



Office for North Africa Mission Report

By:	Amal Nagah Elbeshbishi
Objective:	To participate in the Business Forum of the Agadir Agreement and the West African OIC Member Countries and make a presentation on “Potential of Regional Values Chains (RVCs) in North Africa”
Dates:	10- 11 May 2018
Venue:	Hotel Sheraton Casa Blanca
Report	<ul style="list-style-type: none"> - My presentation was in the session on «Development of Regional Value Chain and sector with the high trade potential (agribusiness, pharmaceuticals, cotton/textile and leather/skins): which collaboration between economic operators and financial institutions? - The title of my presentation is “Potential of Regional Values Chains (RVCs) in North Africa” - Examples of main points presented: <ul style="list-style-type: none"> • Although North Africa region has most of the structural elements of a dynamic integrated market such as proximity, infrastructure, linguistic and cultural affinities; but trade between countries in the region is well below its potential. The existence of most of these structural elements has not been a sufficient condition for bringing inter-State trade to its optimal level. • The Sub-Regional Office for North Africa (SRO-NA) has elaborated advocacy efforts supported by research for the promotion of RVCs as an instrument for regional integration and structural transformation of member States. Four activities have been organized since 2014: experts round table, technical study on RVCs, experts’ meeting, followed by a seminar on the theme at hand. • The finding of the study shows that <i>Egypt</i> is the country that is relatively best placed in the current RVCs of Textile sector. • Egypt, Morocco and Tunisia will benefit significantly from the Agadir agreement which provides for a boost in trade, the promotion of economic activities, and the improvement of productivity and standard of living in member countries. • The stage of transformation of essential oils into perfume must be located mainly in <i>Tunisia</i>, which already has the know-how in this area; as for the stage of transformation of essential oils into cosmetics and hair care products it can be located mainly in <i>Egypt</i>, since it has expertise in this area. • <i>Egypt, Morocco and Tunisia</i> are the most industrialized countries of the North Africa sub region; thus, they are those who will benefit the most from RVCs in the region. • West Africa could partner with ATU countries to take advantage of the estimated increase in industrial products. The existing ties between the two regions provide a good basis for this to materialize. • Opportunities are evident in textile and clothing, oil and gas, renewable energy, agro- processing and fishing.

	<ul style="list-style-type: none"> • The important presence of financial institutions of North African countries in West Africa sub region is an asset to facilitate greater integration and creation of business opportunities. • The results of the study will be presented at the end of 2018 to the main stakeholders such as national institutions, private-sector representatives, Arab Maghreb Union (AMU), external partners working on regional integration and trade.
People met	<ul style="list-style-type: none"> - Mr. Fakhry ALHAZAIMEH, Executive President of the Agadir Technical Unit (ATU) Agreement - Mr. Moulay Mhammed MOUAKIL, ATU - Mr. Ayman KASEM, ITFC - Mr. Mamoudou Bocar SALL, ICDT - Mr. Walid BIN HAMMOUDAH, ITFC - Mr. Christophe DURAND, ITC - Dr. Hossam Younes, Director General- Export Sectors Affairs- Ministry of Trade and Industry, Egypt - Mr. Kamel Salem, Export House Director, Egypt - Ms. Sanae Lahlou, Director- Moroccan Centre for Export Promotion, Morocco - Mr. Mohamed Sellami, Director- Tunisia Export, Tunisia
Follow-up required	Follow up on the Intra African Trade Forum that will take place in Cairo from 11-17 December 2018 since ATPC is taking part in this forum
Annexes:	Draft programme- presentation