



# AfriTrade Business Chamber

Building Trust, Uniting Africa

## COMPANY PROFILE

## ABOUT US

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Established in 2024, AfriTrade Business Chamber is an independent, non-profit and non-political organization founded by entrepreneurs, business leaders, and industry stakeholders committed to advancing Africa's economic development.

The Chamber provides a structured platform that supports trade, investment facilitation, entrepreneurship, and access to opportunities across the African market. AfriTrade exists to promote collaboration, strengthen business ecosystems, and contribute to inclusive growth within Africa's evolving economic landscape.



## OUR VISION

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AfriTrade Business Chamber envisions a vibrant and prosperous African economy in which trade and investment thrive, and businesses, policymakers, investors, and key stakeholders work together to drive growth, job creation, and sustainable development.

## OUR MANDATE

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AfriTrade operates in accordance with its non-profit mandate to:

- ✔ Promote lawful, ethical, and compliant business practices.
- ✔ Support enterprise development and market access.
- ✔ Facilitate trade, investment, and strategic partnerships.
- ✔ Strengthen confidence between businesses, government, and communities.

Surpluses generated through activities are reinvested into programmes that advance AfriTrade's objectives and public-benefit initiatives.

# OUR STRATEGIC PILLARS

AfriTrade Business Chamber's initiatives are guided by these key pillars:

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**Trade and Investment Facilitation.** Connecting businesses to trade opportunities, partners, and investment channels across Africa.



**Enterprise Development and Capacity Building.** Strengthening businesses through training, mentorship, and practical enterprise support.



**Networking and Strategic Partnerships.** Strengthening collaboration through structured networking and partnership development initiatives.



**Market Access & Trade Promotion.** Promoting market access through trade exposure, visibility, and commercial opportunity.



**Member Platforms & Market Enablement.** Enabling member participation through engagement, publications, and access to opportunities across the AfriTrade network.



**Advocacy, Policy & Compliance.** Advancing ethical, compliant trade through policy engagement, standards, and responsible business practices.



**Knowledge Exchange & Thought Leadership.** Facilitating dialogue, insight, and knowledge-sharing through conferences, seminars, and roundtables.

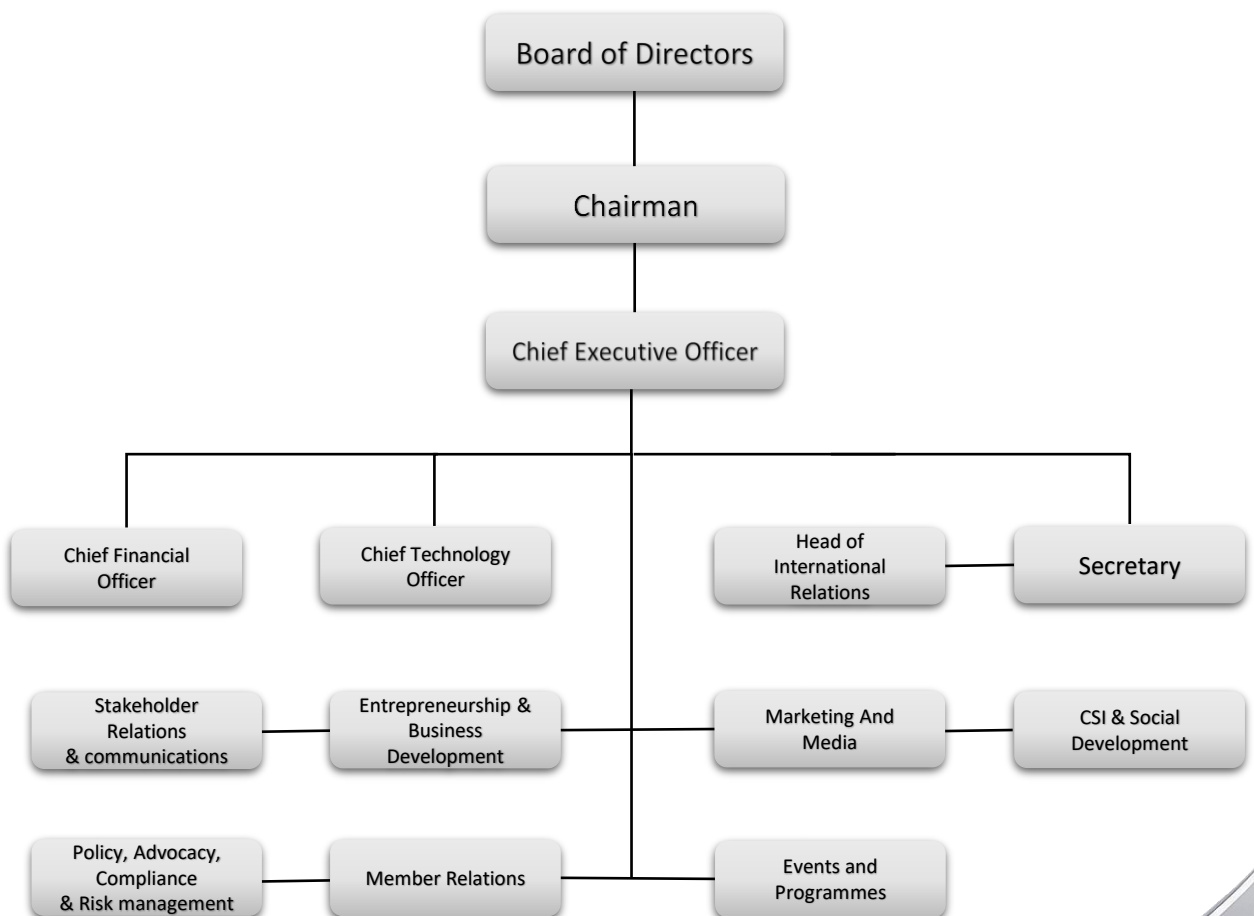


**Governance & Institutional Development.** Building institutional integrity through sound governance, standards, and accountable leadership.

# GOVERNANCE

AfriTrade Business Chamber NPC is governed by a Board of Directors. The Board provides strategic oversight and ensures compliance with applicable laws and governance standards.

Day-to-day operations are managed by an executive team operating under the authority of the Board.



## MEMBERSHIP

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AfriTrade offers structured membership to businesses and institutions seeking credibility, compliance support, and access to trade platforms.

Membership provides access to:

- ✓ Compliance verification and support.
- ✓ Trade expos, conferences, and business roundtables.
- ✓ Networking and partnership opportunities.
- ✓ Market visibility and promotional platforms.

\*Membership does not confer governance or voting rights. AfriTrade remains independently governed to safeguard neutrality and integrity.



## EVENTS & PROGRAMMES

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AfriTrade hosts and facilitates a range of professional programmes & events, including:

- ✓ Trade and investment conferences.
- ✓ Business roundtables and executive dialogues.
- ✓ Entrepreneurship seminars.
- ✓ Sector-specific exhibitions.
- ✓ Industry and stakeholder engagements.

\*These platforms are designed to connect businesses with markets, partners, and decision-makers.



## PARTNERSHIPS

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AfriTrade Business Chamber works closely with:

- ✓ Government and municipal stakeholders
- ✓ Embassies and trade missions
- ✓ Corporate partners
- ✓ Development agencies
- ✓ Industry bodies and non-profit organizations

Partnerships are built on shared objectives, transparency and long-term impact.



## GIVING BACK & SOCIAL IMPACT

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Giving back forms part of AfriTrade's non-profit mandate. Through CSI programmes and partnerships, AfriTrade supports education and community development initiatives aligned to its mission and values.

These initiatives are delivered directly and in collaboration with other non-profit organizations.



AfriTrade Business Chamber NPC  
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[www.afritrade.org.za](http://www.afritrade.org.za) | [info@afritrade.org.za](mailto:info@afritrade.org.za)