

CrossLink Africa Executive Program

Trade in Africa: Unlocking Opportunities for Integration and Growth

March 9th - 15th, 2025 | London, UK

Program Overview

In an increasingly interconnected yet turbulent world, Africa's trade potential remains a key driver of economic growth. The CrossLink Africa Executive Program offers a unique platform for senior executives to gain actionable insights into trade opportunities, intra-African integration, and global competitiveness.

Through expert-led sessions, real-world case studies, and curated experiences, participants will leave with the knowledge and tools to navigate challenges and unlock Africa's trade future.

Program Highlights

- **Expert Leadership:** Delivered by renowned trade leaders, including **David Luke** from the **London School of Economics (LSE)**.
- **Strategic Insights:** Explore global trade trends, AfCFTA opportunities, and actionable strategies for your enterprise.
- **Immersive Business Visits:** Gain practical insights from UK organizations fostering trade and development.
- **Peer Engagement:** Network with senior executives, policymakers, and industry leaders from across Africa.

Program Schedule

Day 1: Global Trade Trends and Africa's Trade Landscape

Morning Session

- Global Trade in Turbulent Times: Trends, challenges, and opportunities.
- Africa's Role in Global Trade: The state of exports, imports, and foreign investments.

Afternoon Session

- Deep Dive: Africa's trade composition and its key partners.
- Panel Discussion: Identifying opportunities and challenges for African enterprises in the evolving global trade environment.

Day 2: Intra-African Trade and AfCFTA

Morning Session

- Unlocking the AfCFTA: Protocols, guided trade initiatives, and value chain opportunities.
- Intra-African Trade: Trends, barriers, and growth potential.

Afternoon Session

- **Keynote Address:** A leading African business leader shares insights on driving trade success.
- Interactive Discussion: Strategies to leverage AfCFTA for sustainable growth.

Day 3: Learning from Global Success Stories

Morning Session

- **Business Visit:** A curated experience with UK-based organizations engaged in African trade and investment.
 - Learn about sustainable financing, trade facilitation, and partnerships.

Afternoon Session

- Reflections and Insights: Lessons learned and their application to African enterprises.

Day 4: Strategic Trade and Future Roadmap

Morning Session

- Building Competitiveness: Private sector strategies for engaging with policymakers and driving industrial development.
- Sustainability and Innovation: Addressing scale, technology, and environmental imperatives.

Afternoon Session

- **Interactive Workshop:** Develop actionable roadmaps to implement program learnings within your enterprise.
- Closing Discussion: Defining Africa's trade future through collaboration and innovation.

Who Should Attend?

- Senior executives in trade, manufacturing, logistics, and finance.
- Business leaders expanding into regional and global markets.
- Policymakers and trade influencers driving Africa's integration.

Why Attend?

- **Gain Strategic Insights:** Understand the dynamics of global and intra-African trade.
- **Learn from Experts:** Practical knowledge delivered by trade leaders and industry experts.
- **Expand Your Network:** Connect with peers, policymakers, and business partners driving Africa's growth.
- **Develop Action Plans:** Walk away with concrete strategies to unlock trade opportunities.

Join us in London to shape Africa's trade transformation and chart a path to sustainable growth.