

# ISDB GROUP PRIVATE SECTOR FORUM (ICIEC, ICD, ITFC, THIQAH)

3 April 2018

8:00 am to 6:00 pm

( Jasmine ) Four Seasons Hotel

## TUNISIA JOINING NEW TRADE BLOCS IN AFRICA (COMESA, ECOWAS): Implications and reforms needed to support flows of Trade and Investment

Time: 11:30–13:30 (Organized by ITFC)

Today, African growth is strong and relies on private consumption and investment by the middle class. By 2020, more than 30 million Africans will join the middle class and will spend more than half of their income on outlays other than housing and food. The growth in consumption represents a powerful tool for the structural transformation of economies in the region. Unfortunately, Tunisia ranks 29th in the continent in terms of its share in African exports relative to GDP, hence the Tunisian Government's active engagement, since 2016, in promoting the export of Tunisian manufactured goods.

This event will discuss how Tunisia's membership in trade blocs in Africa will help create modern jobs in urban centers and support Tunisian banks' role in facilitating its companies' entrance into new markets. Discussions will cover the way global production and trade are organized and the growing importance of global value chains in the management and coordination of manufacturing and trade links between countries, particularly in Africa.

### Key issues to be addressed:

- 1- Where does the Tunisian economy stand in the African market?
- 2- How can the Tunisian economy benefit from Regional/Continental Integration in Africa?
- 3- What are the impacts of trade reforms and regulations in Tunisia vis-à-vis joining new trade blocs?
- 4- How can Private Sector initiatives bring a new framework for partnership in Tunisia?
- 5- What are the key roles of Tunisian banks in supporting companies' accessing new markets?
- 6- What are the experiences and best practices from member countries(e.g. Moroccan Bank)?



[H.E. Omar Al Bahi](#), the Minister of Trade of the Republic of Tunisia, is the Vice-President of the Executive Committee of the Tunisian Union of Agriculture and Fisheries and a former Secretary of State for Agricultural Production.



[Vera Songwe](#) is Executive Secretary of the Economic Commission for Africa. She previously worked as the World Bank Country Director for Senegal, Cape Verde, The Gambia, Guinea Bissau and Mauritania. She also served as Advisor to the Managing Director of the World Bank for Africa, Europe and Central Asia and South Asia Regions and Lead Country Sector Coordinator.



[Jaloul Ayed](#) served as Minister of Finance in Tunisia and Board Member and President of the Management Committee of the BMCE Group in Morocco. He presently works as a President of MED Confederation and Vice President of Euromed Capital Forum. He is also an active member in several associations of the Tunisian civil society.



[Kamal Mokdad](#) is a Co-CEO of Banque Centrale Populaire (BCP) and is in charge of the International Global Banking. He also serves as the CEO of BP Shore Consulting, an inhouse consulting company dedicated to the international network.

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[Sidi Ould Tah](#) is Director General of the Arab Bank for Economic Development in Africa (BADEA) since June 2015. Prior to this appointment, he served as the Mauritanian Minister of Economic Affairs and Development.



[Bassem Loukil](#) is the Chief Executive Officer of the LOUKIL Group. He is an active participant in his country's development and has been acting as President of the Tunisia Africa Business Council.



[Hani Salem Sonbol](#) is the CEO of the International Islamic Trade Finance Corporation (ITFC). His career in development banking started three decades ago where he served in many technical and leading positions across the Islamic Development Bank Group.



[Mondher Khanfir](#) a Senior Consultant, Advisor, Author and Inspirational Speaker, is Vice President in Charge of the Think Tank "for a shared prosperity in Africa".



[Abdallah Ben Messaoud](#) is the Deputy General Manager of Sonibank, a subsidiary of the Tunisian state-owned bank STB and largest bank in Niger.