



**AUDA-NEPAD**  
AFRICAN UNION DEVELOPMENT AGENCY

# Trade & Markets Unit



## CONTEXT

***Trade and Markets Unit***, affiliated to Industrialization Division, was recently established in ***April 2023***, following the new restructure process of AUDA-NEPAD.

# VISION

- 1. Faster, cheaper, and more seamless and predictable intra-African trade flows, in fulfilment of relevant frameworks.**
- 2. Improved trade environment at national, regional, and continental levels.**
- 3. Enhanced performance of trade support/promotion institutions to offer high-quality and sustainable business services.**
- 4. Expedited implementation of AfCFTA in function with other related continental and international frameworks.**

Key  
areas  
of  
intervention

- 1. Stakeholder needs assessment.**
- 2. Trade facilitation.**
- 3. Capacity development.**
- 4. African Trade Analysis and Outlooks.**
- 5. Market access and expansion.**

# Ongoing projects

## 1. Stakeholder needs assessment

**Target:** Inform evidence-based and country context action plan at all levels to seize opportunities and mitigate risks and challenges to promote intra-African trade and unlock potential benefits of AfCFTA in function with other frameworks.

- ❑ **Project one: AIDA & AfCFTA Impact Assessment Study:** in collaboration with AfCFTA Secretariat, AUC, and JICA. Currently at the first implementation phase October 2023- June 2024.



Kick-Off Workshop, Kigali, September 2023

- ❑ **Project Two: Impact of Trade in Africa on Children and Youth:** (AUDA-NEPAD & UNICEF- by Feb.2024 AU Summit.



Ongoing  
projects

## 2. Capacity Development

**Target:** Build capable stakeholders, at all levels, to seize opportunities and mitigate risks and challenges to promote intra-African trade and unlock potential benefits of AfCFTA.

- ❑ **Project three: AUDA-NEPAD – JICA Joint webinars (2023):** In collaboration with JICA, AUDA-NEPAD will organize three webinars to further enrich the public discussion on the effective implementation of AfCFTA.



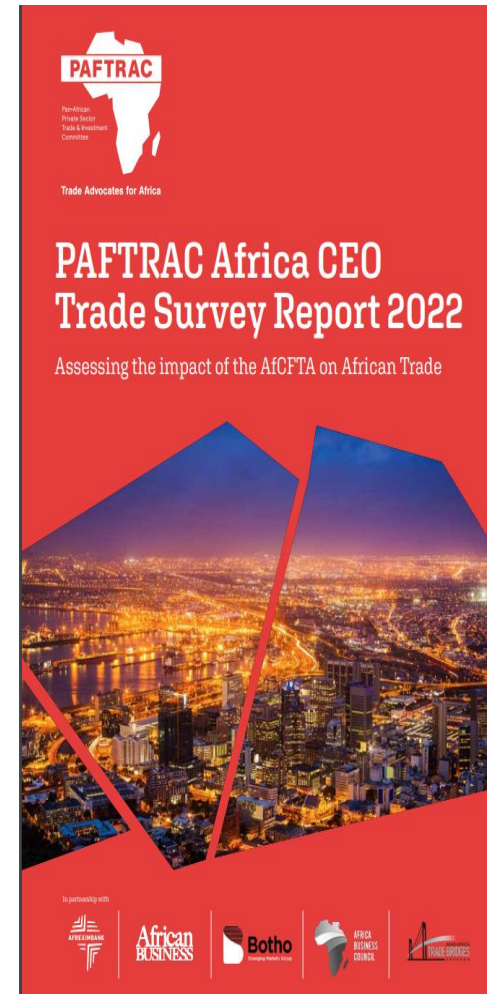
### 3. African Trade- Analysis and Outlook

**Target:** highlighting the key trends and issues in African trade.

Ongoing

Projects

- Project four: PAFTRAC Annual Survey : in collaboration with Afreximbank. The survey seeks synthesizing the views of the African private sector on trade and investment issues and encourage a shared understanding of the benefits of trade and investment policies



## 4. Market access and expansion

**Target:** promoting various business forums and trade fairs in Africa as unrivalled occasions for networking and market expansion.

Ongoing

Projects

- ❑ **Project five: the Intra- African Trade Fair:** is the African continent's premier biannual trade and investment event. Its attractions includes thousands exhibitors from across Africa showcasing their goods and services. 2023 IATF was hosted by Egypt (9-15 Nov. 2023).





# Pipeline

# Projects

❑ **Project one:** Trade Promotion Agencies Needs Assessment.

(APBT)

❑ **Project two:** Digital African Marketing Platforms Annual Review

❑ **Project three:** *Annual African Trade Statistical Review*

