



PRESS RELEASE

For immediate release
Contact: Suzanne Ngo-Eyok
Tel: +233-267 092 882
Email: ngeyok@watradehub.com
www.borderlesswa.com

Borderless 2013: Connecting Markets set for Ouagadougou, Feb. 14-15, 2013

Accra, Ghana, October 23, 2012 – Borderless 2013: Connecting Markets, the second annual conference of the Borderless Alliance, will take place in Ouagadougou, Burkina Faso, Feb. 14 and 15, the Borderless Alliance announced today.

“West Africa is experiencing unprecedented economic growth and development,” said Borderless Alliance President Ziad Hamoui. “Removing trade barriers is critical to harnessing that growth and development and ensuring that all of West Africa’s 300 million citizens benefit from it.”

Online registration for Borderless 2013 is now open at www.borderlesswa.com. The conference is an important opportunity to reach business leaders from across the region – contact the Borderless Alliance Secretariat (info@borderlesswa.com) to sponsor Borderless 2013!

BORDERLESS 2013

CONNECTING MARKETS

OUAGADOUGOU, BURKINA FASO

FEBRUARY 14 & 15, 2013

AZALAI HOTEL INDÉPENDANCE



Private sector stakeholders from across West Africa will participate in the conference, including the region’s leading trading companies, transport and logistics companies, and banks and other financial institutions. ECOWAS and UEMOA, the regional bodies that obtain consensus on trade policy from West African states, will also participate along with representatives of ministries from West African states.

“The Borderless Alliance serves as a platform to identify and address the problems that affect regional trade,” said Justin Bayili, managing director of the Borderless Alliance. “We are coordinating the implementation of a comprehensive strategy with private sector stakeholders across West Africa. The conference will allow stakeholders to collaborate on the strategy and build the momentum to driving further change.”

The Azalai Hotel Independence will host Borderless 2013. Online registration is open at www.borderlesswa.com/borderless-2013. Regular updates will appear on Twitter (@borderlesswa, hashtag: #borderless2013) and on Facebook ([facebook.com/borderlesswa](https://www.facebook.com/borderlesswa)).

The Borderless Alliance is a private sector-led coalition to increase trade across West Africa.

###