



2ND REGIONAL SENSITISATION
WORKSHOP
ON THE EAC-EU EPA

“Improving EAC Private Sector Awareness on the EPA and Involvement in
Trade Policy”

COMMUNICATION STRATEGY

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East African Hotel

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Communication Strategy

- Enhance EABC communication strategy
 - Activities Envisaged & Carried Out
 - Development of EPA's informative pages on EABC website:
 - **Structure:** website devoted to the EPA negotiations has been constructed and is part of EABC's web portal.
 - Visit – www.eac-eabc/epa
- This been done by the project in collaboration with :
 - the webmaster &
 - local project coordinator & Team Leader, as well as
 - EABC's personnel and representatives.

- **Output 1:**

- user-friendly instrument has been created which meets the requirements of the beneficiary – www.eabc.org/epa.

- **Contents:**

- ABC's website decided in collaboration with the EABC and after having identified the sector needs related to EPA's negotiations
- Content is being updated monthly.

Communication Strategy

- **Output 2:**
- **Production of a bi-monthly newsletter:**
 - in the framework of the website management a by-monthly newsletter has been produced.
 - The newsletter right now is available on the website.
 - It guarantees the long-term sustainability of project's results,
 - a provision is planned EABC for the management of the EPA's website contents after termination of the action.

Communication Strategy

- **Output 3:**
- **Production of position papers-**
 - with the technical contribution of the Local Coordinator, Short-term experts and with input from the Team Leader and under the later's coordination, position papers have been developed with the aim of illustrating key issues that are crucial for companies' trade development in the region as well as advocating the main positions to be adopted by the private sector.

Communication Strategy

- **EAC-EABC Private Sector EPA Negotiations Handbook – Draft Common Position – Volume I –**
 - has been formulated as private sector input in the on-going negotiations process.
 - It will be formally transmitted to the Secretary General of AEC for use by the Chief Negotiators as the EAC private sector common position or reference materials for the EPA negotiations.

Part I of the Handbook

Contents:

- **Background and Introduction**
- **State of EPA Negotiations – Brief Paper**
- **TBT and SPS – Brief Paper**
- **Customs and Trade Facilitation under EPA – Brief Paper**
- **Market Access Issues & Rules of Origin under EPA – Position Paper**
- **Agriculture under the EPA – Position Paper**
- **Trade In Services under the EPA negotiations – Position paper**
- **Economic and Development Cooperation under EPA - Position Paper**
- **Trade Related issues under EPAs – Position Paper**

Volume II – Handbook

- Power Point presentations at:
 - 1st Regional Workshop
 - 2nd Regional Workshop –
 - **Negotiations Techniques and Preparation of Offers and Request, State of the EPA Negotiations, Contentious Issues, Market Access Offers in Trade in Goods, Customs & Trade Facilitation, Trade in Services Institutional Arrangements and Dispute Settlement Mechanism, Rules of Origin and Trade Facilitation, Economic and Development Cooperation, SPS & TBT Trade Remedies, competition Policy, Investment and Private Sector Development, Intellectual Property and Transparency in Public Procurement.**

Organisation of EPA campaigns @ National Levels:

- In order to improve the stakeholders' knowledge of EPA issues, the project has secured commitment of the apex bodies at the national level to replicate the website campaign in each of the EAC partner states:
 - posting their comments and contribution to the improvement of the Positions in the Handbook/Common Position on their respective national websites through the blog, twitter and open discussion that been created on the EAC-EABC EPA website.

Communication Strategy

Conclusion

Thank you for your kind attention