



## **You are cordially invited to a dialogue lunch on:**

### **The EU-Southern Africa trade agreement: what is the business impact and where are the opportunities?**

July 2016

Time: 12.15-14.30

Where: EPPA, Place du Luxembourg, 2

The EU and selected members of the Southern African Development Community (SADC) signed an Economic Partnership Agreement (EPA) in Kasane (Botswana) on the 10<sup>th</sup> of June 2016. The EPA will significantly shift the trade relations between the EU and Botswana, Lesotho, Namibia, Mozambique, South Africa and Swaziland. Business would need to consider and prepare for implementation so as to reap optimal rewards. This dialogue lunch would consider where business could gain from the EPA and how to minimise the impacts of potentially negative outcomes.

*With more than 10 years of experience and successful completion of several agro-food (and other) dossiers, AEAC ([www.aeac.co.za](http://www.aeac.co.za)) has become a leading specialist consulting firm for African-European trade issues. It is positioned strongly in Brussels through its sister company EPPA ([www.eppa.com](http://www.eppa.com)), which has almost 30 years of operational success, advising and cooperating with leading Fortune 500 companies on European issues, but also working with the EU Commission and governments on public policy issues, such as steering the work of a tripartite High Level Group on Innovation Policy Management, which provided inputs for the organisation and programme of the new Commission ([www.highlevelgroup.eu](http://www.highlevelgroup.eu)).*

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#### **Agenda**

- 12.15-13.00** Welcome and light lunch
- 13.00-13.15** Introduction by **Stefan Schepers**  
Director, African-European Affairs Consulting and Partner, EPPA
- 13.15-13.35** Presentation by **Axel Pougin de la Maisonneuve**  
Trade Affairs Manager for South Africa, DG Trade, European Commission  
Previously Head of Economics and Trade at the Delegation of the European Union in South Africa (2013-2014)
- 13.35-13.50** Comment from a SADC perspective by **Zama Nkosi**  
Consultant, EPPA
- 13.50-14.30** Debate

## **SPEAKERS**

### **Axel Pougin de la Maisonneuve**

Axel is Trade Affairs Manager for South Africa at DG Trade where he is in charge of EU-South African and EU-Southern Africa trade and investment relations. He works extensively with the EU-Chamber of Commerce in South Africa and on the implementation of the EU-SADC Group Economic Partnership Agreement. As the Head of Economics and Trade at the Delegation of the European Union in South Africa (2013-2014) he was part of the team that concluded the Economic Partnership Agreement.

### **Zama Nkosi**

Zama Nkosi is a consultant at EPPA where she works extensively on EU-Africa relations, especially in the agricultural sector, with particular attention to the trade relationship. She is a Master's graduate of the London School of Economics and Political Science, where she focused on international trade and political economy.