



**PRESS RELEASE
For Immediate Release**

Subject: African Sustainable Development Association announcing partnership with the Pan African Chamber of Commerce

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The African Sustainable Development Association (ASDA) and Pan African Chamber of Commerce is proud to announce a new ground-breaking partnership towards intra-Africa trade, sustainable business development in Africa and collaborative excellence.

The ASDA is a non-for profit organisation that drives sustainable business development in Africa through public private partnerships and was founded as a result of the African Sustainability Summit that is currently in its sixth year. The ASDA is governed by the United Nations Sustainable Development Goals and all its events, projects and activities are selected according to locally relevant issues.

The Pan African chamber of commerce is a confederation of African chambers of commerce and industry, business networks and professional associations. The chamber was established in 2015. The chamber fosters a vibrant and interconnected business community where collaboration increases capacity; education enhances ability and advocacy influences authority. The chamber works with CEOs, Governments, Entrepreneurs, and NGOs to ignite a socio-economic and cultural transformation in Africa.

Mr Johnny Muteba, founder and CEO of the Chamber says: “Our partnership with the A-SDA works to identify, engage and foster involvement of private sector leaders in sustainable regional economic development. Together, we will build strong local bases anchored in regional development initiatives, encouraging entrepreneurs, local authorities, large companies, public and private education systems, to devise and implement synergetic strategies that build on a common ambition, sense of purpose and talent pool. As agents of economic transformation, we will be able to make the most of the emerging ‘new normal’ that is characterized by increased economic complexity, uncertainty and volatility.”



“It is a rare meeting of minds and a privilege to work with like-minded and passionate fellow African team members in sharing the Sustainable Development fire. The A-SDA is very proud to associate with the Chamber and join forces in growing a better, more sustainable African continent.” Raldu Nel, founder and CEO of the A-SDA

Mr Muteba will be one of the keynote speaker’s at this year’s African Sustainability Summit hosted by the ASDA in November. The theme this year is: Share the Fire – Cross Industry African Sustainable Development: Telling the stories of African excellence.

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