



APEX-CI, by its main mission, promotes made-in Côte d'Ivoire products in all markets.

During the year 2020, it will have to strengthen, at first capacities of Ivorian exporters to penetrate international markets, assist, and advise them in the decisions for targeting potential market segments , in the region, in Africa, Europe, Asia and the Americas.

APEX-CI , regarding the Export National Strategy, contributes to its reorientation through ongoing consultations with several stakeholders including the administration, exporters, donors and development partners.

To this end, it has demonstrated its capacity and expertise in several commercial programs, including the access to the US market, (with the African Growth Opportunity Act, AGOA), improving the business environment, as leading the eligibility process for Côte d'Ivoire to the Millennium Challenge Corporation (MCC) programs, and finally insuring the country's financial arrangements for transactions related to export credit insurance with the Africa Trade Insurance (insurance for the trade in Africa).

The global health crisis with the coronavirus (COVID -19) has currently repercussions in Côte d'Ivoire, and in light of this situation, the recent measures taken by the government to fight the pandemic must be respected. On the incentive measures in favor of the private sector, **APEX-CI**, through the CGECI, is involved in their implementation for the safeguard of the production tool.

In this very difficult context, the management of **APEX-CI** reaffirms its commitment and full determination to support exporting SMEs, and remains available for its members, partners in the region , through the Network of organizations promoting trade in 'UEMOA, (ROPC-UEMOA).

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