



PAN-AFRICAN TRADE HOUSE

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CONCEPT NOTE

A Blueprint for Reclaiming Africa's Trade Power
Through Infrastructure, Innovation, and
Institutional Power

TABLE OF CONTENTS

Executive Summary	03
Market Context and Opportunity	04
Strategic Vision & Value Proposition	10
Delivery Architecture	15
Call to Action	21



EXECUTIVE SUMMARY

The Pan-African Trade House (PATH) is a sovereign institution designed to rewire Africa's trade systems from extractive and fragmented to productive, inclusive, and coordinated. Despite recent gains like AfCFTA and record trade volumes, the continent still exports raw value, imports finished goods, and remains institutionally fragmented. African producers, particularly women, youth, and rural actors continue to be excluded from high-value trade.

PATH offers a structural response. It establishes an African-owned, digitally enabled platform that transforms trade into an engine for industrialization, employment, and cooperative ownership. Anchored at King Dinuzulu Innovation Valley (KDIV) in KwaZulu-Natal, South Africa, PATH operates through a federated model of processing hubs, certification networks, and regional delivery corridors. Each node is governed in alignment with Africa's Regional Economic Communities (RECs) and coordinated through African Bloc Desks that guide expansion and policy coherence.

What makes PATH investable is its combination of infrastructure, digital systems, and catalytic programmes that prove Africa's delivery capacity:

- **Greenfields Africa:** Aggregates and certifies rural agricultural exports using African-designed traceability systems.
- **KZN Women's Advancement Fund (KZNWAF):** Embeds women-led enterprises in export-linked clusters.
- **Phemba Africa:** Develops renewable infrastructure to power sustainable trade corridors.

These programmes are led by HumanInsights.Africa in partnership with the KZN Government, demonstrating how PATH converts public-private collaboration into inclusive, systemic delivery.

The platform is powered by blended capital, de-risked through traceability and compliance infrastructure and operates in strategic alignment with the AfCFTA, Agenda 2063, the Guided Trade Initiative, and national development priorities.

PATH's value lies in its integrated design:

- Institutional architecture that empowers communities, cooperatives, and RECs.
- Digital systems that provide real-time market intelligence and compliance.
- Infrastructure that links post-conflict recovery, industrial growth, and green transition.

In line with South Africa's Reconstruction and Development Programme (RDP) ethos of people-driven development, it positions trade as a tool for social transformation, placing ownership in the hands of communities and regions and ensuring that smallholder producers, township manufacturers, and women-led enterprises can participate systemically.

The outcome is trade infrastructure and a declaration of intent. A digitally enabled, politically grounded, economically inclusive platform co-owned by Africa's institutions and accountable to its people. A Trade House that doesn't wait to be invited but builds the door itself and opens it to all

A woman with dark skin and curly hair is shown from the chest up, holding a glowing, textured orb in her hands. The background is dark with bokeh light effects. The text 'MARKET CONTEXT & OPPORTUNITY' is overlaid in large, bold, orange letters.

MARKET CONTEXT & OPPORTUNITY

AFRICA'S EXCLUSION FROM HIGH-VALUE GLOBAL TRADE

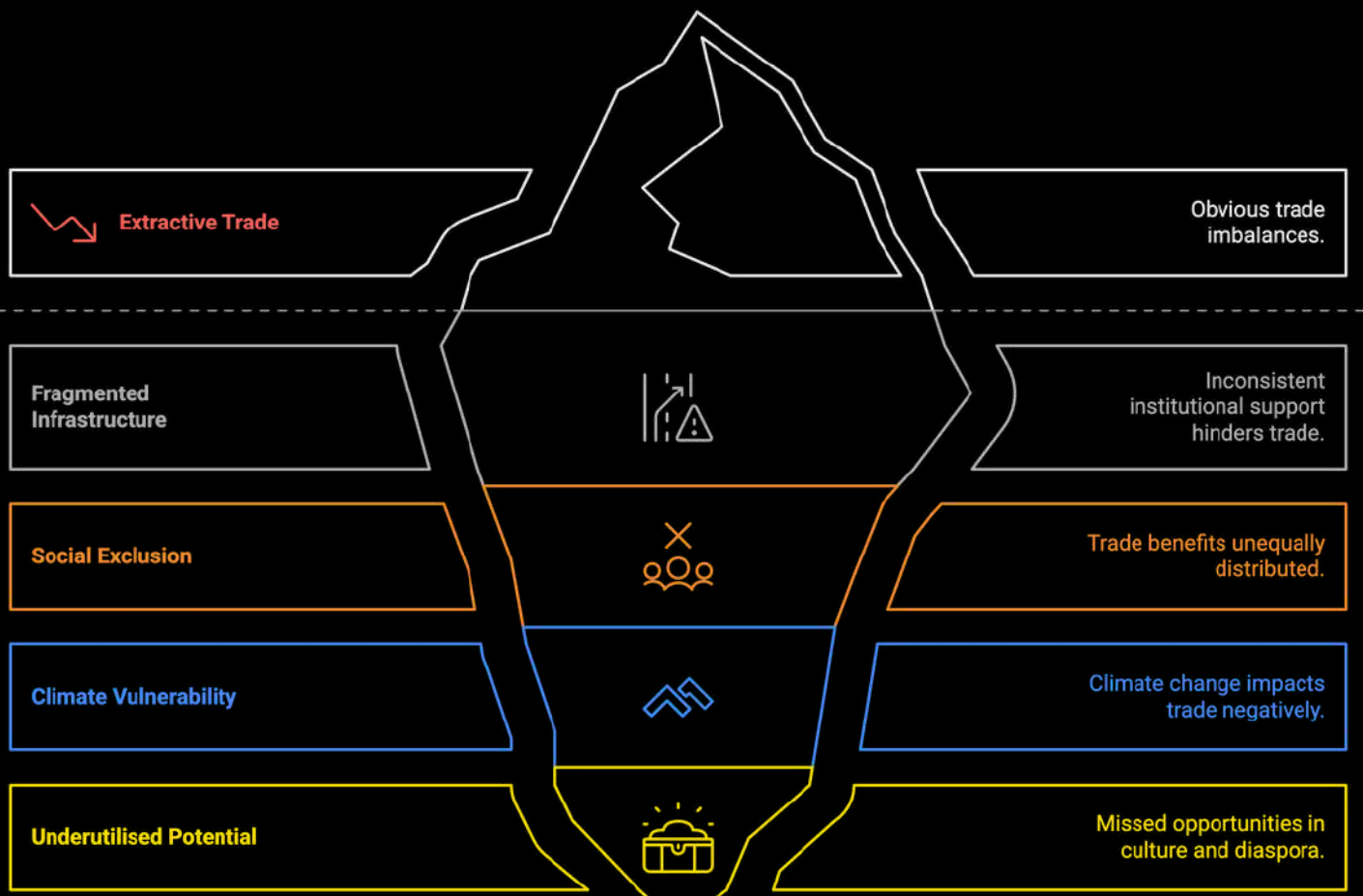
Through Historical Injustice, Infrastructure Collapse, and Industrial Decline

Despite vast natural resources, renewable energy potential, and a young population, Africa loses immense value each year due to systematic exclusion from high-value economic activities, unaddressed extraction legacies, weak redistributive mechanisms, fragmented continental integration, and the fact that it cannot trade what it does not produce.

Policy and institutional reform have not fully integrated Africa into global trade. The African Continental Free Trade Area (AfCFTA), the Reconstruction and Development Programme (RDP), Agenda 2063, and the Guided Trade Initiative (GTI) offer new opportunities, but most Africans remain excluded from high-value economic activities.

The Pan-African Trade House addresses five interconnected issues to alleviate this crisis:

1. Extractive Trade and Missing Value Capture
2. Fragmented Infrastructure and Institutional Delivery
3. Social and Democratic Exclusion in Trade
4. Climate Vulnerability and the Green Transition Gap
5. Underutilised Cultural and Diaspora Potential



THE SCALE OF THE CRISIS

1. EXTRACTIVE TRADE AND MISSING VALUE CAPTURE

\$88.6 BILLION ANNUAL LOSS | 80% RAW EXPORT DEPENDENCY

- Africa loses \$88.6 billion annually to illicit financial flows, over 3.7% of GDP and more than all development aid received.¹
- Over 80% of Africa's \$700 billion in annual exports are unprocessed raw materials, with chocolate, textiles, and aluminium imported at far higher value than the cocoa, cotton, and bauxite exported.^{2,3}
- Manufacturing's share of GDP has collapsed from 18% in 1981 to just 11% today, leaving Africa with under 2% of global manufacturing. This contradicts both the RDP restructuring goals and AU Agenda 2063's vision of industrialised prosperity.⁴

2. FRAGMENTED INFRASTRUCTURE AND INSTITUTIONAL DELIVERY

\$130-170 BILLION INFRASTRUCTURE GAP | 600 MILLION WITHOUT ELECTRICITY

- Africa faces a \$130–170 billion infrastructure deficit, reducing GDP growth by 2% annually.⁵
- Over 600 million Africans lack electricity. Energy costs are 4 times higher than global averages; freight costs are 2 times higher.^{6,7}
- Despite AfCFTA GTI progress, intra-African trade remains 15% of the total, revealing the absence of unified infrastructure for certification, digital compliance, and standards alignment. This is precisely what GTI needs to succeed.⁸

3. SOCIAL AND DEMOCRATIC EXCLUSION IN TRADE

420 MILLION YOUTH AT RISK | 47.5% UNEMPLOYMENT (SOUTHERN AFRICA)

- Of Africa's 420 million youth, one-third are unemployed or discouraged. Youth joblessness reaches 47.5% in Southern Africa, with over 60% in South Africa.⁹
- Women and youth receive <10% of formal trade finance despite forming the majority of entrepreneurs.¹⁰
- Smallholders face 30% higher transaction costs. No standing trade tribunals exist for producers under AfCFTA or RECs.¹¹
- This violates RDP principles of people-driven development and Agenda 2063's call for inclusive governance.

Sources:

1. [UNCTAD Economic Development in Africa Report 2020](#)
2. [Afreximbank Regional Value Chains and Intra-African Trade Promotion 2024](#)
3. [UNIDO Industrial Development Report 2022](#)
4. [ISS | African Futures 2025](#)
5. [NEPAD-AUDA 2025](#)
6. [World Bank Group](#)
7. [Mo Ibrahim Foundation Forum Report 2022](#)
8. [UNCTAD Economic Development in Africa Report 2019](#)
9. [African Development Bank - African Economic Outlook 2022](#)
10. [ITC Annual Report 2021](#)
11. [EU Task Force Rural Africa 2019](#)

4. CLIMATE VULNERABILITY AND THE GREEN TRANSITION GAP

5% GDP LOST ANNUALLY | 9% BUDGETS DIVERTED TO ADAPTATION

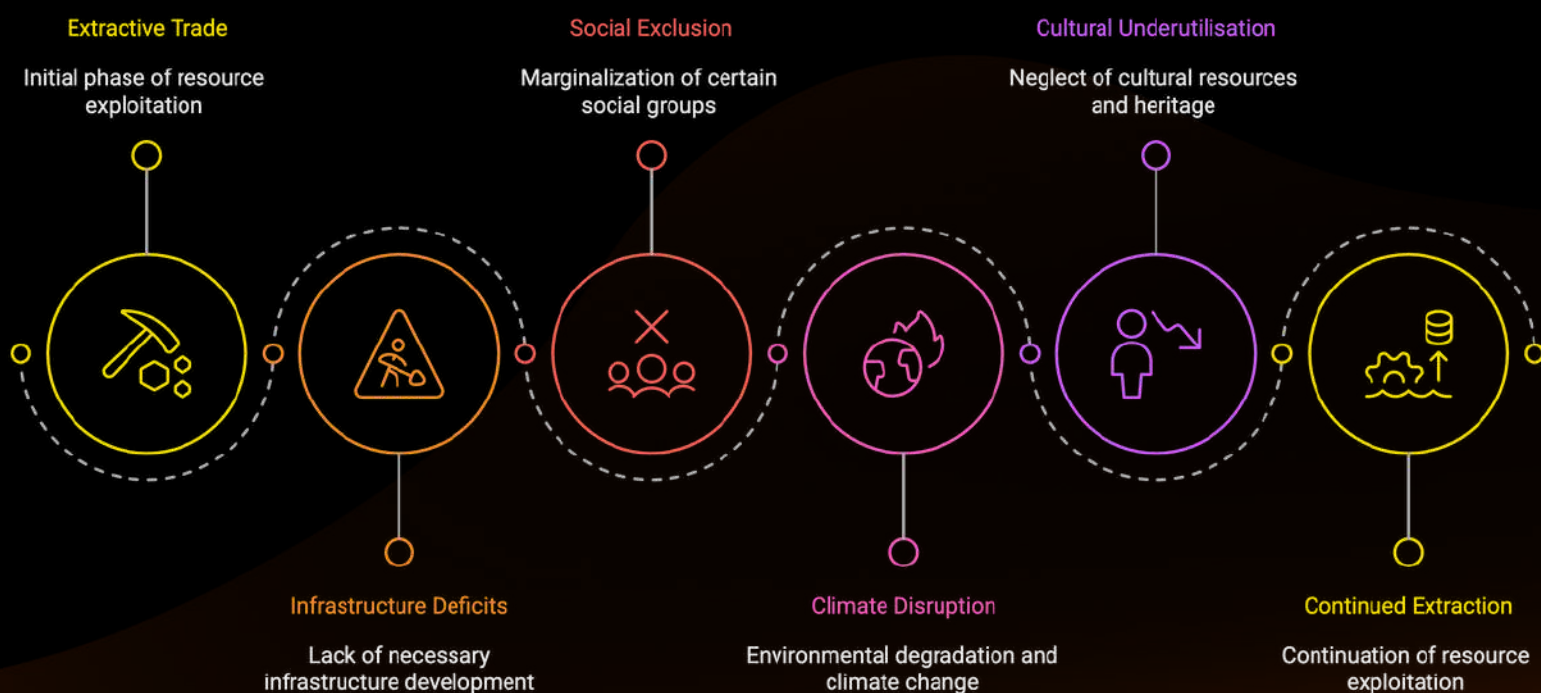
- The continent loses up to 5% of GDP annually due to climate shocks, diverting 9% of budgets from development to adaptation.⁸
- Yet <5% of export corridors are powered by renewable energy or meet AU Green Protocol standards.⁸
- Green certification gaps and infrastructure shortfalls exclude Africa from premium markets in the green economy despite global demand and abundant solar, wind, and mineral reserves.

5. UNDERUTILISED CULTURAL AND DIASPORA POTENTIAL

\$200 BILLION DIASPORA ECONOMY | ≤3% EXPORTS FROM CREATIVE SECTORS

- Africa's diaspora economy is worth \$200 billion yet remains disconnected from trade infrastructure.¹²
- Despite global appetite, cultural exports make up <3% of Africa's trade.¹²
- Lack of IP protection and structured cultural enterprise zones limits value creation.
- This undermines Agenda 2063's vision of Pan-African identity as a driver of prosperity.

These five domains form a feedback loop:



Breaking this cycle requires systematic intervention that addresses all dimensions simultaneously while anchoring solutions in Africa's established transformational frameworks.

Sources:

12. [Afreximbank Africa Trade Report 2022](#)

CONSTITUENCIES FACING AFRICA'S EXCLUSION AND PRODUCTION CRISIS

1. Historically Excluded Communities & Workers

- **Smallholder Farmers & Rural Producers:** Lack infrastructure, certification, and stable market access, leaving them disconnected from export opportunities.
- **Women-Led Enterprises & Youth Cooperatives:** Marginalized in trade finance and compliance systems despite entrepreneurial potential.
- **Township Manufacturers & Informal Traders:** Face regulatory and technical barriers to formal participation.
- **Post-Conflict Populations:** Often excluded from reintegration pathways in trade and production systems.
- **Indigenous, Traditional & Cultural Communities:** Possess heritage assets but face systemic exclusion and lack protection for intellectual property.

2. Government and Institutional Stakeholders

- **National Governments:** Struggle to translate trade agreements into local development due to infrastructure and institutional constraints.
- **RECs & AfCFTA Institutions:** Need support aligning divergent systems for seamless, digital trade.
- **Customs & Certification Agencies:** Hampered by underinvestment and limited interoperability.

3. Producers, Workers, and Cooperatives

- **Corridor Labor & Factory Workers:** Rarely represented in benefit-sharing or planning frameworks.
- **Trade Unions & Grassroots Cooperatives:** Often excluded from governance of trade infrastructure

4. Cultural & Diaspora Constituencies

- **Creative Industries & Heritage Custodians:** Under-represented in export platforms.
- **Diaspora Networks:** Contribute \$200B+ annually through remittances and entrepreneurship, yet lack structured engagement.

5. Civil Society & Spatially Marginalized Communities

- **Infrastructure-Deficit Zones:** Rural communities, border towns, informal settlements, and former apartheid homelands remain cut off from trade infrastructure and value chains due to spatial isolation.
- **Collective Civil Society:** Advocacy groups and community-based organizations advancing equitable development lack access to trade policy forums, limiting their ability to influence inclusive outcomes.

HOW CONSTITUENCIES CURRENTLY RESPOND

Africa's exclusion from high-value trade leads constituencies to employ various coping mechanisms. These responses showcase creativity while highlighting limitations due to fragmented systems, underinvestment, and lack of integrated policy.

CONSTITUENCY	PRIMARY CURRENT SOLUTIONS	LIMITS AND BARRIERS
Smallholder Farmers & Rural Producers	<ul style="list-style-type: none"> Forming informal cooperatives Selling immediately after harvest to local middlemen Barter and informal aggregation 	<ul style="list-style-type: none"> Fragmented logistics No export certification Minimum price leverage; high post-harvest loss
Women-led Enterprises & Youth Cooperatives	<ul style="list-style-type: none"> Village savings groups Peer mentorship Entry into small-scale processing or informal markets 	<ul style="list-style-type: none"> Limited trade finance (<10%) Few tailored entrepreneurial programs Exclusion from formal trade platforms
Township Manufacturers & Informal Traders	<ul style="list-style-type: none"> On-demand local production Manual paperwork for compliance Personal/diaspora network sales 	<ul style="list-style-type: none"> Cumbersome customs No digital traceability Ineligible for bulk logistics or value chains
Indigenous, Traditional & Cultural Communities	<ul style="list-style-type: none"> Community crafts markets Pop-up fairs, diaspora tourism sales Local knowledge sharing (oral traditions) 	<ul style="list-style-type: none"> No IP or brand protection No link to online or export markets Revenue susceptible to seasonality
Post-Conflict & Climate-Vulnerable Populations	<ul style="list-style-type: none"> Aid/development NGO support Rebuilding through youth/adult training Local barter/trade systems 	<ul style="list-style-type: none"> No integration into formal economies No structured recovery or risk mitigation for future shocks
National Governments & Certification Agencies	<ul style="list-style-type: none"> National export promotion agencies Standalone SEZs and industrial parks Border crossing modernization, piecemeal 	<ul style="list-style-type: none"> Limited reach to rural/SMME actors Under-resourced compliance programs Lack of regional interoperability
RECs & AfCFTA Bodies	<ul style="list-style-type: none"> Policy harmonization workshops Piloting digital platform for select trade corridors REC-level advocacy 	<ul style="list-style-type: none"> Slow implementation Siloed systems Difficulty translating policy into action at producer level
Creative Industries & Diaspora Networks	<ul style="list-style-type: none"> International exhibitions Social media marketing and diaspora remittance channels Local arts initiatives 	<ul style="list-style-type: none"> Scattered, unscalable sales Limited formal export support Vulnerable to appropriation, lacking benefit-sharing
Civil Society & Spatially Marginalized Communities	<ul style="list-style-type: none"> Advocacy on equitable service delivery Grassroots mobilization for local development Community data gathering and participatory planning 	<ul style="list-style-type: none"> Excluded from trade and policy forums Poor infrastructure and service access Limited digital connectivity and funding

A woman in traditional, ornate attire is shown from the chest up, looking down at a glowing, faceted crystal ball she is holding with both hands. The crystal ball emits a bright, golden light. In the background, a large, glowing orange ring, resembling a planet's horizon or a celestial ring, is visible against a dark sky. The overall mood is mystical and visionary.

STRATEGIC VISION

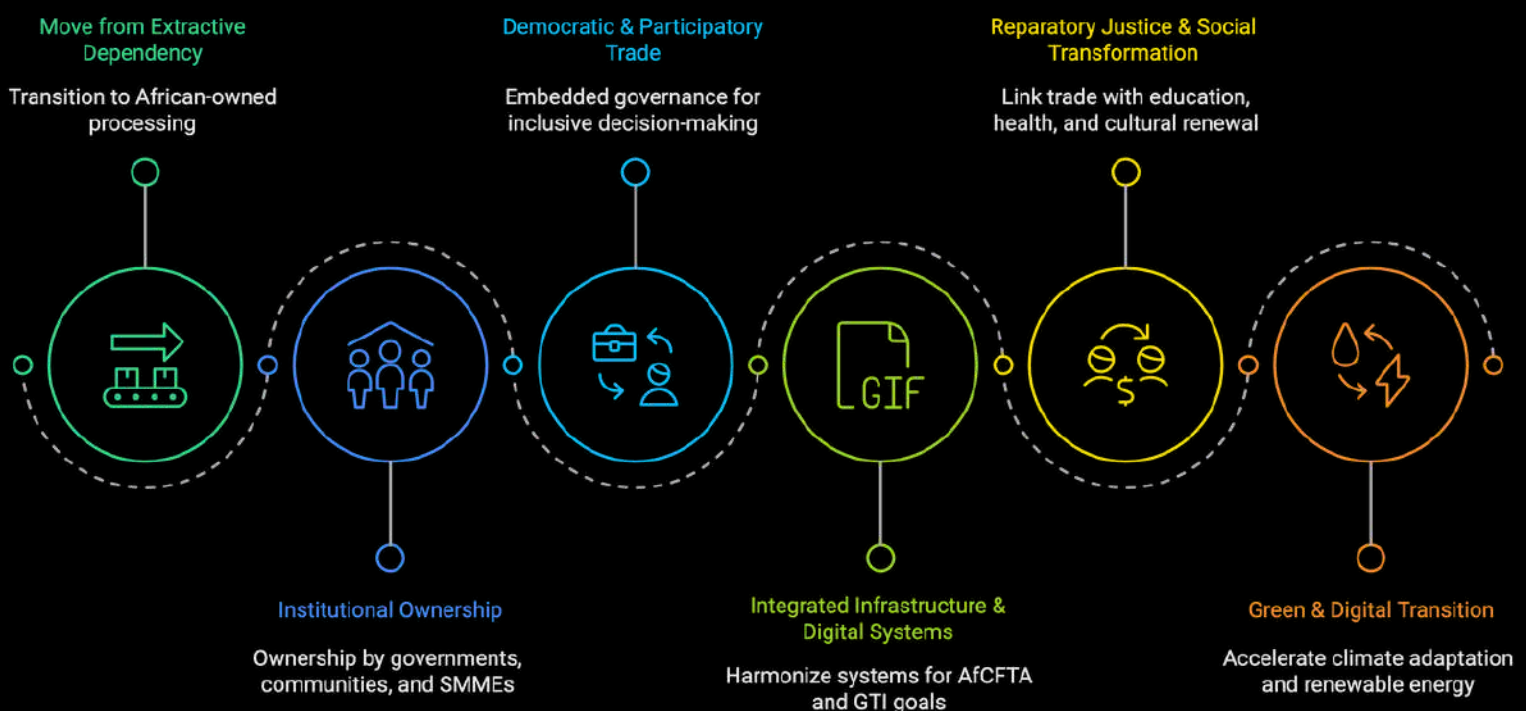


A NEW TRADE ARCHITECTURE ROOTED IN SOVEREIGNTY

The Pan-African Trade House is Africa's first sovereign, digitally powered platform for driving industrialization and high-value trade across the continent. Anchored at the King Dinuzulu Innovation Valley in KwaZulu-Natal, it positions Africa to move from extraction to production sovereignty, participatory governance, and inclusive prosperity. PATH unifies physical infrastructure, digital systems, and strategic diplomacy under an architecture that puts African interests and communities at the center of global commerce.

For decades, Africa's role in world markets was defined by unprocessed exports and fragmented supply chains. PATH repositions Africa from the margins to authorship: enabling value addition, empowering local ownership, and linking trade to social upliftment, justice, and climate resilience.

THE PAN-AFRICAN TRADE HOUSE STRATEGIC VISION



SUSTAINABLE VALUE PROPOSITION

BUSINESS VALUE



Local Value Addition

PATH establishes processing and manufacturing hubs across Africa, enabling the transformation of raw materials into finished or semi-finished goods within the continent. This drastically increases retention of economic value and stimulates higher-margin export flows.



Recurring Revenue Streams

By integrating services such as traceability, certification, export facilitation, digital compliance, and logistics directly into trade flows, PATH ensures sustained revenue generation through service fees and platform transactions.



Resilient Trade Infrastructure

Anchored at the King Dinuzulu Innovation Valley and interconnected with digital platforms, PATH offers exporters a reliable, continent-spanning trade support system, reducing risk and operational friction for African and global businesses.



Business Ecosystem Enablement

With standardized compliance protocols and market access networks, PATH empowers SMMEs, cooperatives, and established firms to compete in both regional and global marketplaces.



Integrated Digital Infrastructure

Operates the Africa Intelligence Network (AIN), enabling unparalleled analytics, market data, and digital onboarding for all ecosystem actors.

INSTITUTIONAL & GOVERNANCE VALUE



Participatory Governance

Capacity-building for trade unions, community councils, and cooperatives to hold meaningful stake in governance, benefit-sharing, and oversight.



Unified Platform for AfCFTA Implementation

Scales the AfCFTA GTI, harmonizes RECs, and links diaspora and post-conflict regions for comprehensive integration.



Peace and Stability

Uses trade infrastructure as a peacebuilding and social cohesion tool across post-conflict recovery zones, youth cooperative employment, and cross-border collaboration.

SUSTAINABLE VALUE PROPOSITION

SOCIETAL VALUE



Continental Self-Determination

PATH enables Africa to set its own terms in global trade, converting chronic dependency into agency and resilience for future generations.



Inclusive Economic Empowerment

PATH's business model drives broad-based development by aggregating smallholder farmers, township manufacturers, women-led enterprises, and youth innovators into export ecosystems that were previously unattainable.



Employment Generation & Skills Upliftment

The establishment of processing hubs and digital trade platforms creates skilled jobs and decent work, supports upskilling and technical education, and boosts local economies.



Climate Resilience and Green Opportunity

Mainstreams clean energy solutions (e.g., Phemba Africa), climate-smart infrastructure, and circular economy models into trade, meeting AU Green Protocol ambitions.



Gender & Rural Equity

Community and cooperative ownership, especially provisions for women and rural actors, ensure the benefits of industrialization reach historically excluded groups.



Social Upliftment and Service Linkage

Integrates trade corridor investments with basic services such as education, water, healthcare, aligned with the RDP's redistributive goal.



Cultural Renaissance and Heritage Monetization

Embeds cultural enterprise zones and heritage export clusters, monetizing Africa's creative and traditional assets while preserving identity.

STAKEHOLDER VALUE MATRIX

PATH is a collaborative ecosystem where governments, communities, markets, institutions, and movements unite to foster shared prosperity. Each stakeholder contributes uniquely, generating goods and knowledge, facilitating trade, and promoting sovereignty. Together, they create an architecture that transforms exclusion into opportunity and informal ingenuity into scalable trade power.

ECOSYSTEM ROLE	STAKEHOLDERS	CORE FUNCTIONS	VALUE DELIVERED
Producers & Innovators	Entrepreneurs, Women & Youth, Cultural Enterprises, Indigenous Communities	Production, innovation, value creation, local IP	Certified market access, fair pricing, IP monetization, platform ownership
Enablers & Catalysts	Governments, RECs, AfCFTA Committees, Financial Institutions (Afreximbank, DBSA, Sovereign Funds)	Infrastructure, capital mobilization, trade policy, integration	Industrial growth, job creation, digital harmonization, green compliance
Governance & Representation	Traditional Leaders, Trade Unions, Chambers of Commerce, Civil Society, Activist Networks	Oversight, rights advocacy, legitimacy, social contract	Participatory governance, benefit-sharing, inclusion, policy legitimacy
Market Access Platforms	Engagement Desks, Chambers, Diaspora Investors, Global Trade Forums	Trade facilitation, matchmaking, diplomacy	Reliable African supply, ethical sourcing, risk-mitigation, diaspora alignment
Support & Compliance Backbone	Certification Agencies, Digital Platforms (AIN), Logistics Providers, Fintech Partners	Traceability, compliance, onboarding, last-mile logistics	Scalable operations, embedded ESG, transparent trade flows
Knowledge & Capacity Builders	NGOs, Development Partners, Training Institutes, Research Councils	Skills development, trade literacy, research, cross-border knowledge exchange	Technical capacity, trade readiness, inclusive digital onboarding

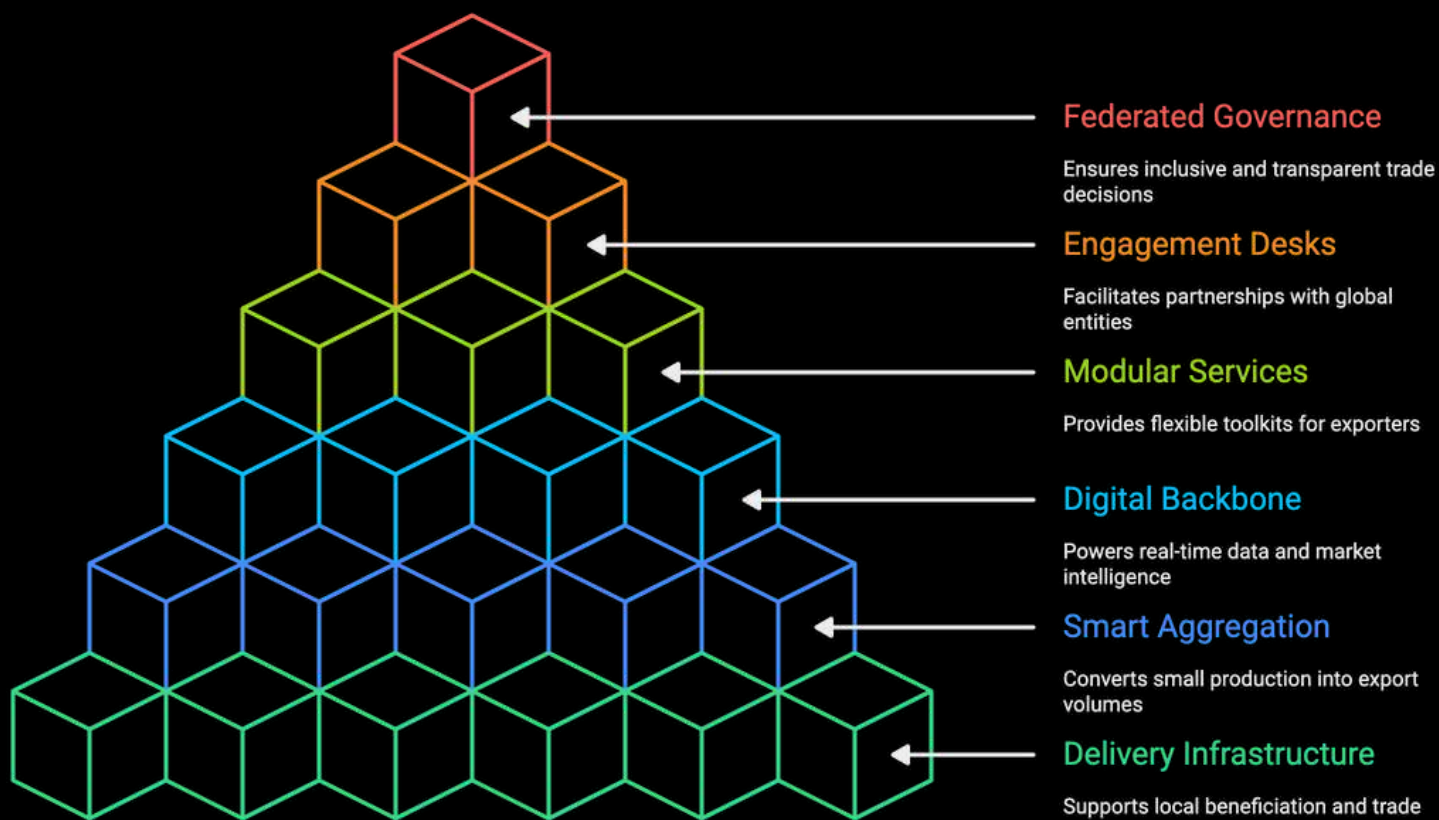


DELIVERY ARCHITECTURE



INSTITUTIONAL DESIGN & DELIVERY MECHANISMS

PATH is designed as a continentally governed trade infrastructure that re-wires how Africa engages with global and regional markets. It unites trade facilitation, certification, digital infrastructure, and shared services under a federated, modular model driven by real-time data, embedded partnerships, and inclusive institutions. Rather than building for novelty, PATH re-engineers trade systems to reflect Africa's goals, ensuring sovereignty, practical coordination, and local delivery without centralised ownership.



INSTITUTIONAL FRAMEWORK

The Trade House will be governed through a multi-tiered institutional model that safeguards African decision-making, ensures accountability, and empowers stakeholders at every level. The model includes:



Continental Oversight Council

A high-level body composed of representatives from the African Union Commission, AfCFTA Secretariat, rotating member states, and historic business institutions such as the Durban Chamber of Commerce. This Council is responsible for strategic alignment, standards setting, and safeguarding continental ownership.



National Coordination Desks

Country-level coordination units embedded within relevant ministries or trade agencies. These desks align PATH activities with national priorities and ensure that small and emerging exporters are integrated into regional and global value chains.



Engagement Desks

The platform's operational engine includes various desks that facilitate trade diplomacy and ensure Africa's voice in global negotiations:

- **Regional Desks:** Align trade development with Africa's RECs like SADC, ECOWAS, and COMESA.
- **Global Engagement Desks:** Manage partnerships (e.g., EU, BRICS+, AGOA) to ensure coordinated and sovereign African trade.
- **Specialized Thematic Desks:** Focus on issues like peace, energy, agro-processing, diaspora trade, women in trade, climate finance, and digital infrastructure.



Private Sector Consortia

Institutional partners across logistics, certification, fintech, agribusiness, and e-commerce will form delivery partnerships to provide modular services and invest in infrastructure expansion.

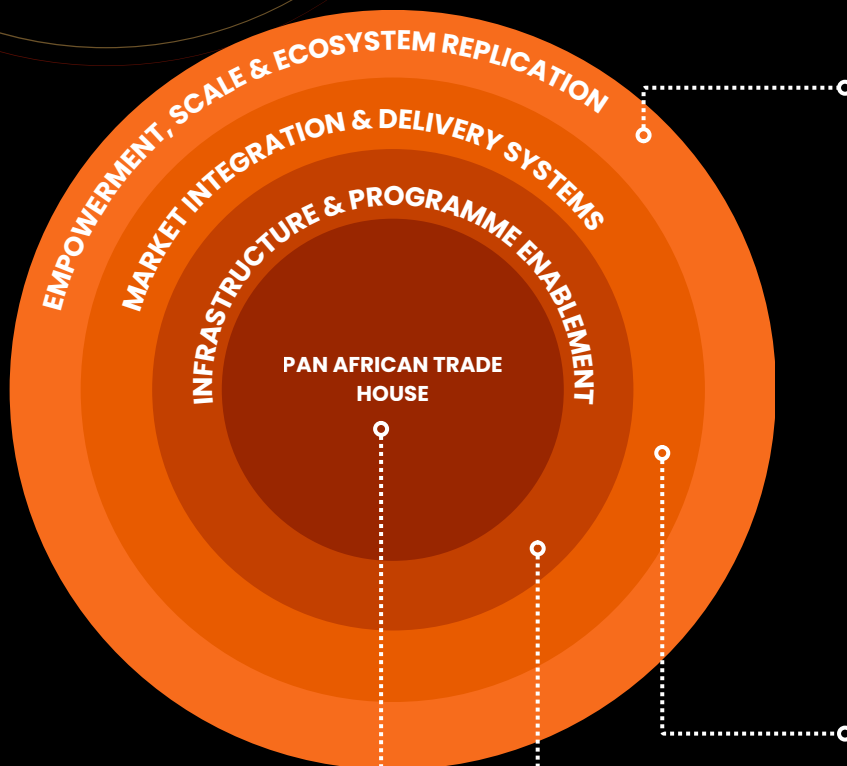


Women and SMME Representation Platforms

Through alignment with structures like the KZNWAF, the Trade House will embed women and youth entrepreneurs into the governance process, ensuring that the voices of historically excluded economic actors shape trade facilitation systems from the outset.

This institutional architecture ensures that the Trade House remains an African-owned, African-governed institution, capable of engaging with global partners without compromising its autonomy or strategic intent.

DELIVERING INCLUSIVE TRADE THROUGH COLLABORATION



COMMUNITIES & END-USERS

- **Stakeholder Examples:** SMMEs, women-led co-ops, township manufacturers, youth innovators
- **Function:** Actively use and shape platform services and export pipelines
- **Contribution:** Market demand, local production, inclusive impact

DIPLOMATIC & CONTINENTAL PARTNERS

- **Stakeholder Examples:** AfCFTA Secretariat, AU Commission, RECs, and African Missions to multilateral blocs (EU, ASEAN, Mercosur)
- **Function:** Enable alignment with pan-African trade corridors and global market frameworks
- **Contribution:** Strengthen Africa's voice in trade rule-setting and protocol harmonisation

PAN-AFRICAN TRADE SUMMIT

- **Stakeholder Examples:** PATH delegates, chambers of commerce, business councils, development agencies, research institutions, civil society
- **Function:** Facilitate exchange of ideas, promote ecosystem awareness, build shared language for trade transformation
- **Contribution:** Builds collective capacity, aligns fragmented actors, and enables long-term ecosystem cohesion

CAPITAL & FINANCING PARTNERS

- **Stakeholder Examples:** African Development Bank, Afreximbank, African Sovereign Wealth Funds, Islamic Development Bank
- **Function:** Capital deployment across nodes and trade corridors
- **Contribution:** Reduce financing gaps, leverage blended finance, and support sovereign-led trade facilitation

STRATEGIC DELIVERY PARTNERS

- **Stakeholder Examples:** Certification firms, fintech platforms, port logistics groups, PAPSS
- **Function:** Deliver core compliance, trade finance, data, and logistics services
- **Contribution:** Commercial viability, modular service delivery, traceability infrastructure

CORE IMPLEMENTING BODY

- **Stakeholder Examples:** Trade House Secretariat, HumanInsights
- **Function:** Institutional backbone; coordinate strategy, data, and service integration
- **Contribution:** Stewardship, platform governance, impact tracking

PROGRAMME ANCHORS & PORTFOLIO INITIATIVES

- **Stakeholder Examples:** Greenfields, KDIV, Phemba, KZNWAF, Human Settlements/Public Works
- **Function:** Pilot trade-linked programmes, test delivery models, and co-develop platforms
- **Contribution:** Proving grounds for deployment, aligned public policy programmes

GOVERNMENT & INSTITUTIONAL SUPPORT

- **Stakeholder Examples:** KZN Government, Office of the Premier, DTIC, National Treasury, DIRCO, AfCFTA National Implementation Committees
- **Function:** Policy enablement, guarantees, intergovernmental coordination
- **Contribution:** Public legitimacy, national-provincial integration, execution mandates

BLENDED CAPITAL ARCHITECTURE

Service-Derived Revenue

Income from commercial services and tiered pricing

Private Sector Co-Investment

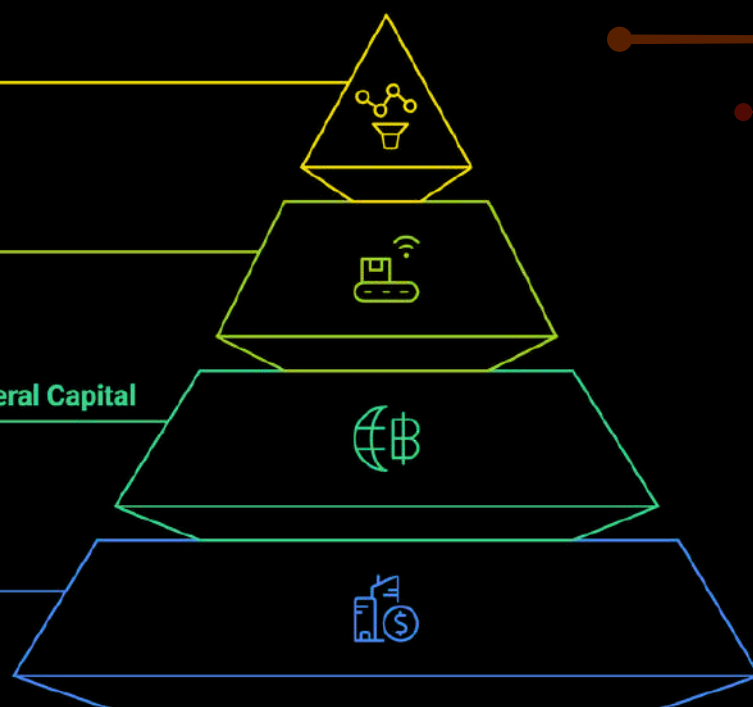
Investments from logistics and tech companies

Development-Aligned and Multilateral Capital

Capital from development-aligned financial entities

Public Sector Capital

Strategic investments from governments and regional blocs



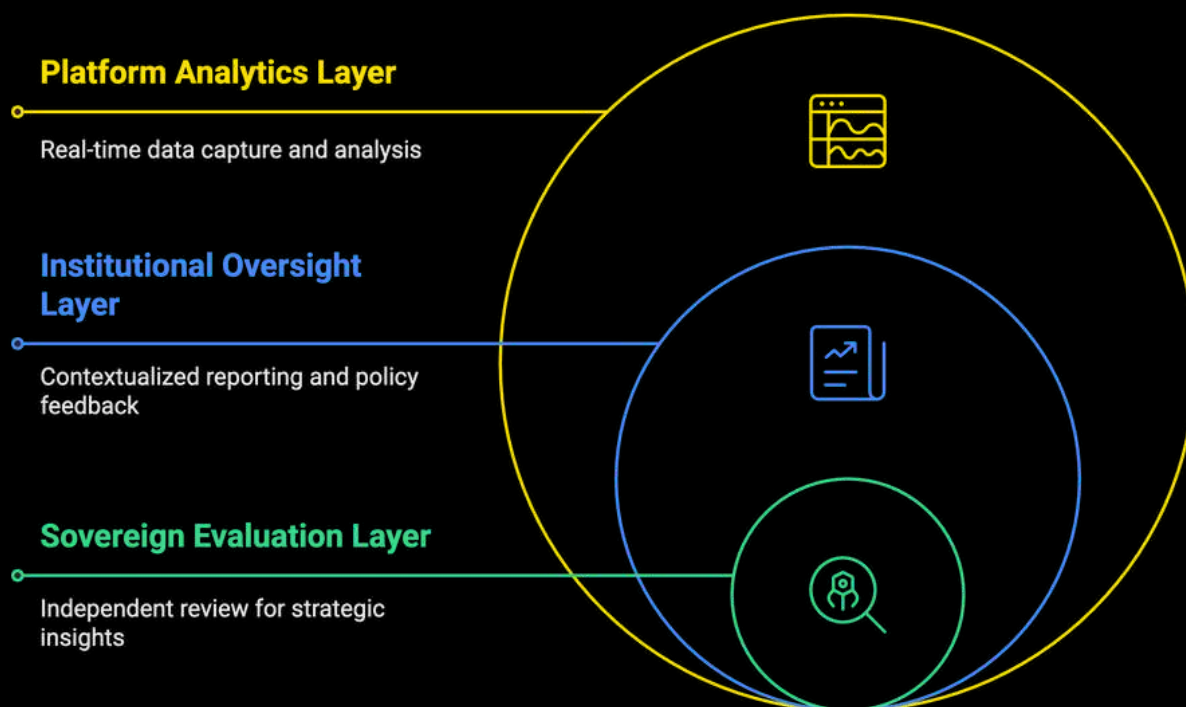
PATH employs a multi-tiered capital strategy that integrates public leadership, private efficiency, and ecosystem returns. This architecture makes the platform investment-ready and future-proof, supporting resilient, inclusive, and self-sustaining trade infrastructure.

Each tier represents a unique source of value:

- **Public Sector Capital** offers essential support through land, infrastructure, and policy alignment.
- **Development-Aligned and Multilateral Capital** mobilizes financing from institutions that support regional integration, AfCFTA implementation, and cross-border infrastructure without undermining sovereignty.
- **Private Co-Investment** brings agility and innovation from fintech, agribusiness, and logistics companies.
- **Service-Derived Revenue** supports the platform long-term via tiered pricing, certification tools, and additional trade services.

A MULTI-LAYERED MONITORING FRAMEWORK

The M&E framework will be deployed across three interconnected tiers to ensure fidelity of data, contextual interpretation, and continuous alignment with evolving trade dynamics.



Platform Analytics Layer

Real-time dashboards embedded into the digital platform will capture quantitative data across key metrics: trade volumes, SMME participation, buyer engagement, transaction velocity, certification turnaround times, and usage of embedded financial services. Data will be disaggregated by geography, gender, enterprise size, and sector.



Institutional Oversight Layer

Each national coordination desk and implementing partner node will submit quarterly reports aligned to shared KPIs but contextualised for local relevance. These reports will include both performance metrics and policy feedback loops to guide strategic recalibration at the national and SADC levels.



Sovereign Evaluation Layer

An independent, Africa-based M&E partner institution, selected in consultation with SADC and AfCFTA, will be appointed to conduct annual learning reviews. These reviews will synthesise platform-wide insights, highlight emerging trends, and provide strategic recommendations to the Trade House Oversight Council.



CALL TO ACTION

THE SCAFFOLDING OF THE TRADE HOUSE

Before the Trade House is a building, it is a blueprint, and across KwaZulu-Natal, its first beams have already been raised. These early-stage programmes offer tangible models for how sovereign infrastructure, digital trade, and inclusive participation can be delivered through coordinated public-private systems. Together, they form the scaffolding upon which the Trade House will rise.



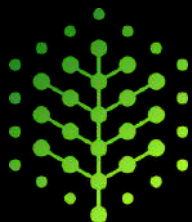
KDIV — Innovation + Tech IP

A tech-forward innovation valley located in the Dube TradePort SEZ, KDIV anchors digital infrastructure and IP generation. With institutional backing and physical proximity to major logistics corridors, it provides the digital spine for regional trade, skills development, and future R&D partnerships.



Greenfields Africa — Agro-Export + Certification

Built to aggregate, certify, and move agricultural products from rural and underperforming regions into export corridors, Greenfields ensures smallholder farmers, women-led co-ops, and emerging agro-enterprises are not excluded from global trade. It blends certification labs, digital traceability, and infrastructure-linked offtake.



Phemba — Energy Trade Corridors

With a 1GW pipeline of renewable energy, Phemba Africa seeks to provide a future-forward trade enabler: power infrastructure aligned with SEZs, ports, and industrial zones. The platform integrates payment security systems and blended capital models to unlock clean energy for economic zones and digital infrastructure.



KZNWAF — Women's Enterprise + Export Enablement

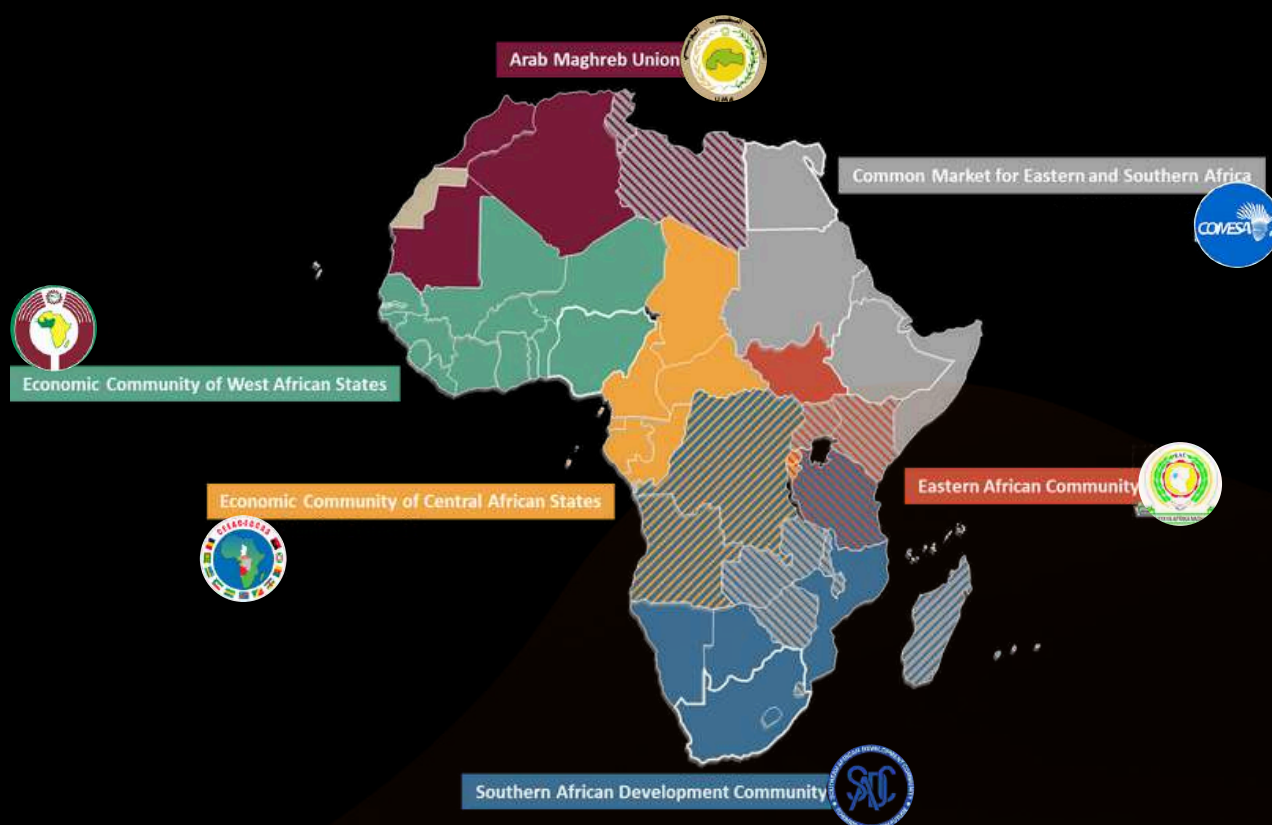
A provincial investment and grant aggregator designed to scale women-led enterprise clusters. KZNWAF supports capital mobilisation, capacity-building, and cooperative scaling in underserved markets. It links social equity with trade competitiveness and lays a policy foundation for inclusive procurement and co-investment models.

These projects serve as the framework for the Trade House, each designed to enhance and support scalable and gendered continental trade on a larger scale.

A CONTINENTAL FOOTPRINT ALREADY TAKING SHAPE

South Africa's deepening ties with regional blocs like SADC, ECOWAS, EAC, COMESA, UMA, IGAD, and ECCAS form the foundation of PATH's continental strategy. These blocs represent structured trade corridors, live buyer demand, investment platforms, and production ecosystems that already align with PATH's mission.

PATH is scaling what is already in motion, from livestock offtake and port expansion in East Africa to clean energy corridors in North Africa and agro-export deals in West and Central Africa. This is the acceleration of a trade revolution rooted in African sovereignty, powered by shared interest, and sustained by design.



COORDINATED BY DESIGN

The Pan-African Trade House promotes unity and coordinated efforts among five key stakeholder groups, fostering inclusive and digitally empowered trade systems. It includes visionary governments, aligned institutions, financiers, and private sector partners, emphasizing circular collaboration and shared accountability. This ecosystem approach aims to evolve governance, capital, technology, and trade infrastructure together, ensuring African trade is co-designed, co-owned, and globally competitive.



ACTIVATING THE DELIVERY SYSTEM

The Trade House is not being built from scratch, but rather, it is being activated through convergence. Key stakeholders across Africa and allied global blocs have the tools, mandates, and infrastructure to bring this system to life. What's needed now is coordination, alignment, and shared delivery.

This activation model maps a starting set of actors needed to bring PATH to life. As the platform evolves, more institutions, communities, and collaborators are invited to shape its delivery, governance, and innovation systems. Each actor has a clear role to play in a broader agenda of inclusive trade, digital sovereignty, and African-led transformation. The system remains open to new actors, especially those offering fresh approaches to trade justice, technology, education, and community wealth creation.

The Trade House brings these actors together through a unified governance and delivery architecture, reducing duplication, increasing accountability, and accelerating continental readiness.

Below is the first iteration of this living delivery ecosystem:

STAKEHOLDER	PRIMARY ROLE	KEY TOOLS	LEAD PARTNERS
South African Govt	Policy Enablement	Strategic Project Designation, SEZ Access, Budget Alignment	DTIC, DIRCO, KZN Gov
Regional Blocs	Regulatory Harmonisation	Protocols, Certification, Data Interoperability	SADC, AfCFTA, AU
DFIs & Multilaterals	Capital Deployment	Concessional Finance, Risk Guarantees, Technical Assistance	Afreximbank, DBSA, Africa50
Private Sector	Platform Usage & Service Delivery	Logistics, Trade Finance, SME Aggregation	Cooperatives, Fintechs, Agribusiness
Global Trade Partners	Demand & Procurement	Long-term Offtakes, Bilateral Support, Standards	BRICS+ Ministries, AGOA, Gulf States, ASEAN, India



THE MOMENT OF CONVERGENCE

The Pan-African Trade House is a practical vehicle for African-led transformation, ready to activate and scale. With aligned governments, active programmes, and catalytic partners already in motion, PATH is designed for delivery.

PATH is already:

- **Anchored by catalytic initiatives** like KDIV, Greenfields, Phemba, and KZNWAF.
- **Aligned** with Africa's RECs, AfCFTA, Agenda 2063, and South Africa's industrial policy.
- **Backed** by institutional champions, capital partners, and private sector delivery agents.
- **Designed** for federated governance and modular scale—ready to plug into national ecosystems.

This is the moment to converge policy ambition, production capability, and trade infrastructure across sectors, across regions, and across systems. Africa cannot afford to delay.

What Is Needed Now:

- **Partnerships** to expand and localize delivery nodes across all RECs.
- **Capital** to scale infrastructure, certification labs, and clean energy corridors.
- **Procurement Commitments** to create demand and anchor value chains.
- **Institutional Support** to align PATH with national trade, innovation, and development goals.

**The Trade House is not waiting to be built. It is being activated.
This is your invitation to shape it, fund it, and co-own it.**

CONTACT DETAILS



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