

**The 10<sup>th</sup> Joint Annual Meetings of the African Union Specialized Technical Committee on Finance, Monetary Affairs, Economic Planning and Integration and the ECA Conference of African Ministers of Finance, Planning and Economic Development**

**Side Event on  
The African Inclusive Markets Excellence Centre (AIMEC)**

26 March 2017, 9.00 - 11.00, Hotel King Fahd Palace Hotel, Room C01

**Background and Path to AIMEC**

Inclusive businesses have proven effective in creating opportunities for low-income populations, and inclusive market development is necessary to ensure that the benefits of growth are shared equally and to provide a conducive environment for inclusive businesses. Inclusive markets reinforce inclusive growth and regional economic integration, two explicit goals of the African Union (AU) and its partners.

Over the past years, a number of effective policies and programmes to support inclusive business and inclusive markets have been implemented in different countries and sectors across Africa. However, these interventions happen largely in isolation. Despite the multiplicity of actors, there is no institution that facilitates the exchange of best practice across the African continent. A Pan-African perspective could enhance the systematic replication of successful policies and programmes through coordination, collaboration, public-private dialogue and knowledge exchange.

It is against this background that the 9th Joint Annual Meetings of the African Union Specialized Technical Committee on Finance, Monetary Affairs, Economic Planning and Integration and the ECA Conference of African Ministers of Finance, Planning and Economic Development made the following recommendation: *“Requests the African Union Commission to conduct a feasibility study on the creation of the African inclusive markets excellence centre to be undertaken by an independent consultant. The findings of the feasibility study should be submitted to the consideration of the member States of the African Union”.*

Following the above, the AU Commission and the United Nations Development Programme (UNDP) carried out a feasibility study on the operational and financial sustainability of an African inclusive markets centre of excellence which was validated during a Member States Meeting that took place in November 2016 in Nairobi, Kenya. The revised and validated business plan will be tabled for endorsement at the joint Ministerial Conference. In addition, identification of a host country is under way with a call for interest issued to Member States, as well as identification of other supporters, such as donors and sponsors.

**What is AIMEC and the Need for an Excellence Centre**

Under AU’s leadership, and with the support of UNDP and other development partners, AIMEC aims to become the premier Pan-African regional platform for thought leadership and action on inclusive business and inclusive markets - identifying, facilitating and replicating best practice and innovation in inclusive business and inclusive markets policy, programming and public-private collaboration. Ultimately, this will foster inclusive growth and regional economic integration in Africa. This will fill a gap in the support landscape and facilitate the work of existing actors, programmes and policy makers.

The need for AIMEC is based on the premise that supporting the development of inclusive markets is fundamental for both inclusive growth and sustainable development, including through regional economic integration, by generating employment and income for low-income groups, providing them with affordable services and goods and thus enhancing their choices and opportunities. A key principle underlying the AIMEC

concept is therefore that the proposed Centre will be focused on supporting the development of more inclusive markets and businesses in Africa, thus facilitating job creation, income generation, poverty reduction and inclusive growth.

### **Partners' Involvement in and Benefits of AIMEC**

African countries and development actors will benefit from AIMEC in various ways, including through support in reaching the Sustainable Development Goals (SDGs), access to first class knowledge, evidence base for policy action, facilitation of public-private collaboration, and mainstreaming of successful programmes and policies.

Actors are expected to collaborate with and profit from AIMEC in different ways. While public stakeholders will benefit from policy and programme advice, private sector stakeholders in particular will benefit from catalytic support for collaboration and incentives for innovation. Development actors will appreciate AIMEC as an information hub and one-stop-shop for analysis as well as a multiplier of their own work in the inclusive business and inclusive markets space. All stakeholders will profit from knowledge exchange and training provided by AIMEC.

### **Purpose of Side Event and Invited Stakeholders**

The event will introduce the idea of AIMEC, and show how participants can get involved and benefit from the proposed Centre. The event's objectives are as follows:

- Stakeholders become familiar with the rationale and concept of AIMEC with the view to contributing to its conceptualisation and implementation;
- Stakeholders understand the different avenues for participating in the creation of AIMEC and collaborating with the proposed Centre;
- Stakeholders grasp the benefits of AIMEC and develop an interest for getting involved in the proposed Centre.

*The event will be closed and attendance will be only on invitations.* Invitees include selected Ministers of Economy and Finance, representatives of AU member countries, representatives from AUC and UN organizations, private sector, academia, development actors and civil society organization.

#### **Registration for Side Event**

Please confirm your participation to Fliss Liwaeddine  
([LIWAEDDINEF@africa-union.org](mailto:LIWAEDDINEF@africa-union.org)) and  
Pascale Bonzom ([pascale.bonzom@undp.org](mailto:pascale.bonzom@undp.org)) by 25 March 2017.

## Draft Agenda

<i>When?</i>	<i>What?</i>	<i>Who?</i>
09.00	<b>Welcome Remarks</b>	<ul style="list-style-type: none"> <li>• Dr. Anthony Mothae Maruping, Commissioner for Economic Affairs, AUC (<i>to be confirmed</i>)</li> <li>• Nana Oumou Toure-Sy, Coordinator, UNDP Regional Service Center for Africa, West and Central Africa Sub-Regional Platform (<i>to be confirmed</i>)</li> </ul>
09.05	<b>AIMEC in a Nutshell</b> <ul style="list-style-type: none"> <li>• Presentation on need, service offerings and benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. René N'Guettia Kouassi, Director of Economic Affairs, AUC (<i>to be confirmed</i>)</li> </ul>
09.20	<b>Interactive Panel Discussion about AIMEC</b> <ul style="list-style-type: none"> <li>• What roles should AIMEC play in the policy landscape of the African continent?</li> <li>• What are the benefits of AIMEC for the various stakeholders?</li> <li>• What will be the success factors of AIMEC?</li> <li>• What organisations should collaborate with AIMEC and why?</li> <li>• What resources does it take to implement AIMEC as an African Union organization?</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitation: Dr. René N'Guettia Kouassi, Director of Economic Affairs, AUC</li> <li>• Panellist: See below</li> </ul>
10.20	<b>Questions and Answers Session with Panellists</b>	<ul style="list-style-type: none"> <li>• Facilitation: Dr. René N'Guettia Kouassi, Director of Economic Affairs, AUC</li> </ul>
11.00	<b>End of Meeting</b>	<ul style="list-style-type: none"> <li>• Dr. René N'Guettia Kouassi, Director of Economic Affairs, AUC</li> </ul>

## Panellists & Speakers

H. E. Dr. Anthony Mothae Maruping, Commissioner for Economic Affairs, AUC (*to be confirmed*)



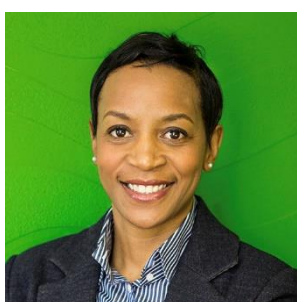
Prior to being appointed Commissioner for Economic Affairs at the AUC in 2013, Dr. Anthony Mothae Maruping served as Ambassador and Permanent Representative of the Kingdom of Lesotho to the UN agencies in Geneva and World Trade Organisation. Dr. Maruping was previously the Executive Director of the Macro-Economic and Financial Management Institute of Eastern and Southern Africa. He also served as the Vice Chancellor of the National University of Lesotho and as the Governor of the Central Bank of Lesotho. Moreover, he was the Chair and Member of the Boards of Directors of numerous financial and development institutions.

Hon. Amadou Ba, Minister of Economy, Finance and Planning, Senegal (to be confirmed)



Amadou Ba began his career in Diourbel before being transferred to the Centre for Tax Services in Dakar Plateau. In 1992 he became the Commissioner Controller of Insurance at the Department of Insurance before returning to the Directorate General of Taxation and Domains as Inspector-Auditor at the Department of Audits and Surveys. From 2002, Mr. Ba led the Center for Large Businesses and the Department of Taxation before he became Director General of Taxation and Domains in 2006. In 2013, he was appointed as Minister of Economy and Finance in Senegal, and in 2014 he started his current role as Minister of Economy, Finance and Planning.

Angeline Chitate, Manager: Business Development & Sustainability, Southern Africa Trust



Angeline Chitate has extensive expertise in operations and portfolio management. She joined the team from Acutech Business Solutions where she was a senior manager and consultant in establishing Enterprise Project Management Offices. She has over 10 years in corporate services and operations; sales, communications, and relationship management in the finance and telecommunications industries. Ms. Chitate is from Zimbabwe and holds a BA in International Relations and French; and an MBA from the University of the Witwatersrand (RSA), and MBA electives from RSM Erasmus University / Rotterdam School of Management.

Gabriele Schwarz, Founder and Managing Director International, Bonergie



Gabriele Schwarz has more than 30 years of experience in the private business sector. After graduating with from the University of Munich, Ms. Schwarz joined the American Software company PSDI, where she became the General Manager for Germany, Austria, Switzerland and the East European Countries. After taking the company public, she founded The Marketing Concept, a marketing agency that helped international customers to build up their businesses. In 2010, she founded the social business Bonergie with the objective to empower people especially in rural areas by giving them access to light, energy, water and biogas, in combination with a microfinancing solution.

Tomas Sales, Special Advisor, Private Sector, Inclusive Growth and Sustainable Development Cluster, UNDP Regional Service Center for Africa



Tomas Sales, an economist with a focus on international finance and business, has over 25 years of experience in the fields of development economics and business finance. He began his professional career in government as a development diplomat and completed more than a decade of work in international economic cooperation. Mr. Sales gained experience as an Investment Specialist on Wall Street and as an executive for international companies, consulting firms and governments. He is currently the Special Advisor for Private Sector at the UNDP Regional Service Center for Africa after being the Global Manager for UNDP's "Growing Sustainable Business."