



Mapping Innovations for the African Free Trade Area in Post COVID Times.

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And

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Introduction

- Our discussion will be guided by the question: what main innovations will have an impact on Africa over the foreseeable future?
- Background: A number of African countries set up committees to explore the impact of 4IR on their economies. However, the COVID pandemic forced African business leaders to adapt operating models faster than ever before to ensure their survival.
- The pandemic has highlighted innovation by Africans to solve African challenges. We strongly believe that COVID has given African innovation the wherewithal which will propel Africans to become leaders in production, trade and invention, and end the long era of emulation of the developed world



Opportunity from the pandemic?

- eCommerce- Much of the demand shift to ecommerce platforms is due to government lockdown restrictions which have left brick and mortar retail outlets with limited hours of business or closed. Jumia, the largest online retailer in Africa, reported rising sales during March and April in Tunisia and Morocco when lockdown measures were imposed on these countries during the pandemic which forced many consumers to online shopping.
- Payments - in Rwanda, the weekly volume of mobile money transfers shot up fivefold during the lockdown, according to the data collected in April by the telecoms regulator and analysed by Cenfri, a South African think-tank.
- CBDC - CBDC has been signalled as the next innovation to spur electronic payments for goods and services using programmable digital cash supported by central banks.
- Decentralised Finance and Digital platforms can accelerate digital trade and support the recovery and economic resilience



Traditional regulation strangle innovation

- Regulation of Fintech and the benefits of an inter-ministerial fintech working group (IFWG) as formed in the RSA;
- Need for Intellectual Property regulation (presently most is pre-digital)
- Consumer protection to underpin trust – an AU convention?
- Competition regulation – essential but must be designed to assist innovation and not to protect established business models;
- Privacy – central to data processing and the digital economy;
- Cybersecurity/cybercrime – pan-African cooperation & collaboration;
- Data sovereignty – is “localisation of data” the right solution?



Recommendations- Part 1

- The IFWG, is recommended as an effective approach towards innovation-friendly regulation
- Ensure innovation-friendly IP regulation in Africa. It is recommended that the AUC prepares a convention as a model for the member states.
- International rules and standards will need to be developed to enable the cross-border flow of data without compromising data protection rules, prevent the forced localisation of data and facilitate access to data
- A charter on consumer protection principles should be prepared by the AUC
- Removal of NTBs/effective TFAs and utilisation of a range of digital tools to boost e-trade/ICT
- Ensure working groups are set up at both AfCFTA Secretariat and REC /National level to ensure the focus around areas such as digitisation and trade facilitation are captured in strategic plans
- Collaborative approach and support with groups such as African Union, African Development Bank, Economic Commission for Africa , RECs, Smart Africa , Tralec, Trademark East Africa and others working together



African Renaissance built on the digital economy

- The innovation and entrepreneurship are evident, but need to be marketed;
- “African solutions for global challenges”;
- Creating a “Brand Africa” and pride in “Made in Africa”
- Promoting the AfCFTA internally within Africa and externally on the international stage;
- Engaging all the stakeholders at national, REC (regional economic community) and AU (pan-African) levels.





Mapping Digital Solutions



Towards 4IR...

3D Printing



AR/VR



Quantum Computing



Big Data



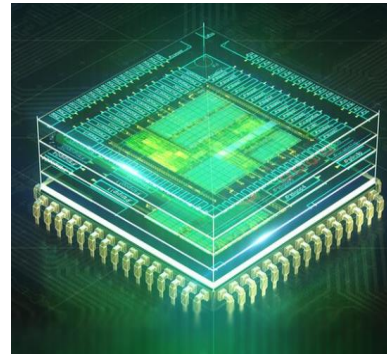
Robotics



Drones



Internet Of Things



Towards 4IR...

- Artificial Intelligence (AI) is being used to augment and help us make predictions, analyse data and benefit from tapping on Big Data and the Internet of Things (IoT) to make evidence-based decisions. AI orders our social media views, acts as a news aggregator based on our previous sentiments.
- Machine learning provides us with translations and language recognition. Smart assistants like Siri and Alexa answer our questions; Shazam recognises music; text generation can copy an author's style, while computer vision, image caption generation and CGI provide us with entertainment and education. machine learning and AI for Africa is programming designed to improve farming practices.



Case Of SMEs That Utilize Tech In Africa



- The Kenyan ecommerce company, Twiga, has cut out the traditional middlemen between the farmer and the city markets, and also assists its farmers' production
- BenBen is a Ghanaian based land tenure and property tech start-up that leverages DLT in building digital platforms for securing land-based assets and financial transactions in African land markets. Its vision is to create ethical land markets by using blockchain to ensure transparency in transactions through the platform
- Acquahmeyer, a Ghanaian company, rents out drones that help small-scale farmers check the health of crops and use pesticide only where it is needed, reducing pollution and health risks. Thanks to the reduced use of chemicals the produce meets EU requirements for organic food imports

Towards 4IR with Blockchain

Banking &
Finance



Selling Music



Health Care-
Medical Records



Smart Contracts



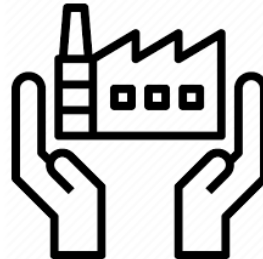
Markets



Property
records



Micro, Small and
Medium Enterprises
(MSMEs)



Cyber security



Building Africa's Digital Future

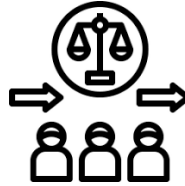
Connectivity



Investment



Regulation



Intellectual Property
Protection



Consumer
Protection



Competition
Regulation



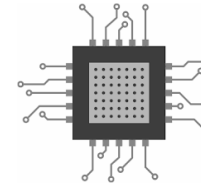
Privacy in
Digital Economy



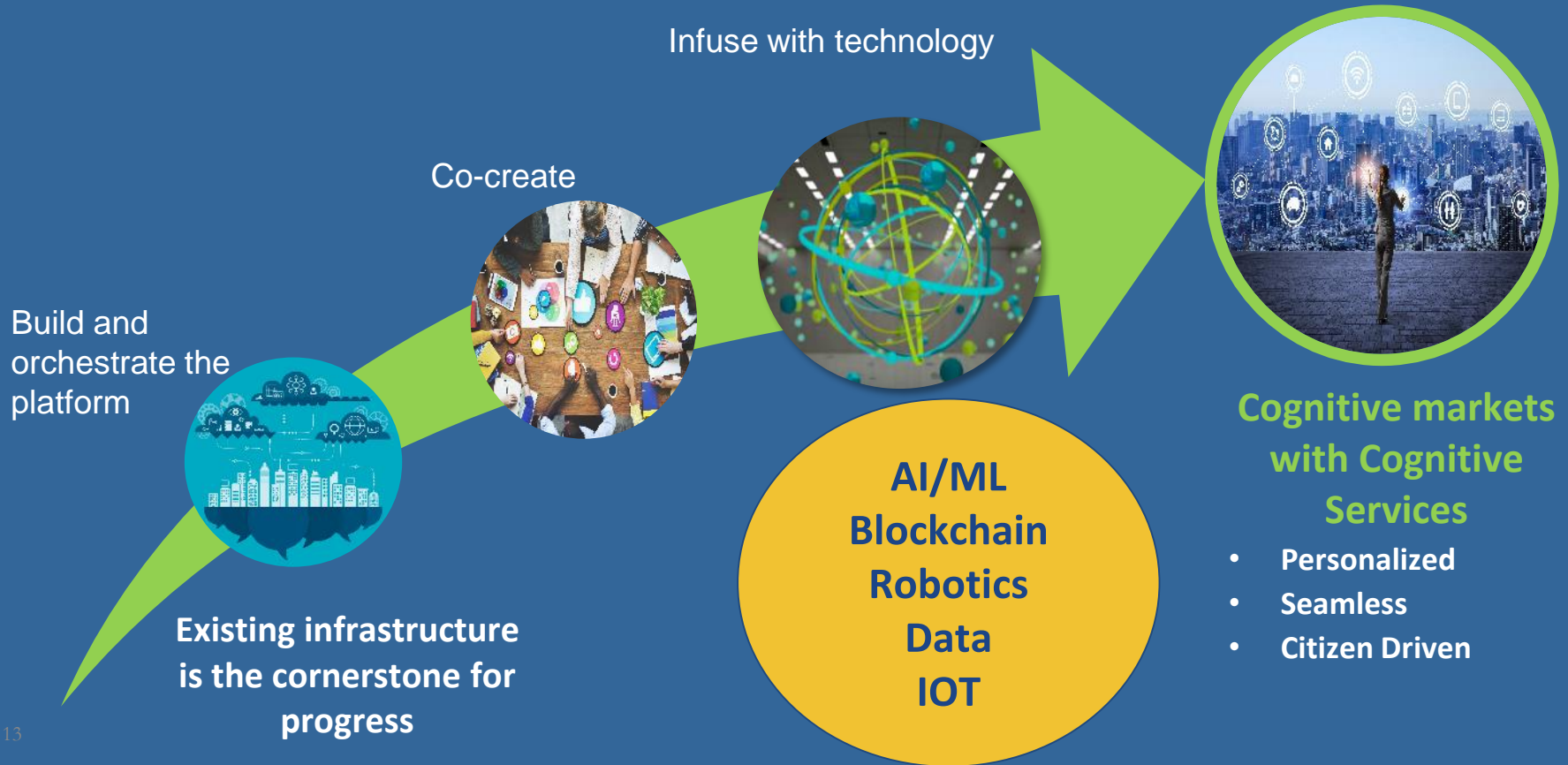
Cyber Security



Data Sovereignty



Digital Transformation - Economies Tomorrow



Africa AfCFTA Powered By Tech

- Transformational vision /Agenda 2063
- 25% increase in intra-continental trade
- Create world largest single market since WTO
- Free movement goods,capital,people,
- Promote and increase intra-African Trade
- Drive growth in major areas,healthcare , education, trade, business, manufacturing
- Boost and encourage seamless trade
- Reducing friction at the borders
- Opening up new markets - track imports/exports
- Remove tariffs on 90 percent of good
- **Drive economic diversification , Digital Trade**

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Last updated 3rd March 2020

1ST JULY 2020

AFRICAN CONTINENTAL FREE TRADE AREA
CREATING ONE AFRICAN MARKET

Recommendations - Part 2

- Invest in scenario planning that evaluates the regulatory and business climate in countries to ensure the right enabling environment is present for innovation
- Scenario planning that leverages on data ,digital tools and resources for resilience building
- Policy makers and decision makers must build a robust approach to data, explore data investment strategies and utilise the digital tools available to manage data securely
- Build up skills and help to reskill Africa's expanding population, with an emphasis on youth, women and MSMEs training programmes
- Investing in an Africa wide education programme that focuses on re-skilling in the areas of emergent technology and digital transformation capacity building should be utmost priority and within long term strategic plans for national governments
- Digital Financing packages and investment packages must be improved and diversified to aid more businesses across Africa to scale and grow
- Tackling challenges around access to affordable data , connectivity and regulatory barriers will strengthen Africa position to lead in digital innovations that can competitively place the continent on the global platform
- Greater attention should be given to Blockchain, AI and Cyber Security applications to future proof Africa especially with challenges as cyber-attacks, currency fluctuations , job loss





Ecommerce Forum Africa

- Pan-African, formed in 2019
- to represent the sector, promote trust in ecommerce, encourage training across Africa, provide a centre for information and assist in the formation of national associations or forums;
- The Ecommerce Forum of South Africa is a chapter of EFA (www.ecomafrika.org);
- Contact info@ecomafrika.org; phone +27 11 704 0937.

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Top 40 Global Fellow Fintech4Good
Ambassador World Union of SMEs
Senior World Business Angels Investment Forum

- Board Member -African Union Digital Trade and Transformation Working Group
- Advisor to President/Premier Bermuda and Board Member of the Government of Bermuda Global Fintech Advisory Board (GFAB)
- FinTech4Good Advisor- New York City
- Chair International/Foreign Affairs Committee/Senior Regional Advisor (Africa) - British Blockchain Association (BBA)
- WEI Forward - Women Empowerment Champion- Implementation group UN High level Panel Women Economic Empowerment Wilton Park



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