

# SUPPLY CHAIN METAMORPHOSIS

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## 46<sup>th</sup> Annual SAPICS Conference

9-12 JUNE 2024

Century City Conference Centre, Cape Town, South Africa



### PANEL: Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

- **Devlyn Naidoo** - Executive for SARS, Other Government Agencies (OGAs), SAAFF
- **Lebogang Letsoalo** - Global Supply Chain Coach and Expert, Sincpoint
- **Kaoutar Guessous** - Vice President, Association des Freight Forwarders du Maroc
- **Trudie Hartzenberg** - Executive Director, Trade Law Centre (TRALAC)

# SUPPLY CHAIN METAMORPHOSIS

**SAPICS**  
THE PROFESSIONAL BODY FOR  
SUPPLY CHAIN MANAGEMENT

IN ASSOCIATION WITH  
**saaff**

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**Exploring the African Continental Free Trade Area: Navigating Advocacy,  
Networking, and Compliance for Logistics Optimisation**

Kaoutar Guessous: Vice President, Association des Freight Forwarders du Maroc

His Majesty King Mohammed VI, may God assist Him, addressed a speech on May 04, 2024 in Banjul,

..... being convinced of the importance of South-South cooperation, I have launched the Atlantic Initiative as a platform for African partnership. The main goal is to strengthen cooperation and integration between the African countries bordering the Atlantic Ocean and thus promote peace, stability and shared prosperity in the region. I have also announced the launching of an initiative at the international level to enable the countries of the Sahel to have access to the Atlantic Ocean.

# One Love, one Heart , one Destiny

- Morocco's participation in the 37th **African Union Summit**.
- Morocco ratified the African Continental Free-Trade Area treaty (**AfCFTA**), reiterating its call for African solidarity in face of economic challenges.
- **Agenda 2063:** (6) Blue/ ocean economy for accelerated economic growth Marine resources and Energy Ports Operations and Marine Transport
- **An ambitious Royal Vision for the establishment of an Atlantic Africa**
- Africa today concentrates 2/3 of Morocco's foreign direct investments (FDI), as the Kingdom has invested, since 2008, more than 3 billion dollars on the continent and is, today, the largest African investor in West Africa and is one of the two largest African investors across the continent,

## Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

- Morocco's strategy towards Africa in terms of logistics and ports focuses on leveraging its strategic geographic position to become a major hub for trade between Africa countries and the rest of the world.

# Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

- **Here are the key elements of this strategy:**
- Development of Tanger Med Port
- Expansion of Port Infrastructure
- Strengthening Maritime Links
- Logistics Hubs and Free Zones
- Bilateral Agreements and Partnerships
- Investment in Infrastructure Projects

## Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

**Moroccan Atlantic ports can play a significant role in boosting the African Continental Free Trade Area (AfCFTA) by enhancing connectivity, facilitating trade, and providing efficient logistics services:**

- Strategic Location and Connectivity
- Logistics and Supply Chain Services
- Trade Facilitation and Customs Efficiency
- Investment and Economic Zones
- Capacity Building and Training
- Environmental Sustainability

## AfCFTA in Morocco: Towards Enhanced African Integration

- Country's commitment to deepen African economic integration
- Principle of Reciprocity in the AfCFTA
- Morocco's commitment to a tariff liberalization process.
- AfCFTA's overall goal of creating a single market for goods and services across Africa,



## Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

- AFCFTA: Morocco Calls Intra-African Trade Strategic Pillar of Development.
- Morocco welcomes AFCFTA but insists that meeting the continent's numerous challenges will require effective coordination mechanisms and solidarity among AU member states.

# Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

- Infrastructures , projects are set to serve Africa first.
- <https://youtu.be/Sv4L3Mrxzgo?si=GDn5zPuoXRUsHHKp>

# Exploring the African Continental Free Trade Area: Navigating Advocacy, Networking, and Compliance for Logistics Optimisation

**To conclude:**

**One continent, same land, same target:**

**AFRICA**

**A prospere region, a resilient economy and a real free trade area.**

Thank you