



**WELCOME REMARKS BY**  
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**SADC SECRETARIAT**

**MEDIA DAY BRIEFING | 8TH SADC INDUSTRIALISATION**  
**WEEK | ANTANANARIVO, MADAGASCAR**

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**Honourable David Ralambofiringa, Minister of Industrialisation and Trade of the Republic of Madagascar,**

**Distinguished Members of the Media,**

**Esteemed Guests,**

**Ladies and Gentlemen,**

Good morning.

It is both a pleasure and an honour to welcome you all to the Media Day Briefing for the 8th SADC Industrialisation Week, hosted here in the beautiful Republic of Madagascar. At the outset, I would like to sincerely acknowledge the presence of **Honourable David Ralambofiringa**, Minister of Industrialisation and Trade.

Honourable Minister, your support and leadership have been critical in organising this important regional event, and we are grateful to you and your Government for the warm hospitality extended to all of us.

## **Distinguished Members of the Media**

This year's Industrialisation Week is being held under the theme: **“Advancing Industrialisation, Agricultural Transformation, and Energy Transition for a Resilient SADC.”** This theme is not only timely but also strategically aligned with the broader development priorities of our region. It speaks to our collective determination to build stronger value chains, improve food systems, enhance energy security, and drive inclusive industrial growth — all aimed at building a more resilient and self-sustaining SADC.

Since the adoption of the **SADC Industrialisation Strategy and Roadmap (2015–2063)**, the region has made commendable progress. Notable achievements include the development and signing of the **SADC Protocol on Industry. Eight member states have ratified that protocol on industry, which now necessitates the other three members to do so for it to come into force.** It will provide a legally binding framework to support industrial development and cooperation across Member States. We have also successfully launched the **SADC Business Council**,

strengthening collaboration between the private and public sectors in promoting regional value chains.

Additionally, we have made strides in sector-specific interventions, including the development of the **SADC Regional Mining Vision**, the draft **SADC MSME Strategy**, and concrete actions to advance pharmaceutical and agro-processing value chains. These efforts underscore our region's unwavering commitment to building a diversified, competitive, and innovation-driven industrial base.

### **Distinguished Members of the Media**

The **SADC Industrialisation Week (SIW)** is a flagship platform that brings together government, private sector, academia, and development partners to accelerate the implementation of the Strategy. It is here that we engage in high-level dialogues, foster cross-border partnerships, and unlock investment opportunities. SIW is not just a technical gathering — it is a regional movement driving transformative change.

In this context, the role of the media cannot be overstated. You are our storytellers and communicators. You help translate complex policy issues into messages that resonate with our people. Your work is vital in building public understanding and support for regional integration and industrial transformation.

Today's briefing is intended to give you a clear overview of the objectives and key issues of this year's SIW, equipping you to cover the week's proceedings with depth and clarity. We urge you to engage actively, ask critical questions, and help amplify the stories that matter — stories of innovation, partnership, empowerment, and growth.

Let me once again thank you for joining us and for the essential role you play in shaping the narrative of our region's development. I wish you all a productive and enlightening engagement.

**I thank you.**