



## **PRESS RELEASE / Africa Business Day 2021 fosters dialogue around the dynamics of intra-African trade**

### **FOR IMMEDIATE RELEASE**

*25 June 2021* – The second virtual edition of the Africa Business Day took place on 25 June 2021. The event once again took place under the patronage of the State Secretariat for Economic Affairs SECO and this year's edition was hosted by the African Export-Import Bank (Afreximbank).

The online format, for the first time hosted by an African organization, saw nearly 300 participants attend from 27 countries. 8 Swiss Ambassadors based in African countries and 8 Ambassadors from African countries based in Switzerland were amongst the attendees.

“We are pleased to have brought Swiss businesses and institutions closer to African organizations as well as companies and vice versa this year. This is particularly important as the start of trading began under the African Continental Free Trade Area (AfCFTA) at the beginning of 2021. Proximity to African organizations and companies will only help Swiss companies understand the emerging dynamics of intra-regional trade and we hope to play our role in fostering this dialogue,” highlights Verena Utzinger, President, Swiss-African Business Circle.

‘The power of regional value chains: African markets and the new operating environment’ was the theme of the event and the different sessions covered key topics such as localization (from both a regulatory and market perspective), what the dynamics and complexities governing regional and global value supply chains mean for companies doing business in African markets, how intra-regional trade will evolve going forward with the start of trading under the AfCFTA on 1. January 2021 and how companies can leverage these ongoing developments to better navigate the new operating environment.

Three keynote speakers set the tone for the day and shared their perspective on the Africa Business Day 2021's theme including: **Dr Hippolyte Fofack**, Chief Economist and Director, Research and Cooperation, **Afreximbank**; **Nicol Meyer**, Head of Country, **Clariant Southern Africa**; **Rolake Rosiji**, CEO, **Jobberman** and **Dr Stephen Karingi**, Director, Regional Integration & Trade Division, **United Nations Economic Commission for Africa (UNECA)**.

In the afternoon, breakout sessions featured speakers and moderators from the **Afreximbank**, **African Economic Zones organization (AEZO)**, **Alba Group**, **Handelszeitung**, **IOTA Group**, **Novartis**, **SICPA**, **The Private Sector Development Group (PIDG)**, **Valtronic Morocco** and **Vanda Advisory**.

### **About SABC**

The Swiss-African Business Circle (SABC) is the leading independent association promoting business contacts and links between Switzerland and Africa. It provides its members with an influential network and a unique platform dedicated to the exchange of expertise, experience, projects and ideas, thereby fostering partnerships and opening new business perspectives. In doing so, the association advocates for Africa as an important business destination amongst the Swiss business community. More information available at: [www.sabc.ch](http://www.sabc.ch).

## About the Africa Business Day

The **Africa Business Day** is the indispensable annual platform in Switzerland for doing business in and with Africa. Africa Business Day, organised by the Swiss-African Business Circle, takes place under the patronage of the **State Secretariat for Economic Affairs (SECO)** and brings together **300 participants** including CEOs, members of the Board, business development managers, export managers and investors. During the event, African Embassies/Missions present investment opportunities in their respective countries at **country desks** in the dedicated exhibition area. More information about the Africa Business Day at: [www.sabc.ch/africa-business-day](http://www.sabc.ch/africa-business-day).

For more information and enquiries please contact:

Helina Bischoff

[hb@sabc.ch](mailto:hb@sabc.ch)

+41 (0)76 536 7877