



MONTHLY GRANT REPORT

For the Period of:	JULY 2013				
Name of the Grantee Organization:	African Cotton & Textile Industries Federation				
Project Title:	To develop and deliver value added products & services that directly impact on the competitiveness of the CTA sector & ACTIF sustainability				
Grant Agreement Number:		Project Startup Date:	1 ST JULY 2013	Project end date:	30 TH JULY 2013
Project Location:	Countries: Kenya, Uganda , Tanzania, Ethiopia, Rwanda, Burundi, Sudan				

1. Introduction

This report from African Cotton & Textile Industries Federation is for the period of July 2013 covering the activities implemented under EATH funding support. The Grant which was signed on 20th November 2012 is aimed at building the capacity of grain stakeholders to participate in structured grain trade in the region while working towards attaining the following specific objectives:

The primary objective of this grant is to support of specific activities aimed at addressing the core challenges facing ACTIF & its members, to consolidate on the gains achieved so far.

These include:

1. Strengthening of ACTIFs Institutional capacity and Membership;
2. Developing and enhancing value added products and services for members;
3. AGOA Forum 2013;
4. Origin Africa – New York, 25th April 2013;
5. Origin Africa Designer Showcase 2013 during AGOA forum;

2. Summary of Activities accomplished between April and June 2013.

1. Strengthening of ACTIFs Institutional capacity and Membership:

1.a Membership Survey on ACTIF and AGOA

The objective of this activity was to collect members and potential members' views on AGOA and ACTIF ahead of the membership engagement meeting.

1.c Membership engagement drive in Tanzania

Membership engagement drive in Tanzania was originally scheduled to be held in early July 2013. The date was however changed to Sep 2013. The activity will now take place on 17th Sep in Dar es salaam, Tanzania.

A survey of ACTIF membership and the future of AGOA was initiated in conjunction with our members in Tanzania. Attached is the progress report.

2. Developing and enhancing value added products and services for members

2.a New Products Developed

This is an on-going activity that aimed is aimed at developing and publishing new products at ACTIF website and other avenues in order to meet expected increase in demand for services following membership drive to increase ACTIF's value propositioning and to attract membership from individual companies.

During the period, the following products were developed:

- A section for CBI market intelligence was created within the ACTIF member section of the website. This sections is linked to CBI website, a Netherlands based agency that promotes imports into the EU market. This new facility will enable ACTIF members to search the CBI database of trade information on Apparel and Home Textiles.
- A sample of this new feature can be viewed at:
http://cottonafrica.com/member_profile.php?mid=2

2.b Cotton Africa Magazine

This activity involved sustaining the development of Cotton Africa Magazine on a quarterly basis to create awareness on industry positions and generating revenue for ACTIF through advertisements. It is also a product that is used to attract new members by showcasing rich regional and international information for the cotton, textile and apparel sectors.

During the period of June, ACTIF initiated the publication of Issue 8. A consultant was sponsored to ACTIF by EATH – Ms Jane Njeru to review the magazine development and strategy in order to develop recommendations to improve the content and to attract more advertising in order to build sustainability.

An interim report has since been developed and publication of issue 8 placed delayed in order to adopt some of the recommendations.

3. Participation in AGOA Forum

This activity was originally scheduled to take place between 27th June & 2nd July. The event has since been rescheduled and will now take place between 9th and 12th August 2013. Preparations are on-going for ACTIF to participate and present ACTIF position on AGOA.

4. Origin Africa Designer Showcase 2013 during AGOA forum

An Origin Africa designer show case has been organized by EATH in conjunction with ACTIF to take place on 11th August 2013 during the AGOA forum with the objective of raising the profile of innovation and talent in Africa in line with the emerging interest of Africa as a sourcing destination.

During the month of July, ACTIF was able to engage three consultants to implement the Origin Africa designer show case, including the key tasks listed below:

- 1) Conceptualize Designer Fashion Show at the AGOA forum on 12th August
- 2) Develop Stage, lighting, A/V design and music
- 3) Identify 8-10 leading Ethiopian Designers to participate in Fashion Show
- 4) Identify, Cast and train up to 25 top Ethiopian models based locally to participate in fashion show
- 5) Identify and develop style for make-up and hair style to be showcased during the show
- 6) Identify and train up to 30 children performers for opening act
- 7) Identify and train backstage help, dressers, and production assistance for the show
- 8) Develop and train Choreography for all talent
- 9) Conceptualize and Develop Designer Catalogue for Show
- 10) Book 2 photographers and film crew

The contracts were issued to Phat Productions, Umzingele Productions & Africa Mystique. Copies are attached herewith.

Other related activities include development of banners and publications that will be used during the Origin Africa designer showcase. Booking of venues and travel arrangements was also done during this month.

3. Other Non-Grant activities completed

I) 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 has initiated engagement with the private sector to advocate for policy changes to protect and grow the Textile Industry.

An initial policy brief was prepared and with ACTIF's contribution and submitted to the Cabinet Secretary, ministry of Industrialization.

The advocacy activities will continue.

II) 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 during the month of July include:

1. Membership development
2. Promotion of Cotton Africa Magazine

3. Update of Origin Africa concept

III) 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 July, a draft proposal for conducting a feasibility study was prepared by University of Nairobi. The working committee subsequently met and reviewed the proposal and the final version is expected to be ready by mid-August.

The next phase will be to seek for partner to support conducting of the feasibility study.

v) EAC meeting to discuss proposal for US-EAC partnership agreement

ACTIF participated in a strategic meeting convened by East Africa business council. The objective of the meeting was to discuss a proposal for Investment and Trade Partnership between US and EAC, along with other private sector players.

It was agreed that the partnership agreement had the potential of opening up new fronts of engagement between EAC and US. However it was important that all the EAC member states endorse the partnership agreement before the projected benefits can be realized.

vi) MoU between EABC and ACTIF

ACTIF signed an MoU with East African Business Council (EABC). The MoU was signed on 19th July between ACTIF Chairman Mr. Jaswinder Bedi and EABC Chairman Mr. Vimal Shah, at the Red Court Hotel, Nairobi, Kenya. The ceremony was witnessed by the Executive Director of ACTIF, Mr. Rajeev Arora and the Executive Director of EABC Mr. Andrew Luzzi.

The two organizations have jointly agreed to cooperate on the following:

- Becoming the unified voice of East Africa in the cotton value chain;
- Taking measures to promote open and free trade of cotton/textile throughout the region by creating a conducive environment for trade and removing barriers to such trade;
- Identify priority areas for attention to improve the development of the cotton/textile industry in the region in line with the competitive trends that may emerge from time to time regionally and internationally;
- Liaising in seeking and applying modern technology and approaches in the industry to facilitate efficiency, improved productivity and value addition within a regional value chain framework;

- Undertaking analytical work which enhances the objectives stated herein separately or jointly and share the results;
- Promoting mutually beneficial public-private partnerships;
- Promoting skills development in support of creating the necessary skills base and capacity to ensure the effective management and efficient operation of the industry with a view to enhancing the industry's viability and sustainability;
- Holding meetings/workshops, as the case may be, on subjects of mutual interest in Africa; and
- Encouraging and promote value addition in Africa

vii) Engagement with SATH on Origin Africa 2014 – Preparatory activities

ACTIF held strategic discussions with SATH on 3rd July with an objective of exploring opportunities of supporting ACTIF to undertake strategic interventions in the Southern Africa region. The meeting was to also discuss on the issue of Source Africa / Origin Africa.

The meeting ended without any conclusive decisions being made. The sticky issue was the proposal of Source Africa being the pan Africa event and Origin Africa being a regional event that would not involve US buyers support with USAID money. This would mean ACTIF's full commitment on supporting Source Africa not only in B2B activities and Seminar Series but also promotional activities in Eastern Africa to attract Exhibitors to the event.

It was agreed ACTIF to seek formal clarification from USAID and also consult with the board before communicating its position to SATH

SATH to wait for ACTIF make a decision on the following options:

1. To become a willing and full partner and supporter of Source Africa as the "go to" event and use this as an opportunity to start building a long term relationship with LTE, including terms and arrangements that would support their long term interests.
2. To become a willing and full partner and supporter of Source Africa, and to motivate a compelling business case for the event to be held in East Africa on alternate years, provided this had the support of US buyers. If it made good business sense it there was no reason why the partners, including USAID, would not go along with it. Rajeev noted that this would only be attractive if ACTIF owned the brand and event.
3. To decline any participation in Source Africa

By the end of July, ACTIF had consulted with its board as well USAID and communicated its decision to SATH as follows:

- ACTIF will not hold Origin Africa event in 2014 as earlier planned in order to avoid buyer fatigue

- ACTIF to fully support Source Africa as the 2014 event
- ACTIF will do the B2B meetings and would submit a separate contract for the same.
- ACTIF to do the series of seminars (two) and submit a separate contract for the same
- ACTIF to brand Source Africa 2014 in its presentations and publication

Discussions will now proceed on how ACTIF will partner with SATH on SA activities

Viii) Proposed BCI Cotton Project in Kenya

A strategic meeting was held between ACTIF, Solidaridad and Value added in Africa whereby a proposed niche cotton project in Kenya was discussed. Solidaridad in partnership with Cotton Development Authority are already in the process of initiating cotton production under BCI initiative in Kenya.

The proposed project will focus on value addition of the cotton that will be produced, from fibre all the way to the finished apparel and links to the EU market.

ix) Participation in AGOA conference in Ivory Coast

Upon the invitation and support of Ivory coast main AGOA agency – APEX-CI, The Executive Director of ACTIF, Mr. Rajeev Arora participated in a strategic meeting in Ivory Coast during the month of July. During the meeting, Rajeev made a presentation on ACTIF and the organizations role on AGOA. The ACTIF White paper on AGOA was also discussed along with Kenya’s national AGOA strategy.

4. Major activities planned for the month of August 2013:

- i) Participation in AGOA forum and presentation of ACTIF white paper
- ii) Implementation of Origin Africa designer showcase
- iii) Complete the Survey on ACTIF membership and future of AGOA in Tanzania
- iv) Continue engagement with SATH on Source Africa and other partnerships.

Status of Implementation Activities to Date

Activities	Expected Deliverables	Due Date	Achievements in July
Result #1: Strengthening of ACTIFs Institutional capacity and Membership:			
(1.1) The ACTIF secretariat will conduct a survey of potential associate and corporate members; highlight their needs and to identify new knowledge products and services that ACTIF needs to develop to generate their interest and sustainability as members;	Survey Report on AGOA Survey Report on ACTIF Membership	May and June 2013	The survey was successfully conducted for Kenya and included some regional representatives. Reports developed on the Survey on AGOA and ACTIF Membership
(1.2) National level meetings (Kenya & Tanzania) to heighten AGOA outreach to enhance AGOA trade, to collect views on the AGOA structure after 2015, and to increase ACTIF's value propositioning and to attract membership from individual companies, and consequent increase in revenue streams that will result.	ACTIF Position on AGOA Membership Development	May – Kenya event July/ Aug Tanzania Event	ACTIF position on AGOA developed Members engagement meeting for Kenya successfully held on 29 th May 2013 with 50 participants 4 new Members Developed in the month of May Tanzania meeting scheduled to be held in Sep 17 2013 in Dar es Salaam, Tanzania. Survey already initiated and interim report developed and attached
Result #2: Developing and enhancing value added products and services for members			
(2.1) New Product development to meet expected increase in demand for services following membership drive to increase ACTIF's value propositioning and to attract membership from individual companies	New Reports for Members New Services for Members	March to July 2013	Reports developed Policy proposals on Textile Industry in Kenya Services Developed CBI market intelligence section on Apparel and Home Textile created on ACTIF website – Member sections
(2.2) Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis to create awareness on industry positions and generating revenue for ACTIF through advertisements.	Development of Cotton Africa Magazine		Issue 8 now currently under development. Consultant seconded to ACTIF by EATH to develop content and marketing strategy for adverts
Result #3: AGOA Forum			
AGOA Forum 2013	ACTIF Participation and presentation of	June / July August 2013	The activity was scheduled to take place between 27 th June & 2 nd July. The event has since been rescheduled

	ACTIF position		to 9 th and 12 th August 2013. Preparations are on-going for ACTIF to participate and present ACTIF position on AGOA.
Result #4: Origin Africa – New York, 25th April 2013			
Participation in Origin Africa New York and promote OA brand	Origin Africa Promoted	April 2013	This activity took place in New York, during the week of April 22, 2013). However, ACTIF did not participate due to unavailability of the Chairman on those dates.
Result # 5: Origin Africa Designer Showcase 2013 during AGOA forum			
ACTIF in conjunction with COMPETE to hold OA designer showcase in Addis during the AGOA forum	Promotion of Origin Africa 2013 Revenue generated by ACTIF	June / July August 2013	The designer showcase to be held on 12 th August 2013. Consultants and other service providers were identified and Contracts issued.

Deliverables:

1. Interim Survey report for ACTIF membership and the future of AGOA.
2. Interim report on Cotton Africa Magazine
3. Origin Africa designer show case contract with Umzingele Productions
4. Origin Africa designer show case contract with PHAT
5. Origin Africa designer show case contract with African Mosaique
6. Minutes of meeting between ACTIF and SATH
7. Textile Policy proposals
8. Proposal to conduct a feasibility study for a regional center of excellence
9. MoU with EABC
10. Notes on discussion between ACTIF, Solidaridad and Value Added in Africa