



PRESS RELEASE

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“Borderless 2012: Transforming Trade” to improve the West Africa business environment

Stakeholders to meet in Abidjan, Cote d’Ivoire, May 15-16

Accra, Ghana, March 15, 2012 – The first Borderless Conference – “Borderless 2012: Transforming Trade” – will bring hundreds of stakeholders to Abidjan, Côte d’Ivoire, May 15-16, 2012, to focus on improving West Africa’s business environment, the Borderless Alliance announced today. The Minister of Transport of Côte d’Ivoire and the Côte d’Ivoire Export Promotion Agency (APEX-CI) are co-sponsoring the event. The Ghana Shippers’ Authority is a key partner.

“Trade is the key to unlocking West Africa’s economic potential,” said His Excellency, Gaoussou Toure, the Minister of Transport of Côte d’Ivoire. “This conference is essential to improving regional trade because only the concerted action of many stakeholders can make any improvements possible.”

“Across West Africa, people are realizing the fundamental imperative to increase regional trade,” said Ziad Hamoui, the interim president of the Borderless Alliance executive committee. “The Borderless Conference will build on the widespread recognition that increasing trade is essential to reduce poverty.”

“Transforming Trade” is the theme of the first Borderless Conference. Stakeholders will discuss regional integration strategy, regional trade and investment opportunities and the achievements across the region in 2011 during the two-day event.

“Information is the key to resolving many of the issues that lead to delays in the movement of goods and vehicles,” said Dr. Kofi Mbiah, the executive director of the Ghana Shippers’ Authority, which hosts the Border Information Center in Aflao, Ghana. “The Ghana Shippers’ Authority is leading the effort to increase trade and will proudly share its lessons learned at the conference.”

The Borderless Alliance, with support from the USAID West Africa Trade Hub, is organizing the conference. Contact the Alliance for more information on sponsorship opportunities and to register. www.borderlesswa.com/transforming-trade

Borderless is a multi-stakeholder campaign to increase trade across West Africa. www.borderlesswa.com



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