

The theme has been considered to reflect the need for the Malawi economy to produce and trade in goods with value addition, a scenario that is possible through Industrialisation. This year’s theme thus focuses on the need to adopt a more export –oriented industrialization as basis for achieving trade competitiveness. It calls for trade and economic policies that speed up the industrialization process to propel exportation of high value processed goods. Industrialisation is therefore fundamental to attain trade competitiveness for the Malawi economy.