

THE MALI EXPORT PROMOTION AGENCY (APEX MALI)



Support for exports has always been one of the concerns of the Government of Mali. At the heart of the institutional framework for this support is the Agency for the Promotion of Exports of Mali (APEX-Mali) which was created, thanks to the restructuring of the National Directorate of Trade and Competition, by law. N ° 2011-32 of June 24, 2011 in the form of a Public Establishment of an administrative nature and placed under the supervision of the Minister in charge of Foreign Trade.

APEX-Mali's mission is to develop the export of Malian goods and services. Its specific missions are grouped into seven (07) categories of services adapted to the needs of exporting companies. These are the following services :

- Organization of promotional activities for Malian goods and services ;
- Implementation of sector development programs and export promotion sector strategies formulated by the public authorities ;
- Support, advice and support for businesses to help them develop their exports ;
- Capacity building of companies and other players in the area of foreign trade ;
- Provision of information on market access conditions as well as foreign trade ;
- Conduct of studies on export promotion and dissemination of their results ;
- Issuance of certificates of origin for goods for export.

APEX-Mali has three (03) bodies :

- the Board of Directors, made up of 14 members representing public authorities, users and staff ;
- the General Directorate which includes an accounting agency and four sub-directorates :
 - Department of Business Support Programs,
 - Sub-directorate of Trade Facilitation and Promotion,
 - Department of Market Studies and Analysis ;
 - Administrative and Financial Affairs Sub-department ;
- the Management Committee composed exclusively of Agency staff.