



African Cotton & Textile Industries Federation

GRANT COMPLETION REPORT

Developing and delivering value added products & services that directly impact on the competitiveness of the Cotton, Textile & Apparel sectors & the sustainability of ACTIF

Grant Agreement Number: ACT-STA-011-020
Program Dates: 1st Oct 2013 – 28th Feb 2014
Program Amount: Usd 215,006.20
Grant Contribution: Usd 159,650.20 (74%)
ACTIF's contribution in cash Usd 35,356.00
ACTIF's contribution in –kind Usd 20,000.00

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East Africa Trade Hub



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1. SUMMARY OF FINANCIAL REPORT

APPROVED OVERALL BUDGET	USD 215,006.20
Grant from USAID COMPETE to ACTIF	USD 159,650.20
ACTIF's contribution cash	USD 35,356.00
ACTIF's contribution in-kind	USD 20,000.00
GRANT EXPENSES	
Employment Cost	USD 61,408.12
Direct Cost	USD 15,126.00
Program Activities	USD 69,869.10
TOTAL COST	USD 146,404.12
Grant received from USAID COMPETE	USD 102,000.00
Balance receivable	USD 44,404.12

NOTE: Usd 44,404.12 has been expended by ACTIF from its own funds towards the grant activities and to be reimbursed for the same cost.

ACRONYMS

- **ACA** – African Cotton Association
- **ACT** – Africa Coalition for Trade
- **ACTIF** – African Cotton & Textiles Industries Federation
- **AGOA** – Africa Growth and Opportunity ACT
- **AFAD** – Association of Fashion Designers Kenya
- **AUC** – African Union Commission
- **BAF** – Business Advocacy Fund
- **COMPETE** – Competitiveness & Trade Expansion Program
- **CTA** – Cotton, Textile and Apparel
- **COMESA** – Common Market for Eastern & Southern Africa
- **CTC** – Cotton to Clothing
- **EAC** – East African Community
- **EABC** – East African Business Council
- **ECA** – East & Central Africa
- **ETGAMA** – Ethiopia Textile & Garment Manufacturers Association
- **EU** – European Union
- **ESA** – Eastern and Southern Africa
- **EPA** – European Partnership Agreements
- **EPZA** – Export Processing Zones Authority
- **FTA** – Free Trade Agreements
- **IBUTTI** - International Business and Trade Tanzania Initiative
- **ICAC** – International Cotton Advisory Committee
- **ITC** – International Trade Center
- **ITMF** – International Textile Manufacturers Federation
- **MEXA** – Mauritius Export Association
- **MOU** – Memorandum of Understanding
- **SATH** – South Africa Trade Hub
- **SADC** – South Africa Development Community
- **SSA** – Sub Sahara Africa
- **SA** – South African
- **TFC** – Trade Fairs Consulting
- **TOR** – Terms of Reference
- **US** – United States

2. 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. Build cooperation, interaction, partnerships, alliances, networks and market linkages;
- ii. Promote a regional supply chain, focusing on trade issues of all sectors of the value chain, building a platform for reducing constraints to regional trade;
- iii. Address challenges and increase competitiveness in the global postquota environment;
- iv. Address key policy issues that negatively affect regional and global trade;
- v. Collect market data, generate information exchange and share regional expertise;
- vi. Promote investment and encourage international alliances and affiliations;
- vii. Recognize and support accepted principles of international codes of corporate conduct;
- viii. Facilitate awareness of new technologies and represent the regional membership at regional and international fora and lead advocacy and lobbying actions for the best interest of ACTIF members.

The primary objective of this grant is for the support of specific activities aimed at addressing the core challenges facing ACTIF & its members, to strengthen its institutional capacity and developing value added products to enhance the value proposition for our members and develop sustainability.

The core challenges still faced by ACTIF include:

- Limited sustainability model to cover its direct secretariat costs
- Limited Revenue from corporate membership is restricted by the small number of associations that exist, exacerbated by the fact that many of these associations have limited financial capacity to support the cost of Federation membership.
- Limited funding streams to carry out activities of a “developmental” nature such as policy advocacy issues, capacity building & Investment promotion services.

The activities under the grant included:

1. Strengthening of ACTIFs Institutional capacity and Membership
 - 1.1. Support EATH’s hired consultant to develop marketing strategy for its Cotton Africa Magazine
 - 1.2. Engagement of an Sales Agent to develop advertisements for Cotton Africa magazine
 - 1.3. Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis
2. Developing and enhancing value added products and services for members

- 2.1 Website development for ACTIF
- 2.2 Engage an AGOA/Trade/Technical Advisor on an independent contract

Result #1: ACTIF's Institutional Capacity & Membership Strengthened

1.1 Support EATH's hired consultant to develop marketing strategy for its Cotton Africa Magazine

The objective of this activity included working with a EATH's hired consultant to improve and increase the revenue generated by the trade magazine in order to contribute to the financial sustainability of ACTIF.

The results achieved are as follows.

(1) Editorial, Layout and Design. ACTIF was able to successfully engage a professional business writer - *Mr. Kimemia of Alison and Davis Communications, following a competitive recruitment exercise.*

Mr. Kimemia was able to work with ACTIF and the EATH consultant to evaluate the articles for issue 8 publication and submitted a final copy for printing and publication;

(2) Implementation of Advertising Strategy. This activity involved distribution of proposal letters; short listing of applicants; preparation of interview formats; conducting interviews; Sales training; establishing revenue projections and setting sales targets.

A. Training of Sales Assistant

A 3 day training was conducted by the EATH hired consultant and Nancy Bwore of ACTIF covering on the company's history, product knowledge ,CTA value chain, the members and Cotton Africa Magazine and its target market, including: ACTIF national associations , agencies, banks, cooperate bodies, donors, fashion designers, farmers associations, ginners across CTA value chain, national and international trade bodies , national and international media, parastatals ,research institutions, suppliers, traders and technology providers.

B. Companies targeted for adverts

1. COTTON SEED/HULLS/AGROCHEMICALS/FERTILIZER COMPANIES.

A total of 60 contacts of the companies were profiled which manufacture, import, export and supply cotton seeds, hulls, fertilizer etc. in Kenya. Contact has been made with all of them and follow up is being made on the ones that have shown interest including: Osho chemicals, Orbit chemicals, Twiga chemicals, Farmchem and Afri ventures.

2. GINNING COMPANIES

15 ginning companies were contacted through proposal letters on 30/12/2013 and through calls made on 6/1/2014.

3. GARMENT AND TEXTILE COMPANIES.

120 companies were contacted through proposal letters to their respective email addresses. Follow up is currently on going.

4. RESEARCH INSTITUTIONS AND BODIES.

The following institutions were approached:

- *Tegemeo institute of Agricultural policy and Development.*
- *Kenya Agricultural and Research Institute (KARI).*
- *Kenya Bureau Standards.*
- *Kenya Industrial Research and Development Institute (KIRDI).*
- *Kenya Institute of Policy Research and Analysis (KIPRA).*
- *Kenya Plant Health Inspectorate Service (KEPHIS).*
- *Ministry of Agriculture and rural development.*
- *National Irrigation Board.*
- *Jomo Kenyatta University of Agriculture and Technology (JKUAT).*
- *JKUAT Enterprises.*
- *Egerton University.*
- *National Irrigation Board.*
- *Institute of Biotechnology Research (IBR).*
- *Investment Promotion Centre.*
- *Kenya Investment Authority.*

5. BANKS.

Banks contacted so far include Eco bank, I&M bank, CBA bank, Chase bank, Fina Bank, Standard chartered and National bank.

C. PERSONAL CONTACTS ESTABLISHED WITH:

- 1. Sun and Sand hotel contact person Clara Nyambura.*
- 2. I&M Bank contact person Kirit Dodhia and Wangu Njogu.*
- 3. KARI contact person Ken.*
- 4. CODA contact person Alex Mungai.*
- 5. Muthaiga Travel Ltd contact person Helen*
- 6. Kikoromeo contact person Claire.*
- 7. Chase Bank contact person Maurice Mwendwa.*
- 8. Rentoki Initial contact person Joseph Mugambi.*
- 9. CBA Bank contact person Chris Pasha.*
- 10. Ultra Promotion contact person Fredrick Githinji .*
- 11. Nanchang Hotel contact person Marketing manager Eugene*
- 12. Pride Inn Hotel and Conferencing contact person Maubeen the Marketing Manager.*

13. *Jacaranda Hotel contact person James Chege.*
14. *North Coast hotel contact person Perpetual*
15. *Jamii Telecom contact person is Andrew*
16. *Eco Bank contact person Kamal V. Shar and many more.*

D. ADVERTS SECURED FOR ISSUE 8 MAGAZINE

- *Cotton Development Authority (CODA) Full Page - front inner page for an advert for 4 issues. [New advert];*
- *Cotton Made in Africa (CmiA, Full Page - had also committed to 4 full page adverts.[Previously been committed];*
- *Thika Cloth Mills, quarter page[previously committed];*

(3) Membership rationalization and distribution strategy: This activity was expected to involve engagement of a distribution company that can distribute the magazines effectively and timely; Prepare a members database consisting of all the members contacts and locations; Develop a database of stakeholders and advertisers who should receive the magazine;

The target audience has been defined into 3 distribution lists: 1) ACTIF Members – This has been prepared and it continues to be updated as more members are developed 2) Service Providers – All companies that supply to the industry, nationally 3) CTA value chain players;

As for Issue 8 Magazine, it was a decided to maintain the current distribution strategy reaching out to members, partners and advertisers through direct mailing. The distribution will also involve distributing hard copies at major conferences while also circulating the online edition to the existing mailing list at ACTIF.

A feedback form was designed and included as part of the magazine to seek input from the readers. The feedback will inform future distribution strategies.

1.2 Engagement of an Sales Agent to develop advertisements for Cotton Africa magazine

This activity is expected to cover recruitment of a Sales agent by ACTIF with the support of the EATH hired consultant and implementation of the marketing strategy that will be developed under activity 1.1 above.

The key responsibilities would be to develop and grow an advertising client base; promote and develop and effective service for the purpose of maximizing sales and revenue; and to seek creative ways to grow the advertising revenue of the publication.

The ultimate objective is to ensure that sufficient revenue is generated in order to sustain the commissions by the second quarter of the magazine.

This activity was successfully concluded as at end of Dec 2013, a sales person had been recruited - (Anne Dickson Mutheu). Anne is a holder of a Bachelor of Commerce degree and

has two years working experience in customer service and accounts management. She is expected to among other things carry out sales of advertising space.

1.3 Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis

This activity was expected to focus development and publication of Cotton Africa Magazine on topical issues for the dissemination of information, influencing policy decisions, creating awareness on industry positions and generating revenue for ACTIF through advertisements. This will include outsourcing content generation to a business writer that will ensure professional and relevant content is generated.

The publication targeted delivery of improved stakeholder value with the overall objective of increasing sales revenues for ACTIF.

Key results:

1. Publication of Cotton Africa Issue 8 Magazine

Following a series of meetings between ACTIF, the Professional Editor and EATH's hired consultant, Cotton Africa issue 8 was successfully developed and a final edition submitted for publication.

The print copies have since been delivered to the office and they are in the process of being distributed. The online edition is also in the process of being uploaded in order to reach out to the online audience.

2. Development of business strategy for Cotton Africa Magazine

A final business strategy has since been developed and presented to ACTIF. Strategy covers:

- 1.0 Background*
- 2.0 Market Analysis*
- 3.0 Strategy and Implementation Summary*
- 4.0 Milestones*
- 5.0 Management Summary*
- 6.0 Financial Plan*
- 7.0 Implementation, Monitoring and Evaluation framework*

This will act as a guide for developing Cotton Africa Magazine as a sustainable issue within one year.

Result #2: Developing and enhancing value added products and services for members

Activity 2.1 – Website Development

The objective of this activity is to develop a dedicated organizational website that will be used as the primary tool of communicating with ACTIF's stakeholders. The design to include AGOA resource window and detailed country information on accreditation including links to other AGOA resources;

The dedicated ACTIF website is expected to become the face of ACTIF under the domain of www.actif africa.com which will highlight membership products and services, and various activities of ACTIF including reports generated for the value chain.

ACTIF to engage a consultant/outsource expertise to develop the new website, including:

- Create a new website which will be distinct from the trade linkage site of www.cottonafrica.com, and will focus on the institutional and member services components of ACTIF, giving a new “face” to ACTIF.
- Extract and upload onto the new site, appropriate data/information/agreements (e.g. MOU's), as guided by ACTIF, from the cottonafrica website.
- Incorporate social media links (twitter, Facebook, LinkedIn), an information ‘share’ function, and a blog/‘ask a question’ functionality.

As of January 2014, discussions with Sawa Sawa had been concluded and contract issued for development of the magazine. See copy attached.

Subsequently, a couple of meetings were held with Sawa Sawa Ltd to discuss on web development. As at end of January, a concept was presented highlighting designs for the two new websites – www.actif africa.com and www.cottonafrica.com

The new websites are currently undergoing testing before the formal launch. This can be accessed at: <http://cottonafrica.com/test/>

With regard to Online Cotton Africa Magazine and Online Cotton Africa Trade Directory to be included under the new website, discussions were held with the developer and a contract issued. The objective was to improve both the magazine and Directory to build an appeal for members, CTA companies, buyers and other visitors.

Development work on the ACTIF website was concluded in the month of February and currently undergoing testing awaiting formal launch. The two can be accessed: <http://magazine.cottonafrica.com/magazine/?p=1539> and <http://directory.cottonafrica.com/search.php>

The content and information structure for the 'AGOA Window' Resource Platform has been collated and included in the concept paper, which in turn will inform the web developer of what needs to be incorporated into the design. The concept paper has been submitted, but certain issues have been raised by EATH as regards some of the content. The concept was to introduce a more practical "AGOA" element/component into ACTIF's portfolio, developing material and regulations/legislation from a number of U.S. web sources, so that all information relating to the regulations and requirements, would be in one place/location, in a structured way from start to end, and puts the flow in sequence without going to multiple sites to obtain the detail; to then subsequently be structured into the ACTIF website in an agreed way.

However, the issues raised included the need to:

- 'Cite' the sources of information in the document;
- Explain or define the definition of an AGOA resource platform, and reasons for the desire to establish an AGOA resource window for ACTIF;
- Provide an analysis of existing resources of AGOA information, to highlight what is available and what is lacking;
- More detail on EAC country information needed for the export process under AGOA;
- Country trade statistics for the EAC countries.

Considering that the above issues were not included in the report, ACTIF has requested that this activity be carried forward to the next Grant for the technical advisor address the points raised and complete the tasks. We therefore suggest that the cost component for this activity be transferred into the next grant so that the activity can be completed to build the AGOA resource Window at ACTIF website at no extra cost.

c) New ACTIF website

On the basis of the completed concept for the new ACTIF website, setting out the scope, design, and content requirements for the new portal, a project agreement was concluded with Sawa Sawa and the development work has been completed. The website can be accessed on: [www.cottonafrica.com\test](http://www.cottonafrica.com/test)

d) Origin Africa brand / strategy

1. Trade Mark Registration

As reported previously, following the application with the Kenya Trade Marks Registry of the registration of the Origin Africa 'Collective Mark', Kaplan & Stratton are following up the issuance of the registration certificate. Whilst this process does take some time, no problems are envisaged.

Only once the Kenya registration certificate has been issued, can an application be filed for Trade Mark registration in other countries/regions. In preparation for this (issuance of the

Kenya registration certificate), all processes are in place and ready to file applications in the following designated countries:

- In the U.S.A. and European Union (EU) - for 'point of sale' products, such as labelling.
- In China, India, South Africa, Mauritius and Ethiopia – primarily for trade mark protection purposes.

Realistic estimated costs for these applications have been established by Kaplan & Stratton, and excluding time extended cost for dealing with such matters as subsequent opposition filings and the like, are:

- a) Under the Madrid Protocol: for China, European Union, India and U. S. A. - CHF5,086 (Swiss francs), approximately \$5,700.
- b) For South Africa - US\$2,335. This includes a \$490 fee, being the cost of a search of the mark prior to the filing of the application, a prudent action. South Africa does not have a multi-class system of filing and therefore the application will be for four marks in each of the classes applied for.
- c) For Mauritius – US\$575 for application and registration of one collective mark in four classes. No fee is applied to conduct a search of the mark prior to the filing of the application.
- d) For Ethiopia – US\$3,007. This includes a \$315 fee, being the cost of a search of the mark prior to the filing of the application, for one collective mark in four classes.
- e) Attorney (Kaplan & Stratton) professional fees estimated at:
 - Under the Madrid protocol (China, India and U.S.A.) – US\$1,700.
 - Individual countries (South Africa, Mauritius, Ethiopia) - US\$1,800.
- f) Total estimated cost of all of the above – US\$15,117.

2. Origin Africa – Concept, Use, Criteria, Methodology

As reported in the previous period, and following the completion of the position paper detailing the 'concept and use', and the 'criteria, methodology and rules' as they relate to Origin Africa, the focus going forward will be to adopt, apply and implement the concepts and recommendations enumerated, in relevant activities and initiatives to be established. As an initiative that centers on activities and programs that can create significant revenue generation and contribute to ACTIF's sustainability objectives, the planned Origin Africa trade event slated for November 2014, will be a prime focus for application of these concepts, encompassing the full spectrum of the fiber-to-fashion supply chain. To emphasize, the objectives will include:

- Providing a forum for a global audience of retailers, brands, business leaders and designers, to establish linkages with African industry, and to do business.
- Providing a platform for suppliers and buyers to explore sourcing opportunities.
- Providing information for enhancing investment in the region.
- Holding of topical symposiums and seminars with a focus on business, trade, investment, technology transfer and innovation to help build competitiveness and Trade.
- Providing a platform to promote and increase trade under AGOA.
- Developing linkages and trade opportunities between the European Union and Africa.
- Providing a vehicle to enhance the profile of ACTIF in its support and development of the CTA value chain, bringing East, West and South together under one event.
- Creating a significant annual revenue stream for ACTIF that will support the ACTIF secretariat, its activities and other programs connected to member services.
- Obtaining industry buy-in to develop the concept of introducing an Origin Africa “Label” for selected CTA products that are produced, manufactured and made in Africa.
- Engaging and collaborating with the three USAID Trade Hubs to link East, West and Southern African businesses and stakeholders, cross-pollinate ideas and trade information, and to generally promote trade, regional integration, investment and job creation; and to advance the objectives of USAID programs carried out through its trade hub activities.
- Providing a platform for enhancing American Investments in the region and opportunities for export.

3. Origin Africa – Draft MOU between ACTIF and USAID East Africa

As previously reported, a proposed cooperation arrangement between ACTIF and USAID East Africa was completed and submitted to USAID East Africa and EATH for input and comment. The MOU enumerates an alliance to promote Africa as a reliable sourcing destination for buyers, and to meet the economic growth objectives of the PATA initiative, as enumerated in the activities and goals of the proposed U.S. Trade and Investment Center (TIC) in East Africa. This will now be for discussion between the parties, to take the subject to conclusion.

Draft MoU attached as part of the annexures.

OTHER ACHIEVEMENTS NOT DIRECTLY UNDER GRANT

1. ACTIF's Regional Profile

ACTIF continued to develop its regional profile by developing strategic partnerships that will see its role enhanced as a regional player for developing the cotton value chain.

Below are the latest initiatives by ACTIF to enhance its regional profile and as a focal point for linking with international organization and associations.

a. MoU with USAID and AAFA

A strategic and historic meeting was held with U.S. Agency for International Development (USAID) American Apparel & Foot ware Association (AAFA) on 14th Jan 2014 to sign MoU between the three institutions.

The objective of the MoU is to establish an alliance and share their respective strengths, experience, technologies, methodologies, and resources to expand sourcing opportunities of textiles, apparel and footwear from sub-Saharan Africa for U.S. buyers.

The MoU was signed by Ms. Oren E Whyche-Shaw, the Principal Advisor to the Assistant Administrator & Africa Trade Coordinator at USAID, Mr. Steve Lamar, Executive Director, American Apparel & Footwear Association (AAFA), and Mr. Jas Bedi, Chairman, African Cotton & Textile Industries Federation (ACTIF).

b. Strategic Meeting with Gatsby Trust and Cotton Made in Africa held in London

During advocacy trip to Washington, the chairman was able to a strategic meeting in UK with some of our development partners to discuss on how to strengthen relations with ACTIF in order to boost the sustainability of the Federation.

A meeting with Cotton Made in Africa (CMiA) and Gatsby Trust was held in London, UK on 10th Jan 2014. This meeting was at no cost as it was a piggy back on the trip to USA.

The Objectives were to discuss possible support from Gatsby Trust to implement specific issues impacting on the cotton sector in Africa.

Trip report for this activity included as annexure.

2. Textile Policy Research for Kenya

In partnership with Business Advocacy fund (BAF)

Following launch of the Textile Policy report and recommendations in June 2013, ACTIF initiated engagement with the private sector to advocate for policy changes to protect and grow the Textile Industry.

Between Oct 2013 to Feb 2014 a stakeholders meeting was held and a petition document pushing for improved policy environment was endorsed at a stakeholders meeting.

A committee was also established to lead the advocacy efforts with ACTIF playing a coordinating role.

Attached for reference are the meeting reports, Textile report, policy position proposals and Concept papers for next steps.

3. AGOA Outreach activity

In partnership with the Business Advocacy Fund (BAF)

The objectives of the AGOA outreach activity in Kenya is to engage with private sector players in Kenya who are currently exporting under Africa Growth & Opportunity ACT (AGOA) or with the potential to export under AGOA in order to establish information on AGOA awareness as well as develop policy recommendations at national and international level to ensure more participation by the private sector under AGOA.

The intended outcome is to develop a strong position for both ACTIF and for Kenya Government to present at the annual AGOA forum (*Next one is due to be held in Washington DC but specific date yet to be announced*). The AGOA forum is a powerful advocacy forum that will bring together key US Government from the Trade departments, US Congress and Senate representatives, Private Sector and Civil society members, Africa Ministers of Trade among other industry stakeholders. The forum will be an excellent platform to present Kenya and ACTIF position, being key stakeholders in AGOA.

Key results during the period of Oct 2013 and Feb 2014 included:

- Development of a Draft policy position paper on how to encourage uptake of AGOA by local industry. A cross industry network was also nominated to spear head the discussions on AGOA, coordinated by ACTIF.

- ACTIF received BAF support for the Chairman to travel to Washington where he presented a testimonial on behalf of ACTIF members to state the organizations position in the Investigation on AGOA in order to present its member's views.

4. Business Sustainability Support

In partnership with the Business Advocacy Fund (BAF)

This activity is aimed at assisting ACTIF to build sustainability in line with its organization business plan. Key activities conducted include: Membership development; Promotion of Cotton Africa Magazine; Update of Origin Africa concept and providing cost of coordinator for Origin Africa activities.

Quarterly progress report attached as annexure on the Sustainability support.

5. Proposed Regional Centre of Excellence

The proposed Regional Centre of Excellence is an initiative that ACTIF is spearheading to address the critical challenge of limited skilled man power in the textile and apparel sector across the region that has resulted in a high reliance on expatriates. This activity is also in line with COMESA cotton to clothing regional strategy.

During the month of January, a sub-committee meeting was held and draft letters to the government of Kenya developed to assist in mobilizing support from Government and key agencies such as the World Bank.

Copies of the letters included as annexure.

6. Source Africa 2014

ACTIF with the support of South Africa Trade Hub, American Apparel & foot ware Association and LTE to implement series of seminars during Source Africa event to be held between 17th and 19th June 2014, in Cape Town South Africa. The event was earlier on scheduled to take place in May 2014 but subsequently rescheduled to June to allow for National Elections to take place.

This is at the back drop of Source Africa 2012 event where ACTIF was involved in organizing the Breakfast Seminars which was well received by the participants.

1. OVERALL IMPACT OF GRANT TO ACTIF

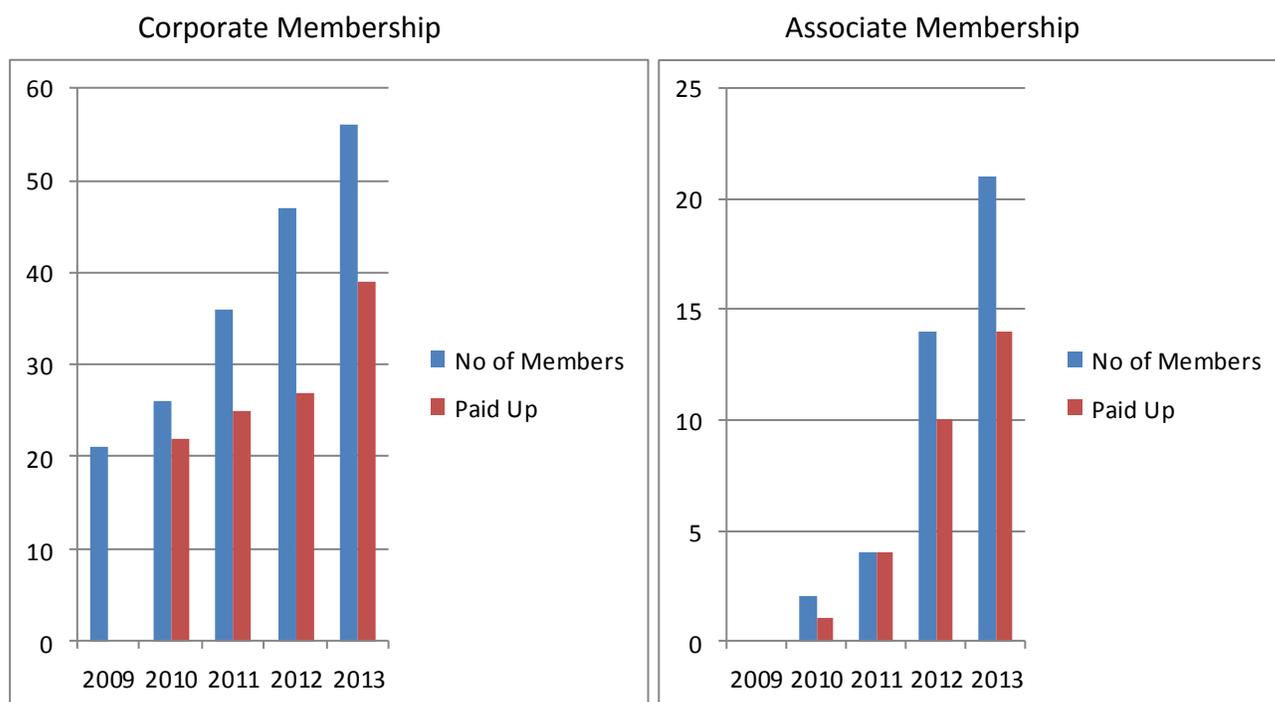
- **Regional Profile enhanced**

ACTIF successfully entered into an MoU with East Africa Business Council in 2013 to cooperate along the Cotton, Textile & Apparel value chain. This opens up new avenues of collaboration with EAC based partners along mutual objectives of the two organizations.

- **Membership Increased**

ACTIF recorded an overall increase of 9 members from 40 in 2011-2012 to 49 in 2012-2013 following various activities and initiatives. The increase in membership strengthened the institutional capacity of ACTIF as well increasing the revenue stream to ACTIF. Membership growth resulted through the contacts established in the key regional and international forums coupled with email and telephone follow ups over a couple of months. The amendment of ACTIF memorandum and articles of association to include individual companies has also increased the scope of ACTIF membership which will no doubt attract more membership.

Below is an illustration of the membership growth achieved:



- **Revenue Streams Increased**

ACTIF was able to develop additional revenue streams to support its sustainability strategy under ACTIF business plan. Apart from increased membership, some of the revenue generating activities developed includes income from adverts from the Cotton Magazine and income from administration cost charged to special projects.

During the latest grant support, ACTIF was able to engage a marketing assistant to develop revenue from advertising in the cotton Africa magazine. As a direct output of this initiative, we were able to secure *Cotton Development Authority (CODA) Full Page - front inner page for an advert for 4 issues. [This amounts to an additional revenue of approximately US 1,000 per quarter for the next 4 issues]*

- **Partnerships developed with other funding agencies**

During the year 2013, ACTIF was able to diversify its funding by attracting support from other funding agencies including Business Advocacy fund (BAF) & Innovative Partnerships for Development (IPD-DANIDA).

- **ACTIF voice recognized in key regional and international FTA's**

Following the increased recognition, ACTIF was invited to make key contributions on various regional and international platforms including International Textile Manufacturers Federation annual meeting, International Cotton Advisory Committee (ICAC) annual meeting and Annual Home Textile Conference in China, among others.

During the current grant period:

- ACTIF was nominated to the board of Cos-Cotton as a member
- ACTIF was also nominated as Vice Chair on the commodities committee under AU Committee on trade
- ACTIF was invited by USTR to comment on value addition issue in West Africa c-4 countries.

- **Ties with West African fibre producing countries strengthened**

In 2012, ACTIF held its first ever regional meeting with West African stakeholders in August 2012. In 2013, the engagements continued membership was developed in Mali, Cameroon & Ivory Coast. ACTIF will endeavor to develop the linkages. A draft MOU has since been prepared and presented to two key organizations – Africa Cotton Association (ACA) and UEMOA.

During the month of October 2013, ACTIF entered into a strategic agreement with Competitive African Cotton Initiative (COMPACI) /Aid by Trade Foundation (AbTF) with the objective of strengthening ACTIF's presence in West Africa and increase membership.

The collaboration agreement will cover:

- a) Exchange of information
- b) Mutual invitation to meetings and conferences
- c) Structural support to strengthen the ACTIF organizational capacities to organize sub-Saharan African wide the cotton ginning sector.
- d) Joint ACTIF/COMPACI/AbTF conference/event in Sept. /Oct. 2015

A copy of the signed agreement has been included for reference.

DELIVERABLES

Magazine Activity

- 1) Contract with Professional Editor – Alison and Davis Communications
- 2) Final Magazine –Issue 8 in PDF
- 3) Draft Business Plan for Magazine

NEW ACTIF Website

- 4) Contract with Sawa Sawa for Development of Cotton Africa and ACTIF Africa Website
- 5) Contract with Rishi to upload data to Magazine and also to improve Textile Directory and Online Magazine
- 6) Links: <http://cottonafrica.com/test/>

Origin Africa – Brand Strategy

- 7) Origin Africa Concept-Use-Criteria-Methodology
- 8) ACTIF-USAID MOU (Origin Africa) – draft – together with:
 - a. The Nice classification headings
 - b. The Nice classification Class 35 detail
- 9) Member country subscribers to the Madrid Agreement / Protocol
- 10) USAID-ACTIF-AAFA MOU

Stakeholders and Membership Engagement Strategy

- 11) Listing of stakeholders surveyed
- 12) ACTIF Stakeholders and Membership Development Strategy

BAF AGOA Outreach Activity

- 13) Trip report to US and UK
- 14) Copy of Testimony by ACTIF Chairman
- 15) Copy of testimony by Steve Lamar
- 16) Schedule of meeting in US
- 17) AGOA successes and Failures
- 18) AGOA ITC notice of investigations
- 19) Copy of Business Cards from Washington Trip
- 20) CMIA Business Model
- 21) Blue Print for US and Africa Partnership
- 22) Report on Stakeholders Meeting
- 23) Draft Policy Position Paper for encouraging better uptake of AGOA

BAF Textile Policy Activity

- 24) CN For Textile Advocacy

- 25) Report on Stakeholders Meeting
- 26) Draft Policy position paper for the Textile Industry

Regional Center of Excellence

- 27) Draft Letters to GOK and Key Development Partners

Source Africa Event

- 28) Updated Planning Document
- 29) Copies of Letters of Invitation
- 30) Notice of change of date

Other

- 31) Agreement between ACTIF, COMPACI and AbtF

~ End of Report ~