



BABA Newsletter Issue 1, June 2009

COMESA EMBRACES THE BABA VISION

The BABA team from Clifton Packaging Group Plc were invited by COMESA, Common Market for Eastern and Southern Africa to attend the 13th COMESA Summit held in Victoria Falls, Zimbabwe from 2nd – 8th June 2009. The Summit was attended by Heads of State and Government of 19 African Countries.

The Founder, Khalid Sheikh gave a speech and did a presentation to the Council of Ministers (the first time in the history of COMESA Summit's the Private Sector has been allowed to address the Council of Ministers).

Khalid Sheikh clearly demonstrated the enormity of the benefits of how the BABA Vision could be the turning factor in providing not only knowledge transfer programmes but also superior, western standard, modern, high yield value addition packaging to Africa's food products, bridging the gap of the growing demand for global food supplies by setting up Centres' of Excellence throughout the whole COMESA Region encompassing 19 States with a population of over 400 million.



Shahid Sheikh, Managing Director, Clifton Packaging Group Plc
H.E. Yoweri Kaguta Museveni the President of Uganda
Khalid Sheikh, Chairman, Clifton Packaging Group Plc

The Centres of Excellence, a joint initiative of Clifton Packaging Group Plc and COMESA would help accelerate steady economic growth which would spread throughout all 19 Countries creating entrepreneurs who have the determination and clout to drive their respective domestic markets to expansion, thus taking ownership of producing "World Class" packaging hence generating sales, enhancing the overall quality of the products.

This initiative would also forage closer ties of cross trade within the COMESA Region by reaching into new and un-developed markets with a view to further establish and develop the export market potential.

The benefits of the BABA Vision clearly demonstrated at the Summit, would facilitate and reform the existing poor quality packaging currently available and accepted in Africa.

The BABA Vision will individually and collectively improve standards of living. A win-win partnership with Clifton & COMESA that will secure the development and sustainability of COMESA's policy

"PROMOTING REGIONAL ECONOMIC INTEGRATION THROUGH TRADE AND INVESTMENT"

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BUILD AFRICA**

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CONCLUSION

The Buy African Build Africa (BABA) Vision was welcomed by the Council of Ministers as reflected in the Council Decisions and was also endorsed by the Heads of State at the Summit.

Below are extracts of the Policy document

“Council Welcomed the presentation on the Buy African Build Africa (BABA) program and urged member States to embrace initiatives that lead to enhanced value addition on products from the region”

“Council urged that BABA program be brought to the attention of the private sector, starting with the COMESA Business Forum to be held in Victoria falls Zimbabwe on 4–5 June 2009”.

Following the decision of the Council as above, COMESA Secretariat did present the BABA programme under the framework of the Implementation of the Regional Upgrading and Modernisation Programme, RIUMP, to the Business Forum. The Business Forum endorsed the vision and urged for establishment of Centre’s of Excellence for Packaging and Branding and this is contained in the Communiqué that was presented to and endorsed by the Heads of State Summit on 7th June 2009. So far a number of countries have expressed the need to urgently and expeditiously establish the BABA Centre’s of Excellence.



Mr Khalid Sheikh, Chairman of Clifton Packaging Group Plc
Mr Sindiso Ngwenya, Secretary General of COMESA
Mr Shahid Sheikh, Managing Director of Clifton Packaging Group Plc

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