



Third Regional Dialogue on WTO Accessions for Africa

Deepening Economic Integration in Africa Through WTO Membership and AFCFTA Implementation

Session 5: Engagement with Domestic and International Stakeholders

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Dynamic Analysis

Context, Quality, & Results

Engaging domestic stakeholders

Understanding local context is vital - use local think-tanks which in many cases have clout and can help you open doors

Ensure alignment with national government strategy – will help build consensus and traction for the implementation of the agreement/ policy / strategy / reforms

Create strong coalitions with key stakeholders – Government, Private sector, beneficiaries and international organizations that support trade reforms. Who are the drivers of change and what is the incentive structure in the area you want to reform?

Effective consultation with all stakeholders - all vested parties should be brought into the tent

Engaging domestic stakeholders

- **Generation and use of evidence** - Engage sector/ industry representatives in developing evidence-based policy positions that articulate their hopes and fears about the agreement policy / strategy / reforms
- **Highlight national/regional/international examples of excellence** – this will help stakeholders benchmark what has worked well and the lessons that could help shape how the policy is implemented in their countries
- **Digestible messages for the masses** - Evidence is vital but this must be communicated in a way that the multitude of stakeholders can understand – are there good examples on how technical policy has been effectively communicated to the masses?

Engaging domestic stakeholders

- **Message and target audience** - As with any effective communications campaign it's important to have a clarity on the message to be conveyed and the target audience/s
- **Simple and clear messaging on the agreement/ policy / strategy / reforms** - Use current and potential beneficiaries to illustrate the cost and benefits.

Engaging International stakeholders

- **Mapping of the donor landscape** - Identify which organizations are active in the trade policy space and what they are currently funding.
- **Making the case** – identify the gaps and opportunities in the existing trade policy and develop proposals on how these can be addressed
- **Build a coalition of partners willing to provide TA** – vital to ensure coherence and maximise funds available to support the implementation of policy and reforms
- **TA alone is not enough** – implementing policy in the African setting requires support for physical infrastructure investments many of which are beyond national government budgets.

Some effective pathways – Rwanda experience

- **Evidence finance facility** – allows domestic and international stakeholders answer some of the difficult questions that could undermine the reform effort and could be used to strengthen the case for AfCFTA implementation and WTO accession
- **TA fund** – to support the review of national trade strategies – identify gaps, opportunities, and areas of convergence with AfCFTA and WTO accession
- **Capital investment programmes** – need to ensure that TA and Evidence facility are aligned to trade infrastructure investments programmes. This would maximise outcomes and the long-term impact of the AfCFTA and WTO accession process