

COMESA CONNECT

A Platform That Boost Trade In COMESA!

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PROBLEM STATEMENT

The lack of an online trading platform is negatively impacting intra-trade in COMESA regional bloc.

This problem GCGO is: Regional Integration

Why?

- ❖ The lack of an online trading platform makes it difficult and time-consuming for businesses to trade with each other, which reduces intra-trade.



IMPACTED COMMUNITY

The lack of an online trading platform is a major barrier to farmers in COMESA.

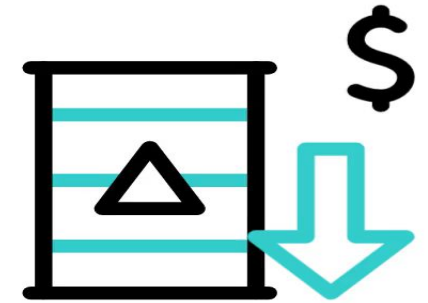
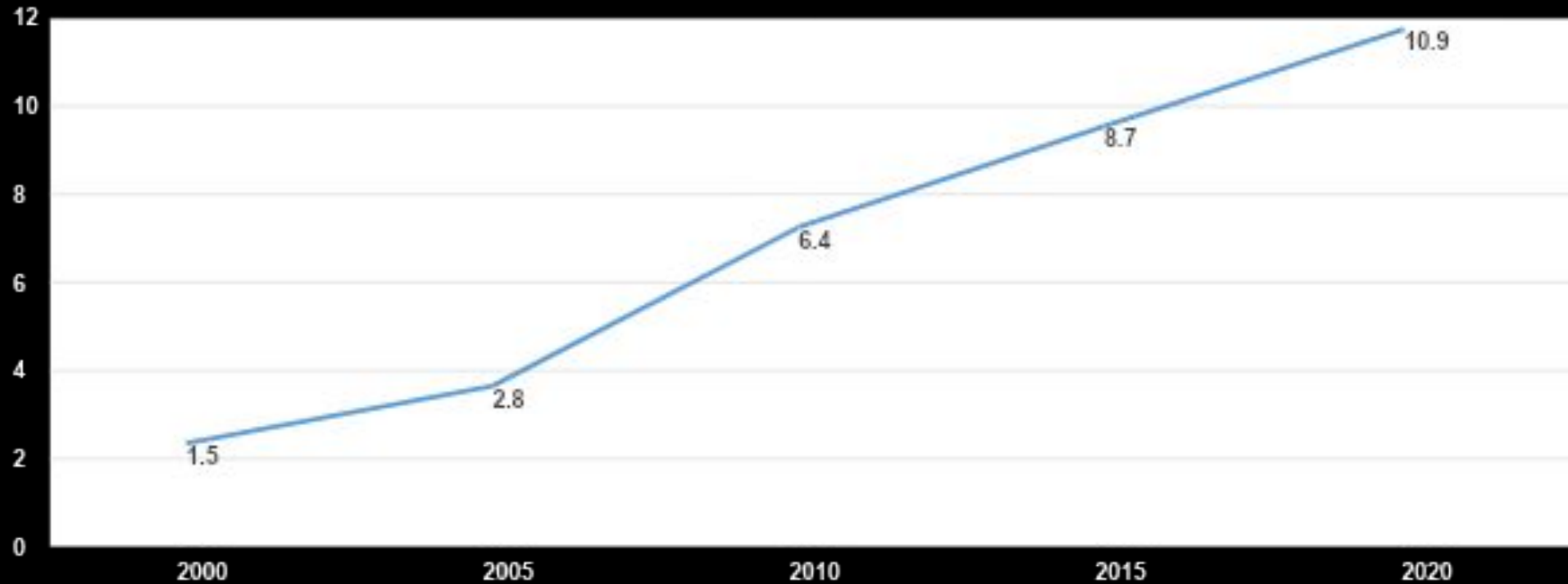
It prevents them from getting a fair price for their crops and from accessing new markets.

An online trading platform, COMESA Connect, would help to boost economic growth and development in the COMESA region by empowering farmers.



COMESA INTRA-TRADE

Intra-trade in billions USD

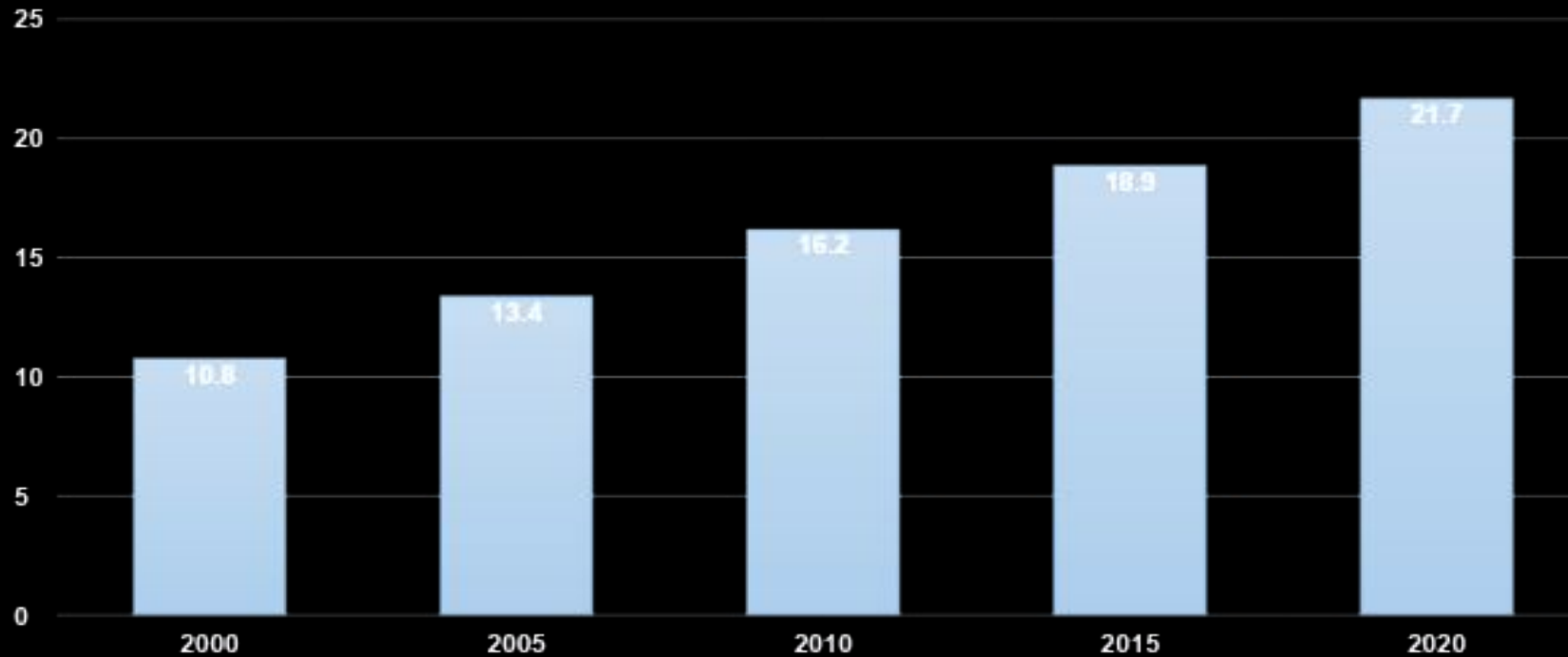


Intra-COMESA trade has increased steadily over the past two decades, but not up to its potential. This is due to a number of factors, including the establishment of the COMESA Free Trade Area in 2000, the improvement of infrastructure in the region, and the increasing integration of the African continent.

Source: COMESTAT

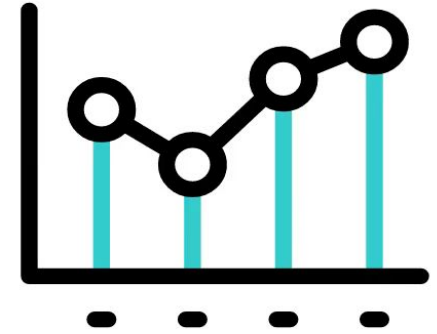
COMESA TRADE WITH NON-MEMBER COUNTRIES

Trade with non-member countries in Billions USD



- Trade with non-member countries has increased steadily over the past two decades. This is due to a number of factors, including the increasing integration of the global economy, the growth of China's economy, and the discovery of oil and gas in some COMESA member countries.
- This also shows the potential of the region for export and import sector.

Source: World Bank



LITERACY RATE, INTERNET COVERAGE, AND POPN SIZE

Country	Population	Literacy Rate	Internet Coverage
Burundi	12,078,000	77.70%	10.50%
Comoros	860,000	79.20%	35.70%
Democratic Republic of the Congo	90,639,000	74.20%	17.60%
Djibouti	979,000	78.50%	44.90%
Egypt	102,334,000	87.40%	60.00%
Eritrea	5,562,000	79.30%	17.80%
Ethiopia	115,731,000	49.10%	22.60%
Kenya	54,123,000	81.40%	85.00%
Malawi	18,668,000	67.80%	20.00%
Mauritius	1,294,000	91.90%	98.00%
Mozambique	31,240,000	54.30%	10.00%
Namibia	2,533,000	88.20%	65.00%
Rwanda	12,631,000	79.70%	40.00%
Seychelles	98,000	93.00%	98.00%
Sudan	43,881,000	77.80%	28.60%
Swaziland	1,102,000	87.80%	80.00%
Uganda	45,109,000	78.70%	45.00%
Zambia	18,332,000	78.20%	40.00%
Zimbabwe	14,293,000	90.00%	40.00%

Source: World Bank

SOLUTION: COMESA CONNECT

What is COMESA Connect?

Is an online trading platform that connects buyers and sellers of goods and services in the Common Market for Eastern and Southern Africa (COMESA) region.

Why Its Selected?

Because it would allow businesses in the COMESA region to trade with each other more easily.

The Solution It likely to be Effective

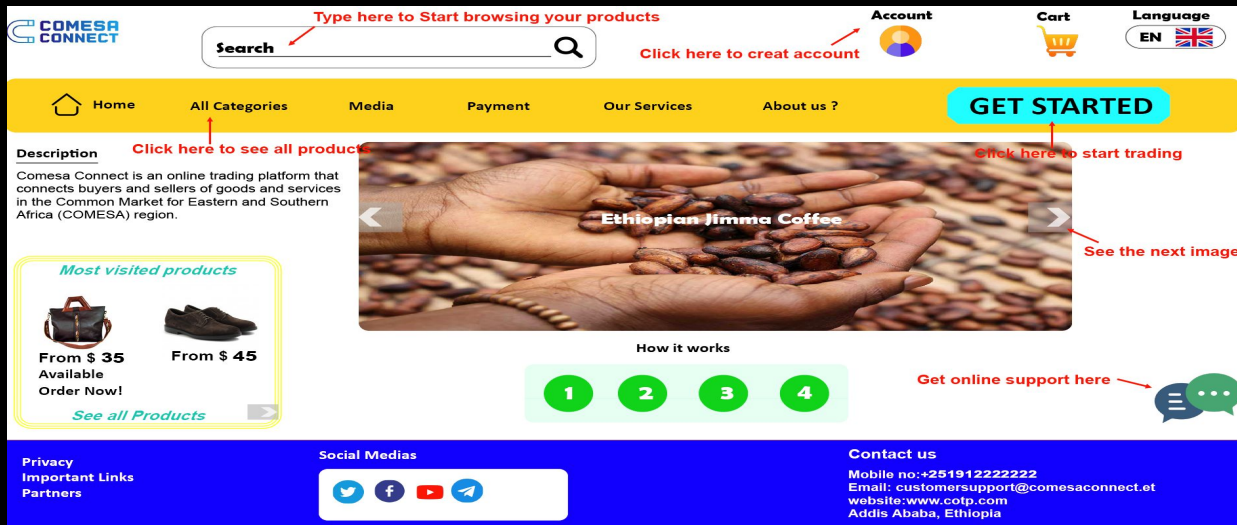
As it provides a single marketplace where businesses could list their products and services, and buyers could find what they are looking for.

The platform would also provide a number of other features, such as dispute resolution, payment processing, and logistics support.

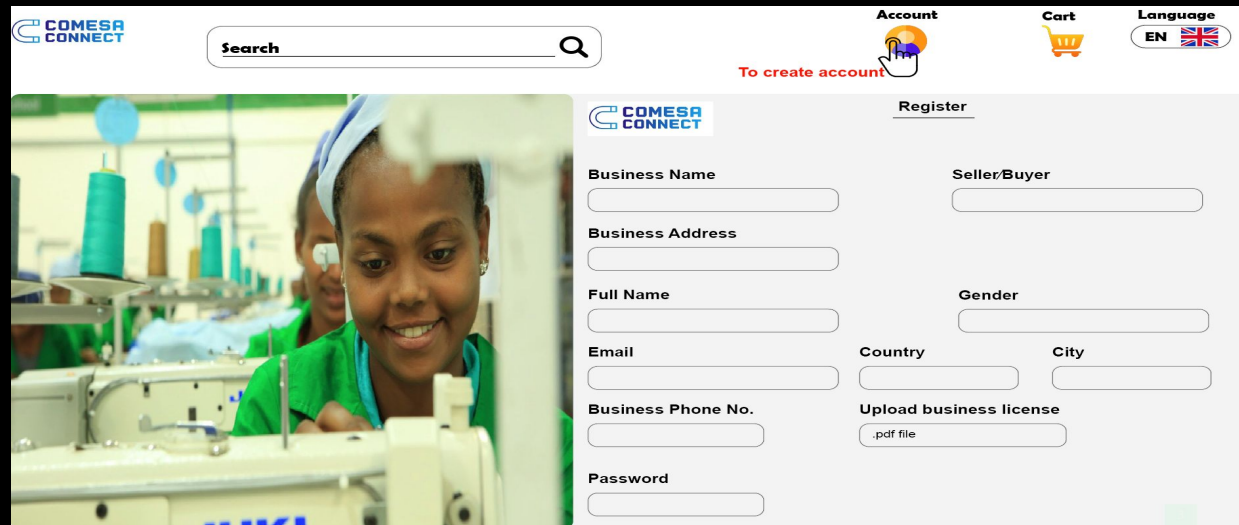


SCREENS OF THE WIREFRAME

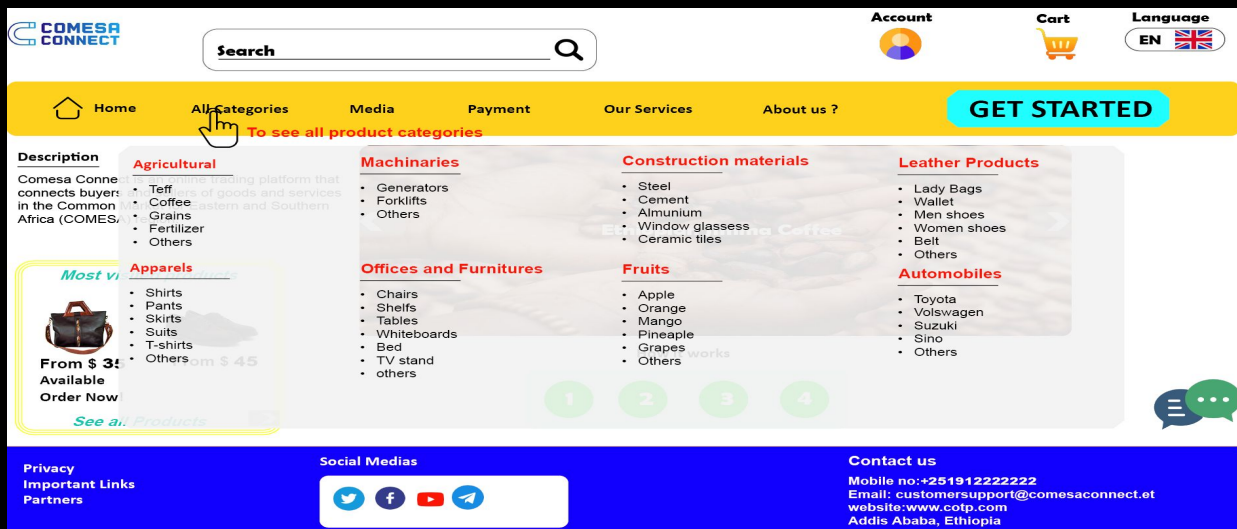
Home Screen



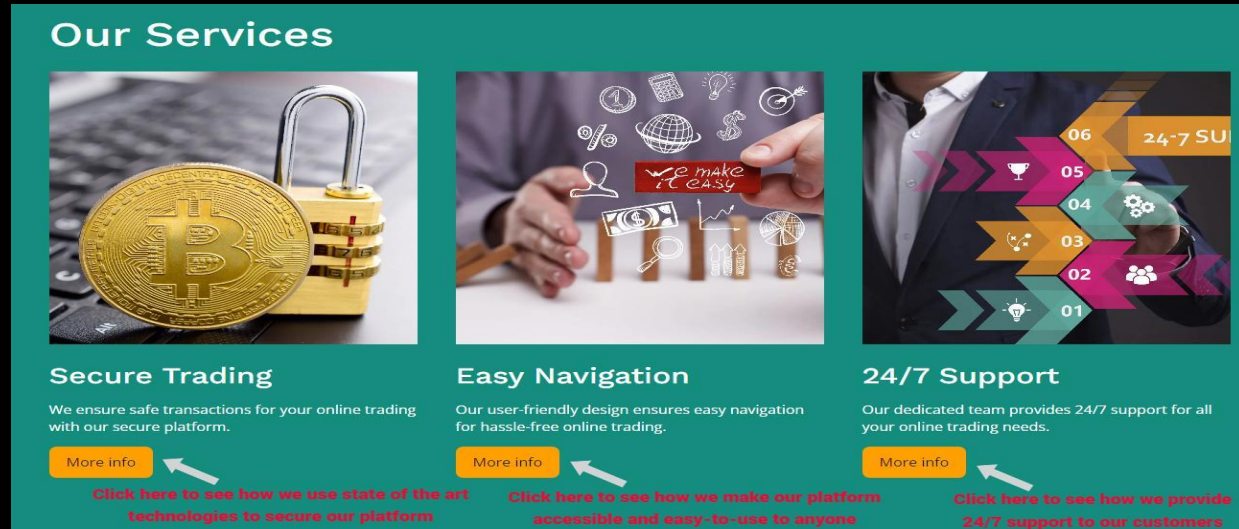
Registration Screen



All Products Screen



Our Services Screen



PAIN POINTS

1

Lack of Trust

Users may be hesitant to trade on the platform if they do not trust it to be secure and reliable.

2

Difficult to Use

The platform may be difficult to use, especially for users who are not familiar with online trading.

3

Security Concerns

Users may be concerned about the security of their personal and financial information on the platform.

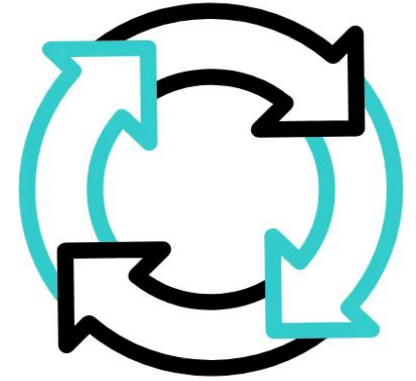
RECOMMENDATIONS

1

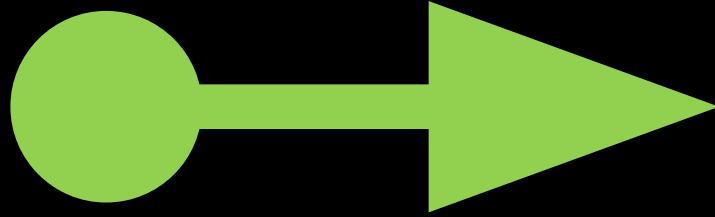
The get started button is big. Make the button and font size smaller. (The team has accepted and integrated this comment)

2

The system should support more language preference. (The Team has integrated additional languages)

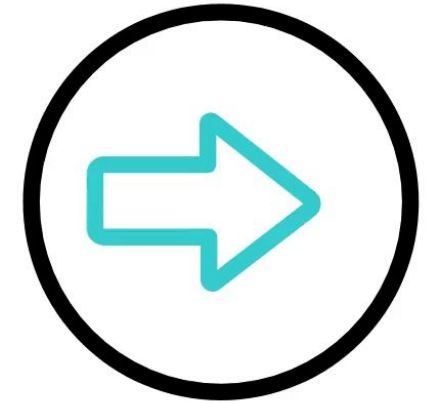


WHAT IS NEXT?



If we secure funding, we will do the following

- We will consecutive validation workshops before going full.
- We will further develop the platform to make it a reality in 3 month time frame
- We will pool additional talents to assist the development
- We will also try to look into additional finances to upgrade its features



WHY?

Our reason is to help people and make a positive impact on the world. We believe that technology can be a powerful tool for good, and we want to use my skills to help people in need.

How this make a difference?

- **Increasing intra-COMESA trade:** This would help to boost economic growth and prosperity in the region.
- **Creating jobs:** This would help to reduce poverty and improve the lives of people in the region.
- **Promoting peace and stability:** By integrating the region and creating a more interconnected economy, my solution could help to reduce conflict and promote peace.



Thank you!