



PRESS RELEASE 007

Scaling up through trade: World Export Development Forum in Zambia

Accra, 28 August 2018 – The [World Export Development Forum 2018](#), will take place in Lusaka, Zambia, on 11-12 September under the theme ‘Scaling Up through Trade’. The Forum will bring business leaders, policymakers and youth from around the world to explore a range of trade-related issues, including agribusiness, investment and the African Continental Free Trade Area.

This year’s annual flagship event of the International Trade Centre (ITC) will be co-hosted by the Government of Zambia through the Ministry of Commerce, Trade and Industry.

Focusing on youth

The youth will take the centre stage at this year’s Form. The global population is forecast to grow by 2.2 billion people by 2050, and more than half of that growth is expected to be in Africa.

Following the launch of the African Continental Free Trade Agreement earlier this year, the African Union is putting youth at the heart of development, as drivers of growth. Policymakers and the business community are working on a friendlier environment for young people to gain relevant skills, start their own businesses and create quality jobs.

WEDF 2018 will kick off with an African Union and ITC interactive [Youth UnConference](#) on the topic of a world without borders, highlighting the perspectives of young entrepreneurs from eight African countries including **Ghana**.

There will also be a [young entrepreneurs’ pitch competition](#) featuring seven candidates from across the African continent including Charles Ofori from **Ghana** representing [Dext Technology](#).

Making business deals

Another WEDF highlight will be the [business-to-business meetings](#) in agribusiness – from crops to oilseeds, prepared foods, honey, agricultural machinery and packaging, and more.

The meetings will bring together farmers, manufacturers, exporters, importers, wholesalers, retailers and investors interested in selling, buying or investing in select agricultural products and technologies.

Register for business-to-business meetings [here](#).

Capitalizing on WEDF

Several events will be held at WEDF 2018:

- A focus on women's economic empowerment through the Launch of the Zambian chapter of [SheTrades](#) and a dedicated 'in conversation' with an inspirational woman leader
- One-day event on packaging issues in partnership with the Food and Agriculture Organization (FAO) and IMA, the Italian packaging machinery manufacturer
- Online training opportunities with the [ITC SME Trade Academy](#)
- China-Zambia investment meeting under the [Partnership for Investment and Growth in Africa](#) (PIGA) initiative

Useful links

World Export Development Forum: www.intracen.org/wedf

WEDF registration: wedf-registration.org

WEDF B2B meetings: www.intracen.org/wedf18/b2b/

About ITC

The International Trade Centre is the joint agency of the [World Trade Organization](#) and the [United Nations](#). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals. For more information, visit www.intracen.org. Follow ITC on [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#)

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