



African Cotton & Textile Industries Federation (ACTIF)

Grant Completion Report for the period ended 31st December 2011

Program Name: To promote trade in African cotton, textiles and apparel (CTA), expand market access regionally & internationally under the **Africa Growth & Opportunity Act (AGOA)** and **European Partnership Agreements (EPA)**. Further to develop sustainability of ACTIF for its continuity to assist in the development of the CTA sectors in Africa and to assist in the development of competitiveness and trade.

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

Program Dates: 11th February 2011 - December, 2011

Reporting period: Feb – Dec 2011

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

Program Amount: USD 274,000.00

Person Reporting: Rajeev Arora
Executive Director

Date of Report: 24th Jan 2012

1. Program Background

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

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

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

2. Objectives of the no cost - Grant extension

Under the grant agreement no: ACT-STA-011-020, ACTIF has been promoting trade in African cotton, textiles and apparel (CTA), expand market access regionally & internationally under the **Africa Growth & Opportunity Act (AGOA)** and **European Partnership Agreements (EPA)**, and developing sustainability of ACTIF for its continuity to assist in the development of the Cotton Textile & Apparel sectors in Africa and to assist in the development of competitiveness and trade.

The activities under the agreement referenced above had originally been planned for nine months period ending October 31st 2011.

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

Activity/Tasks	Period	Level of Achievement
Result #1: Promoting Trade in African, Cotton, Textile and Apparel		
<p>Origin Africa Designer showcase</p> 	March 2011	<p>ACTIF successfully participated in the planning and development of the Origin Africa designer show case as well the participation in the Origin Africa event in Mauritius on 16th - 18th March 2011</p> <p>ACTIF together with MEXA, Enterprise Mauritius and a representative of the US Embassy in Mauritius participation of the opening session. The event was officially opened by the Minister for foreign affairs in Mauritius.</p>
<p>Advocacy efforts on the sustainability of AGOA in SSA supported by TMEA</p> 	May 2011	<p>ACTIF successfully secured the support of Trade Mark East Africa to conduct a second phase of lobbying in US as strongly recommended by our lobbyist in order to sustain the efforts before a bill is presented in US senate and congress by mid 2011. The value of support received was approx US \$ 26,000.</p> <p>ACTIF's second lobby mission to US, that was led by Mr. Jaswinder Bedi, ACTIF Chairman and Mr. Rajeev Arora, ACTIF ED, proved to be very successful as the call for extension for the 3rd country fabric provision from the initial expiry of September 2012 to September 2015, the expiry date of the overall AGOA provision for SSA, was widely supported by key US Government officials and key members of the US congress and senate. The issue of the future extension of AGOA beyond 2015 also received significant support with a call for extension of the overall authorization of AGOA to 2025.</p>
AGOA Forum in Zambia	June 2011	<p>Following support received from USAID COMPETE and Trade Mark East Africa (TMEA), ACTIF Board members actively participated in the AGOA forum held in Zambia. ACTIF secured a booth at the conference and also distributed petitions on behalf of its members to key delegates from the US government who were in attendance at the forum.</p> <p>Some of the key participants promised to support ACTIFs call for the extension of 3rd Country fabric and also indicated their support towards the future sustainability of AGOA.</p>
7th International Cotton & Textile conference	15th - 17th October 2011	Chairman Jaswinder Bedi and ED, Rajeev Arora attended the conference, following an invitation from China's APEX body, CNTAC, China National Textile and

		<p>Apparel Council. The theme was 'Industry adjustment and sustainability'</p> <p>Chairman Jas delivered a key presentation to introduce ACTIF and highlight the opportunities available in the region for Trade and investment</p> <p>The ACTIF delegation was also able to hold a separate meeting with CNTAC where key issues were discussed including: Linkages between ACTIF and CNTAC; Promoting Chinese CTA investments in Africa; Promoting CNTAC members in Origin Africa go to event in Ethiopia, in 2012; Mechanism to address member concerns related to Chinese investments in Africa; Promoting Advertisement of Chinese suppliers in Cotton Africa Magazine</p>
<p>CTA value chain Conference in Mombasa, Kenya</p> 	<p>1st - 4th November</p>	<p>The event was successfully held under the theme of 'Addressing Issues Impacting the Competitiveness of the Cotton, Textile and Apparel Value Chain in Eastern Africa: Exploring Opportunities for Trade, Capacity Building and Investment'</p> <p>The Conference was organized by ACTIF in partnership with Kenyatta University & Kenya Association of Manufactures and supported by USAID COMPETE, Trade Mark East Africa (TMEA)</p> <p>Over 155 delegates attended the event from at 19 countries including, Kenya, Uganda, Tanzania, Rwanda, Burundi, Botswana, Ethiopia, Mauritius, Nigeria, Egypt, Zambia, Zimbabwe, South Africa, India, UK, Argentina, Denmark, USA & Switzerland.</p> <p>A draft conference report has been prepared and is expected to be officially launched to the partners and key stakeholders in early January 2012</p>
<p>OTHERS NOT DIRECTLY SPONSORED BY COMPETE BUT ACCOMPLISHED WITH INSTITUTIONAL SUPPORT FROM COMPETE</p>		
<p>Training of Trainers event – 24th – 26th May 2011, Nairobi Kenya</p>	<p>May 2011</p>	<p>Between 24th and 26th May 2011, Nairobi, Kenya played host to an intensive training of trainers event aimed at boosting the competitiveness of East African Textile Industry.</p> <p>The workshop was part of a project titled "Enhancing the Textile Industry Value Chain in East Africa", which received the technical and financial support of PROINVEST. The workshop contributed to the PROINVEST objective of strengthening the capacity of the African Cotton and Textiles Industries Federation (ACTIF) and selected intermediary organizations (IOs) from the textile industry in the East African region.</p> <p>Among the key lessons from the training included institutional capacity business facilitation, investment promotion, market development, regional integration, and dissemination of best practices and management policy.</p>

<p>Cotton Price Risk Training in Mombasa</p>  <p>WORLD BANK COTTON PRICE RISK MANAGEMENT TRAINING 6th - 9th JUNE 2011 @ WHITESANDS HOTEL MOMBASA KENYA.</p>	<p>June 2011</p>	<p>A total of 54 participants from a number of African cotton producing countries including Kenya, Malawi, Mozambique, Sudan, Tanzania, Uganda, Zambia and Zimbabwe, attended the three-day intensive price risk management training to the East African cotton sector on 6th – 9th June 2011 in Mombasa, Kenya.</p> <p>The training program brought together representatives of farmer organizations, cotton cooperatives, cotton exporters, and other cotton sector stakeholders from across East Africa. Among the key lessons from the conference was that price risk management tools are very important to those involved in the cotton trade. However, what is more important is how and when they are used. If they are used at the wrong time and in the wrong way, they could as well work to the disadvantage of the cotton trader.</p>
<p>Pan African Cotton Meeting in Benin</p> 	<p>June 2011</p>	<p>The Pan-African Cotton Meeting 2011 was a high level multi-stakeholder conference that took place at the <i>Centre International de Conférences</i>, in Cotonou, Benin from the 27 to 29 June 2011. The meeting was initiated by the United Nations Conference for Trade and Development (UNCTAD), the Common Fund for Commodities (CFC), the Secretariat of the African, Caribbean and Pacific Group of States (ACP) and the <i>Comité d'orientation et de suivi-coton</i> (COS-coton) of the EU-Africa Partnership on cotton.</p> <p>It was implemented in collaboration with the Comprehensive Africa Agriculture Development Programme (CAADP) of the NEPAD Agency, African Cotton & Textile Industries Federation (ACTIF) and the Government of Benin.</p> <p>ACTIF was able to secure 2 key support from the Center for the Development of Enterprise worth 29,300 Euro to facilitate ACTIF members to participate in the high level meeting. ACTIF was also able to secure 2 key slots in the programme to deliver presentations at the forum on '<i>The role of the cotton sector in the socio-economic development of Africa</i>' by Mr. Jaswinder Bedi, ACTIF Chairman & '<i>key constraints facing the private sector in moving up the value chain</i>' by Mr. Rajeev Arora, ED</p>
<p>Southern African regional stakeholders meeting along the CTA value chain</p>	<p>July 2011</p>	<p>The Southern African regional stakeholders meeting for the cotton, textile and apparel stakeholders' held on 5th July 2011, provided ACTIF and its members a great platform to meet and interact as part of the efforts of developing and enhancing a regional CTA value chain.</p> <p>Over 20 private national associations representing the cotton value chain of Southern African region participated in the meeting. The meeting was supported by AAACP program - EU-Cos cotton fund through COMESA.</p>

		
<p>Eastern African regional stakeholders meeting along the CTA value chain</p> 	<p>August 2011</p>	<p>The East African regional stakeholders meeting for the cotton, textile and apparel stakeholders' was held in Uganda on 30th and 31st August 2011, and provided ACTIF and its members a great platform to meet and interact as part of the efforts of developing and enhancing a regional CTA value chain.</p> <p>ACTIF members and stakeholders from 13 African countries participated in the meeting.</p> <p>The meeting was made possible following support received from EU Cos Cotton Program, through COMESA</p>
<p>Visit to Vietnam along the South South Cooperation sponsored by ITC</p> 	<p>18th – 24th August 2011</p>	<p>ACTIF's Trade Policy & ICT Manager, Joseph Nyagari participated in the intensive training event, whose theme was Value Chain and Market Transparency Event – Promoting Eastern and Southern African Cotton in Vietnam</p> <p>The visit to Vietnam between 18th and 24th August 2011 provided an opportunity to gain an insight on the Vietnam Textile & Garment industry, explore trade opportunities and establish direct linkages with key support institutions in Vietnam, including Vietnam Textile Association (VITAS), Vietnam Cotton & Spinning Association (VICOSA) and Vietnam Ministry of Industry and Trade.</p>
<p>6th Annual Conference on Africa trade policy training (TRAPCA), Arusha, Tanzania</p>	<p>24th – 25th November 2011</p>	<p>Trade Policy & ICT Manager, Joseph Nyagari represented ACTIF at the training following invitation by Trapca.</p> <p>The theme of the conference was 'Foreign Land Acquisitions in Africa: Implications for Trade, Investment and Development Policies' and a number of International speakers presented research papers on key issues impacting on foreign land acquisitions in Africa. One of the key outcomes from the meeting was that there is an urgent need for Africa, through existing regional frameworks, to develop a regional policy for foreign land acquisitions, especially now that Africa is the attention of the world for regional and international investors, in order to protect the indigenous people from exploitation.</p>

Result #2: Enhancing institutional framework for ACTIF sustainability		
ACTIF Board meeting and approval of strategy	March 2011	<p>ACTIF successfully held a board meeting in Mauritius on 16th March. The agenda of the board meeting included the review and validation of ACTIF strategy and issues revolving around the future sustainability of ACTIF.</p> <p>Five board directors were in attendance including the board secretary and an ACTIF consultant for review and validation of the strategy.</p> <p>The strategy was successfully reviewed and approved by the board as well suggestions for enhancing ACTIF's sustainability.</p>
ACTIF Board Meeting	June 2011	<p>ACTIF held its second board during the AGOA forum in Zambia on 7th June 2011. During the meeting, several key issues were discussed touching on the current & future activities of ACTIF as well as the issue of sustainability measures aimed at establishing revenue streams for ACTIF.</p>
<p>Launch of Cotton Africa Magazine to promote the profile of ACTIF and boost sustainability</p> 	July - Sep 2011	<p>The CTA magazine - Cotton Africa was successfully launched during the regional strategy review meeting held in Nairobi. The issue contained key contributions from COMPETE, ICAC, ITMF, ITC & COMESA, thereby contributing to the value of ACTIF.</p> <p>500 print copies were developed and distributed to all ACTIF members during the AGM meeting held in Uganda, in August 2011. An online version of the magazine was also developed subsequently launched. It can be accessed at news-cottonafrica.com. The second issue has also been successfully developed</p>
<p>Enhancing ACTIF's online trade link platform cottonafrica.com</p> 	July - Sep 2011	<p>Initiatives aimed at promoting the Cotton Africa online trade link were successfully implemented.</p> <p>This included: An online marketing campaign tool that was developed and used to target CTA institutions and traders; Promotional fliers for the trade link were also printed and distributed at various regional forums; An advert being included in the cotton Africa magazine promoting the online trade link; The response has been positive with a significant number of new traders being registered.</p>
Shifting of ACTIF secretariat to New Office Premises	July 2011	<p>ACTIF secretariat successfully shifted to new office premises to TRV Office Plaza in Westlands, Nairobi, Kenya.</p> <p>The move has since resulted in ACTIF reducing its cost of office rental by half as one of the measures of cutting down operational expenses and boosting the</p>

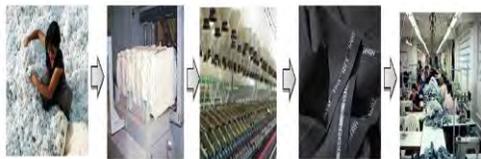
		sustainability of the organization.
ACTIF Annual General Meeting (AGM)	August 2011	<p>The 3rd Annual General meeting for ACTIF was held on 29th August 2011 at Africana Hotel, Uganda.</p> <p>During the AGM, the annual elections were held and the Chairman Mr. Jaswinder Bedi was unanimously re elected to continue serving as chairman of ACTIF. Most of the directors that were due for re election were also re elected with exception of Mr. Joseph Nkole of Cotton Association of Zambia, who was newly elected into the board to represent the production and ginning sub sectors.</p>
Participation at the 70th ICAC meeting, Buenos Aires, Argentina 2011 	Sep 2011	<p>The International Cotton Advisory Committee (ICAC) met in Buenos Aires, Argentina during September 4-9, 2011 for its 70th Plenary Meeting since the establishment of the Committee in 1939. Participation was 495, including representatives from 39 governments and 7 international organizations. The Committee welcomed the Government of Peru as its newest member.</p> <p>The theme of the 70th ICAC meeting was “Public and Private Sector Roles in the Cotton Value Chain: Ensuring Both Efficiency and Fairness” The Chairman of ACTIF, Mr. Jaswinder Bedi represented ACTIF members in the international forum and key linkages were established with other global partners.</p>
Participation at the ITMF and ITMA Conferences, Barcelona Spain  	Sep 2011	<p>Around 300 delegates from 31 countries attended the inaugural ITMA-ITMF World Textile Summit, which took place at the Hotel Rey Juan Carlos I, in Barcelona on September 21. The event was the first joint initiative between CEMATEX, owners of ITMA, and the ITMF, and was organized in partnership with World Textile Information Network (WTiN) and international event organizer MP International.</p> <p>The summit brought together textile-industry leaders and some of the world’s most influential thinkers and policymakers in strategically important fields such as economics, trade, technology and sustainability, and delivered an inspirational, forward-looking agenda, including interactive panel discussions, designed to offer a global perspective on the opportunities and challenges likely to face the textile industry in the years ahead.</p> <p>The Executive Director, Mr. Rajeev Arora and the Chairman, Mr. Rajeev Arora represented ACTIF at the event. A lot of linkages were established with key international suppliers of machinery and technology that would be very useful for the Origin Africa event scheduled for April 2012</p>

ACTIF Board Meeting in Mombasa	1st November 2011	<p>ACTIF held its third board in Mombasa ahead of the CTA conference for East Africa, where the newest board member, Joseph Nkole was welcomed.</p> <p>During the meeting, the Chairman presented a report on ACTIF's visit to China that highlighted the linkages made and interest for CNTAC to collaborate with ACTIF. Origin Africa event 2012 was also discussed along with some upcoming activities. An update on sustainability measurers was also discussed.</p>
Origin Africa Planning meetings	21st - 23rd November 2011	<p>ACTIF ED, Rajeev Arora, along with some representatives from COMPETE travelled to Ethiopia to meet with Ethiopia Textile & Garments Manufacturers Association (ETGAMA) and other local partners to hold planning meetings for the upcoming Origin Africa event in April 2012. The roles and expectations from the various partners were discussed, including promotion of the event.</p> <p>Another follow up meeting is scheduled for early 2012.</p>
OTHERS NOT DIRECTLY SPONSORED BY COMPETE BUT ACCOMPLISHED WITH INSTITUTIONAL SUPPORT FROM COMPETE		
IPD Project Launch in Mombasa	November 2011	<p>A team of 4 from Denmark were in attendance During the CTA conference in Mombasa, representing the Innovative Partnership Development Project (IPD) In which ACTIF has partnered with Danish Federation of Small & Medium Enterprises (DFSME) and Danish Fashion and Textile (DFT) to implement a Textile Project on Strategic CSR and Capacity building along the cotton value chain in Kenya.</p> <p>The project was formally launched during the conference, and will be sponsored by DANIDA to the tune of 5 Million Danish Kr. The Project also has the potential of being replicated to other countries across the region as it aims at linking Kenya and Africa to access Danish and EU market as well as link directly with the EU companies.</p>
Cotton Resource Mobilization Workshop on in Mali	30th November 2011	<p>ED, Mr. Rajeev Arora attended this meeting on behalf of ACTIF at the invitation and sponsorship of EU - Cos Cotton Fund.</p> <p>During the meeting ACTIF was recognized as one of the key regional bodies representing the CTA sector and it was agreed ACTIF along with the other regional bodies would make requests to Cos Cotton Fund to support programs related to productivity & quality enhancement. It was also agreed that the regional bodies would work together and collaborate in addressing common challenges across the region.</p>

Result #3: Develop a Market information system (MIS) for enhancing Competitiveness

NOT DIRECTLY SPONSORED BY COMPETE BUT ACCOMPLISHED WITH INSTITUTIONAL SUPPORT FROM COMPETE

Supply side analysis to develop a market information system (MIS) – East African Region of CDE membership (Kenya, Uganda, Tanzania & Sudan)



February – Sep 2011

The supply side analysis was supported by CDE to the tune of € 50,000 and implemented in conjunction with ACTIF members in the respective countries and by engaging an external consultant. The study was successfully completed and a detailed report presented to the donor partner CDE.

The supply side analysis report was officially launched in the month of August 2011, during the ACTIF annual general meeting. Copies of the report were distributed in CD form to all our members.

Directory information for the regional suppliers was also developed and both online and print versions of the directories are currently being developed.

6.0 Deliverables (those in document format)

Already submitted in print ant CD

~ End of Report ~