



African Cotton & Textile Industries Federation (ACTIF)

Grant Report for the year 2012

1. **Program Name:** To develop and deliver value added products & services that directly impact on the competitiveness of the CTA sector & ACTIF sustainability

Standard Grant Agreement Number: ACT-STA-011-020

Program Dates: 1st Jan 2012 - Dec, 2012

Reporting period: 1st Jan 2012 - March, 2012

Beneficiary's Name: African Cotton & Textile Industries Federation (ACTIF)

Program Amount: USD \$ 486,730.77

Person Reporting: Rajeev Arora
Executive Director

Date of Report: 31st March 2012

1. Program Background

The African Cotton & Textile Industries Federation (ACTIF) was formed to promote trade and increase market access for the cotton, textile and apparel industry in Africa. This Mission is informed by its Vision which is, “an integrated cotton textile and apparel industry that effectively competes on the world market.”

The goal of ACTIF is increased trade in African cotton, textiles and apparel. This goal will be realized through the attainment of the organization’s strategic objectives which are:

- i. To promote trade in African cotton, textiles and apparel;
- ii. To expand market access;
- iii. To establish a market information system;
- iv. To promote the development of policies that are supportive to trade;
- v. To provide an institutional framework for the development of the cotton, textile and apparel industry in Africa; and
- vi. To enhance private sector involvement in regional policy formulation and implementation.

2. Objectives of the Grant

The primary objective of this grant application is to implement a set of activities in line with COMPETE’s objectives & ACTIF’s strategic & operating plan, with a focus on 5 key result areas:

1. Provide a leadership role in the implementation of the COMESA CTC strategy
2. Improving the regional business environment, improved trade policies and enhance opportunities
3. Strengthening of ACTIFs Institutional capacity
4. Developing and enhancing value added products and services for members
5. Hold Origin Africa 2012 event in Ethiopia in partnership with COMPETE, ECA Trade Hub, the Ethiopian Textile Industry Development Institute (TIDI) and the Ethiopian Textile and Garment Manufacturers’ Association (ETGAMA)

3. Benchmark Assessments and Levels of Achievements - (a synopsis)

Activity/Tasks	Period	Level of Achievement
Result #1: Leadership provided in the implementation of the COMESA CTC strategy		
<p>(1.1) To lead, develop, coordinate and monitor progress of key implementation activities of the COMESA regional CtC strategy Develop an implementation roadmap to guide the implementation process for the regional strategy</p>	<p>Jan – Dec 2012</p>	<p><i>An implementation committee has been set up with ACTIF secretariat as the coordinating body.</i></p> <p><i>The committee comprises of representatives from Production, Ginning, Textile and Apparel sectors as well as development partners.</i></p> <p><i>Draft Terms of reference were developed and the full list of committee members is attached herewith.</i></p> <p><i>This will be an Ongoing activity throughout the year with ACTIF taking a lead role in coordinating the activities of the COMESA implementation Committee.</i></p>
<p>(1.2) Build the capacity of the COMESA strategy implementation committee and in conjunction with COMPETE, hold an initial planning meeting</p> 	<p>27th - 28th Feb 2012</p>	<p><i>An initial planning committee meeting for the COMESA implementation committee meeting was held on 27th and 28th February in Johannesburg, South Africa.</i></p> <p><i>A total of 11 committee members attended the two day meeting and the key outcomes included:</i></p> <ul style="list-style-type: none"> • <i>Review and Confirmation of Terms of Reference for committee members.</i> • <i>Formation of 3 technical subcommittees to oversee the implementation.</i> • <i>Prioritization of implementation activities.</i>
<p>(1.3) Engage with the Southern Africa Trade Hub (SATH) to align the regional strategy focus areas and actions, and seek support and ownership for key strategy initiatives in the southern Africa region for implementing the COMESA CTC strategy)</p>	<p>29th Feb 2012</p>	<p><i>ED Rajeev Arora was able to meet with SATH on 29th Feb 2012, to explore possible areas of collaboration and support including establishment of an alliance (possibly “Source Africa Full-service Alliance,” SAFSA) under ACTIF and also to establish ACTIF secretariat in SA</i></p> <p><i>Other issues discussed are listed in the narrative section for developing an MOU between SATH & ACTIF</i></p>

Result #2: Improved regional business environment, improved trade policies and enhanced opportunities		
2.1 Conduct an analysis of the revised rules of origin under the EU EPA, and the proposed market access and rules of origin under the Tripartite agreement, and develop an ACTIF / Industry negotiation and advocacy position	Feb 2012	ON GOING <i>This activity is being supported by USAID COMPETE Trade Policy Component. ACTIF was able to participate in one private sector meeting to provide input on behalf its members.</i> <i>Private sector comments were compiled and circulated to ACTIF members on the TRANSIT AND FTA SECTOR and Rules of Origin components following a Multi-Sectoral committee of experts meeting of experts to consolidate partner states comments and prepare the EAC position on the proposed COMESA-EAC-SADC tripartite FTA</i>
2.2 Prepare a statistical trade report on EAC regional trade potential and review EAC FTA rules of origin to establish industry recommendations to improve the free flow of trade in the EAC	JAN – DEC 2012	<i>This activity is also being supported by USAID COMPETE Trade Policy Component.</i> <i>A report will be generated for ACTIF members review and publication on the ACTIF website</i>
2.3 Hold a technical committee meeting to review and establish private sector industry positions on the various trade policy issues impacting market access and trade, specifically covering arrangements under the EU EPA's, the EAC rules of origin and FTA, and the Tripartite	TBA	<i>This meeting was to be held within the first quarter of 2012.</i> <i>The meeting will now be planned for the second quarter of 2012 due to the need to develop the Origin Africa trade expo</i>
2.4 Disseminate information on the various trade policy positions reached, the regulatory requirements, and factors impacting market access through regional workshops, posting on cottonafrica.com website, and through the ACTIF quarterly magazine	JAN – DEC	<i>This is an ongoing activity. Within the first quarter the draft reports referenced in 2.1 above have been circulated to members by email</i>

Result #3: Institutional Capacity of ACTIF strengthened		
(3.1) In conjunction with COMPETE, assess the results of the external institutional assessment of ACTIF's technical and operational capacity and to strengthen its capability of directly sourcing and managing funds from USAID and other donors – this activity will have no budget implication		<p>This activity was to be held within the first quarter to be conducted by COMPETE but was not possible owing the preparation activities for the Origin Africa 2012 Trade Expo in Ethiopia.</p> <p>The activity has now been rescheduled to be held within the second Quarter</p>

Result # 4: Value Added products and services developed		
(4.2) Expand market access and trade opportunities for our members under AGOA by collaborating with ECA Trade Hub to track policy interventions under AGOA, identify possible firm level interventions, broaden firm-level networks and connect businesses across the region	JAN – MAY 2012	<p>PENDING</p> <p><i>This activity is being supported by USAID COMPETE Trade Policy Component. A report will be generated and circulate to ACTIF members as well as tool linked to ACTIF website for related information</i></p> <p><i>This activity has no cost item under ACTIF but is yet to be initiated with ACTIF.</i></p>
(4.3) Collaborate with COMPETE to conduct an EU end-market analysis to establish an alternative market option and to spread market risk. Disseminate information to stakeholders and members through cottonafrica.com website, regional workshops and Trade Hub networks	JAN – MAY 2012	<p>PENDING</p> <p><i>This activity is being supported by USAID COMPETE Trade Policy Component. A report will be generated and circulate to ACTIF members and a demand side directory published.</i></p> <p><i>This activity has no cost item under ACTIF but is yet to be initiated with ACTIF.</i></p>
(4.4) Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis, focusing on topical issues.	JAN – DEC 2012	<p><i>This will be an ongoing activity throughout the year</i></p> <p><i>Jan – March 2012 Issue finalized and submitted for publication</i></p> <p><i>April – May 2012 issue is being developed</i></p> <p><i>A template and website for the online version of the magazine developed and can be accessible via the link: www.cottonafrica.com/magazine a bi-lingual version in French and English.</i></p>
(4.5) Improve ACTIF's market	JAN – DEC	ONGOING

information system to increase revenues by upgrading the cottonafrica.com website to include new features that allow greater flexibility to the registered traders	2012	Review meeting held and proposed upgrade report compiled.
(4.6) Establish an on-line textile directory, incorporating HS code classification features, to be the catalyst for increased inter-regional trade, and as a manufacturing information source for regional and global retailers and brand	JAN – DEC 2012	ON GOING Data for East Africa directory handed over to supplier to compile Directory.

Other Activities outside the implementation plan		
Final Seminar on CFC/ICAC/33 Project on the Regional facility on Commercial Standardization of Instrument Testing of Cotton held in Arusha, January, 2012	18 th – 19 th January 2012	<i>The meeting was successfully held and presentations made on the outcome of the Commercial Standardization of Instrument Testing of Cotton project supported by CFC</i> <i>Joseph Nyagari participated in this meeting which ended with a challenge to the national facilities to adopt the project for its future sustainability.</i>
Final Report presentation meeting for the International CTA Conference at Kenyatta University	Feb 17 th 2012	<i>The conference report on the International CTA conference for East Africa that was held in Nov 2011, in Mombasa Kenya was presented by the knowledge partners, Wazir Advisors during the final presentation meeting held at Kenyatta University on Feb 17th 2012.</i> <i>This meeting brought together key players stakeholders in the Kenyan CTA sectors, mainly representatives of Academia and Industry and the report was validated with some recommendations being made to address gaps between industry and Academia</i>
Textile East Africa Project kick off with Mapping Exercise of CTA value chain in Kenya	February 2012	<i>This will be an ongoing project until March 2013.</i> <i>In this phase, a detailed mapping of the cotton value chain in Kenya will be conducted to establish all the key players in the industry including associations, enterprises and training institutions</i> <i>A local project coordinator for the project was engaged supported by an international consultant from Demark. A resource center was also established at ACTIF offices. A preliminary report has been compiled on the mapping</i>

		<i>exercise</i>
Proposed meeting with West Africa CTA stakeholders with the support of United Nation Economic Commission for Africa	TBA	<p><i>A concept was developed and submitted to the United Nations Economic Commission for Africa (UNECA) requesting them to support a stakeholders meeting in West Africa with the objective of developing linkages with West Africa and enhancing the regional value chain.</i></p> <p><i>UNECA committed to support the meeting in the second quarter of 2012, but the exact date is yet to be set in consultation with the African Cotton Association.</i></p>
Textile East Africa Project - CSR workshop for industry associations held at KAM offices 	March 2012	<p><i>A 3 day workshop was successfully held at Kenya Association of Manufactures on Corporate Social Responsibility targeting Industry associations</i></p> <p><i>A total of 23 participants attended the workshop where CSR was defined based on EU standards and the need to invest in CSR development emphasised</i></p>
Supply Side Analysis for West African Region	TBA	<p><i>Concept note developed and submitted to CDE West Africa Office to cover detailed supply side analysis for 8 countries namely:</i></p> <p><i>Benin, Burkina Faso, Cameroon, Chad, Cote d'Ivoire, Ghana, Mali, Nigeria</i></p> <p><i>The activity is expected to take place within the last quarter of 2012</i></p>
African Cotton Association (ACA) 10th Annual Congress held in March 2012 	15 th – 17 th March	<p><i>The African Cotton Association (ACA) 10th Annual Congress was held in Victoria Falls Zimbabwe 15th-17th March 2012.</i></p> <p><i>ACTIF was represented by ED Rajeev Arora, who was able to hold meetings with ITC to develop cooperation and support on some strategic activities and also was able to present a draft MOU to ACA for cooperation between ACTIF and ACA (English and French versions)</i></p> <p><i>ACA promised to review the MoU at board level and advise ACTIF a later stage</i></p>

Result 5: Hold Origin Africa in Ethiopia in partnership with COMPETE, ECA Trade Hub and ETGAMA		
5.1 An Origin Africa Trade Expo, in cooperation with Mess Frankfurt, covering the fashion, textile and apparel supply chain, targeting at least 70 exhibitors from over 20 countries. A buyers and sourcing delegation of 20 firms from the US, and around 10 from the EU, are targeted to participate	JAN – APRIL 2012	On going A number of buyers and sourcing agents from EU and US have been invited and showed interest to participate in the Origin Africa Trade Expo component of the trade show.
5.2 A ‘Seminar Series’ covering six topic components including investment, knowledge transfer & capacity building, buyers/sellers platform, the link between industry and academic/vocational training institutions, integrating design and marketing, and technology and innovation	JAN – APRIL 2012	On going <i>A program for the series of seminars component has been developed and various resource people have been invited to participate</i> <i>The draft program is attached as an annexure</i>
5.3 Two designer Showcase events, held in partnership with Clairvoyant Marketing Agency, an Ethiopian company that runs the Ethiopian Hub of Africa Fashion Week.	JAN – APRIL 2012	On going <i>A partnership has been established with the Hub of Africa Fashion Week Addis Ababa celebrates Eco-fashion. This will be the first showing of a two-part event (the 2nd part being on Wednesday 25th), which will showcase the talents of 31 designers from across Africa. Designs will be created with commercial appeal and African flair, many using cotton and other raw materials & accessories sourced from the continent. This has been captured in the draft programme</i>
5.4 Structure a platform for business, linking US and EU buyers with regional industry with 20 firms from the US, and 10 from the EU	JAN – APRIL 2012	On going <i>The Trade expo component has also been factored in the Origin Africa programme and invitations sent out to both buyers and traders to participate</i>
Origin Africa Promotional meetings in India and Ethiopia	JAN - MARCH	<i>Promotional trips have been made to India and Ethiopia to secure interest and support of key stakeholders towards the Origin Africa event.</i> <i>The trips resulted in a number of MoUs and</i>

		<p>commitments being made towards the origin Africa event</p> <p><i>The detailed reports are herewith attached</i></p>
Cooperation between African Union and ACTIF along the cotton value chain	Feb 2012	<p><i>During the visit of ACTIF ED, Rajeev Arora to Ethiopia in Feb 2012, a meeting was held with African Union and a draft Memorandum of Understanding between ACTIF and AU presented to build linkages with AU for cooperation along the cotton value chain</i></p> <p><i>This MoU is likely to be endorsed during the Origin Africa event between April 24th – 27th 2012 in Addis Ababa Ethiopia</i></p>
Appointment of Trade Expo Consultant to develop and manage the Origin Africa Trade Expo event	Feb 2012	<p><i>Following discussions between COMPETE and ACTIF, a Trade Expo consultant was identified for the purpose of developing the Trade Expo component of the Origin Africa event.</i></p> <p><i>Mr. Skander Negasi of Trade and Fairs consulting ltd – Germany was selected owing to their experience and qualifications and appointed by ACTIF. Copy of the contract is herewith attached.</i></p>
Appointment of Event coordinator for Origin Africa event	Feb 2012	<p><i>Following discussions between COMPETE and ACTIF, an event coordinator was identified for the purpose of developing and managing the Origin Africa event.</i></p> <p><i>Ms. Ludovica Bellingeri an event coordinator who had handled the two previous Origin Africa events was selected and appointed. Copy of the contract is herewith attached.</i></p>
Appointment of ACTIF representative in Ethiopia for Origin Africa event	Feb 2012	<p><i>In liaison with COMPETE, it a local consultant was identified and engaged for the purposes of coordinating with national based institutions and other local organizations in Ethiopia for the purpose of promoting the Origin Africa event.</i></p> <p><i>Mr. Addis Alemayehou of 251 Communications was engaged and copy of contract is attached herewith</i></p>

Result #1: Leadership provided in the implementation of the COMESA CTC strategy

(1.1) To lead, develop, coordinate and monitor progress of key implementation activities of the COMESA regional CtC strategy Develop an implementation roadmap to guide the implementation process for the regional strategy

Recent global developments in the cotton – to – clothing sector led the development of a unified regional strategy. The end of the Multi-Fiber Arrangement, the extension of AGOA (from September 2008 – September 2015) and the phasing out of the non-reciprocal duty free trade regime between African Caribbean Pacific (ACP) countries and the European Union (EU) are major developments affecting the sector. The implication of these developments on the international market for African cotton and textiles cannot be ignored. Africa needs to look to itself as part of the solution to the adverse effects of the global market developments. The opportunity for pursuing a regional strategy in COMESA, EAC and SADC already existed and member states are pursuing regional trade integration initiatives.

This strategy is designed to address the challenges facing the various components of the sector along the supply chain. In broad terms, it entails redefining the role of the state in the industry, reinforcing regulatory and organizational institutions, facilitating greater involvement of the private sector and farmer organizations, increasing access to inputs and investment finance, improving productivity through research and training, supporting market and product development and promoting diversification and innovation into products. The strategy also entails addressing industry challenges relating to policy, regulation, financing, and investment. The role of regional economic commissions and international development

ACTIF participated in the strategy development on behalf of the private sector and the strategy was eventually adopted in the year 2005. In the July 2011, ACTIF secretariat was nominated to act as the coordinating secretariat to monitor the implementation activities under the regional strategy by members, national governments and other partners.

KEY OUTCOMES

- 1. Set up of implementation committee with ACTIF secretariat as the coordinating body.*
- 2. The committee comprises of representatives from Production, Ginning, Textile and Apparel sectors as well as development partners.*
- 3. Draft Terms of reference were developed and list of committee members proposed and adopted.*

(1.2) Build the capacity of the COMESA strategy implementation committee and in conjunction with COMPETE, hold an initial planning meeting

With the support of USAID COMPETE, an initial planning meeting of the COMESA strategy implementation committee was held on 27th – 28th February 2012, in Johannesburg, South Africa.



COMESA implementation committee meeting held on 27th – 28th Feb 2012, in Jo Berg, South Africa

The Agenda of the meeting was as follows:

- Review and Approval of implementation committees terms of reference
- Partner updates on strategic initiatives implemented under the COMESA CtC Strategy
- Allocation of roles and responsibilities and defining of a reporting structure
- Prioritization of implementation activities

Those who participated included:

1. Jaswinder Bedi - Textile
2. Joseph Nkole – Production
3. Johnson Bungu – Production
4. Godfrey Buka – Ginning
5. Lilowtee Rajmun – Apparel
6. Jack Kippling – Apparel
7. Barry Fisher – USAID / COMPETE
8. Chris Donohue – USAID / COMPETE

9. Matthias Knappe – ITC
10. Fred Kong'ong'o – EU AAACP
11. Rajeev Arora – ACTIF Secretariat

Some of the issues highlighted included:

- The need to fast track the implementation activities under the COMESA CtC Strategy
- The need to seek for support of COMESA in the implementation of the COMESA CtC Strategy

KEY OUTCOMES

- Review and confirmation of Terms of Reference for committee members
- Formation of 3 technical subcommittees to oversee the implementation
- Prioritization of implementation activities.

(1.3) Engage with the Southern Africa Trade Hub (SATH) to align the regional strategy focus areas and actions, and seek support and ownership for key strategy initiatives in the southern Africa region for implementing the COMESA CTC strategy)

A meeting was held at SATH offices to explore possible areas of collaboration and support including establishment of an alliance (possibly "Source Africa Full-service Alliance," SAFSA) under ACTIF and also to establish ACTIF secretariat in SA

Other issues discussed include:

- *Promotion the Sothern Africa industry with support of SATH to fund key activities for building investment, trade and competitiveness.*
- *Establishing a quality services standard for members.*
- *Establish a code of conduct with the support of SATH by engaging third party consulting firm (linked to point 2)*
- *Those companies ascribing to 2) and 3) would then be grouped into an alliance under ACTIF and National associations*
- *Establishing a local presence in Southern Africa, with SATH support, to promote ACTIF & the Source Africa trade show*
- *Ascription to and compliance with the quality service standards in 2)*
- *Eventually to form the association or alliance*
- *ACTIF, with the assistance of SATH, will engage in Southern Africa investment promotion in textile and apparel in Asia (ASEAN, Taiwan, Hong Kong) and the US*
- *SATH and ACTIF will offer to SADC to harmonize their Cotton/Textile/Apparel (CTA) strategy*

with COMESA CtC regional strategy

In light of SATH's technical and financial support to ACTIF, SATH requests a board seat as an associate member, thus privileged to be able to discuss strategy and implementation except for voting rights

Result #2: Improved regional business environment, improved trade policies and enhanced opportunities

(2.1) Conduct an analysis of the revised rules of origin under the EU EPA, and the proposed market access and rules of origin under the Tripartite agreement, and develop an ACTIF / Industry negotiation and advocacy position

This is an ongoing process that involves discussions and revisions on the text of the draft tripartite agreement. The process involves consultation meetings of a wide range of stakeholders including ACTIF which represents the private sector voice on the CTA components of the agreements.

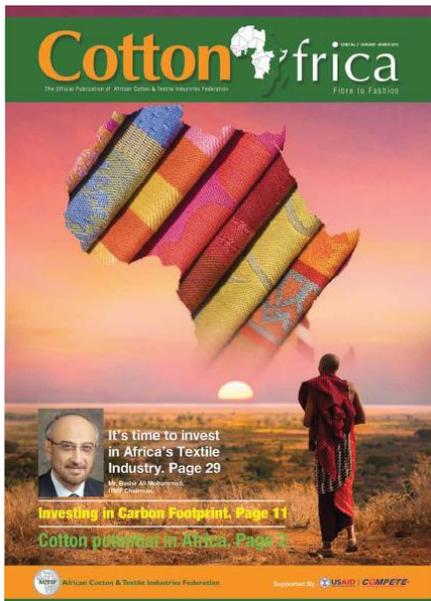
During the latest discussions that involved ACTIF, comments were sought on the industry position on the various proposals as well as views on the over 280 tariff lines that the EAC market being opened to the EU products.

The drafts were circulated to ACTIF members for comments but comments were generated.

The draft comments on the two components are herewith attached as annexure to this report.

Result # 4: Value Added products and services developed

(4.4) Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis, focusing on topical issues.



ACTIF, successfully launched an authoritative trade and policy magazine titled 'Cotton Africa' in July 2011.

Since then Cotton Africa magazine, has become a meeting point for all stakeholders across the Cotton, Textile & Apparel value chain; providing a platform for sharing ideas and information about opportunities available in the CTA sector.

The magazine covers a broad range of trade, policy, technology and environmental issues from farm to fashion.

ACTIF is committed to making Cotton Africa one of the most important tools to promote CTA investment in Africa and influence national governments to support compatible policy formulation for investments and technological up gradation. It is hoped that members will find this a useful avenue to share statistics on growth, production, potential as well as for benchmarking Africa with other markets.

The magazine primarily target national apex organization of farmers, ginner, textile and apparel manufacturers, fashion designers and traders across the CTA value chain, suppliers, ACTIF national associations across Africa, policy and decision makers, national and international trade bodies, donors and national and international media.

The magazine will be distributed free of charge in both electronic and print format to all ACTIF members, the international audience and other players across the CTA value chain in order to ensure extensive coverage and readership.

Currently, the issue for Jan – March 2012 has been submitted for print and a copy is attached herewith. The issue for April – June 2012 is also being developed.

An online template and web version has been developed and can be accessed at www.cottonafrica.com/magazine

Result 5:

Hold Origin Africa in Ethiopia in partnership with COMPETE, ECA Trade Hub and ETGAMA

- **Promotional trip to India in January 2012**

ACTIF represented by ED, Rajeev Arora and Chairman Jaswinder Bedi with the support of WAZIR India was able to meet with the full value chain national associations and manufactures in India for introducing them to the go to event in Addis Ababa between 25th and 27th April 2012.

WAZIR India assisted to arrange several meetings in Delhi and Mumbai for ACTIF to meet with potential investors and interested participants from the CTA sector.

Below is a list of the meetings that were organized:

- 12-01-2012 (Half day - Morning): Meeting at Wazir Offices with ACTIF for discussing the strategy and planning and requesting the appointments with the CTA value chain and potential investors
- 13-01-2012 (Half day - Morning): Meeting with House of Pearl (HOP), a \$200 million export house that ships apparels to USA and EU markets from India, Bangladesh and Vietnam.
- 14-01-2012 (Half day - afternoon): Meeting with Mr. Mukund Chaudary the Chairman Confederation of Indian Textiles Industries (CITI), also Chairman of Spentex India and as one of the investors in Ethiopia in cotton and ginning.
- 17th Jan (Half day meeting - Morning) – Meeting with Chairman and Executive Director for The Cotton Textile Export Promotion Council (TEXPROCIL)
- 17th Jan 2012 (From 3pm) – Meeting with Mr. A. B. Doshi, Textile Commissioner, Ministry of Textiles, Government of India
- 18th Jan, (Half day) – Meeting with Sanjeev Duggal, CEO & Executive Director Centum learning limited

- 19th Jan (Full day) – Attendance to Tex-Trends India expo 2012 organized by Apparel export promotion council (AEPC) and Texprocil and India Handloom sector
- 8th Feb 2012: (Half day) – Meeting with Pearl Academy
- 9th Feb 2012 (Half day) – Meeting with Neeraj Prakash, Strange Exports PVT Ltd

A detailed report on the visit and the outcome is included as annexure

- **Two trips Addis Ababa, Ethiopia in partnership with COMPETE**

Two trips have been made to Addis in partnership with COMPETE as part of the planning activities to promote the Origin Africa event and secure the support of key stakeholders and partners.

Below is a summary of the latest report generated from the 2nd visit:

- Meeting with Fasil Tadesse, President, ETGMAM on March 26th 2012

The highlights of the meeting are as follows:

- Signing of an MOU between ETGAMA, TIDI & ACTIF
 - Signing of an MOU between ETGAMA & ACTIF
 - Both above MOUs were signed in the presence of Industry at OA presentation on March 27th
 - ETGAMA (Fasil) to handle the delivery of the PM's invitation to open OA event. The draft invitation letter has been edited to include more emphasis on Ethiopia.
 - Agreement reached on how to open a separate local Birr account. Teddy will be a co-signatory of the OA project account along with ETGAMA's acting Secretary General. This account is agreed to be closed as soon as the OA 2012 Ethiopia event is over.
- Meeting with management of Radisson Hotel

A brief meeting was held with Radisson Hotel Management to seek alternatives for some events and also negotiate a better rate than the published rate on OA website. The Hotel's General Manager and sales manager were presented with the idea of the events for OA and asked why their prices were seemingly more expensive than the Sheraton.

- Radisson has now given a better offer
- Offered to give content to be published on OA website
- Quoted to host the welcome cocktail on April 24th
- Expressed interest to get a block reservation

- Meeting with Addis Alemayehou: As official partner in soliciting sponsorship and coordinating media in Ethiopia for OA, a meeting has been held with Addis
 - Ethiopian Airlines has expressed interest to be the official Carrier. Proposal has been submitted to get the Gala dinner covered by EAL in addition to discounted rate from various destinations.
 - Addis has arranged for a major Sunday newspaper to interview Rajeev. The content of the interview along with the press release will be published on Sunday April 1st edition to help create awareness and assist when asking for sponsorship.
 - Addis plans to meet MEDA, GIZ, JICA & DHL this week. He has contacted MAERSK and awaiting feedback

- Meeting with Linda and Mahlet:
 - Hub of Fashion Week Africa reported on progress made. In total, 35 designers from we countries will grace the event
 - Agreed to “squeeze-in” 2-3 designers who paid for booth and consider an automatic entry in the fashion week
 - The question of ease of access for entering the African Union(AU) including transportation and Security procedures was discussed. Skander, Mahlet and Linda visited the venue with AU personnel on March 28th
 - JC stressed on decision making procedures such as change of venues to be a coordinated effort going forward
 - Media coverage for the OA was event. JC informed of interest by Sourcing Journal and Women’s Daily. Linda confirmed IC Publication, Mnet show, and shared info of a likely coverage by BBC Extra and CNN crew.
 - MAHLET arranged with Mrs. Gelila of World Bank where agreement has been reached to send a proposal to cover seminar rooms at the Sheraton

- Meeting with TIDI (Textile Industrial Development Institute):
 - Yared of TIDI suggested minor wording changes in the MOU which was accommodated
 - Suggested and offered contacting the leather association to take a booth for those buyers interested in leather and leather products
 - MOU was signed by Director of TIDI, Seleshi on March 27th

- OA Presentation to the Industry- Intercontinental Addis: Presentation was made for ETGAMA member factories and Non members alike regarding OA to encourage them register and take part. Over 40 number of participants showed up for the presentation.
 - Fasil has announced the event and the importance of the event
 - Rajeev has expressed activities and aims of ACTIF's and its relation to OA's
 - JC presented about USAID COMPETE, confirmed buyers and investors, Prospects of sourcing from Africa and expectations of international buyers
 - Skander presented technicalities of hosting the trade show component. Identified who benefits from the event and encouraged registration ASAP
 - Linda and Mahlet presented the Fashion week component of the event and expected participants for this year
 - By the end of the presentation 4 companies including AYKA Addis have already signed up.

- Meeting With Sheraton:
 - Contract has been signed b/n ACTIF and Sheraton
 - Contract has been amended to leave out a 20% contingency fee
 - Gala Dinner ending time has been agreed to extend to 9:30 pm
 - Payment deadline extended to April 6th and 18th
 - Sheraton to provide HACCP certification and water treatment info

Meeting with UNECA: Director of the UNECA, ATPC Mr. Alan with colleagues Jane Karonga and Muku has talked to Rajeev and Teddy.

- Confirmed to cover cost for 7 seminar experts
- ATPC will forward a form to register experts whose expenses will be covered by their office.
- ATPC to invite Deputy Secretary General of UNECA to attend the opening ceremony
- ACTIF to supply "white paper " for ATPC review meeting to reflect the views of Private Sector
- ATPC to send its logo in softcopy and 2 stand up banners for visibility as one of the sponsors of the event
- ATPC to facilitate and provide booth partitions free of charge from the UNECA conference center enough to build 60booths of 9 sq mts each
- ATPC re-confirmed to support ACTIF's West Africa initiative
- Mr. Alan to provide contacts and details for Rajeev proposal of a Ghanaian Pavilion at OA 2012

Funding Summary (\$'s rounded)

Approved Grant US\$ 486,730.77
Amount to date spent US\$ 54,838.81
Balance unspent US\$ 431,891.96

6.0 Deliverables (those in document format)

- COMESA implementation committee ToR
- Discussion notes with SA Trade Hub
- Minutes of COMESA implementation committee meeting
- India Visit report
- EU-EPA Tripartite document with ACTIF comments
- Upgrade proposal report for Cotton Africa website
- Final Draft of Cotton Africa Magazine
- Updated Origin Africa Flyer
- Draft Origin Africa Program
- Textile East Africa – CSR Training report
- MOU with ETGAMA
- MOU between ACTIF-EGAMA and TIDI
- MOU with World Bank
- MOU with African Union
- Concept Note to UNECA
- Concept note to CDE- West Africa
- ACTIF
- ACTIF Contract with Mr. Addis Alemayehou (ACTIF coordinator in Ethiopia)
- ACTIF Contract with Ms. Ludovica Bellingeri (Event coordinator)
- ACTIF Contract with Mr. Skander Negasi (Trade Expo Coordinator)

~ End of Report ~