

EVENT WEBINAR BRIEF

For United Nations Economic Commission for Africa

OVERVIEW

i This document will provide an overview of the Upcoming webinar on Sports Trade & Manufacturing

This webinar will be focusing on the challenges and opportunities of manufacturing on the African continent. There will also be a focus on the increase of sports manufacturing activities on the continent and the AfCFTA can create opportunities pertaining to employment, small to medium enterprises, youth and women. By way of background, investment opportunities have been subdued due to the region's poor infrastructure and reputation for its corruption and management of crisis's. Currently Africa engages in the global value chain of supplying primary goods. In comparison with other countries Africa's intra-trade level is significantly lower in comparison with other regions such as Americas, Asia, and Europe. With the AfCFTA, the intra-regional economy could face a dynamic shift in Africa's global supply chain. According to the United Nations Economic Commission for Africa (UNECA), it anticipates the AfCFTA will create the largest free trade area in the world uniting more than 1.2 billion people in a \$2.5 trillion economic block. As such the main objectives of the session will be to look at manufacturing practices in the past and understand lessons learned. look at what is being done currently and the current challenges that are being faced. A look to the future on how the implementation of the AfCFTA will have an impact, but also looking at what infrastructure needs to be developed for the AfCFTA to be successful and reach its goal for 2035.

Key Objectives

i The objective of this webinar is to:

- Look at lessons learned on what has been done in the past in order to be successful in manufacturing effectively
- Highlight the current challenges of manufacturing on the continent and the current barriers to trade
- Better understand what would be required to make trade more effective
- A look to how the AfCFTA can be implemented successfully in order to increase intra-trade
- Investigate the current opportunities in sports manufacturing
- Understand how the AfCFTA can create opportunities for SMEs, women, employment and youth

Target Audience

i The target audience of the webinar are:

- Governments – listeners from a top-down level governance that wish to understand how to implement local legislation to make trade more effective for locals. To also listen first-hand to best practices from nations on what is working effectively to increase trade.
- Commercial companies – Those with an interest in manufacturing or currently trading, who are looking to better understand the sector and what opportunities could be available to them. This is an opportunity to

ask questions on how they can prepare and take advantage of the implantation of the AfCFTA but also to listen to their fellow peers on lessons learned.

- Trade Unions – Increase their knowledge of how they can assist their members to better support them up-to-date information.
- Youth – listeners looking to better understand the current manufacturing ecosystem to better understand what the future of the continent could look like but also an avenue for future job opportunities.

Webinar Approach



- Session opening by representative from the United Nations
- Opening remarks from VIP Keynote speaker
- Moderator opens the session and allows for each speaker to introduce themselves
- Each speaker will give a brief overview of themselves for 5min
- Session will be run as a roundtable discussion with questions from the moderator
- Towards the end of the session, the moderator will allow time at the end for attendees
- Final statements from the speakers on key takeaway points
- Closing remarks moderator and ASU

POTENTIAL SPEAKERS



Below is a selection of speakers to be considered for the event

Policy (Afcfta member) / Govt (country that needs to implement this)

- Name - Mavis Owusu-Gyamfi
Link - <https://acetforafrica.org/about-us/#our-people>
- Name - Florizelle Liser
Link - <https://acetforafrica.org/about-us/#our-people>
- Name - Marysue K. Shore
Link - <https://acetforafrica.org/about-us/#our-people>

Trade Organisation i.e. Chamber of Commerce

- Union - INTERNATIONAL CHAMBER OF COMMERCE

Link - <https://iccwbo.org/about-us/global-network/regional-offices/#1483449760709-d69727f1-f04c>

- Name - Hosam Baharia
Union - Union of African Chamber of Commerce, Industry, Agriculture, and Professions (UACCIAP)
Website - <http://uacciap.org/>
LinkedIn - <https://www.linkedin.com/in/hosam-baharia-072902196/>
- Name - Andre Kriel
Union - South African Clothing and Textile Workers Union (Sactwu)
Reference: <https://mg.co.za/article/2012-04-05-sascoc-in-the-dogs-box-over-olympics-kit/>

Large Corporation

- Country - South Africa
Company - Mr Price Sport
Website - <https://www.mrpsport.com/>
Whatsapp: +27 64 584 1000
Email: help@mrpsport.com
Reference: <https://www.iol.co.za/sport/olympics/local-company-to-supply-team-south-africa-kit-for-tokyo-olympics-cdca8ef6-f898-4f04-ada1-612f522b36ba>
- Country – Tanzania
Company - Metl Groups (Mo Cola)
Website- <http://www.metl.net/en/beverages/beverages>
Person to contact - Mohammed Dewji (Owner and President)
On LinkedIn - <https://www.linkedin.com/in/moodewji/>
- Country - Kenya
Company - Enda sports wear
Website - www.endasportswear.com
Person to contact - Navalayo Osembo
On LinkedIn - Navalayo Osembo <https://ke.linkedin.com/in/navalayoosembo>

SME/Entrepreneur

- Country - South Africa
Company - Shadowball
Website - <https://shadowball.co.za/>
Person to contact - Gary Crookes (Inventor and Founder) (International Inspiration)
On LinkedIn- <https://www.linkedin.com/in/gary-crookes-05657a1/>
- Name - Sebenzile Matsebula (Female entrepreneurs & Disability angle)
Company - Motswako Office Solution
Website - <http://www.motswako.biz/>

Reference: <https://www.lionessesofafrica.com/blog/2015/2/4/startup-story-of-sebenzile-matsebula#:~:text=South%20Africans%20who%20dream%20of,Subsequently%20she%20became%20a%20paraplegic>

Country – Kenya

Company - Core Active Wear

Website - <https://www.coreactivewearkenya.com/>

Person to contact - Rehanna Merali (Director and Founder) (Female entrepreneurs)

On LinkedIn - <https://www.linkedin.com/in/rehanna-merali-6a389a43/>