

AFRICAN TRADE OBSERVATORY

Monitoring and Facilitating Trade
and Economic Integration in Africa

Working towards regional integration

Trade under the African Continental Free Trade Area (AfCFTA) preferences is now a reality. In this context, the African Trade Observatory (ATO), one of the five AfCFTA instruments, is critical for helping businesses identify and compare emerging opportunities across the continent.

By providing real-time and reliable data, the ATO equips African businesses with trade intelligence on trends, opportunities, and market access conditions. Furthermore, the ATO Monitor module, empowers government agencies and policymakers in monitoring the AfCFTA implementation process and evaluating its impact on their economies.



The Observatory

Automatic data transfer system

Collects, processes and analyses automatically sourced data from Member States and other sources.



Monitor module

This tool, accessible to African policymakers, tracks the implementation of the AfCFTA and evaluates its impact through real-time indicators.



Business intelligence dashboard

The Compare and Explore Modules offer African businesses timely and reliable information tracking intra-regional trade flows, highlighting opportunities for export growth within the region, and the relevant market requirements.



Trade analysis unit

Establishes a network of African trade experts with recognized skills in data analysis to support AUC Members policy decisions.



The Dashboard



COMPARE

African entrepreneurs can compare markets for their products to identify promising opportunities.



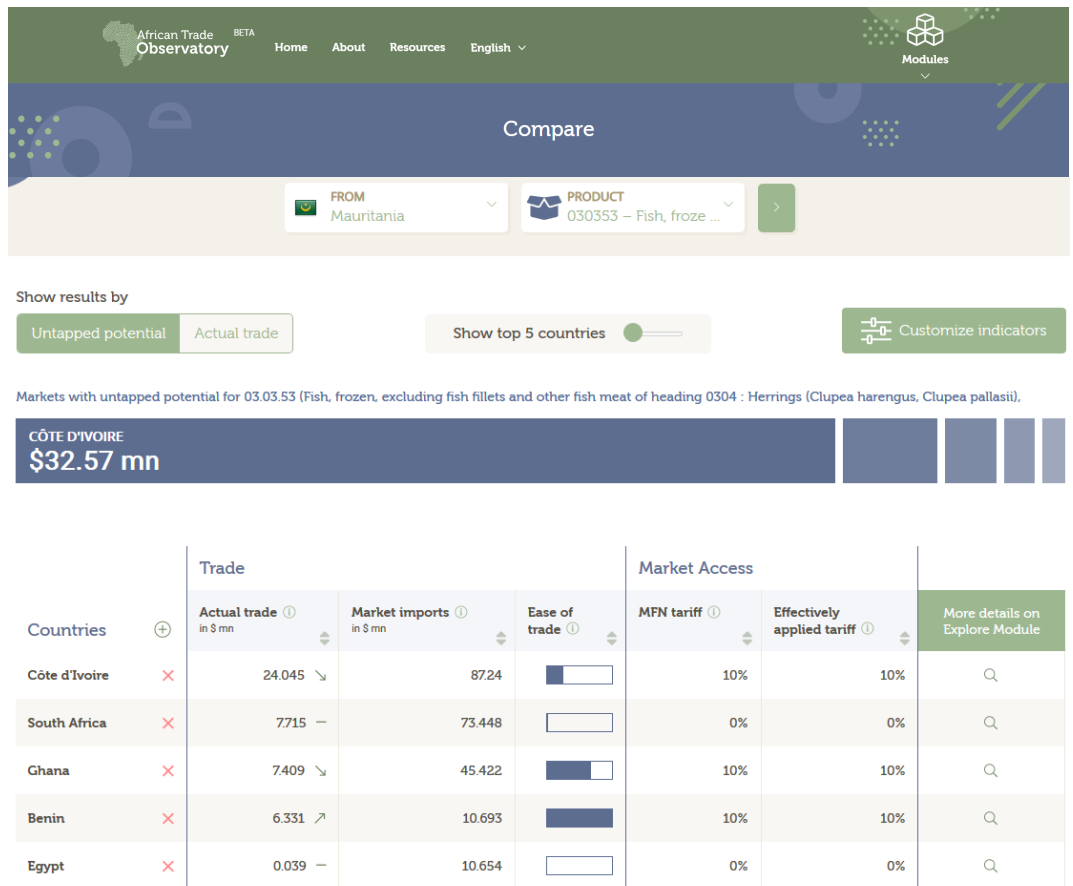
EXPLORE

Businesses can dig deeper to find detailed trade and market access information for an identified opportunity.



MONITOR

African policymakers can track the state of intra-African integration over time.



Implementation and continental cooperation

The AUC-ITC ATO team works closely with AUC members to collect and integrate data, and develop the innovative Dashboard. Eighteen AUC Members are engaging as ATO pilot countries including Cameroon, Comoros, Côte d'Ivoire, Egypt, Ethiopia, Gambia, Guinea, Kenya, Madagascar, Malawi, Mauritania, Mozambique, Niger, Senegal, Seychelles, Tunisia, Uganda and Zambia. The East African Community is also collaborating closely as a pilot REC. As pilots, these members are working to optimize coverage and revolutionize access to timely and relevant data for their firms and policymakers.

Please reach out at ato.africa/en/contact



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