# Project Summary

## Project Background
The Common Market for Eastern and Southern Africa COMESA is a preferential trading area consisting of twenty member states. The lack of information on the investment context in the COMESA is one of the key impediments to investment.

## Main Objective
The project aimed at providing a comprehensive and coherent approach to attracting investors and developing a regional image of COMESA as a favourable destination for investments. In this regard, the project intended to contribute to the region’s efforts to increase FDI (Foreign Direct Investment) to and cross-border investment within the COMESA region. The project tried to foster the overall objective by producing a guide that presents the COMESA region to potential investors into the region and encourages cross-border investments. Specific objectives were:

- Creation of an updated COMESA investment database (CIDB)
- Production of the COMESA investment practical guide
- Assessment of and recommendations on the investment environment

## Main Activities
- Meeting at the COMESA Regional Investment Agency (RIA) to refine methodology
- Deskwork on the collection of publicly available data to be included in the practical guide
- Construction of a well-structured ACCESS database
- Field trips in selected countries to collect, update and validate the information: Kenya, Uganda, Rwanda, Egypt, Ethiopia, Mauritius, Malawi, Swaziland, Zambia
- Drafting and finalizing the report on “Investing in COMESA: practical guide”
- Elaboration of key recommendations on improving the regional investment policy framework
- Presentation of the report to the public

## Implementing Features
Close coordination with COMESA headquarter, the Regional Investment Authority in Cairo (RIA) and the ACP Business Climate Facility (BizClim)

## Services Provided
- Compilation of a practical investment guide
- Construction of a ACCESS database
- Media release for BizNews
- Field trips in selected countries to collect, update and validate the information: Kenya, Uganda, Rwanda, Egypt, Ethiopia, Mauritius, Malawi, Swaziland, Zambia

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## Eastern and Southern Africa

### Preparation of a Practical Guide to Investing in the COMESA

#### Client
European Commission

#### Duration

#### Personnel
- Senior economist as team leader / coordinator
- Senior lawyer/ legal advisor as legal expert
- Investment promotion specialist as investment promotion expert
- Database expert as IT expert