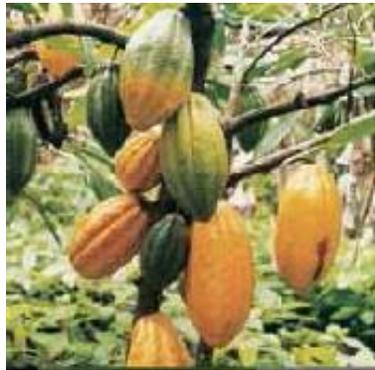




***TRADE PROMOTION
ORGANIZATIONS NETWORK (ROPC):
AN INTEGRATION TOOL TO FOSTER
THE DEVELOPMENT OF THE REGION***

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The West Africa Economic Monetary Union at glance

Founded on 10 January 1994 in Dakar, Senegal, the WAEMU is an inter-governmental organization:

Countries:

Eight member States from West Africa: Benin, Burkina Faso, Côte d'Ivoire (CI), Guinea Bissau, Mali, Niger, Senegal and Togo) of which seven LDCS and one middle-income country (CI)

✓ *Three landlocked countries (Burkina Faso, Mali, and Niger) and five coastal countries*

✓ **Languages:** 7 Member States have French and 1 country, Portuguese as official languages

✓ **Currency:** A common Monetary zone (CFA franc)

✓ **GDP growth rate:** around 6.8% in 2014 for the region



The West Africa Economic Monetary Union at glance

✓ **Population:** Estimated at 106 million inhabitants

✓ **Area :** 3.5 million km²

✓ **Union GDP breakdown:** two countries, Cote d'Ivoire and Senegal contributed respectively to 32% and 18%

✓ **A Common Market:** based on the free movement of persons, goods, services, funds, and the right of establishment of persons with an independent activity or employee, as well as on a Common External Tariff(TEC) and a common commercial policy

✓ **WTO Agreement:** four countries ratified it in Bali in December 2013 as well the trade facilitation: Cote d'Ivoire, Niger, Senegal, Togo



An institutional framework helping create wealth and foster regional integration and sustainable development

- ✓ **The trade policy** of the Union builds on the commitments from member States to the WTO.
- ✓ With regards to trade, WAEMU fosters free trade, expands market opportunities for businesses and ensures a better participation in the multilateral trading system.

The main instruments of the trade policy of the WAEMU are:

- **The Free Trade Area;**
- **The Common External Tariff (CET)** set up in the framework of the trade relations;
- **The Community safeguard measures and protection;**
- **The Community legislation on competition;**
- **The Trade Agreements.**



An institutional framework to help create wealth and foster regional integration and sustainable development

✓ Key objectives:

- ✓ **Establish** a coordination of country's sectoral policies through common actions, and possibly, common policies in human resources, agriculture, energy, industry, mining, transportation, Infrastructure and telecommunications;
- ✓ **Harmonize** the laws of Country member States and particularly the taxation law, while respecting the proper functioning of the common market



An institutional framework to help create wealth and foster regional integration and sustainable development

✓ Key Challenges:

✓ Improving conditions of **Doing Business**

✓ **Access markets and expand on new ones**

✓ **Strengthen production** (country/region) and supply capacities

✓ **Access to finance for SME Development**

✓ Develop and strengthen **regional supply chains** to integrate the world supply chain

✓ Promote **job creation** and **employment of youth**

✓ Promote **private sector development**



OPC-UEMOA, a new tool to enhance regional integration and cooperation with other regions in the world



In order to remedy these major challenges, the ITC (International Trade Center) and the WAEMU Commission have developed project to support the competitiveness of trade and regional integration of the economic area, WAEMU (PACCIR-WAEMU).

- Increase trade among member countries
- Develop regional value chains for other markets
- Support SME's of the 8 countries

OPC-UEMOA, a new tool to enhance regional integration and cooperation with other regions in the world

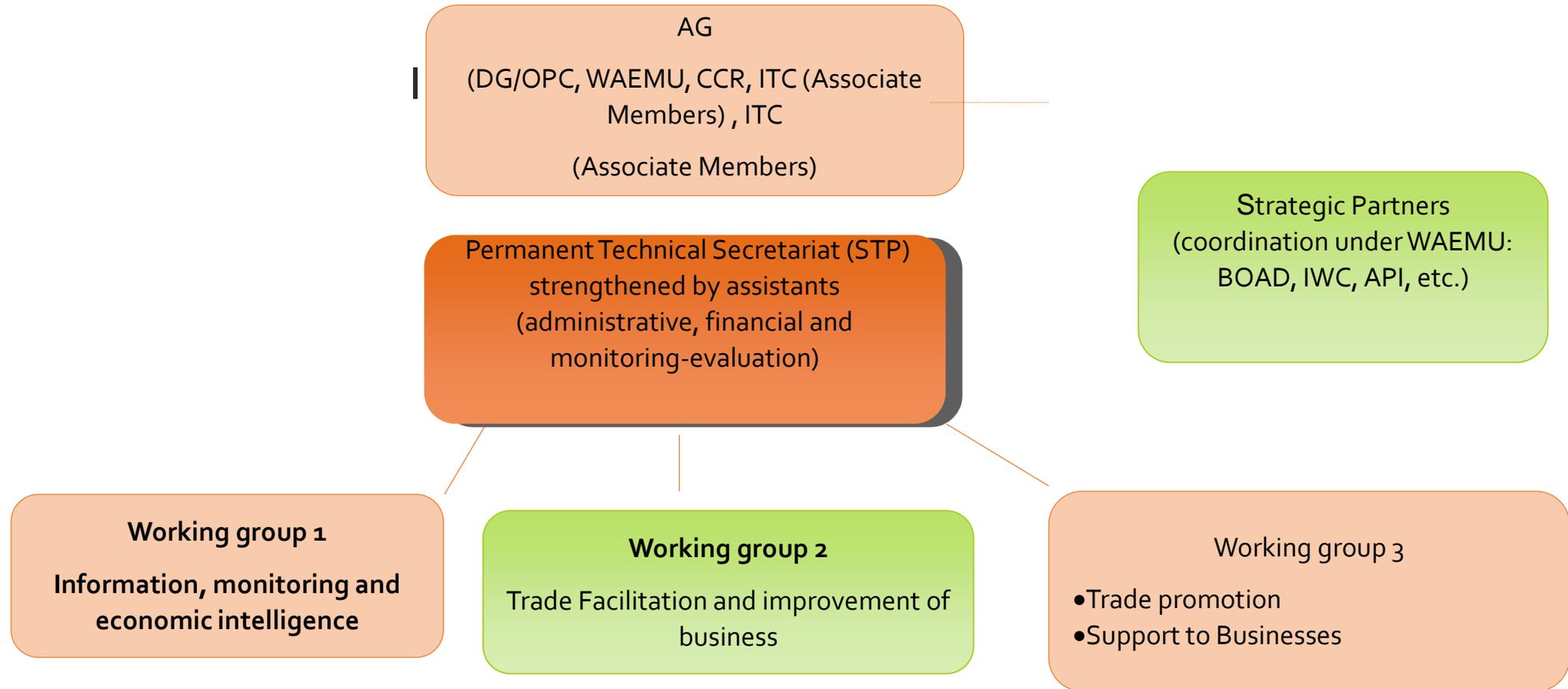


This network has been established on May 17, 2017 in Dakar (Senegal).

- All CEO's and Managing Directors of the eight TPO's attended the meeting
- The Regional Chamber of Commerce is a key technical partner.
- Action plans for year 2017-2018 were adopted as well as the Constitution and the rules and procedures.
-

OPC-UEMOA: Organization Chart

Overview of the Assembly diagram of the institutional network



Member countries' trade potential with Latin America

✓ According to a study report by ITC, trade between UEMOA/WAEMU and Latin America was analyzed by individual country versus various markets in the continent.

This export potential from WAEMU countries has been focusing on major agricultural crops (cocoa, cashew-nuts, sesamum seeds, oil fats) and mining resources. Textile and consumer goods are not comprised in this analysis, although a potential may exist for some Latin American countries.

Imports from the 8 countries mainly include : owls, cuts and offal, automobiles, trucks, milled rice, soaps, tractors, prepared and preserved sardines, etc.



Member countries' trade potential with Latin America



- ✓ **BENIN:**
- ✓ **Capital:** Porto Novo
- ✓ **Countries** with the
- ✓ greatest potential: Brazil,
- ✓ Guatemala, Ecuador,
- ✓ Colombia, Peru, Mexico
- ✓ and Argentina



✓ **Export Products:** Fresh or dried cashew nuts, cotton not carded/Cobled and other oil seeds.

✓ **Import products:** Fowls, cuts and offal, organic surface active products for toilet use, manganese dioxide cells, semi-milled rice, and preparations and preserved sardins (Brazil, Guatemala, and Ecuador)

Member countries' trade potential with Latin America



- ✓ **BURKINA FASO:**
- ✓ **Capital:** Ouagadougou
- ✓ **Countries** with the
- ✓ greatest potential: Brazil,
- ✓ Colombia, Peru, Mexico,
- ✓ Chile, Argentina
- ✓ and Uruguay



✓ **Export Products:** Fresh or dried cashew nuts, cotton not carded/combed, sesamum seeds, and single yarns.

✓ **Import products:** Cane or beet sugar, diesel powered trucks, insecticides, fungicides, herbicides, anti spray, sugar confectionery (Brazil and Colombia)

Member countries' trade potential with Latin America



- ✓ **COTE D'IVOIRE:**
- ✓ **Business Capital:** Abidjan
- ✓ **Countries** with the
- ✓ greatest potential: Mexico,
- ✓ Brazil, Argentina, Chile,
- ✓ and Colombia/Peru, Uruguay
- ✓ and Venezuela



- ✓ **Export Products:** Cocoa beans, fresh or dried cashew nuts, natural rubber and laminated wood, plywood, veneered panels, cocoa paste, cocoa butter,

- ✓ **Import products:** None of the export market's countries neither export to Côte d'Ivoire.

Member countries' trade potential with Latin America

- ✓ **MALI:**
- ✓ **Capital:** Bamako
- ✓ **Countries** with the greatest potential: Brazil, Mexico and Honduras

✓ **Export Products:** cotton not carded/combed, sesamum seeds, fresh or dried cashew nuts, swine raw whides, leather, lac, natural gums, resins, jam.

Import products: broken rice, meat or offal of fol, cane or beet sugar and chemically pure sucrose, tractors for semi-trailers, diesel powered trucks.



Member countries 'trade potential with Latin America



- ✓ **NIGER:**
- ✓ **Capital:** Niamey
- ✓ **Countries** with the greatest potential: *Mexico, Brazil, Peru, Colombia, Argentina, Venezuela Ecuador, Bolivia, and Chile.*



- ✓ **Export Products:** sesamum seeds, fresh onions and shallots.
- ✓ **Import products:** automobiles, gas powered trucks, diesel powered trucks, pharmaceutical products, fowls, whole, frozen, uncooked pasta, fish nes, fixed vegetable fats and oils, milk and creams (unsweetened).

Member countries' trade potential with Latin America



✓ **SENEGAL:**

✓ **Capital:** Dakar

✓ **Countries** with the greatest potential: Uruguay, Colombia and Mexico (1)

Brazil, Panama, and Nicaragua (2)

El Salvador, Costa Rica, Argentina,

and Ecuador, Guatemala, Honduras, Chile

Paraguay, Peru and Venezuela (3)



✓ **Export Products:** soups, fish nes, whole fresh, sharks, frozen, beauty or make-up preparations, bars or rods

✓ **Import products:** broken rice, milk and cream in solid forms, wheat and mesli, cane and beet sugar and chemically pure sucrose, automobiles, TV receivers, telephone sets

Member countries' trade potential with Latin America



- ✓ **TOGO:**
- ✓ **Capital:** Lomé
- ✓ **Countries** with the greatest potential: Colombia, Mexico, Argentina, Uruguay, Brazil, Guatemala, and Costa Rica



✓ **Export Products:** cotton, not carded/combed, cotton seeds, and coffee, cocoa beans, sesamum seeds, fixed vegetable fats and oils.

✓ **Import products:** cane or beet sugar and chemically pure sucrose, sugar confectionery, automobiles, sewing thread of synthetic staples, miscellaneous chemical products, semi-milled or wholly milled rice.

The way forward



In the world:

MoU with Redibero/Latin America

MoU with East Asian Federation

Best practices Mission

MoU with private sector umbrella

organizations in the US, Latin America



