnerable persons

Key Interventions:

- Provision of targeted food assistance, food vouchers, direct cash transfer and supporting school feeding/home meal programmes, through local sourcing of food items;
- Expansion of the existing social protection programmes to include other segments of the vulnerable population affected by the effects of the COVID-19 such as urban workers, rural entrepreneurs, and farm households.

Priority Area 2: Boosting agricultural productivity and production

Aims:

- Enhance access to and use of key agricultural inputs, technologies and services to increase productivity and production of selected regional priority agriculture commodities that address food and nutrition security needs of the population.

Key Interventions:

- Support access to improved agro-inputs and technologies,
- Development of agriculture input markets,
- Leverage digital technologies for provision of extension, advisory and other support services to farmers and other producers.

Priority Area 3: Enabling Policies and Regulations

Aims:

- Create a conducive regional policy and regulatory environment and quality infrastructure to: (i) promote food quality, hygiene and safety standards; (ii) promote private sector investment in agri-food markets and (iii) re-invigorate cross-border trade in agri-food commodities.

Key interventions:

- Harmonization of food safety regulatory frameworks and cross-border surveillance prevention and control of Transboundary Animal diseases (TADs) and Zoonosis;
- Animal feedstuff harmonization policy, standards and regulations;
- Develop regional Intellectual Property Protection policy framework;
- Strengthen the regional Sanitary and Phytosanitary (SPS) and food safety infrastructure

Priority Area 4: Access to Markets, Post-Harvest and Value Addition / Agro-processing

Aims:

- Strengthen capacities and business linkages between farmers and SME/large buyers and agro-processors;
- Improve the quantity and quality of food production to meet the needs of buyers; and reducing post-harvest losses and food waste and driving agro-processing/ agro-industrialization.

Key interventions:

- Support market linkages within the targeted value chains;
- Build capacity of farmers on commodity value chain management;
- Support to capacity building for SMEs including agro-processors;
- Re-invigorate cross-border trade in agri-food commodities;
- Promote and support measures to enhance nutrition and value addition/agro-processing and reduce post-harvest losses and food waste;
- Support the use of appropriate digital agri-food and commodity aggregation infrastructure to facilitate market coordination and linkages;
- Develop ICT-based COMESA regional agriculture market information system.

Priority Area 5: Building Resilience of Agri-Food Systems and Ecosystems Biodiversity

Aims:

- Strengthen the food systems to make it more responsive and adaptive to risks and external shocks as well as ensure safeguards of ecosystems biodiversity.

Key interventions:

- Strengthen harmonized early warning, preparedness and response systems;
- Support Member States to set-up risk management measures in agriculture;
- Support research to develop, transfer and disseminate technologies, innovations, and management practices- well adapted, market-responsive, climate-resilient, suited to assorted agro-ecological contexts, and end-user preference;
- Support the design and implementation of green production initiatives in the region in line with other global initiatives;
- Support Member States to establish strategic food reserves, through policy and institutional development.



Priority Area 6: Regional Coordination and National Response Management

Aims:

- Strengthen regional and national level coordination and partnerships, and management of the interventions and continuous learning across the COMESA region

Key interventions:

- Coordinating annual work planning and budgeting;
- Monitoring, evaluation, reporting and learning; and
- Coordinating and harnessing regional partnerships to support implementation of the response

PARTNERSHIPS



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- ❑ COMESA, its institutions and Member States
- ❑ Development Partners
- ❑ Private Sector Businesses
- ❑ Civil Society Organizations

THANK YOU



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