

Egypt will host the first ever Intra-African Trade Fair (IATF) from 11-17 December 2018, which is being convened by the African Export-Import Bank in collaboration with the African Union. In a letter, The Intra-African Trade Initiative has invited Malawi to participate in the inaugural African Trade Fair and to consider submitting a proposal to bid for the IATF Country Day Programme. “The fair which has been themed “Transforming Africa”, is indeed the first of its kind in the continent. It is intended to provide a unique platform for promoting Intra-African trade and facilitating information exchange in support of increased intra-African trade,” Reads the letter. The fair which was launched in 2018 at the 10th Extra-Ordinary Summit of the African Union seeks to solidify implementation of the recently signed African Continental Free Trade Area (AFCFTA). The letter further said, the concept of the country days at the IATF is to provide each country a prominence platform to promote its business sectors, trade credentials, best products and services on offer to export markets and opportunities for capital markets. Reads the letter: “The concept is a vehicle that will enable designated countries to have a day where they can enjoy prominence and a special focus to fall on their business representation at the IATF giving these businesses an unencumbered opportunity to seek joint venture partners, launch new products and services, showcase their export readiness and meet potential distributors for their products,” The letter further said the country day program will also provide high visibility branding opportunity and will deliver an opportunity to make an exclusive pitch for direct investments and turnkey project financing. The minimum contribution for participation per country per day is USD 300,000 but countries are allowed to submit joint bids.