

September  
25th -27th  
Kampala,  
Uganda

PROSPERITY  
6<sup>th</sup> AFRICA  
2024



AFRICA CHAMBERS  
BUSINESS EXPO  
Inspire | Innovate | Impact



Bridging Sustainability, E-commerce through AI and Technology, and  
Seamless Trade Integration through the AfCFTA



English | Arabic | French

May 7

# BEYOND TRADE

## Concept Note

### 6<sup>th</sup> Prosperity Africa Chambers Business Expo

*"Inspire, Innovate, Impact: Bridging Sustainability, Ecommerce through AI and Technology, and Seamless Trade Integration through AfCFTA,"*

#### Introduction

The 6th Edition of Prosperity Africa Conference, co-organized by the Uganda National Chamber of Commerce and Industry (UNCCI) and the Pan African Chamber of Commerce and Industry (PACCI) is set **to take place in Kampala, Uganda, on September 25<sup>th</sup> -27<sup>th</sup>, 2024**. The purpose of this biennial event is to connect business owners with government agents, finance institutions as well as private sector business opportunities. The conference provides a chance for businesses owned by women and young people to learn from and connect with resource providers, government representatives, corporate buyers, and business professionals.

For the year 2024, the conference aims to drive progress in the following pivotal areas:

1. **Digital Transformation for Economic Growth:** Exploring the role of digital technologies in streamlining trade processes, enhancing access to markets, and fostering digital entrepreneurship.



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2. **Green Business and Sustainability:** Spotlighting sustainable business practices, renewable energy solutions, and green technologies that drive economic growth while preserving our environment.
3. **E-commerce and the Digital Marketplace:** Addressing the challenges and opportunities in expanding Africa's digital trade footprint, including cross-border payment solutions, regulatory frameworks, and infrastructure development.
4. **AI and Big Data in Business Innovation:** Showcasing how AI and Big Data can be leveraged to create competitive advantages, improve decision-making, and revolutionize industries across the continent.
5. **Trade integration:** to support small businesses in building competitiveness and participating in trade across Africa and globally, and the role of the AfCFTA.

The overarching objective is to drive forward the effective implementation of the African Continental Free Trade Area (AfCFTA). To this end, **the 2024 Prosperity Africa Conference aims to release the '2024 Chambers and Business Associations Implementation Plan on AfCFTA.'** This initiative seeks to foster collaboration between the private sector and policymakers, providing guidance for navigating the intricate terrain of the AfCFTA.

## Goals and Objectives

The primary goal of the conference is to propel the effective implementation of the AfCFTA, with specific objectives that align with our focus areas.

Objectives:

1. To fast-track the realization of the AfCFTA's goals by addressing key barriers to trade, enhancing policy coherence, and fostering economic integration.
2. Highlight and harness the potential of next-generation technologies and strategies in Green Business, E-commerce, ICT, Artificial Intelligence (AI), and Big Data to boost Africa's digital economy.
3. Align the continent's economic growth with sustainable development goals, ensuring environmental stewardship, social inclusion, and economic viability.
4. Create a dynamic ecosystem of networking opportunities that catalyze long-lasting partnerships, business deals, and collaborative projects across borders.

## Justification

The Continent-Wide Conference responds to a critical need for a focused and collaborative effort to advance the implementation of the AfCFTA and promote green business practices in Africa. With the global shift towards sustainability and the unique challenges of AfCFTA implementation, this conference becomes a crucial platform for stakeholders to address these issues, share insights, and seek consensus. The three thematic areas align with the growing importance of green practices, e-commerce opportunities utilizing AI and Technology, and the need for seamless trade service integration to harness AfCFTA's full potential.

## Context and Format

The conference is structured to span two informative and action-oriented days, each with a distinct thematic focus. The conference themed, ***"Inspire, Innovate, Impact: Bridging Sustainability, E-commerce through AI and Technology, and Seamless Trade Integration through the AfCFTA,"*** will be held in a hybrid format allowing for virtual and in-person participation. The comprehensive agenda will explore crucial themes such as Green Resources and Trade, Mobilizing Domestic Fund and Capital for Green Business, AI and Tech Revolution, Fintech Innovation, Powering Africa with Renewables, and Sustainable Development and Integration in Africa.

### Format and Activities:

1. Keynote Speeches: Insights from Global and African leaders on navigating the future of trade and technology.
2. Panel Discussions: Interactive sessions focusing on practical solutions, policy recommendations, and strategic partnerships.
3. Workshops and Training Sessions: Hands-on learning experiences designed to equip participants with the skills and knowledge to thrive in a digital economy.
4. Exhibition Hall: A showcase , according to sector, of cutting-edge technologies, innovative products, and services that are driving Africa's economic transformation.
5. Networking Events: Opportunities for attendees to connect, share ideas, and forge partnerships that will shape the future of Africa's economy.

The **side events will offer pragmatic insights and actionable solutions** to the challenges entailed in AfCFTA implementation and the adoption of sustainable business practices.

## Expo

The expo is envisaged to be organized according to value chain components such as logistics, packaging, business development services, warehousing etc and critical sectors such as textile, agro-processing and pharmaceutical. This is for ease of identification based on a business need. Aim to have representatives from each region according to the value chain component. The EXPO Hall will also host presentations of initiatives, tools, products and services broadcasted in the Virtual attendee program line up and available post event as web on demand. In addition to a buyers area for B2B.

## The Prosperity Africa Experience

The distinguishing feature of the Prosperity Africa Conference lies in its broad participant base. This event serves as a nexus for business leaders, government officials, regional and international organizations, NGOs, and academic institutions actively involved in trade and commerce. Moreover, it serves as a vibrant cultural exchange platform, where the realms of fashion, music, art, and culinary arts converge. The conference culminates in a prestigious gala dinner award ceremony, honoring businesses across various categories, and showcases the results of Chamber Africa Connect, stemming from the Model Innovation Call for Competition and the **'2024 Chambers and Business Associations Kampala Implementation Plan on AfCFTA'**.

## Beneficiaries

The conference is designed to benefit a broad range of stakeholders, including:

- Entrepreneurs and SMEs
- Representatives from National Chambers of Commerce
- Government officials and policymakers
- Business associations and industry players
- Non-governmental organizations (NGOs)
- Academic institutions
- Eco-conscious customers

The success of this event hinges on the engaged participation and active collaboration of these stakeholders as they collectively work towards greening the African economy and fostering a more sustainable business landscape.

## Conclusion

Prosperity Africa Conference in Kampala, Uganda, scheduled for September 25<sup>th</sup> -27<sup>th</sup>, 2024, promises to be a dynamic and collaborative platform for advancing AfCFTA implementation and championing sustainable business practices across Africa. Beyond the discussions, this conference will equip participants with actionable solutions, foster innovative idea exchange, and contribute to a greener and more prosperous future for African businesses and societies.

## AGENDA

### Agenda Structure:

1. *Keynotes*: Visionary talks from global and African leaders that align with our three pillars: Inspire, Innovate, Impact.
2. *Panel Discussions*: In-depth explorations on Digital Transformation, Green Business, E-commerce, AI and Big Data, and Capacity Building.
3. *Workshops*: Interactive, hands-on sessions offering tools and knowledge in specialized areas, organized in parallel tracks for Business and Chambers.
4. *Networking Events*: Facilitated sessions and informal gatherings designed to encourage collaboration and partnership.
5. *Exhibition Hall*: A showcase area for cutting-edge technologies, products, and services. Includes quick-fire 15-minute presentations in the exhibition hall that showcase cutting-edge technologies, products, and services driving Africa's economic transformation.