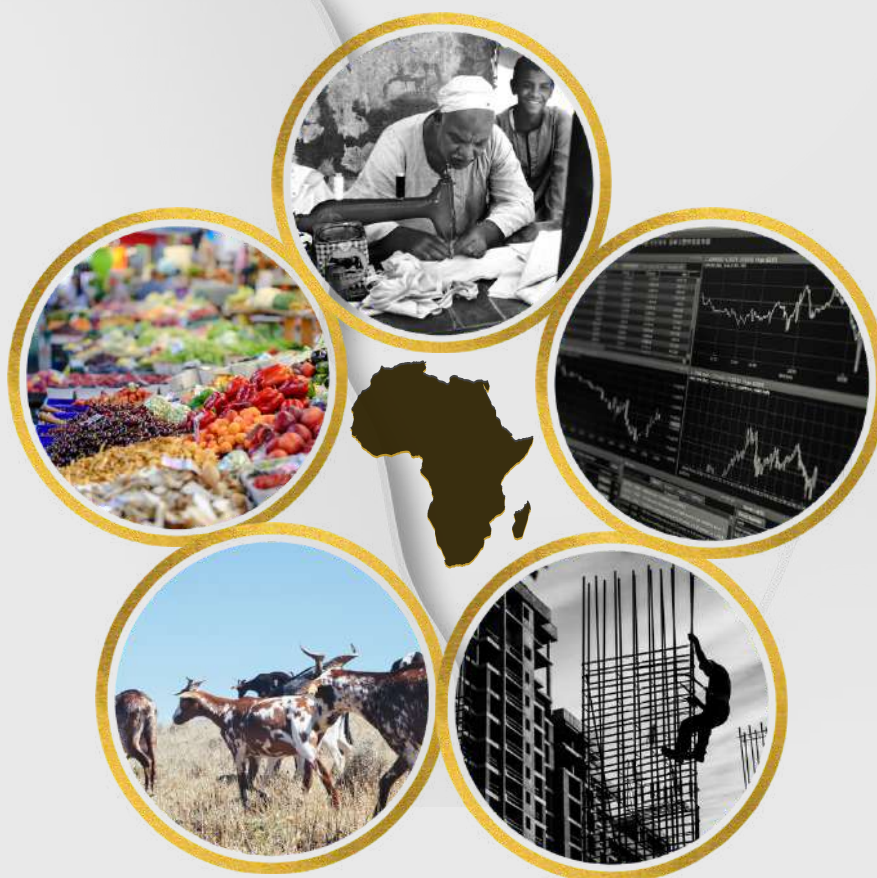


CONVERSATION WITH **AFRIC**

— AFRICA RISING —

FORUM PROFILE



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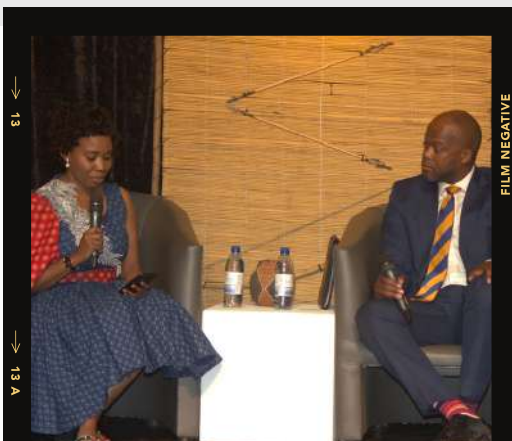
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CONVERSATION WITH AFRICA GALLERY

I. ABOUT CONVERSATION WITH AFRICA

CONVERSATION WITH AFRICA (CWA), is an organization headquartered in Gaborone, Botswana with offices through its strategic partners in Africa, whose aims are to promote Intra-Africa Trade, African Continental Free Trade Area (AfCFTA) and forge intercontinental partnerships between Africa and her global counterparts by sensitizing on the existing agreements and partnerships between them. CWA achieves these aims through various functions; CWA Forum, CWA Media & Digital Platforms and the CWA Consultancy Firm.

CONVERSATION WITH AFRICA commenced as a Forum, launched in Gaborone Botswana in April 2019. The Forum is a platform that contributes, influences, and pushes proactiveness toward developing an inclusive African economy and attaining Africa's long-term development goals, with a focus on the African Continental Free Trade Area (AfCFTA) and Intra Africa Trade. It continues as a catalyst for influencing and informing policy and laws that affect business and trade.



AfCFTA Secretary-General His Excellency **Mene Wamkele** & Chief Executive Officer of CWA Ms. Neo Theodore Tihasele



AfCFTA Secretary-General His Excellency **Mene Wamkele** addressing the CONVERSATION WITH AFRICA 2021 Forum

The CONVERSATION WITH AFRICA Forum attracts diverse development persons and partners from diverse institutions. The Annual Forum affords an opportunity for dialogue, Business-to-Business & Business-to-Consumer linkages, networking, forging partnerships and collaborations, among others. In the year 2022, the annual Forum will be in its 4th Edition as we host two forums; CWA commemorates Pan African Women's Month on the 31st of July geared towards women, and the Annual Forum in West Africa later in the year.

The CWA Forum will be co-hosted across all African Nations with strategic partners from the Private sector, Government and NGO's from Africa and globally, in partnership with and funded by various institutions. The Forum is physically and virtually attended with set themes that enable dialogue and debates through structured panels.

The **CONVERSATION WITH AFRICA** structure is inclusive of global markets & market participants as we promote competitiveness and partnerships between Africa and other international players. We do this by sensitizing our stakeholders on the partnerships and agreements that are available between Africa and her global counterparts. Through establishing and cultivating international partnerships, **CONVERSATION WITH AFRICA** helps forge and develop intra-Africa and intercontinental Business-to-Business and Business-to-Market linkages.



Economist Dr. Thapelo Matsheka, Member of Parliament in Botswana, moderating at the 2019 CWA Forum.



The High Commissioner of India to Botswana His Excellency Dr. Rajesh Ranjan, Ambassador of Russia to Botswana His Excellency Andrey V. Kemarskiy and Ambassador of The EU to Botswana & SADC His Excellency Jan Sadek pictured during the 2021 CWA Forum



Former Ambassador of China To Botswana His Excellency Dr. Zhao Yanbo & Former Ambassador of Russia to Botswana His Excellency Victor Sibilev speaking at the 2019 CWA Forum.



His Excellency Seyi Makinde, Governor of Oyo-State Nigeria speaking at the 2019 CWA Forum.

II. CONVERSATION WITH AFRICA FUNCTIONS

2.1 CONVERSATION WITH AFRICA ANNUAL FORUM

CONVERSATION WITH AFRICA commenced as a Forum, launched in Gaborone Botswana in April 2019. The Forum is a platform that contributes, influences, and pushes proactiveness toward developing an inclusive African economy and attaining Africa's long-term development goals, with a focus on the African Continental Free Trade Area (AfCFTA) and Intra Africa Trade. It continues as a catalyst for influencing and informing policy and laws that affect business and trade.

2.1.1 FORUM STRUCTURE

- Panel Discussions
- Investor and Investment Session
- Sector Round Table exchanges
- Product and Service offerings - 'Expose'
- Cultural Night
- Networking Dinner/Cocktail



Mr. Kiprono Kittony EBS,
Chairman of the Nairobi Securities
Exchange (NSE) and Patron of
CONVERSATION WITH AFRICA



Honourable Phandu Skelemani,
Speaker of The National Assembly of
Botswana and Patron of
CONVERSATION WITH AFRICA

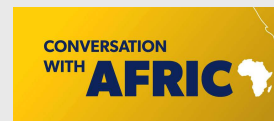


Honourable Mmusi Kgafela,
Minister of Investment, Trade &
Industry during the CWA 2021 Forum

2.1.2 HIGHLIGHTS OF CWA FORUMS; 2019-2021

2.1.2.1 CONVERSATION WITH AFRICA 2019 FORUM

~ co-hosted with Business Botswana



The CONVERSATION WITH AFRICA Forum Launch was hosted in Gaborone, Botswana on the 19th April 2019, under the Topic 'Intra Africa Trade'. The Forum was co-hosted with Botswana's Chamber of Commerce and Industry - Business Botswana and was funded by Private Sector agencies as well as the Botswana Government's business development agencies. The groundbreaking Forum attracted diverse development partners. The event was graced by Government officials from Botswana, Nigeria, Kenya, Diplomatic Heads of Missions, Private Sector, Academia, and NGO's amongst others.

<http://www.conversationwithafrica.org/wp-content/uploads/2020/11/REPORT-CONVERSATION-WITH-AFRICA-2019.pdf>

2019 Forum Partners



2.1.2.2 CONVERSATION WITH AFRICA 2020 FORUM

~ co-hosted with Business Botswana



Due to the global outbreak of COVID-19 which caused lockdowns worldwide, CONVERSATION WITH AFRICA hosted its 2020 Forum through webinar conferencing with panel discussions which took place starting in December 2021. Discussions were geared towards the theme 'Implementing the African Continental Free Trade Agreement- AfCFTA'.

Webinar Links

- <https://www.facebook.com/conversationwithAfrica/videos/180675699929484>
- <https://www.facebook.com/conversationwithAfrica/videos/564196824217214>
- <https://www.facebook.com/conversationwithAfrica/videos/417837745788559>
- <https://www.facebook.com/conversationwithAfrica/videos/311022706649254>
- <https://www.facebook.com/conversationwithAfrica/videos/3449117201839315>
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- <https://www.facebook.com/conversationwithAfrica/videos/649703269060452>
- <https://www.facebook.com/conversationwithAfrica/videos/387586769009282>

2020 Forum Partners



2.1.2.3 CONVERSATION WITH AFRICA 2021 FORUM

CONVERSATION WITH AFRICA hosted its Third Edition physically in Gaborone, Botswana on the 20th and 21st of October 2021. The Forum attendance was both physical and virtual as CONVERSATION WITH AFRICA streamed the Forum Live on its Facebook Page. This Third Edition of the Forum, the theme of which was ‘Scaling Up Production for the African Continental Free Trade Area- AfCFTA’, was graced by the physical presence of His Excellency Mene Wamkele, Secretary-General of the AfCFTA as Guest of Honor. The Botswana Minister of Investment, Trade and Industry Hon. Mmusi Kgafela gave the Forum’s Keynote Address while Botswana’s Speaker of the National Assembly, Phandu Skelemani, who is a Patron of CONVERSATION WITH AFRICA’s sister organization The Business Kraal, gave an address.

The AfCFTA Agreement generally addresses demand issues by creating a single African market, as it’s now time for AfCFTA member states to scale up production to match the consumption of people in the continent. But as we know, increased production for exports cannot happen in a vacuum.

Webinar Links

- <https://www.facebook.com/conversationwithAfrica/videos/605248477416731>



His Excellency Mene Wamkele, AfCFTA Secretary-General addressing the third annual CWA Forum held in Gaborone, Botswana in October 2021.



Chief Executive Officer of CWA Ms. Neo Theodore Tlhaselo & Minister of Investment, Trade & Industry Honourable Mmusi Kgafela pictured here at the CWA 2021 Forum.

CONVERSATION WITH AFRICA 2021 FORUM DEVELOPMENT PARTNERS



Made possible by



2.2 CONVERSATION WITH AFRICA MEDIA & DIGITAL PLATFORMS

This function seeks to educate and sensitize startups, industry players and all segmented development players on the AfCFTA. CONVERSATION WITH AFRICA continues to be a platform for continued dialogue through segmented topics being unpacked by players and aims to innovate its services to be future-forward and fully inclusive. Organizations partner with CONVERSATION WITH AFRICA Media and Digital Platforms to ensure their content and brand messages reach the wider African audience.

- **CONVERSATION WITH AFRICA** Radio Show on GABZFM radio station. CONVERSATION WITH AFRICA launched its Radio Show in 2021 powered by The Business Kraal and Absa Bank Botswana ([add Gabzfm live stream](#)).
- **CONVERSATION WITH AFRICA TV (CWA-TV)** - Digital Media Portal (www.youtube.com/channel/UCyJBBYZjVhulchC5jXXHiWw).
- **CONVERSATION WITH AFRICA** Website - www.conversationwithafrica.org.

CONVERSATION WITH AFRICA Radio Show Partners



Made possible by



2.3 CONVERSATION WITH AFRICA CAPACITATION & CONSULTANCY FIRM

The CONVERSATION WITH AFRICA Consultancy firm undertakes the following:

CAPACITATION

- Stakeholder Awareness Program undertaken through workshops;
- AfCFTA and Export Readiness Capacitation Program undertaken through workshops;
- Mentorship program;
- Specially crafted programmes.

CONSULTING

- Export facilitation;
- Crafting of Trade agreements;
- Business to business (B2B) linkages;
- AfCFTA business development strategies for Industries;
- Investment facilitation;
- Advisory services.

III. CONVERSATION WITH AFRICA BUSINESS CLUB

The CONVERSATION WITH AFRICA Business Club affords an opportunity for businesses across all segments who attain membership, to network through the annual business club activities which are exclusive to members only. Activities which will be both virtual and physical which will enable high level networking, monthly workshops geared towards empowering on trade and AfCFTA, information shared on external events and activities i.e. trade fairs and funding opportunities amongst others. Members will be prioritized on all CWA activities.

The CONVERSATION WITH AFRICA Business Club annual membership fee is US\$50. Registration is on our website www.conversationwithafrica.org.

IV. CONVERSATION WITH AFRICA CONTACTS



Copper Close, Broadhurst Gaborone Plot 7984
Gaborone, Botswana



Gaborone, BOTSWANA Office; +267 3904513

DIGITAL PLATFORMS



www.conversationwithafrica.org



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CONVERSATION WITH AFRICA



CONVERSATION WITH AFRICA
CONVERSATION WITH AFRICA TV



For more information; info@conversationwithafrica.org

For inquiry on partnerships; marketing@conersationwithafrica.org



V. BACKDROP-AFCFTA

ABOUT AfCFTA

The African Continental Free Trade Area (AfCFTA) is a flagship project of Agenda 2063 of the African Union – Africa’s own development vision. The AfCFTA comprises of 54 African Union member States with a combined population of 1.2 billion people and a total GDP of \$3.4 Trillion. Its aim is to boost Intra -African Trade, an initiative whose immediate implementation would provide quick wins, positive impacts on socio-economic development, and enhance confidence and the commitment of Africans as the owners and drivers of Agenda 2063. AfCFTA entered into force in May 2019 with 24 Member States ratifying the agreement; to date over 40 Member States have ratified. Its Implementation took off on the 1st of January 2021.

SUMMARY OBJECTIVES OF AfCFTA

- Create a single market for goods & services, facilitated by the free movement of persons to deepen the economic integration of the African continent and in accordance with the Pan African Vision of “An integrated, prosperous and peaceful Africa” enshrined in Agenda 2063.
- Create a liberalized market for goods and services through successive rounds of negotiations.
- Contribute to the movement of capital and natural persons and facilitate investments building on the initiatives and developments in the State Parties and RECs.
- Lay the foundation for the establishment of a Continental Customs Union at a later stage.
- Promote and attain sustainable and inclusive socio-economic development, gender equality and structural transformation of the State Parties.

VI. CONVERSATION WITH AFRICA GALLERY



Senior Programme Officer - Trade, SADC
Mr. Alfred Ndabeni



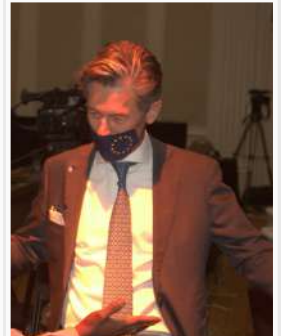
Absa Bank Botswana
Ms. Lesley Bradley



Ghana Ambassador to Botswana
His Excellency Alhassan



High Commissioner of India to Botswana
His Excellency Dr. Rajesh Ranjan



Ambassador of The EU to Botswana & SADC
His Excellency Jan Sadek

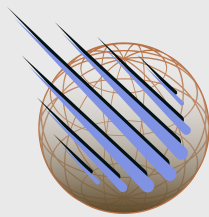


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