

Monthly Report Template for COMPETE Grantees

Grantee: African Cotton & Textile Industry Federation (ACTIF)

Report for the month of: Feb - March 2011

Based on your grant agreement implementation timeline, please highlight the activities you have accomplished over the past month.

Activities <i>Activities should be directly in-line with your grant agreement</i>	Activity Status <i>If the activity has been accomplished, please give results. If the activity has not been accomplished, please provide an explanation.</i>
Result #1: Promoting Trade in African, Cotton, Textile and Apparel	
1.1 Develop a regional CTA Directory to enhance Trade	<p>ON GOING</p> <p><i>The information that will be used for this activity will be extracted from the supply side analysis being conducted in four Eastern African Countries funded by CDE.</i></p> <p><i>The exercise will be completed by July but some of the information might be available before then.</i></p>
1.2 Promote the concept of buying and supporting African brands through 'Origin Africa' designer showcases 	<p>COMPLETED</p> <p><i>ACTIF successfully participated in the planning and development of the Origin Africa designer showcase as well the participation in the Origin Africa event in Mauritius on 16th - 18th March 2011</i></p> <p><i>ACTIF together with MEXA, Enterprise Mauritius and a representative of the US Embassy in Mauritius participated in the opening session. The event was officially opened by the Minister for foreign affairs in Mauritius.</i></p>
1.7 Advocacy efforts to support AGOA 's sustainability in SSA	<p>ONGOING</p> <p><i>ACTIF successfully secured the support of Trade Mark East Africa (TMEA) towards the extension of ACTIF's advocacy efforts on the sustainability of AGOA for our members. The proposal focused on three key areas: Appointment of a lead consulting firm in Washington USA for spearheading the advocacy efforts; Travel mission to Washington to USA by ACTIF ED and Chairman to present ACTIF's position to key officials and participation of seven</i></p>

	<p>ACTIF members in the AGOA forum scheduled to be held in June 2011 in Lusaka Zambia.</p> <p>This proposal has been approval and currently in the process of contractual processing</p>
<p>1.8 Indo – Africa cooperation along the cotton value chain</p> 	<p>Following the participation of ACTIF in a South South training in India in November 2010, ACTIF was able to successfully develop a strategy for Indo – African cooperation along the cotton value chain.</p> <p>This strategy highlighted cooperation along:</p> <p>Transfer of technology; Capacity building activities; Quality control and accreditation procedures; Investment promotion; Develop exports into regional and international markets with joint collaborations; Market Access; Capacity building of farmers Cooperatives; Direct exchange programs</p> <p>The strategy has already been shared with International Trade Center who have expressed an interest to support some of the activities on a cost sharing basis.</p>
<p>Result #2: Enhancing institutional framework for ACTIF sustainability</p>	
<p>2.1.1 One ACTIF board meeting during the year 2011</p>	<p>COMPLETE</p> <p>ACTIF successfully held a board meeting in Mauritius on 16th March. The agenda of the board meeting included the review and validation of ACTIF strategy and issues revolving around the future sustainability of ACTIF.</p> <p>Five board directors were in attendance including the board secretary and an ACTIF consultant for review and validation of the strategy.</p> <p>The strategy was successful reviewed and approved by the board as well suggestions for enhancing ACTIF's sustainability.</p>
<p>2.2 Promoting the profile of ACTIF through value generating activities for sustainability.</p>	<p>ONGOING</p> <p>CTA Magazine: ACTIF has set up an editorial board with the objective of launching the CTA magazine from May 2011 and continue producing it on a quarterly basis. A draft magazine cover and layout has already been</p>

	<p><i>developed</i></p> <p>Upgrade of cottonafrica.com: <i>ACTIF has identified Netplus limited to implement as upgrade of cottonafrica.com to enable sale of valuable documents and reports through a secure payment system.</i></p> <p>ACTIF Documentary: <i>A draft proposal has been prepared and is currently under review with the objective of promoting the profile of ACTIF</i></p> <p>Update of ACTIF brochure: <i>review currently ongoing</i></p>
<p>2.3 Enhance ACTIF's online trade link platform cottonafrica.com</p>	<p>ONGOING</p> <p>Online Marketing: <i>ACTIF will work with Netplus limited to also implement some online marketing strategies to disseminate information and generate value</i></p>
<p>2.4 Meeting with Gatsby Trust to seek partnership in areas of mutual interest in cotton, textile & Apparel value chain</p>	<p>ONGOING</p> <p><i>ACTIF secured an appointment with the CEO and Program manager Gatsby Trust. Rajeev Arora and Barry Fisher attended the meeting and presented a discussion paper to Gatsby Trust that was seeking for support in two key areas: Enhancing Competiveness and Trade in East Africa's Cotton, Textile & Apparel Value chain including Capacity building in productivity and Quality improvement and Secretariat support during the implementation of the activities</i></p> <p><i>The management of Gatsby trust expressed an interest in the proposal but was unable to give any commitment as they were in the process of building their strategy and priority sectors to be funded from June 2011</i></p>
<p>Result #3: Develop a Market information system (MIS) for enhancing Competitiveness</p>	
<p>3.1 Supply side analysis to develop a market information system (MIS) – East African Region of CDE membership (Kenya, Uganda, Tanzania & Sudan)</p>	<p>ONGOING</p> <p><i>Following the finalization of market consultation exercise for the supply side analysis of four East African countries funded by CDE, ACTIF successfully signed a contract with Intertek Mauritius appointing them as the lead consultants to roll out the study. The</i></p>

	<p><i>endorsement took place in Mauritius and was witnessed by the ACTIF board members, COMESA and representatives from Intertek Mauritius.</i></p>

Additional comments or results:

Below are the specific attachments accompanying this Monthly report:

1. Indo Africa cooperation strategy along the cotton value chain
2. Report on Africa's competitiveness in comparison to selected Asian LDCs supported
3. Approved ACTIF strategic plan
4. ACTIF Newsletter for Jan - February 2011