



# 2<sup>ND</sup> COMESA Institutions Awareness Forum

## MISSION REPORT



**2<sup>nd</sup> COMESA Institutions Awareness Forum COMESA Week**  
**5<sup>th</sup> – 9<sup>th</sup> May 2025**  
**Skylight Hotel, Addis Ababa, Ethiopia**

**Reporting Officers:**

Mr. Calven Mutyavaviri , CEO, Council of Bureaux

Mr. Richard Mokuu , Senior IT Expert, Council of Bureaux

**A. BACKGROUND**

1. The COMESA Secretariat hosted the annual COMESA Week in Addis Ababa, Ethiopia, from 5<sup>th</sup> to 9<sup>th</sup> May 2025, under the theme of enhancing regional integration and cooperation. As part of the COMESA Week programme, the COMESA Secretariat organized an Awareness Forum from 5<sup>th</sup> to 6<sup>th</sup> May 2025, focusing on the visibility and operations of flagship regional Programmes, including the COMESA Yellow Card Scheme. Additionally, COMFWB, in partnership with the COMESA Secretariat and the Federal Government of Ethiopia through the Ministry of Trade and Regional Integration, convened the 6<sup>th</sup> Regional Trade Fair and Business Conference from 7<sup>th</sup> to 9<sup>th</sup> May 2025.
2. The Council of Bureaux was invited to participate both events.
3. In addition, the Council of Bureaux Secretariat team paid a courtesy call with the new CEO of the Ethiopian Insurance Corporation (EIC) to formally introduce the Council of Bureaux and induct the EIC CEO into the operations, responsibilities, and regional role of the National Bureau of Ethiopia within the Yellow Card Scheme.

**B. OBJECTIVES OF THE MISSION**

4. The main objectives of the mission were to:
  - a) Participate in the Awareness Forum and represent the Yellow Card Scheme.
  - b) Provide strategic inputs and share progress on the digitalization and expansion of the Scheme.
  - c) Engage stakeholders and explore opportunities for enhancing awareness and participation in the Scheme.
  - d) Support COMESA Secretariat's efforts in promoting trade facilitation instruments.

- e) Conduct an official courtesy meeting with the new CEO of EIC for formal introductions and induction into the Council of Bureaux business.

### **C. EXPECTED OUTCOMES**

- 5. The expected outcomes from the mission were:
  - a) Enhanced visibility of the Yellow Card Scheme at regional level.
  - b) Strengthened stakeholder understanding of the Scheme's role in facilitating cross-border insurance.
  - c) Strategic recommendations and networking for future collaboration with Ethiopian stakeholders.
  - d) Strengthened cooperation with the National Bureau of Ethiopia through induction of the new EIC CEO.
  - e) Inputs into ongoing efforts to align Yellow Card operations with COMESA's regional integration goals.

### **D. PRESENTATION AT AWARENESS FORUM**

- 6. Mr. Calven Mutyavaviri, CEO Council of Bureaux Secretariat, delivered a presentation titled "The Yellow Card Scheme: A Regional Transport and Transit Facilitation Instrument of Choice" which covered:
  - a) Originating from the 1986 Protocol and the 1987 Inter-Bureaux Agreement, with the 2022 Charter transitioning the Scheme to independent operations.
  - b) The vision and mission of the COMESA Yellow Card Scheme: To provide efficient third-party motor insurance coverage across borders and facilitate intra-regional mobility.
  - c) Current Footprint: Operational in 13 COMESA countries with ongoing B2B expansion to South Africa, Mozambique, Namibia, and South Sudan.
  - d) Digitalization Milestones:
    - a. USSD Yellow Card verification
    - b. Integration with Primary Insurance Companies (PICs)
    - c. Online purchase portal development
    - d. Business Intelligence platform
  - e) Performance Overview (2024):
    - a. Over USD 17.6 million in premiums collected
    - b. USD 5.1 million reinsurance cession
    - c. Low incurred loss ratio at 25%
    - d. USD 3.5 million profit recorded
    - e. 84,631 Yellow Cards issued in Tanzania; 71,302 in Zambia; 52,989 in Kenya

- f) Work Plan Highlights (2025)
  - a. Finalization of Strategic Plan (CYSP 2026–2030)
  - b. Digital platform scale-up
  - c. Expanded member engagement
  - d. Regional brand strengthening

## **E. Meeting with Ethiopia Insurance Cooperation (EIC)**

7. The Council of Bureaux Secretariat CEO held a consultative meeting with the officers from EIC on 7<sup>th</sup> May 2025 in Addis Ababa and was attended by the following officers:

### **EIC:**

- Mr. Abel Tadesse, Chief Executive Officer, EIC,
- Mr. Fikry Abdulmejid, Deputy Chief Executive Officer, EIC
- Ms. Tsion Solomon , Director, COMESA Operations Directorate, National Bureau of Ethiopia

8. The issues discussed included the following:

- a) Induction of the new CEO to Yellow Card of Scheme and activities under the oversight of the Council of Bureaux institution and a power point presentation was shared by the Council of Bureaux Secretariat CEO for the benefit of the EIC CEO, through the COMESA Operations, National Bureau of Ethiopia,
- b) The DYC USSD verification piloting project with the National Bureau of Ethiopia;
- c) The National Bureau premium rating of the YC Scheme;
- d) The 2<sup>nd</sup> Finance & Investment Sub-Committee meeting;
- e) The establishment of the Council of Bureaux independent Secretariat institution; and
- f) The development of the Council of Bureaux successor strategy for the period 2026-2030.

9. Following the discussions, it was agreed as follows:

- a) National Bureau of Ethiopia premium rating review will be supported by a motivation letter from the Council of Bureaux Secretariat so that the National Bureau can approach the market with a proposal to review the rates that have been stagnant for more than ten years;
- b) For the DYC USSD verification piloting, it was agreed that the National Bureau of Ethiopia will support the process of obtaining the USSD code from the relevant authorities to facilitate the piloting activity;
- c) The 2<sup>nd</sup> Finance & Investment Sub-Committee meeting in Kigali, Rwanda attendance was assigned to the COMESA Operations Directorate, National Bureau of Ethiopia;
- d) Regarding the establishment of the Council of Bureaux independent Secretariat, the meeting noted the update that was shared by the Chief Executive Officer of the Council of Bureaux Secretariat.

## **F. Exhibition**

10. During the COMESA Business Week, the Council of Bureaux Secretariat showcased the COMESA Yellow Card Scheme at a dedicated exhibition booth. The booth served as a platform to raise awareness of the Scheme's role in facilitating cross-border movement through third-party motor vehicle insurance coverage across COMESA Member States.

11. Visitors to the booth, including policymakers, private sector stakeholders, and the general public, were briefed on the benefits of the Yellow Card, recent digital innovations such as the USSD verification system, and the ongoing regional integration efforts supported by the Scheme. The event provided a valuable opportunity to engage stakeholders, address inquiries, and reinforce the importance of insurance in supporting trade and transport facilitation in the region.



5<sup>th</sup> – 6<sup>th</sup> May 2025

Time	Activity
0830hrs – 0900hrs	<b>Registration</b>
0900hrs - 1000hrs	<b>OFFICIAL OPENING CEREMONY</b> <b>Welcoming and Opening Statements</b> <ul style="list-style-type: none"> <li>• Ms Maureen Sumbwe, Chairperson, COMFWEB.</li> <li>• H.E Chileshe Kapwepwe - Secretary General, COMESA.</li> <li>• H.E. Kassahun Gofe Balami (PhD), Minister of Trade and Regional Integration, Ethiopia.</li> </ul> <b>Group Photo</b>
1000hrs – 1030hrs	<b>TEA BREAK</b>
1030hrs – 1045hrs	<b>TDB</b> <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1045hrs – 1115hrs	<b>Ms. Eyerusalem Getahun</b> , Assistant Underwriter, African Trade and Investment Development Insurance Agency (ATIDI). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>

1115hrs – 1215hrs	<b>Mr. Calven Mutyavaviri</b> , CEO, Council of Bureaux Yellow Card <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1215hrs – 1235hrs	- Questions and answers for TDB, ATIDI & Yellow Card
1235hrs – 1400hrs	<b>LUNCH</b>
1400hrs –1430hrs	<b>Ms. Jedidah Ndebele</b> , Executive Secretary, COMESA Clearing House (CCH). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1430hrs – 1500hrs	<b>Mr. Lucas Njoroge</b> , Director, COMESA Monetary Institute (CMI). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1500hrs – 1520hrs	- <b>Q &amp; A: CCH &amp; CMI</b>
1520hrs – 1550hrs	<b>Ms. Hope Murera</b> , Managing Director & CEO, ZEP-RE. <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1550hrs – 1620hrs	<b>Mrs. Heba Salama</b> , CEO, COMESA Regional Investment Agency (RIA). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1620hrs – 1640hrs	- <b>Q &amp; A: ZEP-RE &amp; RIA</b>
1640hrs –1700hrs	<b>Close Day 1</b>
	<b>DAY 2 – 6<sup>th</sup> May 2025</b>
0900hrs - 0930hrs	<b>Welcome and Recap of Day 1: Dr Jonathan Pinifolo</b>
0930hrs – 1000hrs	<b>Mr. Chikakula Miti</b> , CEO, COMESA Federation of Women in Business (COMFWB). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1000hrs - 1030hrs	<b>Mr. Teddy Soobramanien</b> , CEO, COMESA Business Council (CBC) <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1030hrs – 1050hrs	<b>Q and A: COMFWB &amp; CBC</b>
1050hrs – 1100hrs	<b>TEA BREAK</b>
1100hrs – 1130hrs	<b>Dr Mohamedain Seif Elnasr</b> , CEO, Regional Association of Energy Regulators for Eastern and Southern Africa (REARESA). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1130hrs – 1200hrs	<b>Mr Boniface Makongo</b> , Director Competition, COMESA Competition Commission (CCC). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>

1200hrs – 1230hrs	- <b>Q &amp; A: REARESA &amp; CCC</b>
1230hrs – 1330hrs	<b>Lunch</b>
1330hrs – 1400hrs	<b>Mr. Nicholas Mudungwe</b> , Executive Director, Africa Leather and Leather Products Institute (ALLPI). <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1400hrs – 1430hrs	<b>Dr. John Mukuka</b> , CEO, Alliance for Commodity Trade in Eastern and Southern Africa (ACTESA) <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1430hrs – 1500hrs	<b>Mr Berhane Giday</b> , CEO, Regional Customs Transit Guarantee Bond (RCTG) <ul style="list-style-type: none"> <li>- Overview of the institution</li> <li>- Key activities for 2025</li> </ul>
1500hrs - 1515hrs	<b>Q &amp; A: ALLPI, ACTESA &amp; RCTG</b>
	<b>CLOSING SESSION – END OF WORKSHOP</b>

**6TH COMFWB TRADE FAIR AND BUSINESS CONFERENCE****ETHIOPIAN SKYLIGHT HOTEL- ADDIS-ABABA , ETHIOPIA****07<sup>th</sup> - 09<sup>th</sup> MAY 2025**

<b>Date</b>	<b>Time</b>	<b>Activity</b>
<b>7th May 2025</b>	8:00 AM	Arrival of all Guests
<b>7th May 2025</b>	8:30 AM	Arrival of the Secretary General of COMESA
<b>7th May 2025</b>	8:55 AM	Arrival of the President of Ethiopia
<b>7th May 2025</b>	9:00 AM	Welcome by Master of Ceremonies
<b>7th May 2025</b>	9:05 AM	COMESA Anthem
<b>7th May 2025</b>	9:10 AM	National Anthem of Ethiopia
<b>7th May 2025</b>	9:15 AM - 9:20 AM	Welcome Remarks - Mrs Bereket Worku
<b>7th May 2025</b>	9:20 AM - 9:25 AM	Welcome Remarks - Mr Chikakula Miti
<b>7th May 2025</b>	9:25 AM - 9:30 AM	Statement - Ms Maureen Sumbwe
<b>7th May 2025</b>	9:30 AM - 9:40 AM	Ambassador David Claude Pierre – AU SARO
<b>7th May 2025</b>	9:40 AM - 9:50 AM	Keynote Speech - SG of COMESA
<b>7th May 2025</b>	9:50 AM - 10:00 AM	Opening Statement - Minister of Trade, Ethiopia
<b>7th May 2025</b>	10:00 AM - 10:15 AM	Opening Speech - President of Ethiopia
<b>7th May 2025</b>	10:15 AM - 10:30 AM	Group Photo
<b>7th May 2025</b>	10:30 AM - 10:40 AM	Press Point with Dignitaries
<b>7th May 2025</b>	10:40 AM - 11:10 AM	Ribbon Cutting and Touring of Stands
<b>7th May 2025</b>	11:10 AM	Health Break

<b>7th May 2025</b>	11:30 AM - 12:45 PM	Session One: Inaugural Panel - Enhancing Participation in AfCFTA
<b>7th May 2025</b>	12:45 PM - 2:00 PM	Lunch Break
<b>7th May 2025</b>	2:00 PM - 3:00 PM	Session Two: Strategic Institutional Synergies
<b>7th May 2025</b>	3:30 PM - 4:30 PM	Session Three: Enhancing Access to Sustainable Finance
<b>8th May 2025</b>	8:30 AM - 9:30 AM	Session Four: Increasing Investments for Youth Entrepreneurs
<b>8th May 2025</b>	10:30 AM - 11:00 AM	Health Break
<b>8th May 2025</b>	11:00 AM - 12:30 PM	Session Five: Promoting Access to Digital Trade Platforms
<b>8th May 2025</b>	12:30 PM - 2:00 PM	Lunch Break
<b>8th May 2025</b>	2:00 PM - 3:00 PM	Session Six: Regional Value Chains in Mining and Tourism
<b>8th May 2025</b>	3:00 PM - 4:00 PM	Session Seven: Impact of Youth in Green & Circular Economies
<b>9th May 2025</b>	All Day	City Tour of Addis Ababa
<b>9th May 2025</b>	Evening	Gala Dinner and COMFWB Awards – Guest of Honour: Mayor of Addis Ababa