



## GRANT COMPLETION REPORT

For the Period of:	March - July 2014				
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:	March 2014	Project end date:	July 2014
Project Location:	Countries: Kenya, Uganda , Tanzania, Ethiopia, Rwanda, Burundi & Mauritius				

### Introduction

This report from African Cotton & Textile Industries Federation is for the period of March - May 2014 covering the activities implemented under USAID-COMPETE funding support.

The Grant objective was to 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 activities are defined under 2 broad themes:

1. Strengthening of ACTIFs Institutional capacity and Membership;
2. Developing and enhancing value added products and services for members;

### Summary of Activities accomplished between March and May 2014.

#### **1. Strengthening of ACTIFs Institutional capacity and Membership:**

##### **1.1 EA Stakeholder meetings in 7 Countries. (Kenya, Uganda, Tanzania, Rwanda, Burundi, Ethiopia & Mauritius)**

###### **1.1.1 ACTIF Website Training for ACTIF Members & CTA Companies**

Website Training workshops were successfully conducted in all five countries as follows:

*Ethiopia (9<sup>th</sup> April 2014); Mauritius (30<sup>th</sup> May 2014); Tanzania (10<sup>th</sup> June 2014); Rwanda (26<sup>th</sup> June 2014); Uganda (10<sup>th</sup> July 2014); and Kenya on 22<sup>nd</sup> July 2014;*

In Ethiopia a total of 30 participants were trained with a total of 17 Trading accounts and Directory profiles being created. 15 participants from Textile Development Institute were

also trained to assist in capacity building of other companies. Ethiopia Cotton Producers Ginners & Exporters Association and Ethiopia Textile & Garment Manufacturers Association (ETGAMA) were also trained as trainers;



In Mauritius a total of 20 participants were trained with 14 trading accounts and directory profiles being created; Mauritius Export Association (MEXA) and Enterprise Mauritius were trained as trainers.



In Tanzania a total of 17 participants were trained with a total of 17 Trading accounts and Directory profiles being created. ACTIF members & Support Agencies trained [Training of Trainers]: 4 [IBUTTI (2), TCB & TanTrade (1):Association (ETGAMA) were also trained as trainers;



In Rwanda, the website training was combined Origin Africa launch and engagement on Institutional Strengthening. Considering that Rwanda only has one factory, the training focused on Origin Africa launch with an overview of the Website features all in 1 workshop. A total of 12 participants attended with 5 from UTERWA senior management, 2 from Rwanda Development board, 1 from Min of Trade, 1 from Min of Agriculture, 1 from Bureau of standards, 1 from RRECPC and 2 from ACTIF.



In Burundi, the website training was successful considering that the country only has one Textile factory and 1 Cotton Company. A total of 14 participants attended the training with key institutions being represented from AfriTextile [5]; COGERCO [3]; Government Agencies [1]; Fashion Designers [2]; In total, 11 trading accounts were created by the end of the workshop.



In Uganda, a total of 20 participants attended the training with 14 Trading Accounts being registered by the end of the workshop: ACTIF members & Support Agencies trained [Training of Trainers]: 4 [CDO Uganda (2), Uganda Textile Manufacturers Association (2) & Ginning Companies [4]; Textile & Apparel Companies [7]; ACTIF [1].



In Kenya, a total of 20 participants attended the training with 14 Trading Accounts being registered by the end of the workshop: ACTIF members & Support Agencies trained [Training of Trainers]: 4 [CDO Uganda (2), Uganda Textile Manufacturers Association (2) & Ginning Companies [4]; Textile & Apparel Companies [7]; ACTIF [1].



### **Conclusion:**

The trainings were well received as indicated in the evaluation reports and immediate uptake of trading accounts. Moving forward, ACTIF will need to conduct follow up with all the trainees especially the trainers who need to forge ahead to train other companies and assist them to upload their profiles as well.

The positive responses received also presents an opportunity for ACTIF to advance the trainings to other member countries.

Trip reports for the 5 workshops are attached for reference.

#### **1.1.2 Stakeholders Meeting on EAC Rules of Origin for CTA Sector**

With the technical process of review the EAC ROO having been completed, it means that the revised EAC Rules of Origin have now addressed the ROO related key impediments to intra EAC regional trade in textile and apparel. This milestone triggers the next step of engagement to have the industry appreciate the new rules of origin in readiness for taking advantage of the ensuing business opportunities. **This will be a key factor in contributing to increased EAC intra-regional trade by 50% in line with the new U.S. Trade and Investment Center (TIC) objectives.**

**This activity was intended to** create awareness on the revised EAC Rules of Origin To link lead firms in the CTA to regulatory institutions (institution responsible for issuing certificate of origin) for purposes of ensuring the industry drives the regulatory understanding of the revised rules of origin.

This activity was targeted at EAC countries (Kenya, Uganda, Tanzania, Rwanda & Burundi). The activity is designed to coincide with ACTIF stakeholder meetings in those countries during Origin Africa Launch in order to reach out to the companies.

*During the month period of March – May, the only workshops conducted were in Ethiopia & Mauritius none of which were among the EAC countries hence the RoO workshop were not carried out.*

## **1.2 Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis;**

This was intended to focus 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 also include outsourcing content generation to a business writer that ensure professional and relevant content is generated.

The publication of the magazines will be in line with the Magazine Sustainability strategy that will build on the existing constituents and reading membership in order to deliver improved stakeholder value with the overall objective of increasing sales revenues for ACTIF. The online version of the magazine can be accessed on: [magazine.cottonafrica.com/magazine](http://magazine.cottonafrica.com/magazine)

*During the period of March to May 2014, a publishing company was engaged to assist with content development and layout of the magazine. One issue – Issue 8 was successfully developed and published with some revenue being developed from adverts.*

*During the period of June and July 2014, a publishing company was engaged to assist with content development and layout of the magazine. The publication of Issue 9 was finalized and printed. The soft copy was also uploaded on ACTIF website.*

*Issue 10 was also developed with draft being prepared and submitted for printing in Early August.*

## **1.3 Engage External Consultant to support institutional strengthening [60 days]**

Dr. Terry Townsend, the immediate former Executive Director of International cotton advisory committee was successfully engaged as the external consultant on institutional strengthening following review and confirmation of his interest by both ACTIF board and EATH. This was mainly due to his extensive knowledge on global cotton issues including Africa and interaction respect gained across the region as an authority on cotton matters.

During the month of May, Dr. Terry Townsend initiated his interactions with various stakeholders including:

2. ACTIF secretariat & some board members
3. EATH
4. USAID
5. ACTIF members in Kenya
6. ACTIF members in Mauritius
7. CTA companies in Kenya & Mauritius

The primary objective of his interactions is to evaluate ACTIF as an organization and expectations of its members and potential members with a view of developing recommendations for ACTIF strategy for the next 5 years, bearing in mind need for sustainability. This would include:

8. Conduct and independent assessment of ACTIF as a Federation and secretariat in relation to its outlined mandate;

9. Participate in stakeholders engagement during EAC meetings organized under activities 1.1.1 in order to interact with existing and potential members and related stakeholders;
10. Develop practical recommendations on how ACTIF can strengthen itself to be a strong and sustainable Institution;
11. Update the existing strategy and business plan; [*Existing Strategy expires in 2014 while business plan expires in 2015. Hence need for review and a new strategy and plan covering 2015-2020*]
12. Engage with the ACTIF Board, EATH and USAID/PATA on the final report and recommendations.

*The short-term consultant on Institutional Strengthening for ACTIF arrived in Nairobi on 25 May 2014 and departed on 7 July 2014. ACTIF is currently supported by a combination of internally generated funds accounting for 40% of the Secretariat budget and donor support accounting for the remaining 60%. The consultant reviewed the work of ACTIF and the needs of its members and potential members in order to make recommendations on how the work of the ACTIF Secretariat can be oriented, consistent with its mission, so as to generate 100% of funding from internal sources.*

*The consultant reviewed relevant documents related to the budget and current business plan of ACTIF and Origin Africa, ACTIF's current stakeholder and membership strategy, results of membership surveys, and governance documents.*

*In addition, the consultant spoke with approximately 80 ACTIF board members, members of the Secretariat, and representatives of all segments of the African cotton-textile and apparel value chain, including association executives, project administrators, other consultants, potential brand investors, ginners, spinners/weavers, handloom weavers, fashion designers, apparel manufacturers and manufacturers with retail outlets in about 60 separate interviews or meetings in Addis Ababa, Dar es Salaam, Kampala, Kigali, Mauritius, Mombasa, and Nairobi.*

*The consultant received the full support and cooperation of the ACTIF Secretariat in conducting his review. He experienced no difficulties or constraints in obtaining information, making appointments with stakeholders and interacting with members of the value chain. The consultant expressed his appreciation to all members of the Secretariat for their good will during his visit.*

*The consultant completed a first draft of his recommendations prior to departure from Nairobi. Following clarifications and additional inputs, the Consultant was able to finalize his report and presented the ACTIF business plan for 2014-2019. See copy attached*

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

### **2.1 Origin Africa – 2014 Event**

#### **2.1.1 Trade Mark Registration**

Following the successful application with the Kenya Trade Marks Registry of the registration of the Origin Africa 'Collective Mark', for the goods and services falling within classes 22, 24, 25 and 35 of the Nice Classification of Goods and Services (NCL) published by the World Intellectual Property Organization (WIPO), it now paves the way for issuance of the Kenya registration certificate; only once the Kenya registration certificate has been issued, can other applications be filed under the Madrid Protocol. The criteria, methodology and rules governing the use of the ORIGIN AFRICA (Device) as a collective Trade Mark have also been established under Section 40A (2) and (3) of the Kenya Trade Marks Act Cap 506.

Building on the significant traction that Origin Africa has gained in recent years, the overall aim now is to extend and add to the profile of Origin Africa, with a specific focus on business, trade and investment – regional and international - encompassing the full spectrum of the fiber-to-fashion supply chain.

The intention is to now file applications for Trade Mark registration in selected countries in order that full, effective and protected use of the brand/mark can be realized. It is intended to file applications in the designated countries for two primary purposes:

- In the U.S.A. and European Union (EU) - for 'point of sale' products, such as labelling. Also included will be awareness campaigns, trade shows and events. Much of this will be carried out by USAID East Africa programs such as the proposed U.S. Trade and Investment Center (TIC).
- In China, India, South Africa, Mauritius and Ethiopia – primarily for trade mark protection purposes.

*This task was successfully completed and the final report including all deliverables by the consultant are attached for reference.*

### **2.1.2 Origin Africa – Branding Activities**

ORIGIN AFRICA is both an event and an ongoing effort dedicated to improving African Cotton, Textile and Apparel trade. It involves collaboration with producers across the cotton value chain from farm to fashion including accessories suppliers, to develop, guide and promote African trade. We aim to profile Africa, raise awareness of Africa as a place to do business and as a sourcing destination, change perceptions, and to make the continent more visible as a source of supply of cotton, textile products and fabrics, for international buyers.

Origin Africa 2014 is scheduled to be held on 10<sup>th</sup> – 12<sup>th</sup> Nov 2014

The key partners for the event include:

**EATH** : Branding activities, Partial deposit for Venue

**CBI**: Sponsorship of Home Décor and Home Textile Suppliers to participate in Trade Expo; Support participation of EU Buyers for Home Décor and Home Textile

**DANIDA**: Branding in Denmark; Cost of Technical Advisor and Coordinator for Origin Africa; Support Danish buyers participation in Trade Expo and B2B

**EPZA**: Mobilize EPZ companies to take up at least 20 booths; Sponsor the Investment Forum for 70 Pax

**OTHERS (Including: TIDI – Ethiopia, TanTrade – Tanzania, Enterprise Mauritius, Investment Promotion Agencies)**: Mobilize participation CTA companies and government agencies

This activity was geared towards branding activities are to:

- Seek support of Government agencies to mobilize participation of private sector exhibitors;
- To mobilize the industry stakeholders to participate in Origin Africa as exhibitors;
- To mobilize participants for the series of seminars component;
- To mobilize regional investors to participate in the OA event;
- To engage with key US Apparel Association(s) during the trip for capacity building on institutional strengthening for ACTIF;

*During the period of March – May 2014, branding activities for Origin Africa were conducted as follows:*

➤ **Addis Ababa, Ethiopia: 9<sup>th</sup> April 2014**

*ACTIF Chairman – Mr. Jaswinder Bedi participated in an evening reception that was planned on sidelines of the Africa Investment forum to brand Origin Africa event to Ethiopian stakeholders including Textile & Apparel companies and fashion designers.*



➤ **Nairobi, Kenya: - 25<sup>th</sup> April 2014**

*Origin Africa launch event for Kenya was held on 25<sup>th</sup> April 2014 at Hotel Intercontinental, Nairobi, Kenya. The event was a huge success with close to 100 participants attending drawn from Cotton, Textile & Apparel industry players and representatives from all the key partners including USAID, CBI, DANIDA, Trade Fairs Consulting and Export Processing Zones Authority.*

*Among the participants was a representative of PVH - regional Office in Kenya who indicated the interest of the buyers to attend the Origin Africa event. The media was also well represented and a press conference was held shortly after the launch to respond the interest generated by the media.*



➤ **Port Louis, Mauritius: 29<sup>th</sup> May 2014**

*ACTIF in conjunction with Enterprise Mauritius and Mauritius Export Association (MEXA) hosted an evening reception at La bordanais hotel in Mauritius where a host of Textile & Apparel companies along with key representatives of MEXA and Enterprise Mauritius were in attendance. The Executive Director – Mr. Rajeev Arora used the opportunity to brand Origin Africa to the participants.*

*Separate meetings were also held with Enterprise Mauritius and MEXA to seek their support in mobilization a delegation of companies to attend the Origin Africa event.*



➤ **Dar es salaam Tanzania, 9<sup>th</sup> June 2014**

*ACTIF in conjunction with IBUTT, Tanzania Cotton Board and Tanzania Trade Authority – Tan Trade hosted an evening reception at New Africa Hotel, Dar es Salaam, where a host of Textile & Apparel companies along with key Government representatives – Mr. Rajeev Arora used the opportunity to brand Origin Africa to the participants.*

*Separate meetings were also held with Tanzania Trade Authority and Export Processing Zones Authority with regard to Origin Africa, both of whom made commitment to mobilize Tanzania Pavillion.*



➤ **Kigali Rwanda, 9<sup>th</sup> June 2014**

*In Rwanda, the Origin Africa promotion was combined Website Training and engagement on Institutional Strengthening. Considering that Rwanda only has one factory, the workshop focused on Origin Africa launch with an overview of the Website features all in 1 workshop.*

*Following the workshop, Rwanda Development Board expressed interest to mobilize a Rwanda Pavilion to participate in the Origin Africa event.*



➤ **Bujumbura, Burundi, 8<sup>th</sup> July 2014**

*In Burundi, there are two major companies – AftriTextile – A fully integrated factory and COGERCO a cotton Ginning and Trading Company. These two companies were well represented at the launch in addition to other key stakeholders such as – Ministry of Trade, Investment & Industry and Fashion Designers.*

*Following the workshop, Ministry of Trade, Industry & Development expressed interest to mobilize participation under Burundi Pavilion.*



➤ **Kampala, Uganda, 9<sup>th</sup> July 2014**

*The Origin Africa launch was successfully held at Serena Hotel in Kampala. In attendance were key stakeholders from Uganda Textile & Garment Manufacturers' Association (UTGMA), Cotton Development Organization (CDO), Uganda Cotton Ginners & Exporters Association (UCGEA), Garment Manufacturers, Textile Investors from Ethiopia, Textile Development Agency & Local CTA companies. ACTIF Chairman Mr. Jaswinder Bedi was also in attendance and made a presentation during the launch highlighting the growing interest for sourcing from Africa. The launch presentation was delivered by Mr. Rajeev Arora, the executive Director of ACTIF.*

*Following the launch, discussions were also held with the Textile Commissioner and representatives of CDO and UTGMA. They promised to mobilize pa which promised to mobilize participation under Uganda Pavilion.*



**2.1.3 International Branding – USA, Europe & Far East**

**- Bremen Cotton Conference – 18<sup>th</sup> – 20<sup>th</sup> March 2014**

*The 32nd International Cotton Conference Bremen was jointly organized by the Bremen Cotton Exchange and the Fibre Institute Bremen e.V. It was an extensive conference programme that attempted to see inside cotton in the textile end product – with a view over the entire textile chain.*

*ACTIF ED, Mr. Rajeev Arora participated in the meeting and made a presentation to generate interest in Investment and trade in African member countries. He took advantage of the platform to develop linkages with the new suppliers of technology and to invite them as partners or exhibitors towards Origin Africa.*

*This trip was supported by Compaci under the CMiA project.*

**- UNCTAD Conference Geneva, Switzerland: 9<sup>th</sup> – 10<sup>th</sup> April 2014**

*ACTIF ED, Rajeev Arora participated in an UNCTAD annual commodities conference to deliver a presentation on Africa's Cotton, Textile & Apparel value chain and took advantage of the opportunity to brand Origin Africa event.*

*This trip was supported by UNCTAD.*

**➤ Road trip to USA: 12<sup>th</sup> – 22<sup>nd</sup> May**

*The Trade Hub and regional partner African Cotton & Textile Industries Federation (ACTIF) attended the TechTextil North America tradeshow in Atlanta, Georgia from May 13 - 15. Techtextil North America, the leading trade fair for technical textiles and non-woven products, assembles all vertical aspects of the technical textile industry - from research and development, through raw materials and production processes and finally ending in conversion, further treatment and recycling. Technical textiles is a diverse industry of non-apparel textiles that produces a wide range of products from mosquito nets to tarpaulins, to plane seat fabric.*

*ACTIF and the Trade Hub had a booth at the event to achieve four main goals: Promote the Origin Africa brand to the TechTextile industry; Recruit potential exhibitors to attend ACTIF's Origin Africa Event in November in Nairobi; Advertise the East Africa region to equipment and machinery companies as a region of preference for export and investment; Promote the benefits of AGOA during a seminar session*

*During the road trip, strategic discussions were held with AAFA to partner in Origin Africa 2014. The program was also discussed and the interest for AAFA to mobiliz their members buyers & sourcing companies to participate in Origin Africa.*

*The possibility of Organizing a workshop in Masai Mara was also discussed for developing capacity of the buyers to understand Africa as a sourcing destination at a cost of US\$ 1,500 per person [inclusive of 2 nights stay on full board, 1 workshop and 3 game safaris]*

*ACTIF also made a presentation at Africa investment Forum on regional integration and trade*

*facilitation efforts to enhance trade and investment in Africa.*

*Approximately 15 companies, including industry giants, Lectra, Gerber, Pfaff, Dornier, and Eaton Systems promising to attend the upcoming Origin Africa event. The presence of these companies and others is a step forward in expanding and growing the technical textile industry in the region. At the Africa Investment forum, we were able to Present on the opportunities to invest in Africa and invite to participate with investor delegation in Origin Africa. Linkages were also developed for Trade in the cotton value chain with support of democratic change in Africa which also represents Africa Trade expansion program.*

#### **2.1.4 Origin Africa Website**

*During the period of March to May 2014, a number of review meetings were held with the appointed company – Sawa Saw, in conjunction with ACTIF consultant – Mr. Barry Fisher whereby the design, layout and content of Origin Africa website was discussed. This included the Home page, Origin Africa event section, Online Registration section, Hotel information and partners section.*

*The updated origin Africa website can be reviewed at this link: [www.originafrica.org](http://www.originafrica.org)*

*Transfer of Origin Africa domains from Chemonics International to ACTIF was also successfully done during the period.*

#### **2.1.5 Cost towards deposit for Origin Africa venue**

*The venue for Origin Africa event was successfully secured at Intercontinental Hotel with the payment of the required deposit as per the agreement with ACTIF. This was done to secure the venue for Origin Africa Series of Seminars, B2B activities and 5 experts (from regionally and internationally) under a cost sharing with other partners including CBI, TMEA & DANIDA.*

## **2.2 ACTIF Website Management**

ACTIF website was redesigned into two new websites: [www.cottonafrica.com](http://www.cottonafrica.com) and [www.actifafrica.com](http://www.actifafrica.com). The core content has been developed from the Members and uploaded into these two websites. ACTIF now has 3 different Websites as follows:

[www.actifafrica.com](http://www.actifafrica.com)

This is the face of ACTIF and primarily for member information, membership development and member access. Key information includes: About ACTIF [Profile, Services, Benefits]; List of ACTIF Members and contacts; ACTIF News; ACTIF Magazine; Access to member specific pages [Corporate Members]; Access to reports and downloads & Access to CTA experts database

[www.cottonafrica.com](http://www.cottonafrica.com)

This is primary the trading website open to ACTIF members and CTA companies.

Key information includes: Access to Trade directory; Access to Cotton Africa Trade Link; Access to Industry news; and Access to reports and Downloads

[www.originafrica.com](http://www.originafrica.com)

This website is dedicated to Origin Africa being our flagship event for sustainability. Key information includes: About Origin Africa; Registration details; Promotional information; Sponsorship information & Links to Past Events

Under this activity, ACTIF proposed to engage an IT Assistant under short term contract - 5 months. The essence of this activity will be to generate and maintain the content of the ACTIF websites

*During the period of Month of April & May 2014, some candidates were shortlisted for the position and initial interviews conducted.*

*During the period of June 2014, A short list of 3 candidates was developed from the applications received and initial interviews held as at end of June. One candidate – Edwin Mbithi was selected as the preferred candidate.*

*During the month of July, Mr. Edwin Mbithi was hired as the ICT assistant on a 3 month contract. Key activities participated so far include:*

- *Participated in Website Training event for Kenya*
- *Follow up with all CTA companies that participated in the training to support them and to encourage them to subscribe as Directory members*
- *Update of ACTIF websites including Origin Africa, ACTIF Africa and Cotton Africa*
- *ICT Support to the office*
- *Update of online magazine*

### **2.3 Engage a Technical Advisor on independent contract [30 days]**

Under this activity, ACTIF was to engage a senior expert on an independent contract for the period through to July 2014. His core task will be to support the CTA study activity being developed by EATH [10 days]. The work was to include participating as a senior advisor resource, reviewing the inputs and providing comments and additions to the study document, as guided by EATH.

The Technical Advisor was to also provide institutional support towards the stakeholder engagement consultant [5 days]. This will involve providing background information to the consultant on the status of existing stakeholders and membership of ACTIF.

The advisor was to be involved in other activities as indicated below:

- **International Trade Mark Process [5 days]**

This would entail continuing with the Origin Africa Trade Mark application processes in China, India and the U.S.A. under the Madrid Protocol, and for Ethiopia, Mauritius and South Africa under individual national applications. This would include dealing with the detail of any objections, citations or queries which might be raised by the various registries, or threatened or actual oppositions by third parties.

- **Project AGOA – AGOA Resource Window [10 days]**

This activity would encompass web content generation to populate the AGOA resource window. It will include establishing an appropriate wire-frame and sitemap to be applied to this component of the portal, for the provision of crucial information such as the practical steps of what needs to be done to conduct trade, and the country specific visa requirements and procedures as they relate to EAC countries.

- *The tasks above were successfully implemented and comprehensive report is attached along with all the support documents*

- **Other Non-Grant activities completed**

- **12<sup>TH</sup> Congress of African Cotton Association - 12th – 15th March 2014**

*The Theme of the 12th Edition was: “African Cotton, facing the Challenge of Climate Change. The specific objectives included: Cotton Production in Cote d’Ivoire: History, evolution and perspective in the climatic change context; The Impact of Climate Change on Cotton Production in every cotton production areas of Africa during the seasons: 2012-2013 and 2013-2014, and the actions to take for the future; Cotton Production and situation where China holds huge stocks and Africa is threatened by climate change. Consumption in China, how can African cotton be positioned on the cotton world stage? And evolution of the worldwide production and price of cotton*

*ACTIF Board Director – Mr. Ali Kwajaffa attended on behalf of ACTIF and utilized the opportunity discuss MoU between ACTIF & AproCa and also discuss with ACA Board on their position on MOU with ACTIF.*

- **ACTIF Board Meeting held on 14<sup>th</sup> April 2014**

ACTIF was able to convene a board meeting on 14<sup>th</sup> April 2014 in Nairobi Kenya prior to which a governance training workshop was successfully held to strengthen the capacity of the board members. During the board meeting, the ACTIF constitution – Memorandum & Articles of Association was discussed at length and a number of recommendations developed with the objective of strengthening ACTIF as a regional federation.

The recommendations have since been submitted to a lawyer for review and recommendations on how to incorporate them into the constitution.

The minutes are attached for reference along with proposed amendments.

- **Euratex Conference – 4th and 5th June 2014**

*ACTIF ED – Mr. Rajeev Arora made a presentation to generate interest of several countries national associations of buyers, manufactures and imports to participate and possibly develop interest for investment in Africa during the Origin Africa trade export.*

The theme of the meeting was Free Trade & International agreements as the factor of advancement of textile and clothing industry. The meeting brought together more than 140 participants from the industry, research, European institutions and international organizations to participate in the international textile and clothing conference.

#### **Origin Africa Promotion at Euratex**

*A presentation was made on Origin Africa event.*

*The EURATEX CEO was invited as one of the key speakers at origin Africa on the impact of various FTA around the world on Africa. Euratex also committed to mobilize its membership to attend the Origin Africa event.*

- **Source Africa Event 18<sup>th</sup> – 20<sup>th</sup> June 2014**

ACTIF with the support of South Africa Trade Hub, successfully participated in Source Africa event 2014 in Cape Town, South Africa.

During the event, ACTIF successfully organized a manufacturer's session that took place during the Source Africa event on 20<sup>th</sup> June 2014 in Cape Town South Africa. A total of 125 participants attended the event which was a moderated platform with the following panellists:

Moderator – Mr. Johaan Baard, Executive Director, Apparel Manufacturers Association

- Mr Dev Chamroo, C E O, Enterprise Mauritius (EM).

- Mr. Siraj Kapasi, Atraco

- Ms. Jennifer Chen, Lesotho Textile Exporters Association

- Mr. Fassil Tadesse, President of Ethiopian Textile & Garment Manufacturers Association (ETGAMA). He is also a Textile Manufacturer.

The feedback from the evaluation was encouraging with majority of the respondents satisfied with the seminar.

- ***Origin Africa Promotion - Cape Town, South Africa, 20<sup>th</sup> June 2014***

*During the Source Africa event in Cape Town, South Africa, ACTIF convened a VIP reception event on 20<sup>th</sup> June 2014, targeting the key Investment and Export Promotion agencies that were participating in the Source Africa event.*

*A total of 35 participants attended, including key agencies such as:*

- 1. Kenya – Led by Export Promotion Authority*
- 2. Mauritius – Enterprise Mauritius*
- 3. Tanzania - TanTrade*
- 4. Zimbabwe – ZimTrade*
- 5. Lesotho – Lesotho Development Agency*
- 6. Rwanda – Rwanda Development Board*
- 7. Egypt – Textile Promotion Council*
- 8. Botswana – Botswana Trade Promotion Agency*
- 9. Cameroun – Caroline Sack Kendem to arrange*
- 10. Nigeria – Fashion Association*

*All the agencies present committed to mobilize participants to the Origin Africa event under respective country pavilions.*

- **Textile Policy Research for Kenya**

*In partnership with Business Advocacy fund (BAF)*

The objective of this activity was to review the textile policy environment in Kenya since the pre

independence period to date and a draft a report with recommendations highlighting specific actions that need to be undertaken to support the development of the Textile sector in Kenya.

Between March and May 2014, at least one stakeholders meeting was organized where the draft Policy position paper was reviewed in consultation with Advocacy experts from BAF. A proposal for advocacy was also developed and the activity is currently under review by BAF before the advocacy activities can be launched.

During the Month of June, the textile Policy Position Paper was further improved following consultations with the Advocacy mentor and Kenya Association of Manufacturers. See attached.

- **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. During the month of May, June & July promotional activities for Cotton Africa magazine and Origin Africa were launched. This included:

During the period of March - May 2014, the cost of the events Coordinator was sustained to support the development and promotion of Origin Africa across the region and to the targeted international participants. The Origin Africa concept has since been updated and a database of potential participants, sponsors and exhibitors developed ahead of the anticipated launch and promotional activities in July 2013.

During the period of June & July 2014, the cost of the events Coordinator was sustained to support the development and promotion of Origin Africa across the region and to the targeted international participants.

The impact of the sustainability support continued to be felt with increase in membership and support being secured for the Origin Africa event.

- **BCI Cotton Value Addition Project**

ACTIF developed a proposal for a niche project in Kenya that will involve value addition of cotton all the way finished garments and linked to export market in Europe. The proposal was developed following the successful approval of our concept for the same project.

During the month of March – May 2014, ACTIF in collaboration with Value Added in Africa developed and submitted the detailed proposal for consideration.

During the month of June, approval of our project application was received and a meeting held to review comments from the approval committee that needed our input.

In the month of July the committee advised that the proposal had been approved and the contract document is being prepared.

- **ACTIF Collaboration with COMPACI**

COMPACI extended some structural support to ACTIF until the end of 2015 to undertake a number of activities including:

- To engage one fulltime staff to liaise with cotton ginning companies throughout Africa and to lobby them to become members of ACTIF. This full time staff-member should essentially be bilingual (English/French).
- To maintain contact with the African Cotton Association (ACA) and the African Cotton Producer Association (AProCA), and the existing national cotton ginner associations.
- To facilitate exchange of experiences between cotton ginners throughout Africa.
- To coordinate and bring together experts in the cotton value chain and establish a framework for dialogue to deal with issues of common interest
- To collate, process and disseminate information relating to cotton trade among ACTIF members and with other development partners
- To promote the establishment of training facilities/courses for the middle management of ginning companies (also in cooperation with equipment suppliers).

Attached is a progress report submitted to COMPACi on the activities undertaken so far.

- **AGOA Advocacy**

This activity is supported by Business Advocacy fund.

It involves engagement of the Kenya Government to support better uptake of AGOA as well as international advocacy to support extension of AGOA beyond the expected expiry

During the period of March to May 2014, at least 2 stakeholders meetings were held whereby it was agreed that ACTIF should hand over the leadership for local advocacy to the Kenya National Chamber of Commerce while ACTIF should concentrate on spearheading the International advocacy.

An application was subsequently developed and submitted to BAF to support our international advocacy efforts. This application was successfully approved and the advocacy mission is set for the month of August.

The Kenya National Chamber of Commerce has also taken up the leadership of the local advocacy and are in the process of submitting a separate proposal to BAF.

During the month of June, a meeting was called by the Kenya National Chamber of Commerce whereby the concept developed by the chamber of commerce was discussed.

See attached report for reference.

- **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 period of March and May 2014, at least 2 committee meetings were held with some commitments for support being made by UNIDO during the period, following communication by the Kenya government that the centre of excellence was a priority

- **Engagement with SATH Trade Hub**

During the period of March – May 2014, ACTIF in collaboration with SATH was involved in planning for a manufacturer’s session that will take place during the Source Africa event to be held between 19<sup>th</sup> and 20<sup>th</sup> June 2014 in Cape Town South Africa. This included identifying and inviting the panellists, developing the concept for the panel, contributing to the overall programme and organizing logistics for the event.

During the month of June, the Source Africa event was successfully held with ACTIF implementing the Series of Seminars section for Suppliers under the theme of ‘The New Face of African Manufacturing’.

The event included a two day trade exhibition, African country pavilions, international business seminars organized by the American Apparel & Footwear Association (AAFA), an opening plenary session and cocktail receptions. Another important element will be the professional online matchmaking programme. By effectively combining online technology together with a team of business matchmakers, event participants are profiled, provided access to an online matchmaking calendar with the ability to view and select exactly who they want to meet.

The event attracted over 200 exhibitors to the event from 18 different countries and over 1,000 visitors over the 3 day event.

- **ACTIF Advocacy Mission on AGOA**

ACTIF with support of Business Advocacy Fund and its members from key AGOA exporting countries are have launched an Advocacy Mission to USA to advocate for the seamless extension of AGOA for at least 15 years, along with extension of 3<sup>rd</sup> Country fabric Provision. The Advocacy Mission is led by ACTIF Chairman Mr. Jaswinder Bedi, ACIF ED – Mr. Rajeev Arora, ACTIF lobbyist Mr. Paul Ryberg of Africa Coalition for Trade, and representatives from Mauritius, Lesotho, Kenya, Ethiopia, Ivory Coast, and Cameroun, among others.

During the mission, the ACTIF team will engage with key representatives of US Government, US Senate, US Congress, Private Sector Players, Civil Society, among others. The message to be delivered will be consisted with ACTIF position as stipulated in the ACTIF White Paper 2014. The advocacy meetings will take place in the first and second week of August 2014 in Washington, USA.

- **EURATEX Annual conference, Brussels, Belgium.**

On 4<sup>th</sup> & 5<sup>th</sup> June 2014, ACTIF ED, Mr. Rajeev Arora attended the annual Euratex Conference. The theme of the meeting was Free Trade & International agreements as the factor of advancement of textile and clothing industry. The meeting brought together more than 140 participants from the industry, research, European institutions and international organisations to participate in the international textile and clothing conference.

During the meeting, ACTIF made a presentation to generate interest of several countries national associations of buyers, manufactures and imports to participate and possibly develop interest for investment in Africa during the Origin Africa trade event scheduled for 10<sup>th</sup> – 12<sup>th</sup> Nov 2014.

Mr. Arora also highlighted that Africa was currently in a better position to compete with Asia even though several countries have FTAs with Europe including Korea, Japan, Taiwan. Advantages of Africa include: This was primarily due to Lower cost of doing business; Proximity to ship goods from Africa to Europe; Growing domestic in the countries having FTAs therefore interest to develop low end value apparels was limited and the shrinking apparel manufacturing in most of the developed Asian countries.

- **ACTIF participates in Global Commodities Forum (GCF) 2014**

United Nations Conference on Trade and Development [UNCTAD] hosted the 2014 Global Commodities Forum, whereby participants examined the commodities problems through the lens of global value chains (GVC). The GVC concept is not new: authors in academia began to develop it in the 1990s, as a framework by which to understand the political economy of the globalization phenomenon.

ACTIF ED Mr. Rajeev Arora attended on behalf of ACTIF and delivered a key presentation to generate interest in Investment and trade in African member countries in the GVC of Cotton and to build linkages with the funding partners and associations in the Cotton GVC. He also shared information on Africa's present position of the Cotton value chain and held one to one meeting with UNCTAD to discuss support for the Cotton interventions.

- **ACTIF Signs MoU with CBI**

ACTIF entered into a strategic memorandum of understanding with CBI - the Netherlands Center for promotion on imports from developing countries into Europe on 1st July 2014. The key objectives of the MoU are to promote growth of Trade in the sector of Home Decoration & Home Textiles both regionally and internationally; and to strengthen the capacity of the Home Decoration & Home Textiles companies in the region to achieve export in regional and European Markets.

The MoU was signed yesterday between the executive Director of ACTIF, Mr. Rajeev Arora and CBI's Programme Manager for Africa Ms. Laurenske Heuvel-Gerestein. We look forward to the development of this partnership for the benefit of the home Textile sector in Africa. The CBI Home Decoration and Home Textile Programme aims to address company's internal and external obstacles in the business environment. The programme also focusses on development of an export marketing plan and well-designed export collection. The overall aim is to professionalize the participating companies to increase their chances of finding a (new) European and or regional trading partner.

As part of the MoU CBI is partnering with ACTIF to host a unique Home Textile expo section during the Origin Africa event scheduled for 10<sup>th</sup> – 12<sup>th</sup> Nov 2014. A special seminar for the home textile & home decoration section will also be included. More details are available on the event website:

[www.originafrica.org](http://www.originafrica.org)



## Status of Implementation Activities to Date

<b>Activity</b> List each activity. Please be as specific as possible. Use additional pages if necessary.	<b>Expected Deliverables</b>	<b>Due Date</b>	<b>Achievements between March – July 2014</b>
<b>1.1. EA Stakeholder meetings in 7 Countries. (Kenya, Uganda, Tanzania, Rwanda, Burundi, Ethiopia &amp; Mauritius);</b> 1.1.1 ACTIF Website Training for ACTIF Members & CTA Companies;  1.1.2 Stakeholders Meeting on EAC Rules of Origin for CTA Sector;	CTA companies trained & their profiles created on ACTIF website;  CTA companies sensitized at end of the activity.	Completed  Completed	Website Trainings successfully conducted in 5 Eastern African Countries: Kenya, Uganda, Ethiopia, Mauritius, Rwanda & Burundi  Over 50 of CTA companies trained at end of the activity, with Directory profiles being created.
<b>1.2 Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis;</b>	<ul style="list-style-type: none"> <li>• Cotton Africa Magazine Issue 9 &amp; 10 published &amp; distributed</li> <li>• Revenue generated from adverts</li> </ul>	Completed	<ul style="list-style-type: none"> <li>• Publishing company successfully engaged</li> <li>• Issue 9 &amp; 10 of the magazine successfully developed.</li> </ul>

<b>Activity</b> List each activity. Please be as specific as possible. Use additional pages if necessary.	<b>Expected Deliverables</b>	<b>Due Date</b>	<b>Achievements in Between March – May 2014</b>
2.1 Origin Africa – 2014 Event  - Trade Mark Registration - Origin Africa – Branding Activities - International Branding – USA, Europe & Far East  2.1.4 Origin Africa Website  2.1.5 Deposit for Booking the venue for Seminar Series and Cost of 5 Experts	<ul style="list-style-type: none"> <li>• Origin Africa Event Development</li>   <li>• Number of Registrations towards OA event;</li>   <li>• Updated OA Website; Number of online registrations;</li>   <li>• Venue Confirmed &amp; Experts Invited and participate in OA</li> </ul>	Completed  Completed  Completed  Completed	<ul style="list-style-type: none"> <li>• Origin Africa concept &amp; brochure developed</li>   <li>• Venue Confirmed as Hotel Intercontinental</li>   <li>• Origin Africa Website developed with registration platform;</li>   <li>• Origin Africa Launched and branded in all Eastern African Countries including Kenya, Uganda, Tanzania, Rwanda, Burundi, Ethiopia &amp; Mauritius</li> </ul>
2.2 ACTIF Website Management	<ul style="list-style-type: none"> <li>• AGOA Resource Window – Content Uploaded;</li> <li>• ACTIF website - Content Uploaded</li> <li>Origin Africa Website – Updated and Content Uploaded</li> </ul>	Completed	<ul style="list-style-type: none"> <li>• ICT Assistant job advertised and a number of applications received.;</li>   <li>• Shortlisting done and interviews conducted;</li>   <li>• Mr. Edwin Mbithi hired on a 3 month contract;</li> </ul>
2.3 Engage a Technical Advisor on an independent contract;	<ul style="list-style-type: none"> <li>• Progress on OA Registration &amp; Input for event Developed;</li> <li>• ACTIF Website enhanced</li> <li>• Support provided to CTA Study</li> </ul> AGOA window resource platform created	Completed	<ul style="list-style-type: none"> <li>• Technical Input to Origin Africa Website provided;</li>   <li>• Support provided to CTA Study;</li> </ul>

## **Deliverables:**

- **ACTIF Website training activities**
  - Trip report to Ethiopia
  - Trip report to Mauritius
  - Trip report to Tanzania
  - Trip report to Rwanda
  - Trip report to Burundi
  - Trip report to Uganda
  
- **Cotton Africa Magazine**
  - Editing and Publishing contract with Alison & Davis Communications
  - Cotton Africa Magazine Issue 8 & Issue 9 Draft
  
- **External Consultant on Institutional Strengthening**
  - Contract document
  - ACTIF Business Plan for 2014 – 19
  
- **Origin Africa event**
  - Origin Africa concept
  - Origin Africa brochure
  - Website Link: [www.originafrica.org](http://www.originafrica.org)
  - Trip report to Ethiopia
  - Trip report to Mauritius
  - Trip report to Tanzania
  - Trip report to Rwanda
  - Trip report to Burundi
  - Trip report to Uganda
  - Trip report to Bremen Conference
  - Trip report to USA
  
- **Technical Advisor on independent contract**
  - Final report
  - Costs of Production schedules.
  - Comparative Dollar per Hectare Returns/Return Ratios.
  - Infographics Data – Conversion & Value Add Components.
  - Draft MoU with USAID on Origin Africa Trade Mark
  
- **ACA Annual Congress**
  - Trip report

- **ACTIF Board Meeting in April and in June**
  - Minutes
  - Report on MAA proposed amendments
  
- **Textile Policy Research**
  - Stakeholders meeting report
  - Textile Policy Position Paper
  
- **AGOA Advocacy**
  - Stakeholders meeting report
  - Minutes of meeting held by Kenya National Chamber of Commerce
  
- **Proposed Regional Center of Excellence**
  - Minutes of RCOE meeting
  
- **Source Africa 2014**
  - Final report
  
- **BCI Cotton Value Addition Project**
  - Proposal for Value addition project
  
- **MoU with CBI**
  - Copy of MoU with CBI
  
- **ACTIF Collaboration with COMACI**
  - Progress report