

# MARKET STRATEGIES FOR AFRICAN REGION



Prepared by:  
Market Development Division,  
Sri Lanka Export Development Board  
June 2017

## **CONTENTS**

1. INTRODUCTION .....	3
2. MAJOR TRADING PARTNERS .....	11
3. TRADE OPPORTUNITIES .....	12
4. BENCHMARKING EXPORT PROMOTION STRATEGIES.....	13
5. CONSTRAINTS TO EXPORT .....	15
6. CONCLUSIONS AND RECOMMENDATIONS .....	15
ANNEXURE I .....	16
ANNEXURE II.....	17

# 1. INTRODUCTION

## Overview of the African Region

Sub-Saharan Africa is huge. Its area is larger than that of China, the United States and India combined or five times that of the 28 countries of the European Union. Its population, at over 930 million, is also getting on for twice as much as that of the European Union. The 48 countries of the region are also extremely varied, both in size and economic history, with many small countries and giants such as Nigeria.

Sub-Saharan Africa has achieved stable economic development since 2000, and annual economic growth rates since 2004 have averaged more than 6%. These results have been mainly due to population growth, inflation of natural resource prices and associated resource development in inland African countries. Accordingly, the total volume of trade has increased over the African continent. (NEPAD-Transforming Africa)

However, global trade is more dominant and according to UN figures, the share of intra-African trade in Africa's total trade over the past decade was only about 11%.

The continent is plagued by poor and under-developed transportation infrastructure, limiting accessibility to consumers, hampering intra-regional trade and driving up import and export costs. Unavailability of adequate capacities and technology, and much slower than anticipated private sector participation, has hindered infrastructure development.

Although Africa has made progress over the course of the past 10 years in terms of both economic growth and poverty reduction the region now faces significant challenges mainly because of the global decline in commodity prices and region-specific risks. Growth in Africa slowed to 3.0 percent in 2015, down from 4.5 percent in 2014 and the slowest pace since 2009, and it is projected to drop further, to 2.5 percent in 2016. Per capita income growth was even more modest, weighed down by population growth. (World Bank, Fiscal year review 2016)

There is variation across countries, particularly between resource rich and non resource rich countries, but overall, the region's economic growth trend remains below pre financial crisis levels.

## Sri Lanka's bilateral trade with African Region

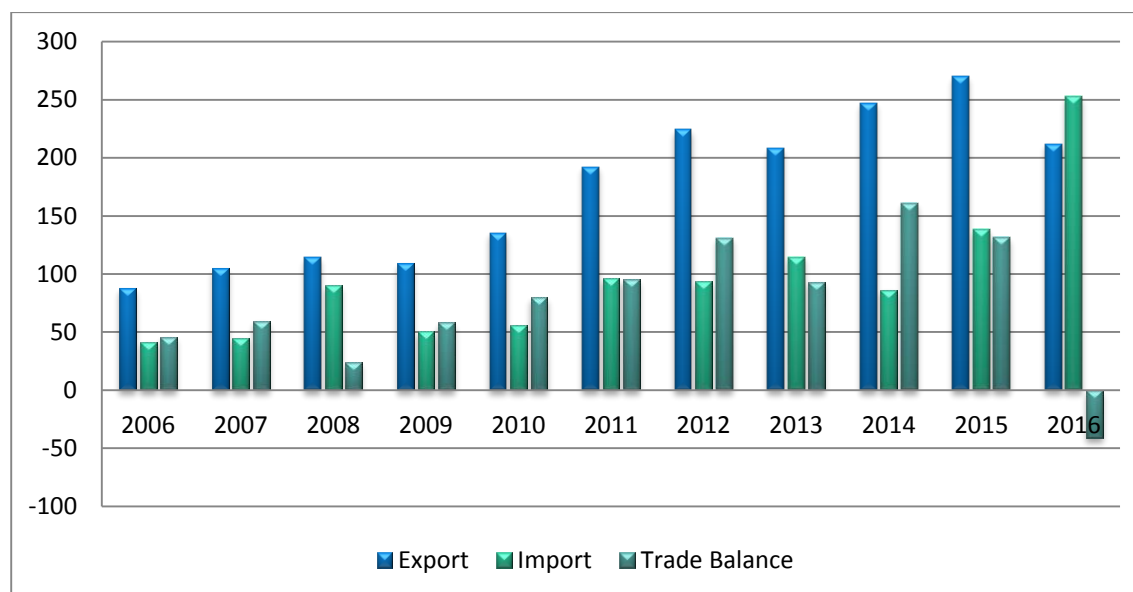
Sri Lanka has a long historical relationship with Africa beginning with the arrival of Arab traders in the early 11th century and the island nation hopes to enhance its existing economic and trade relations with the African nations further through business exchanges.

In recent years, Sri Lanka's economic partnership with the African countries has developed extending beyond trade and investment to knowledge sharing and skill development, technology transfer etc.

Sri Lanka has formal diplomatic relations with 37 African Countries and awaits concurrence of another 13 states. Sri Lanka's present diplomatic missions in Africa are concurrently accredited to 27 African nations. Sri Lanka and Africa have a lot in common in natural resources and demography.

**Figure: Balance of Trade between Africa and Sri Lanka**

US\$ Mn



*Source: Sri Lanka Export Statistics, Sri Lanka Export Development Board*

Sri Lanka has been experienced positive trade balance up to 2015 over 10 years. But in 2016 imports were going high at an increasing rate. Above them following countries has been selected for most potential export markets in Africa Region.

**Table: Sri Lanka's bilateral trade with African Countries in 2016**

US \$ thousand

Country	Exports	Imports	Balance of Trade
Libyan Arab Jamahiriya	46,161	0	46,161
Egypt	36,965	27,582	9,383
South Africa	32,610	199,439	-166,829
Ghana	13,355	252	13,103
Kenya	13,015	3,144	9,871
Tanzania, United Republic of	8,949	1,141	7,808
Nigeria	8,022	349	7,673
Morocco	6,880	612	6,268
Senegal	5,004	625	4,379
Sierra Leone	4,382	47	4,335
Seychelles	4,163	6,404	-2,242
Ethiopia	3,721	935	2,785
Angola	3,562		3,562
Guinea	2,739	1	2,738
Mauritius	2,649	2,151	497
Congo	2,351	6	2,345
Uganda	2,026	1,811	215
Tunisia	1,903	213	1,690

Gambia	1,809		1,809
Sudan	1,745	152	1,593
Togo	1,421	47	1,374
Burkina Faso	950		950
Mauritania	920	33	887
Swaziland	911	2,878	-1,968
Madagascar	685	2,394	-1,709
Mozambique	574	85	490
Algeria	534	15	519
Liberia	500	70	430
Rwanda	453	6	447
Cameroon	433	143	290
Reunion	421	33	388
Niger	378	73	305
Zambia	374	7	367
Benin	329	7	322
Mali	314	223	92
Malawi	310	951	-642
Zimbabwe	183	16	168
Gabon	172	11	162
Namibia	110	297	-187
Somalia	78	1	77
Djibouti	48	526	-478
Cape Verde	44	0	44
Central African Republic	8	3	6
Burundi	8		8
Botswana	6	0	6
Lesotho	3		3
Chad			0

*Source: Sri Lanka Export Statistics, Sri Lanka Export Development Board*

Above table shows the exports and imports value between Sri Lanka and African region. Major export market is the Libya. Basically Libya import tea from in larger quantity compared to other countries' imports from Sri Lanka. Therefore it indicates as a main buyer in Africa Region. But other countries like South Africa, Egypt, Ghana imports coconut, rubber based products other than tea.

**Table: Sri Lanka's main export products to African Market (2012-2016)**

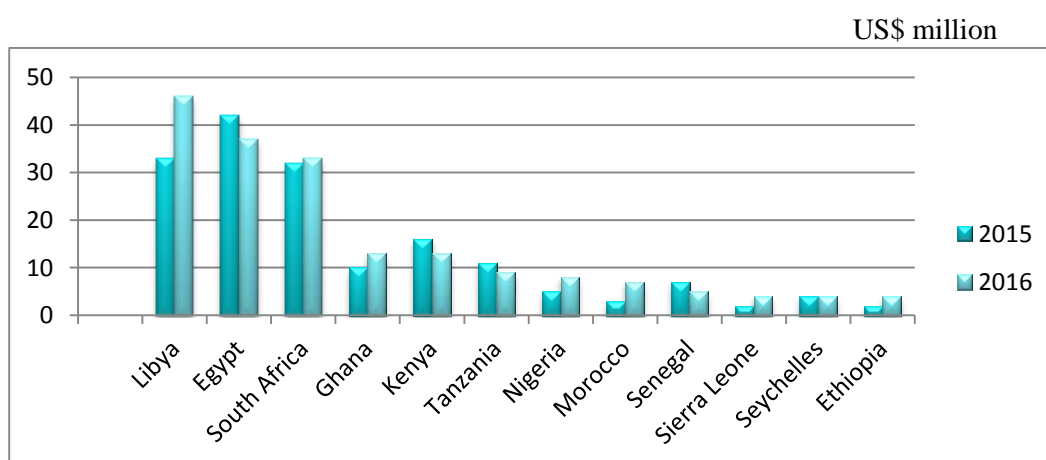
US \$ thousand						
HS Code	Description	2012	2013	2014	2015	2016
H.0902	Tea, whether or not flavoured	95,141	65,275	100,905	82,195	95,139
H.4011	New pneumatic tyres, of rubber	16,257	16,223	19,327	15,673	13,810
H.0801	Coconuts	10,422	7,744	16,088	8,696	13,484
H.1905	Bread, pastry, cakes, biscuits and other bakers' wares	7,819	11,367	8,113	8,465	6,717

H.4012	Retreaded or used pneumatic tyres of rubber	7,403	7,654	8,656	8,721	6,689
H.4907	Unused postage, revenue or similar stamps	23,257	15,623	13,089	9,138	6,440
H.5305	Coconut, abaca (Manila hemp or Musa textilis Nee)	2,939	3,606	4,440	4,627	5,870
H.4819	Cartons, boxes, cases, bags and other packing containers	1,936	2,896	3,704	4,267	5,410
H.5209	Woven fabrics of cotton	8	522	617	2,165	2,941
H.4001	Natural rubber	5,089	4,511	3,716	1,434	2,292
H.3802	Activated carbon	1,081	1,764	4,336	2,355	2,292
H.6109	T-shirts, singlets and other vests, knitted or crocheted	1,118	1,103	1,427	1,463	2,261
H.6116	Gloves, mittens and mitts, knitted or crocheted	1,292	1,535	1,868	1,380	1,936
H.6006	Other knitted or crocheted fabrics	9	79	120	725	1,615
H.8544	Insulated wire, cable	1,149	930	1,989	735	1,543
H.8716	Trailers and semi-trailers	909	2,077	1,454	295	1,427
H.7308	Iron Structures and parts of structures	14	92	544	718	1,301
H.6104	Women's or girls' suits	370	1,055	1,218	992	1,247
H.0713	Dried leguminous vegetables	1,848	209	965	2,108	1,232
H.3923	Articles for the conveyance of plastics	80	138	325	862	1,191

*Source: Sri Lanka Export Statistics, Sri Lanka Export Development Board*

Above table shows top 20 Sri Lanka's main exports products to African region in 4 digits level. Tea, rubber products, coconut based products and confectionery products are the main exports to the African region from Sri Lanka

**Figure: Export Performance of past two years with Sri Lanka**



*Source: Sri Lanka Export Statistics, Sri Lanka Export Development Board*

Libya holds its position as largest importer of the region with Sri Lanka. South Africa and Ghana gradually increase their exports volume during the past year. Similarly Nigeria and Morocco are coming into the market than in the 2015.

### **Sri Lanka's top three export markets in African Region**

These three markets are selected based on their buying behaviors and import performance from Asian region, world and the Sri Lanka. From that, it is considered South Africa, Egypt and Kenya are the top 3 potential markets to Sri Lanka.

#### **1. South Africa**

Sri Lanka established diplomatic relations with the newly formed post Apartheid Government of South Africa on 12th September 1994. There were number of bilateral visits to each other's country since the establishment of diplomatic relations. The two countries in December 2003 established a Sri Lanka South Africa Partnership Forum, with a view to advance and strengthen the close cooperation in political, trade, economic, cultural, scientific and technological fields.

According to the EDB Statistics of Sri Lanka, in 2016, bilateral trade between both countries topped US\$ 232 Mn. But the balance of trade between Sri Lanka and South Africa is reported in favor of South Africa.

According to Sri Lanka Trade policy with South Africa, it envisages closer integration of trade promotion in the national development framework by further rationalization of trade and tariff policies, facilitation of a fair trading environment and encouragement of investment. Total trade between the two countries has not shown a regular pattern and has been fluctuating over the past years. Total trade between the two countries in 2015 amounted to US \$ 115 million.

A total export from Sri Lanka to South Africa has increased from US\$ 40 Mn in 2008 to US\$ 232 Mn in 2016. Tea, Retreated or used pneumatic tyres of rubber , Apparel, Natural rubber, New pneumatic tyres, of rubber, Raw bristle fibre of coconut (coir), Activated carbon; activated natural mineral products, Gloves, mittens & mitts, Parts suitable for use solely or principally with the apparatus of heading have been the main export items from Sri Lanka to South Africa during the 2009-2016 periods.

Sri Lanka's imports from South Africa have not shown regular pattern during the past few years. In 2016, import value accounted for US \$ 199 million, which is the highest value registered during past six years. In 2013 coal, briquettes, ovoid & similar solid fuels manufactured from coal is the main imported item but in the last four years Beverages / spirits has been the biggest import item during the past years followed by Citrus fruit, fresh or dried, Grapes, fresh or dried, Stoppers, caps and lids; other than crown corks, Wood and articles of wood charcoal, Organic chemicals are the other import products from South Africa to Sri Lanka.

Most goods can be imported into South Africa without a permit, with the exception of:

- foodstuffs
- petroleum
- chemicals
- second-hand goods
- machinery
- gold
- automobile products

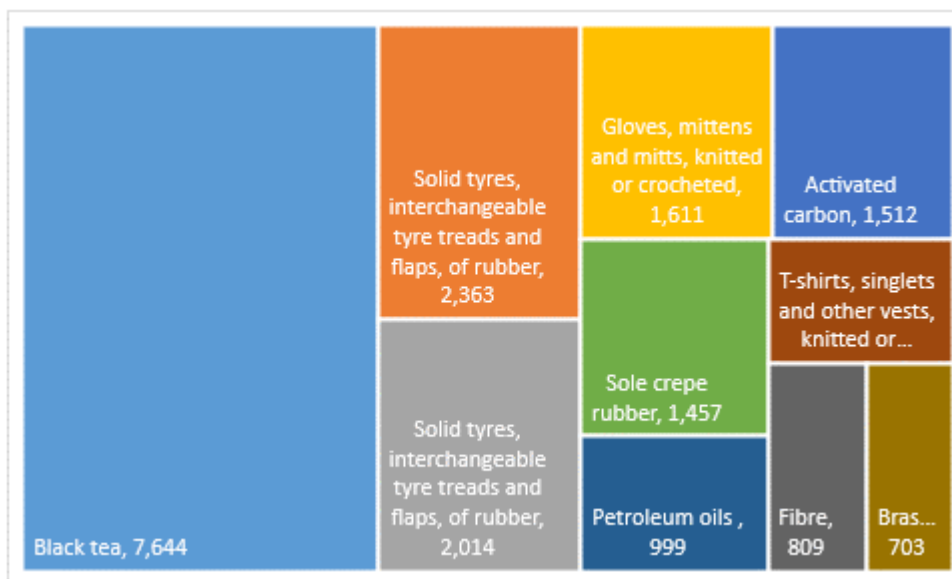
Import permits are handled by the Department of Trade and Industry (DTI).

Import controls fall under DTI and must be registered with the Director, Import and Export Control and with the Commissioner of the South African Revenue Service (SARS).

### Doing Business with South Africa

- Appointments are necessary in South African business life.
- Regardless of their cultural background, most South Africans prefer a face-to-face encounter to a telephone call or email contact.
- Punctuality is valued and meetings will usually start with shaking hands, exchanging business cards and establishing rapport.
- Gift giving in a business context is not a common occurrence in South Africa.
- Security in areas of South Africa must be taken seriously and visitors should remain vigilant at all times, as there are a significant number of crimes involving weapons. Visitors should check arrangements for visiting buildings and parking, as some areas can be unsafe.
- All government departments and many companies require visitors to pass through a metal detector and sign in and out to gain access to buildings, time should be allocated for these security procedures.
- It is important to be aware that deadlines are often flexible and it is recommended that due dates are clearly stated when negotiating contracts to ensure commitments are delivered on time.
- Decision making is often centralized and organization structures tend to be hierarchical, it is advisable to meet with the South African business representative who will be the decision maker.

**Figure: Top 10 products exports to South Africa from Sri Lanka in 2016**





## 2. Egypt

Despite ongoing political unrest, Egypt has the potential to be a high growth market due to a large population and an import dependent economy. Egypt is strategically located and has a highly diversified, consumption driven economy. With structural reform and stability, this ‘sleeping giant’ will present a raft of opportunities for Sri Lanka exporters.

Sri Lanka and Egypt strong trade relations operating since the time those Arab traders introduced Ceylon as “Serendib” have effected maintaining a cordial relationship between the two countries.

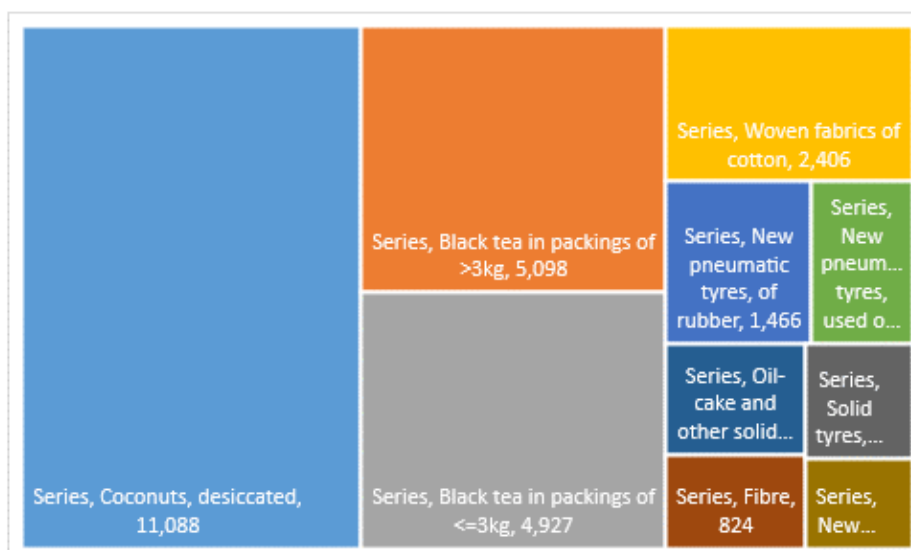
With a view to further strengthening bilateral relations, Sri Lanka and Egypt signed an Economic and Technical Co-operation Agreement in 29th March 1987. The Joint Commission is expected to achieve the highest possible outcome through a more co-ordinated and integrated approach

Egypt export to Sri Lanka includes fruits, vegetables, copper and machines among other things. There are tremendous business opportunities exist for Sri Lankans who like to export Sri Lankan goods such as gems and tea to Egypt that has a robust economy. Sri Lanka’s total imports from Egypt have shown an erratic pattern with relatively low values during last five years.

However in 2013, the highest total export value for the last few years was recorded mainly due to export of large quantity of apparel and tea. Similarly in 2014 copper and articles has been imported for considerable value (US \$ 6.5Mn. with 29% share of total imports from Egypt). The total trade between the two countries accounted for US\$ 65mn in 2016. Total trade has been fallen compared to 2015.

Sri Lankan companies are advised to spend time investigating the market, obtain professional advice where appropriate and thoroughly investigate the issues in entering the market and establishing business relationships.

**Figure: Top 10 products exports to Egypt from Sri Lanka in 2016**



### 3. Kenya

Kenya and Sri Lanka have continued to enjoy diplomatic relations for 43 years since 1970. Total trade between two countries US\$ 16 million in 2016 and offering a combined market of over 60 million people. Kenya's main exports to Sri Lanka include natural sodium carbonate, salt, pepper and tea mainly imported by Sri Lanka for blending purposes. Sri Lanka's main exports to Kenya include natural rubber, general machinery and leather goods. It is also gratifying to note that, currently, there are about 10 Sri Lanka textile firms, operating in Kenya's Export Processing Zones and several in the IT sector. Both countries signed a Bilateral Air Services Agreement BASA agreement that allows direct flights between both countries by airlines owned by firms originating from either one of the countries.

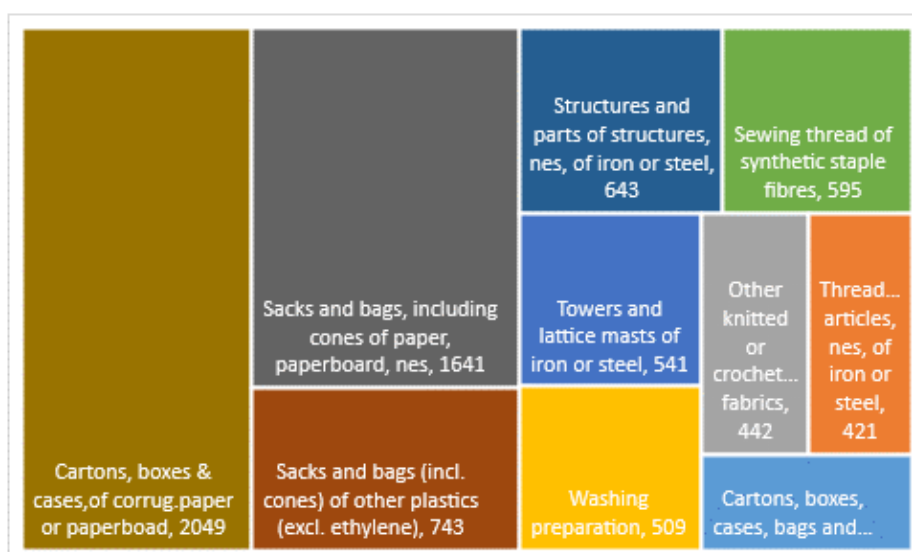
Kenya is aiming to become a middle income country by 2030, during the visit of the Director, Economic Affairs and International Trade of Kenyan Ministry of Foreign Affairs on 12 November 2014 in Colombo he expressed that, an agreement on Avoidance of Double Taxation and an agreement on Promotion and Protection of Bilateral Investments would be formalized during Sri Lanka's visit there. (Daily FT, 2014)

Kenya discovered oil and gas in 2012 and is now the ninth largest economy in Africa. In its Global Competitiveness Report 2014-'15, the World Economic Forum listed Kenya as the sixth best among the top 10 economic performers of Africa.

The main sectors contributing to economic growth are:

- agriculture
- building and construction
- infrastructure development
- manufacturing
- transport and services
- tourism
- Wholesale and retail trade

**Figure: Top 10 products exports to Kenya from Sri Lanka in 2016**

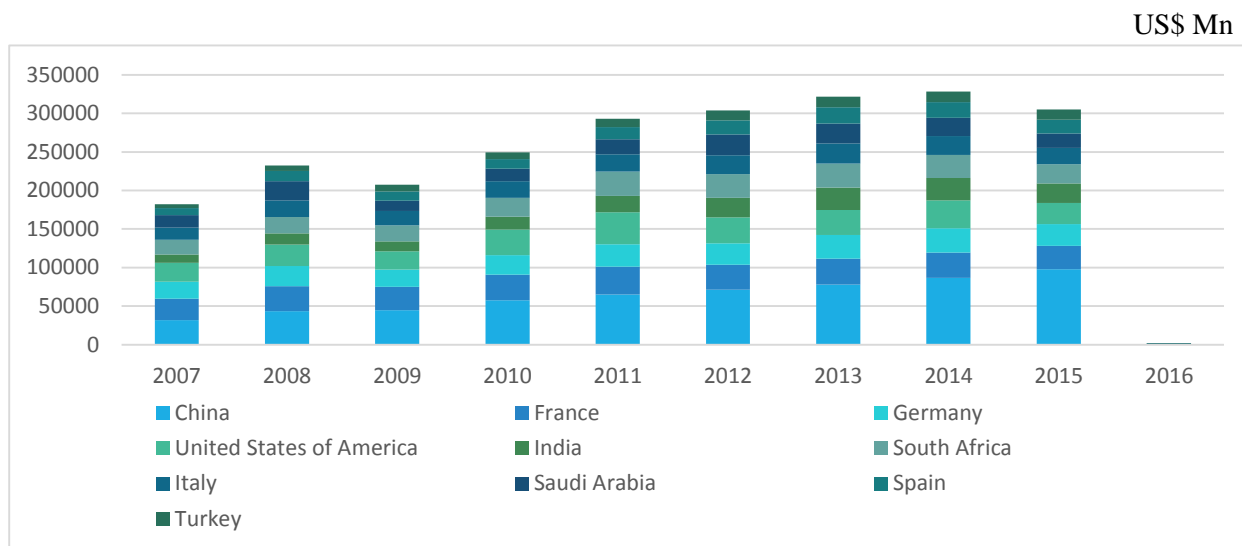


## 2. MAJOR TRADING PARTNERS

### Major Exporting Partners

In 2015 China has acquired largest share of its exports to the Africa. Mainly machinery parts, vehicles, steel and cotton. . India was one of the top 10 destinations for it's exports as well as among the top 10 importing partners. Similarly France, Germany and USA has become among the top exporter list

**Figure: Top 10 exporting partners with Africa over 10 years**

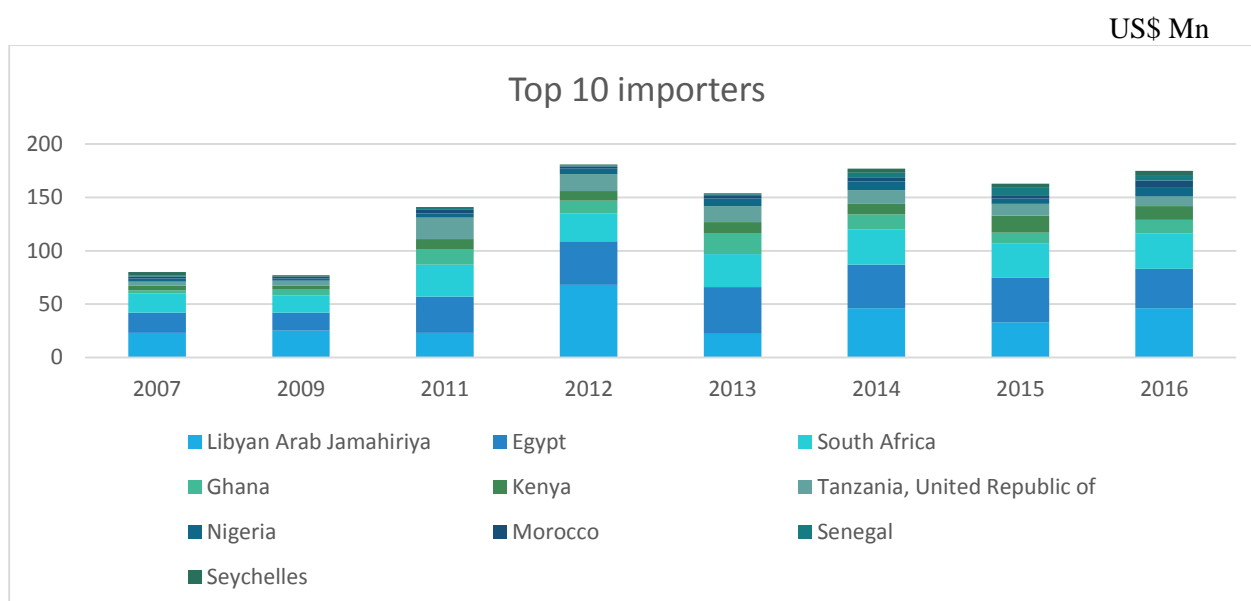


*Source: Trade map*

### Major Importing partners to Sri Lanka

The top 10 importing partners for Sri Lanka are graphed below. Most of the exports go to Libya, Egypt and South Africa. Other importers like Morocco, Senegal has increased their imports from Sri Lanka.

**Figure: Top 10 importing partners with Africa over 10 years**



*Source: Trade map*

### 3. TRADE OPPORTUNITIES

Africa's recent growth performance only reinforces the call for urgent structural transformation. The continent's strong growth is projected to continue in the medium-term due to increasing domestic demand, driven mainly by the rising middle class, improving regional business environment and macroeconomic management, increasing public investment, especially in infrastructure, a buoyant services sector and robust trade and investment ties with emerging economies

#### Export Potential

Following are the highest export potential products to African Region from Sri Lanka according to 2015 statistics

Code	Product label	Export Potential Index
0904	Pepper, whole	73.93
1006	Rice	70.47
7308	Structures and parts thereof (bridges, lock gates, towers, etc)	68.33
8703	Motor cars and other motor vehicles	67.59
6206	Women's blouses not knit	66.57
0902	Tea	66.55
0713	Dried leguminous vegetables	66.38
6006	Fabrics, of a width of > 30 cm	66.22
3923	Articles for the conveyance or packaging	65.85
8536	Electrical apparatus	65.55
9403	Furniture and parts thereof	65.32
6208	Women's undergarments, not knit	64.89
5903	Textile fabrics impregnated with plastics	64.89
8418	Refrigerators, freezers	64.56
6111	Babies' garments	64.52
0709	Other vegetables, fresh or chilled	63.97
3802	Activated carbon	63.82
4819	packing containers	63.52
8479	Machines and mechanical appliances	63.17
9608	Ball-point pens	63.00
4011	New pneumatic tyres, of rubber	62.98
6306	Sails, tarpaulins, awnings and sunblind's	62.70
8902	Fishing vessels	62.67
6203	Men's suits, not knit	62.58
5401	Sewing thread of man-made filaments	62.55
7318	Screws, bolts, nuts and similar articles of iron or steel	62.53
6104	Women's suits	62.50
4911	Catalogs, photographs, other printed	62.09
1513	Coconut oil crude	62.07
9404	Mattress supports; articles of bedding	62.03

*Source: Trade map*

## New Products

Below mentioned products are top 10 untapped products for the African Region. Though those products Sri Lanka has already exports to the world, which are new to the African Region. Africa already imports them from another countries but not in Sri Lanka.

HS Code	Product Label
8517	Telephones
1006	Rice
8544	Insulated wire
8431	Machinery Parts
7102	Diamonds
8901	Boat Building
8504	Electrical transformers
0303	Frozen fish
9403	Furniture
8537	Electrical Boards and panels

## Trade Alliances

The 1955 Afro-Asian Conference marked a very significant juncture in the Asian-African relations and it brought Asia and Africa to work together for the betterment. Bilateral cooperation with African states is enhanced through Agreements, MoUs (Memorandum of Understanding), Bilateral Joint Commissions and Partnership Forums etc. During the recent past state visits Sri Lanka was able to conclude many bilateral Agreements/MoUs with Swaziland, Uganda and Seychelles in many different fields. But still those are at under discussion.

Sri Lanka also explores the possibilities of enhancing bilateral trade and economic cooperation, diversifying the products and encouraging public private partnership.

## Trade Trends

Africa's imports of intermediate goods are dominated by mining products and resource-based manufactures such as basic metals or chemicals and mineral fuel. But merely as importer of raw materials and other intermediates embodying limited value addition. At the same time, the growing importance of information and communications technologies (ICTs) enables African countries to enter several value chains without having to develop the whole production process.

## 4. BENCHMARKING EXPORT PROMOTION STRATEGIES

The growth miracle in Sub-Saharan Africa continues to catch the attention of multinational companies around the world. But actually setting up operations in Africa is challenging, whether companies are trying to identify the markets that offer company the most realizable potential, or looking for the best operational structure in the markets which companies have selected. In Africa, as in many emerging markets, relationships and well-established networks on the ground are crucial success factors.

Consumer goods companies, financial services firms, technology companies and healthcare corporations share common ground when it comes to needing an end-to-end solution that enables them to identify which African markets to enter, and how to enter them.

## **Export Strategies of the leading exporting countries to Africa**

### **1. Brazil**

Brazil is in a good position to serve as a bridge to Africa and to reignite more cooperation between both sides of the South Atlantic. In 1972 Brazil was going through its “Economic Miracle” period when the economy was growing rapidly. This opportunity helped boost Brazilian exports of manufactured goods to African countries and also the establishment of the first Brazilian companies on the African continent. The visit produced joint declarations in areas such as strengthening the United Nations, technology transfer, condemnation of protectionism, and support for the self-determination of nations.

Brazil’s tropical agriculture know-how and bio-ethanol expertise have found willing partners in parts of Africa. Brazilian companies entered into significant bio-fuel deals in Mozambique, Angola and Nigeria with the idea of also investing in local technical expertise, infrastructure and technology. Brazil has doubled the number of embassies in Africa, from 18 to 37, and African embassies in Brasilia have increased from 16 to 34

Nigeria and Angola both became important trading partners for Brazil, with Brazil exporting industrialized products and importing oil. Brazilian trade with Africa went from \$6 billion in 2003 to \$25.6 billion in 2012. A greater proportion of Brazilian exports went to Africa, with a particular concentration on Egypt, South Africa, Angola, Nigeria, Algeria, Morocco, Libya, Ghana, Tunisia, and Senegal.

### **2. China**

China is Africa’s main export market and also its largest source of imports. After 15 years of closer trade ties, China accounts for about 20 per cent of imports in Sub-Saharan Africa and about 15 per cent of its exports. But in the 2014 the share of exports to China has started to decline while the growth of Chinese imports has been accelerating.

China is still the largest lending country to infrastructure projects in Africa but in 2014 it accounted for only 4 per cent of total commitments, compared with about 50 per cent the previous year. China-African relations span finance, aid, health and education co-operation and trade. Most of these are not easily measurable, but those that are in particular trade, investment and finance show signs of weakening.

China's trade with Africa recorded \$10 billion in 2000. During the fourth CAIF opening session, Yang Fuchang, a former deputy foreign minister, emphasized that China is seeking to raise the amount to \$400 billion by 2020. Most African nations are developing countries and are in the early stage of industrialization. China is comparatively advanced in industrial developments and has technology and funds. This advantage has taken china right for the two sides to engage in all-round economic co operations.

### **3. UAE**

Trade between the United Arab Emirates and many African countries has been registering a steady Featured Exporters to Africa in recent years.

According to data recently released by UAE’s Ministry of Foreign Trade, UAE’s overall trade with six non-Arab African countries alone (Angola, Kenya, Nigeria, Ethiopia, South Africa and Tanzania) reached a whopping US\$ 6.2 billion in 2010. Also trade patterns have been acquiring new dimensions in recent times. UAE's trade with Nigeria recorded the biggest increase among the six African countries mentioned above doubling to US\$863 million in 2009 from US\$430 million the previous year.

Kenya, often labeled as the 'gateway to east Africa' has always been an important trade partner for the UAE in the sub Saharan region. Renowned as the distribution and business hub of East Africa, Uganda too is making rapid strides to emerge as one of the leading commercial centers in East Africa. Realizing the importance of Uganda as one of the most progressive economies in Sub-Saharan Africa, Bi-lateral trade between Uganda and the United Arab Emirates has been registering a steady Featured Exporters to Africa during the last five years.

Dubai, recognizing COMESA (Common Market for Eastern and Southern Africa) as a unique market, is paving the way to drive investment from all over the world to the COMESA region and beyond by positioning itself as the fundamental hub for trade into and from the region.

## **5. CONSTRAINTS TO EXPORT**

- The skewed demographic income distribution pattern, where 10% of the population earns 45% of national income with the price-sensitive nature of the majority of consumer demand
- Well-developed consumer protection rules and recently, better enforcement
- A conservative market bias that tends to stick to known suppliers and therefore requires sustained market development;
- Lack of regional integration relates especially to financial services, trade documentation and road transportation networks and may have a significant impact on risk exposure and the cost of doing business

## **6. CONCLUSIONS AND RECOMMENDATIONS**

- Sri Lanka has to launch a vigorous campaign abroad to promote Sri Lanka as a tourist destination to attract high spending tourist. Modern highways with restaurants and rest houses alongside will have to be built for tourist when travelling long distances. Night time entertainment should also be available with good quality food such as good sea foods
- Attend to regional trade fairs, exhibitions and business forum or arrange B2B meetings with certain African countries' importers. Organize business forums in the respective countries and inward, outward business delegations in the region this will provide an opportunity to meet potential importers in Business to Business meetings
- Study predicted future African import levels based on reasonable assumptions of economic growth and various policy changes. Addressing them could yield hundreds of billions of dollars in annual benefits
- The policy scenarios consider improvements in infrastructure and customs procedures within sub-Saharan Africa and trade facilitation between sub-Saharan Africa and Sri Lanka
- Simultaneous action is required at the national levels. Regional communities can provide the framework for reform, for example, by bringing together regulators to define harmonized standards or to agree on mutual recognition of the qualification of professionals
- Identify trade priorities- Africa's trade needs are well known. It is important to go to the next level by encouraging exporters to map out the priority structural bottlenecks or binding constraints to trade at the national and especially at the regional level, building on existing studies and assessments
- Africa is good place for service exporters. Specially constructions, consultancy services, printing and packaging and medical services

- Future economic and demographic projections indicate that African investment opportunities are changing. In the coming decades there will be less emphasis on resource-intensive extractive industries which are already crowded markets and greater opportunities for construction and consumer goods and services, especially in finance, retail and new information technologies. Foreign policy experts and investors should take note, and plan accordingly
- It is vital to go to the free trade agreements or preferential trade agreements with the selected African countries or the region in order to broaden the relationship between Sri Lanka and the Africa by encouraging and supporting increasing levels of knowledge and understanding and cooperation between Sri Lankans and Africans.
- The government should implement policies that reduce the general cost of doing business and to promote investor confidence in African Region
- Sri Lanka should be carried out an array of activities to expand and diversify the international market for Sri Lankan export products. While providing the main focus for the leading exporters to expand their market share in the African region through introduction of new export destinations which are not explore yet in the region and creating more conducive environment in existing markets
- Sri Lanka should have contributed immensely in creating a receptive environment in African markets for Sri Lankan products especially through removing certain tariff and non-tariff barriers to exports.
- Reinforce capacity within the EDB to carry out export facilitation activities and provide advisory services

## **ANNEXURE I**

### **Government Chambers**

- The African Chamber of Commerce of the Pacific Northwest
- The East African Chamber of Commerce, Industry and Agriculture (EACCIA)
- Kenya National Chamber of Commerce and Industry (KNCCI)
- Uganda National Chamber of Commerce and Industry (UNCCI)
- Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA)
- The Sub-Saharan Africa Chamber of Commerce
- South African Chamber of Commerce and Industry (SACCI)
- Alexandria Chamber of Commerce
- Ghana National Chamber of Commerce and Industry
- Libyan Export Promotion Council
- Export-Import Promotion Board, Libya
- Abuja Chamber of Commerce and Industry, Nigeria
- Chambre de commerce, d'industrie et d'agriculture de Dakar, Senegal
- Seychelles Chamber of Commerce and Industry
- Chamber of Commerce and Industry – Johannesburg
- Ministry of Industry and Trade, Tanzania



## ANNEXURE II

### International Trade Fairs

- BATIMATEC - Building & Construction Materials International Exhibition
- EGYPT POOL – AQUATHERM - Trade Exhibition for Water Technology and Building Services Engineering
- BUILDEXPO KENYA - International Building & Construction, Mining & Water Technologies Trade Exhibition
- Nairobi KENYA BUILDEX - International Trade Exhibition on Building and Construction in Kenya
- KENYA TRADE SHOW - Automotive, IT, Electronics, Building, Construction, Medical, Pharmaceutical, Food, Hotel Supplies, Consumer, Household, Industrial Machinery, Safety, Security, Printing, Packaging
- AUTOEXPO - International Trade Expo on Automotives, Spare parts Tanzania
- Buildexpo - International Trade Expo on Building & Construction Products, Tanzania
- KICC- international trade exhibition in Africa for multi-sector products, equipment and machinery, Nairobi, Kenya
- MEDEXPO - International Trade Exhibition, Tanzania
- FOODAGRO - International Trade Exhibition on Food, Nairobi, Kenya
- PPPEXPO - International Trade Exhibition on Plastic, Printing & Packaging, Tanzania
- INDUSMA - International Trade Exhibition on Industrial Products, Tanzania

#### **Prepared by:**

Name : Market Development Division, Sri Lanka Export Development Board

#### **Disclaimer:**

Market Development Division, Sri Lanka Export Development Board has taken every care in the preparation of the content of this report, but the Market Development Division, Sri Lanka Export Development Board cannot be held responsible for any errors, defects, lost profits, or other consequential damages arising from the use of any information obtained either directly or indirectly from this report. The Market Development Division, Sri Lanka Export Development Board accepts no liability whatsoever.