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ABOUT BUSINESS AFRICA

Business Africa is the recognized voice of employers and the private sector in Africa. Business Africa is recognized in the areas of labour and social affairs and within the context of international organizations such as; the International Organization of Employers (IOE), International Labour Organization (ILO) and the African Union (AU).

The Confederation has membership drawn from African employers' organizations spread out from over 40 countries from all the regions of the continent.

MISSION STATEMENT

“To advocate for a conducive business environment that facilitates sustainable enterprises, investment and employment for socio-economic development in Africa through our network of national employers and business organisations”.

VISION STATEMENT

“To be the effective voice of business in Africa”.

CORE VALUES

- Acceptance of the concept of market economy;
- Rule of law and respect for property rights;
- Professionalism and competence;
- Ethics, transparency and good governance;
- Solidarity and respect for divergence of views, and
- Sharing of information and experience

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MEMBERS OF THE EXECUTIVE COUNCIL

President	Mr. Almas Maige /Tanzania
1 st Vice President	Mr. Albert Yuma /Democratic Republic of Congo
2 nd Vice President	Mr. Jamal Belahrach /Morocco
Secretary General	Mrs. Jacqueline Mugo/Kenya
Deputy Secretary General	Mr. Modibo Tolo/Mali
Treasurer	Mr. Ousseine Diallo/Côte d'Ivoire
Deputy Treasurer	Mr. Harrington Chibanda/Zambia
Member	Mr. Mthunzi Mdwaba/South Africa
Member	Mrs. Philomène Y Tou/Burkina Faso
Member	Mr. Pierre Zanou/Benin
Member	Mr. Samir Allam/Egypt

STATEMENT FROM THE SECRETARY GENERAL

Next year, 2016 marks thirty years since the founding of our organization. Thirty years of dramatic changes. The spirit and name of our organization is reflective of these changes. The Pan African Employers' Confederation (PEC) has since become Business Africa. So much has changed over the last thirty years.

Globalization has accelerated world connectivity. It has helped lift millions of people out of poverty, but many millions of Africans are still living in poverty. Africa's transformation has been the most impressive. African countries now have market economies. There is increased uptake of new technology, mobile telephony, internet connectivity; youth bulge, but also, and sadly so, acute youth unemployment.

Africa's population growth, while a boon, poses many challenges. High youth unemployment is a ticking time bomb. The Arab Spring; and recently the horrendous images of young Africans drowning in the Mediterranean trying to cross over into Europe, is symptomatic of the inability of Africa's economies and systems to create opportunities for this bulging youthful population. Job creation remains an urgent concern for the continent.

There is hope. Africa is has recently been attracting renewed interest. A number of high level events including EU-Africa events were hosted last year. The buzzword in Africa-EU meetings is economic partnership and growth. Two examples are the French African Foundation for Growth and the 5th EU-Africa Business Forum.

We must seize the Africa rising narrative and seek to drive it and benefit from it. Africa's resurgence must bring dividends to her people even as it seeks to reward those who choose to invest in the continent. It should be a win-win partnership.

Africa's employer organizations are at the heart of our raison d'être. We have, for instance on behalf of our organization and as Africa, played an invaluable role in the evolution of the 'Right to Strike' discussion in the ILO house.

The manner in which we worked with our Governments and other Governments, particularly, ASPAG to ensure that the employers have a viable proposition which was ultimately the basis for a way forward with all partners, is commendable and shows that we can achieve together.

I thank you all for supporting the organization which is your organization this past year. We however need to work together on building a stronger platform for our role as Employer Organizations in Africa.

**Jacqueline Mugo, MBS
SECRETARY GENERAL**

SECRETARY GENERAL'S REPORT

This report intends to appraise members on progress made so far. The Report outlines the key meetings to which Business Africa was invited and the outcomes from these international fora. It also seeks to communicate to members and readers the interventions made by the Secretary General and others who represented the Organization at various events.

EU-Africa social and economic actors meeting, Brussels, Belgium, 4th to 5th March 2014

The meeting brought together the representatives of the employers, workers and various interests (particularly farmers and consumers) from both Africa and Europe. The meeting was a precursor to the EU-African heads of state and government held on 2nd and 3rd April 2014 in Brussels. This was to ensure that the voices of the social and economic stakeholders were heard at the summit.

Participating in the panel discussions, the Secretary General of Business Africa Jacqueline Mugo pointed out that good governance and the fight against corruption were essential conditions for improving the business climate and for ensuring that everyone has equal access to basic public services. She added that the fight against corruption must take account of shared responsibility, between those who corrupt and those who allow themselves to be made corrupt.

The Secretary General also decried the Africa's inability to create adequate jobs owing to the low productivity levels. Whereas productivity is a major element for competitiveness and employment creation, Africa's productivity level is low compared to those of the emerging economies of South East Asia. She noted that low productivity results in overcompensation for labour and underutilization of capital.

The conclusions of the economic and social stakeholders' meeting were summarised in a document that was sent to political bodies and the main EU and African partners. In the medium term, it is intended that a meeting of this kind should become a regular event in the calendar of a network of economic and social stakeholders, serving to feed into the joint EU Africa Strategy, and particularly into the follow-up to the 2014-2017 Action Plan, by issuing recommendations on its implementation.

ACP-EU Joint Parliamentary Assembly, Strasbourg, France, 17th to 19th March, 2014

The session was formally opened by its co-presidents Louis Michel for the European Parliament and Fitz A. Jackson (Jamaica) for the ACP. The Speaker of the Hellenic Parliament Evangelos Meimarakis was also present at the opening. The ACP-EU Joint Parliamentary Assembly has no decision-making powers as such; its importance is due to the fact that it is the only forum where ACP parliamentary representatives can voice their needs and worries to the EU and vice versa. It also allows elected representatives of ACP countries to address their concerns directly to the EU Commission and inform themselves on the state of negotiations on trade agreements with their countries. The resolutions adopted by the ACP-EU JPA have fed into current ACP-EU agreement and will continue to do so.

The meeting assembly discussed and made resolutions on the following issues:

- The global spread of terrorism: the role of the internet and social media
- Regional integration and modernization of customs for sustainable development in ACP Countries, in cooperation with the EU
- Mining for oil and minerals on the seabed in the context of sustainable development
- The human, economic and social rights of migrants in ACP and EU countries
- The situation in the Central African Republic



Delegates at the ACP-EU Joint Parliamentary Assembly held in Strasbourg, France held from 17th to 19th March, 2014.

5th Heads of State and Government Summit, Brussels, Belgium, 2nd April 2014

The theme of the summit was "**Investing in People, Prosperity and Peace**", and its objective was to address the common challenges and bring concrete benefits to citizens of Europe and Africa in accordance with the Joint Africa-EU Strategy (JAES).

The Summit reaffirmed the leaders' commitment to the objectives set out in the Joint Africa-EU Strategy adopted at our Summit in Lisbon in 2007. While noting that real progress had been made, including in the Tripoli Declaration of the third Summit in 2010, the leaders reaffirmed their determination to give a new momentum to this partnership through resource mobilization. Africa, it was observed, has achieved significant progress in democracy, governance and human rights which however remains to be consolidated.

Africa's pronounced economic growth has not been sufficiently inclusive or even, both between as well as within countries. The Continent continues to face significant challenges. The leaders present pledged to pursue policies, together with social partners, that will create jobs and stimulate environmentally sound, inclusive, sustainable and long-term growth on both continents.

The European Union (EU) pledged its support to the African Union (AU) decision to fast track the establishment of a Continental Free Trade Area (CFTA) in Africa and offered to draw on its experience of building the Single Market to provide capacity support to this initiative. European leaders committed to continue working on outstanding Economic Partnership Agreements (EPAs) with the aim to fostering intra-African trade, Africa's regional integration efforts and the planned CFTA.

The Summit endorsed a Roadmap 2014-2017 that was adopted by African and European Heads of State and Government. It refocuses the implementation of the Joint Strategy on 5 priority areas: peace and security; democracy, good governance and human rights; human development; sustainable and inclusive development and growth and continental integration; as well as global and emerging issues. The Summit provided an opportunity for Africa and European Union to reflect thoroughly together on where their partnership stands today, its content and value added, its implementation including the challenges associated with financing and stakeholder engagement, its relevance to Africa's current realities and priorities, and its future as a whole.

The Summit was attended by Heads of State and Government of the European Union (EU) and Africa, the President of the European Council, the President of the European Commission, the President of the

African Union (AU) and the Chairperson of the African Union Commission (AUC). The Secretary General together with the Director General BUSINESS EUROPE presented the Joint Declaration from the EU-Africa Business Forum which was adopted by the Heads of State.

The Special Session of the Labour and Social Affairs Commission of the African Union, Windhoek, Namibia, 23rd to 25th April, 2014

The Experts' Meeting was attended by Delegates and Social Partners from 41 AU Member States and AU Organs, Regional Economic Communities, Inter-Governmental and Non-Governmental Organizations and cooperating partners including Business Africa.

The keynote address was delivered by His Excellency, Mr. Hifikepunye Pohamba, President of the Republic of Namibia, who indicated that promoting decent and sustainable employment, addressing poverty, unemployment and achieving prosperity and inclusive development should be considered as key development priorities for the continent. He noted that in spite of economic growth, progress has been slow in the continent, evidenced by massive unemployment especially among women and youth, underemployment, lack of social protection especially in the informal economy and rural workers and the poverty trap. He also stressed the complexity of unemployment in Africa and the increasing vulnerability of the working population especially in the informal economy and rural sector and the need to address the challenges in implementing the Ouagadougou Action Plan to achieve inclusive growth and sustainable development in the continent.

The Special Session was a preparatory meeting leading to the September meeting in Burkina Faso to develop the Africa/AU Agenda for the next 5 years. The Secretary General of Business Africa Jacqueline Mugo spoke on behalf of employers and highlighted the substantial role employers play in job creation and the fight against poverty overall in inclusive and sustainable development and the importance of involving employers in implementing the Ouagadougou +10 Action Plan.

ACP- EU Follow-up Committee, Brussels, Belgium, 30th June and 1st July, 2014

The committee met to follow up on the implementation status of EPA's and developments in EU-ACP relations. The following items were discussed:

- i) Report on recent activities:
 - a. 27th plenary meeting of the ACP-EU Joint Parliamentary Assembly (Strasbourg, 17-19 March)
 - b. First meeting of the EU-Africa Economic and Social Stakeholders' Network (Brussels, 4-5 March)
 - c. Key messages from the IV Africa-EU Summit (Brussels, 6 March)
 - d. EU-Africa Business Forum (Brussels, 31 March-1 April)
 - e. Public-private dialogue for renewed economic partnership between Europe and Western and Central Africa (Brussels, 6 March)
- ii) Cooperation with the ACP-EU Joint Parliamentary Assembly
- iii) EU-Africa Partnership: Outcome of the 2014 Summit of Heads of State and Government
- iv) 27th meeting of ACP-EU economic and social interest groups
- v) Economic Partnership Agreements: Latest developments
- vi) International Year of Family Farming: Presentation of the year's activities and the main challenges in the ACP countries and the EU

15th July 2015-French African Foundation for Growth, Paris, France, 15th July 2014

The French-African Foundation for Growth was launched on 15 July 2014 in front of 130 prominent French and African figures both from private and public organizations, active in various sectors. The Foundation is an initiative that was mooted during the Elysée Summit for Peace and Security in Africa held in December 2013.

The aim of the Foundation is to harness economic partnership between France and Africa by providing a platform for players in the economic sectors, both private and public.

The new Foundation has identified three key objectives and areas of priority activities aimed at supporting inclusive and sustainable development. Key among them is advocacy and act as catalyst to gather insights on the African economies and convince French opinion leaders on the importance of investing in the continent. Financial cooperation was stressed in order to improve financial systems and country risk assessment. The second objective is to improve on training, with an increasing but unmet demand from businesses. The French Ministry of Finance pledged an initial amount of human capital training through a €3 million funding which will be provided by the French Ministry for Finance starting from 2015 to finance professional training operations. The third objective centers around promoting active trade and investments. Partnerships in the digital sector where cooperation guidelines have already been identified (in e-learning 2.0)



(From left to right) Jacqueline Mugo, Business Africa Secretary General, Laurent Fabius, French Foreign Minister, Arnaud Montebourg, French Economy Minister and Lionel Zinsou and other delegates during the launch of the French-African Foundation for Growth in Paris.

African Regional Forum on Business and Human Rights, 15-18 September 2014, Addis Ababa, Ethiopia

The Regional Forum provided a multi-stakeholder regional platform for dialogue on the implementation of the Guiding Principles on Business and Human Rights which are the United Nations endorsed standard for preventing and addressing adverse human rights impacts arising from business activities.

Participants included representatives from global, regional and domestic businesses, industry associations, Governments, international and regional bodies, trade unions, civil society, national human rights institutions and other stakeholders.

The Secretary General of Business Africa called upon the forum to stimulate a commitment for action from all actors to improve the human rights situation on the ground. Mrs. Mugo reiterated businesses' commitment to working with all the relevant stakeholders in this regard. "The UN Guiding Principles on Business and Human Rights clearly distinguish between the responsibilities of various players, and help to clarify the complex interface between human rights and companies. Consequently, it is the duty of the state to protect people against human rights infringements, while the responsibility of enterprises lies in respecting human rights by establishing the necessary operational practices. There must, moreover, be legislative and non-legislative complaint mechanisms in place in order to redress human rights infringements", said Mrs. Mugo.

Mrs. Mugo reiterated the Employer's Organizations commitment to undertake strong efforts to raise awareness and offer training on the issue of business and human rights especially to the small and medium enterprises.

She also called for stronger law enforcement to improve judicial systems that are fundamental requirements to improve the human rights situation on the ground. It is also important that good governance and rule of law apply to all companies. In this regard, business is concerned that corruption and weak governance structures on the continent not only weaken human rights, but also undermine conditions for fair competition and jeopardize clear-cut market practices.

Companies have neither the societal and political mandate, nor the capability, to resolve conflicts between the competing rights of different groups and people.

Mrs. Mugo regretted that to date, no African country has launched a National Action Plan (NAP) for the implementation of the UN Guiding Principles. She called for NAPs to be developed in close consultation with business.



Delegates at the African Regional Forum on Business and Human Rights in Addis Ababa. called for stronger law enforcement to improve judicial systems that are fundamental requirements to improve the human rights situation.

27th Meeting of ACP-EU Economic and Social Interest Groups, Brussels, Belgium, 28th to 31st October 2014

The Cotonou Agreement gives mandate to the European Economic and Social Committee (EESC) to keep a dialogue with ACP economic and social interest groups. Within this framework, every three years the EESC organises a general meeting in Brussels bringing together representatives from all ACP countries. This is the most important EESC activity in relation to ACP countries.

The 27th Meeting of ACP-EU Economic and Social Interest Groups took place at the EESC headquarters. The main topics on the agenda were the trade relations between the ACP countries and the EU, the sustainable development goals and the post-2015 agenda, as well as the role of the private sector in development cooperation.

The Secretary General of Business Africa Jacqueline Mugo presented a paper on the topic “The New Global Development Agenda beyond 2015: The Role of the Private Sector in Development Policy”. She noted that improvements in economic policies are needed to enhance macroeconomic performance and attain the minimum growth rate required to meet the Millennium Development Goals set by the United Nations.

An increase in investment is therefore crucial to the attainment of sustained growth and development especially in the developing countries. Increased private sector participation will enable developing countries to effectively participate in global markets and scale up global value chains. Trade-related reforms and an enhanced business friendly environment can leverage the private sector’s contribution to development.

The Secretary General concluded by highlighting the significant contribution of employers’ organizations to the creation of three basic conditions that are indispensable for the emergence and growth of sustainable enterprises.

7th Africa Private Sector Forum ‘Promoting Africa’s Private Sector for Inclusive Growth: Exploring Untapped Mechanisms of Funding’, 3-5 December 2014, Nairobi Kenya.

Leading international companies and business representatives met with policy makers to discuss new investment and business opportunities in Africa. Under the Forum theme “*Promoting Africa’s Private Sector for inclusive growth: Exploring untapped mechanism of funding,*” African and international decision-makers discussed further developing the vibrant African private sector to accelerate economic growth, sustainable development and deeper integration of the African economies into the global economy.

The strategic objective of the Forum is to promote a proactive and vibrant African private sector that can play the significant role in energizing the African economies to achieve poverty reduction through creative and productive processes that accelerate economic growth, sustainable development and deeper integration of the African economies into the global economy.

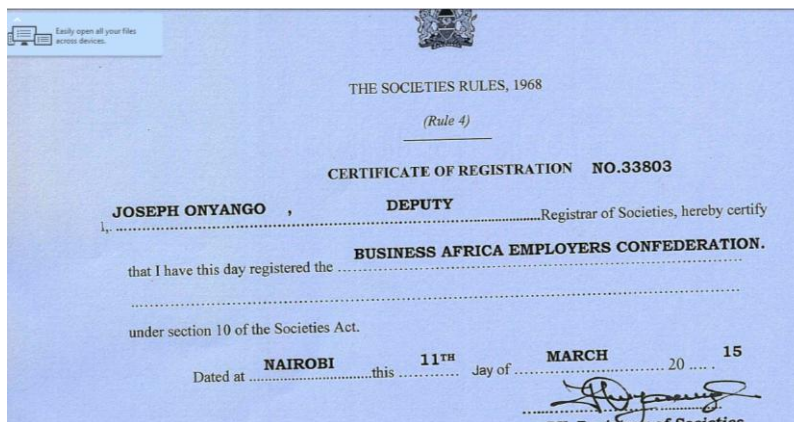
The Forum is the largest Continental Forum for Africa’s Private Sector to bring together an important number of leading international companies and business representatives with policy makers to discuss new investment and business opportunities in Africa.

The 7th African Private Sector Forum spearheaded by the African Union Commission is in line with the AU Executive Council Abuja Decision Number EX/CL/Dec.183 (VI), which institutionalized the African Union Private Sector Forum.

MILESTONES ACHIEVED

Registration of Business Africa

The registration of Business Africa is now official and complete and the registration was made under the name Business Africa Employers Confederation in line with the local registration requirements. The registration certificate was issued on 11th March 2015 in Nairobi, Kenya. The registration will enable Business Africa roll out activities, enhance collaboration with existing and new partners, work with policy makers, in and outside the continent in shaping labour policies and champion the cause of the private sector.



The registration certificate for Business Africa issued by the Office of the Attorney General in Nairobi, Kenya.

Business Africa Secretary General named among 50 most influential African women in the world.

The Secretary General of Business Africa has been featured among 50 most influential African women in the world. This was reported by the Pan African weekly *JeuneAfrique* edition of 12 January 2015. Mrs Mugo was quoted by the journal calling for intensified fight against corruption and fiscal measures that facilitate SMES to come out of their informal state and to grow without being suffocated by governments. She also championed industrialization, value addition and a removal of protectionism, "why should Kenyan tea be exported in raw unpackaged form? We should put an end to this ill-advised protectionist mentality. Countries must, for instance, agree to open their air spaces to African airlines rather than seeking to protect failing national airlines", said Mrs. Mugo.

The Secretary General joins a group of select African women seeking to influence the course of history in Africa. Among those who made it to the list is former first lady of South Africa and Mozambique Graca Machel, Ngozi Iweala the Nigerian Minister of Finance and business woman Saïda Karim Lamrani. The list contains names of 50 most influential women in Africa, from all sectors; business, politics, arts, culture and fashion among other disciplines.

The Secretary General of Business Africa was on 6th March 2015 honored during a cocktail party hosted by the Federation of Kenya Employers in recognition of her role as the Secretary General of Business

Africa. This follows her recent appearance in the list of 50 most influential women in the world published by the Pan African weekly *JeuneAfrique*. The cocktail was graced by former First Lady of South Africa and Mozambique Mrs. Graca Machel.

In her acceptance speech, Mrs. Mugo paid glowing tribute to all those who have tirelessly worked hard to put Africa back on the path of progress. Stronger and prudent economic policies had brought transformation for the continent.

She also focused on recent upheavals and unrest, particularly in North Africa as a sign that although a lot has been accomplished, enough was not being done to address challenges brought about by a combination of factors; terrorism, a bulging but unemployed young population, immigration and food insecurity.

Mrs. Mugo challenged women not to be left behind. “But I must also challenge the ladies not to leave these challenges to the men. We know we have the passion to get things done and after all there is the famous saying that “if wealth was the inevitable result of hard work then every woman in Africa would be a millionaire”, she said. She thanked *JeuneAfrique* for the honor in naming her to the list.



Former First Lady of South Africa Mrs. Graca Machel (left) shares a light moment with Business Africa Secretary General as she presented her with a plaque for being featured in the list of 50 most influential women in Africa.

Mthunzi Mdwaba elected Vice President for Africa on the IOE Board

Business Africa Executive Council member Mthunzi Mdwaba was elected IOE Vice President for Africa for the International Organization of Employers (IOE) in June 2014. In his acceptance speech, Mr. Mthunzi thanked all his colleagues at the IOE Management Board for showing faith and confidence in his leadership.

Mr. Mthunzi was also appointed as the Spokesman for the PFA (Programme, Finance & Budget) Committee of the ILO Governing Body to speak on behalf of for all employers throughout the

world. This position was entrenched when he was re-confirmed as the BUSA representative for SADC on the ILO Governing Body last year.

Mthunzi's contribution on both occasions during which he has participated in the budget has been outstanding and has been very well received. This demonstrates the reality that as African representatives the work we are doing in the house, namely, the ILO, via the IOE is significant.

CONCLUSION

Business Africa has continued to face the same problems highlighted previously in our 2013/2014 annual report. Member contributions have barely improved and have been erratic. The annual contributions we receive currently are not sufficient to run even the basic administrative services required of the Secretariat.

The nature of our work is such that without publicity and communication, it is very hard to give visibility to our various initiatives. In this regard, I urge members to communicate to us those activities and initiatives that by their very nature have a bearing on our Mission and Vision. We shall in turn popularize and communicate them on international platforms from where they can be relied on to help inform global activities.

It is equally important that members communicate their activities within their own Federations and regions. This will enable exchange of information and help the Secretariat to relay the same to our partners in the international scene. As the change of name suggests, it is time to put our business in order and together make a positive impact in our continent.

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