

CHAPTER 1

1.0 Introduction

Regional integration has a fairly long history in Africa. A number of African leaders called for the integration of Africa soon after attaining independence. But it was only in the 1970s and 1980s that concrete steps were taken to establish economic integration institutions in Africa. Regional integration was motivated by partly the political vision of African unity.

Regional integration has been defined as an association of states based upon location in a given geographical area for safeguarding or promotion of the participants, an association whose terms are fixed by a treaty or other arrangements. Philippe De Lombaerde and Luk Van Langenhove (2007, p.377) define regional integration as a worldwide phenomenon of territorial systems that increase the interactions between their components and create new forms of organization, co-existing with traditional forms of state led organization at the national level. Hans Van Ginkel (2003, p.1) further defines regional integration as a process by which states within a particular region increase their level of interaction with regard to economic, security, political, social and cultural issues. Simply stated, regional integration is the joining of individual states within a particular region into a larger whole. The level of integration depends on the willingness and commitment of independent sovereign states to share their sovereignty. Its objectives range from economic to political, although it has become a political-economy initiative where commercial purposes are the means to achieve broader socio-political and security objectives. Past efforts at regional integration have often focused on removing barriers to free trade in the region, increasing the free movement of people, labour, goods and capital across national borders, reducing the possibility of regional armed conflicts and adopting cohesive regional stances on policy issues such as environment, migration and climate change.

Van Langenhove (2007, p.377-383) forwards the eight functions of regional integration initiatives as;

- The strengthening of trade integration in the region.
- The development of infrastructure programmes in support of economic growth and regional integration.
- The development of strong public sector institutions and good governance.
- The creation of an appropriate enabling environment for private sector development.
- The reduction of social exclusion and the development of an inclusive civil society in the region.
- The building of environment programmes at regional level.
- The strengthening of the region's interaction with other regions in the world.

The desire for closer regional integration is usually related to a larger desire for opening to the outside world. It is pursued as a means of promoting development through greater efficiency rather than a means of disadvantaging others. Most of the members of these arrangements are genuinely hoping that they will succeed as building blocks for progress with a growing range of partners and towards a generally freer and open global environment for trade and investment. It should therefore be stated here that regional integration is not an end in itself but it is a process to support economic growth strategies, greater social equality and democratization.

It is with this background information that this report attempts to provide insights on COMESA whose main agenda is regional integration, and the communication strategies that were used by the COMESA public relations to disseminate information to cross border traders in selected COMESA member states about the COMESA Customs Union which was launched on the 7th of June, 2009 in Victoria Falls town in Zimbabwe.

The discussion about the strategies used by the COMESA public relations unit to disseminate information on customs union cannot proceed without providing a comprehensive context in which this occurs. The chapter begins with an overview of COMESA.

1.1 COMESA: An Overview

1.2 COMESA is one of the largest economic blocks in Africa. It was established in 1994. It has 19 member states with diverse economic backgrounds. The member states are:

Table 1: COMESA member states

• Burundi	• Kenya	• Sudan
• Comoros	• Libya	• Swaziland
• DR Congo	• Madagascar	• Uganda
• Djibouti	• Malawi	• Zambia
• Egypt	• Mauritius	• Zimbabwe
• Eritrea	• Rwanda	
• Ethiopia	• Seychelles	

The COMESA member states comprise 12 of the least developed countries and six landlocked, as seen in the map below.

Figure 1-Map of COMESA



Source: © Regional ICT Support Programme, Comesa 2007: **Note that Angola is no longer a member of COMESA.**

COMESA has a total population of over 400 million people (over 50% of Africa's total). It is the largest economic community in Africa. The breakdown of population is shown below.

Table 2. COMESA Population 2008

COUNTRY	POPULATION (millions)
Burundi	8.1
Comoros	0.6
Congo, Dem. Rep.	64.2
Djibouti	0.8
Egypt, Arab Rep.	81.9
Eritrea	4.9
Ethiopia	80.7
Kenya	38.5
Libya	6.1
Madagascar	19.2
Malawi	14.3
Mauritius	1.3
Rwanda	9.7
Seychelles	0.1
Sudan	41.3
Swaziland	1.2
Uganda	31.6
Zambia	12.6
Zimbabwe	12.5
TOTAL	429.6

Source-World Development Indicators

1.3 Main objectives of COMESA

The main objectives of COMESA are to have;

- A full free trade area guaranteeing the free movement of goods and services produced within COMESA and the removal of all tariffs and non tariff barriers.

- A customs union under which goods and services imported from non COMESA countries will attract an agreed single tariff in all COMESA states.
- Free movement of capital and investment, supported by the adoption of a common investment area so as to create a more favorable investment climate for the COMESA Region.
- A gradual establishment of a payment union based on the COMESA clearing house and the eventual establishment of the common monetary union with a common currency and
- The adoption of common visa arrangements, including the right of establishment leading eventually to the free movement of bona fide persons.

Some of the major landmark dates in COMESA's past and future developments include:

- Preferential Trade Area -1981
- COMESA Free Trade Area established 31 October 2000 by nine member countries
- Custom Union was launched on 7th June 2009
- Common Market established by 2014.
- Common currency by 2018

One of the main objectives for the creation of a single market is to develop stronger links between member states thereby intensifying economic integration at the regional level. The idea is to bring about more economic interdependence among countries and reduce autonomous policy decisions which might negatively impact on other member states. This will therefore require efficient policy coordination and decision making process for the creation of a single borderless economic space.

The single trading block is believed to have an economic advantage which enlarges the market resulting in Gross domestic product. In 2005 COMESA GDP was estimated at US\$261 billion and its global exports were over US\$ 70 billion while the global imports

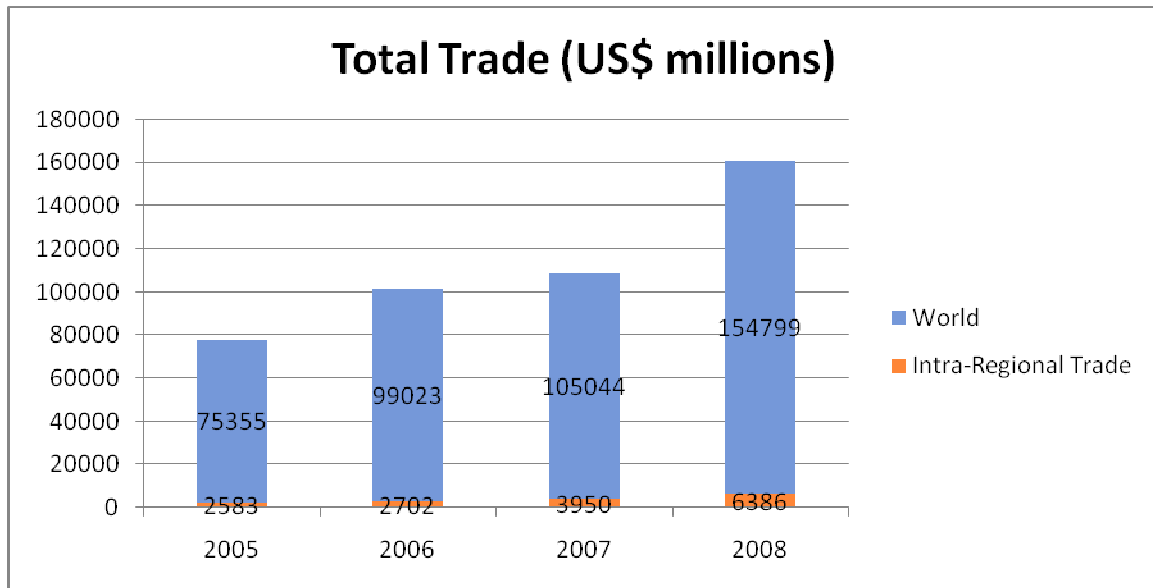
were US\$61 billion making it Africa 's largest economic and trading bloc. The table below shows the GDP for COMESA countries.

Table 3:

Proportion of Export and Imports as Percent GDP						
Country	Exports as % of GDP			Imports as % of GDP		
	1993-1997	1998-2002	2003-2007	1993-1997	1998-2002	2003-2007
Burundi	3.7	5.9	9.0	6.3	14.3	33.2
Egypt	5.9	6.9	20.4	15.5	16.0	29.9
Ethiopia	6.0	7.2	9.9	14.3	20.5	39.8
Kenya	12.9	14.4	25.1	16.6	22.8	44.2
Libya	155.6	88.4	29.2	128.4	50.8	12.9
Madagascar	7.9	18.6	26.0	10.1	22.2	39.1
Rwanda	6.2	24.0		7.7	28.4	
Mauritius	29.3	37.1	43.2	35.6	44.3	60.4
Rwanda	2.4	4.1	7.0	8.9	13.5	22.3
Seychelles	12.3	28.9	54.7	40.3	57.3	88.3
Sudan	2.1	10.9	25.8	4.5	12.8	27.1
Swaziland	35.5	72.3	105.9	41.1	77.3	102.0
Uganda	7.0	7.9	14.0	12.1	16.8	26.0
Zambia	14.3	25.8	81.1	13.6	32.2	70.8

Source: World Development Indicators

Table 4: World Trade and Intra-Regional Trade in COMESA



Source: COMSAT Website

World trade and intra-regional trade have significantly increased over the past decade. While intra-regional trade has increased by 140% between 2005 and 2008 it is still dwarfed by the level of trade COMESA has with external partners. The growth in intra and extra COMESA trade is shown in table 4 above. Despite the progress of economic integration in COMESA, intra-COMESA trade is still held back by a combination of lack of transport infrastructure and cross-border trade facilitation among others.

1.2.1 Institutional Framework of COMESA

The institutional framework of COMESA is composed of the organs that are responsible for the decision making process of the institution. Presently, there are eight major organs which are established under article 7(1) of the COMESA Treaty namely: the Authority, which is made up of all heads of states or government and is the supreme policy organ of the common market and is responsible for the general policy direction and control of the performance of the executive functions of the common market and the achievements of its aims and objectives. Decisions taken by the Authority are taken by consensus and are

binding on all subordinate institutions. The Authority meets once a year, but may hold extraordinary meeting meetings at the request of the any member state.

Other organs include the Council which is simply made up of designated ministers from member states, the COMESA Court of Justice whose main responsibility is to adjudicate on all matters, the Committee of Governors of Central Banks, the Intergovernmental Committee, the Technical Committees, the Secretariat and the Consultative Committees. (Victor Murinde, 2001, p.41).

1.3 COMESA Member States; Brief Country Profiles-(All statistical data from the COMSAT Websitecomesa.int)

1.3.1 Burundi

Burundi is one of the committed members of COMESA whose population stands at 8.1 million. It covers an area of 27,800 square kilometer. The common currency is the Burundian Franc.Geographically; Burundi is at the heart of Africa. It is a landlocked country of wonderful landscapes. Its capital city is Bujumbura.

Burundi's economy is predominantly agricultural with more than 90% of the population dependent on subsistence agriculture. Economic growth depends on coffee and tea exports, which account for 90% of foreign exchange earnings. The other export commodities are; sugar, cotton and hides. Thus, the country's ability to pay for imports rests primarily on weather conditions and international coffee and tea prices. Burundi's main import items include; petroleum products, iron and steel, cement, glass and glass wares and foodstuffs.

In 2006, Burundi's major export destinations were as follows: Germany - 25.3%, Switzerland -20.5%, Pakistan- 5.5%, and Belgium - 4.6%. During the same year, Burundi's main import partners were: Saudi Arabia -15.4%, Kenya - 10.4%, Belgium - 7.8%, France - 5.5%, Uganda - 4.9%, Germany - 4.9%, India -4.3%, Russia - 4.2%.

1.3.2 Comoros

The Comoros islands are situated in the Indian Ocean north of Madagascar and consist of four main islands of volcanic origin, surrounded by coral reefs. The islands are the most beautiful. They cover an area of 2,200 per square kilometer with a total population of 841,000 scattered on the islands. The common currency used is the Comorian Franc. Moroni is its capital city. The economy of Comoros essentially depends on agriculture which contributes greatly to the GDP. It generates 40% GDP, 80% employment as well as 90% foreign exchange. Comoros is renowned for its cloves, vanilla and ylang ylang. As a matter of fact 70% of the world's consumption comes from Comoros.

However, the industrial activities are confined to narrow segments of the economy and accounts for 12% GDP.

Tourism is one sector which can help boost the economy though it is under exploited. This is highly attributed to transportation problems which have been exacerbated by inadequate infrastructure.

1.3.3 Congo DRC

The Democratic Republic of Congo, so popularly known as the jewel in the heart of Africa. It covers a total area of 2,345,408 square kilometers; it is one of the biggest countries in Africa, with 64.2 million inhabitants. The common currency is the Congolese franc and Kinshasa is its capital city. The DRC shares borders with nine countries namely; Republic of Central Africa, Sudan on the North, Zambia and Angola in the South, Uganda, Burundi and Tanzania in the East.

With the liberalization of its economy, the mining sector has improved. The country has continued to enjoy significant economic growth since 2001. It has potential in the agriculture sector with only 10% of the cultivable land being exploited. Another sector worth mentioning is the industry sector. There is availability of raw materials, abundant and competitive labor as well as huge market.

1.3.4 Djibouti

Djibouti is one of the African countries bordered to the northeast and east by the Red sea, the south East of Somalia. It covers an area of 23,200 square kilometer. It has a population of 820,000 people. The common currency used is the Djibouti Franc. Djibouti is its capital city.

It's GDP per capita is US\$577. Some of the key sectors include agriculture and tourism.

1.3.5 Egypt

Historically, Egypt is probably the world's oldest civilizations having emerged from the Nile valley around 3,100 BC. With the area covering a square kilometer of 1, 001, 449; it has a population of 81.9 million. The common currency is the Egyptian pound. It's capital city is known as Cairo.

Egypt has a fully diversified economy with enormous potential for sustained high growth across all sectors. Oil is a major source of foreign exchange. Egypt's main exports of goods are; fuel products, manufactured goods, and agricultural products, mainly cotton. Egypt has considerable earnings from its tourism sector currently at around 7 million tourists annually. Egypt imports the vast majority of its consumer goods and capital equipment as well as chemicals. About 14 percent of imports are purchased for activities at Egypt's free trade zone.

The European Union is the main supplier (40 percent of total imports), followed by the US, (14 percent). The EU's main imports from Egypt are energy (42 percent), textiles and clothing (16 percent), agricultural products (10 percent) and chemicals (6 percent). Trade with Arab countries has been growing, up from 10 to 13 percent of total.

1.3.6 Eritrea

Eritrea is a country situated in Northern, East Africa. It is bordered by Sudan in the west. Ethiopia is in the south and Djibouti in the Southeast. It covers an area of 117,600 square kilometers and has a population of 4.9 Million. The common currency is Nakfa and its capital city is Asmara.

The economy of Eritrea primarily depends on agriculture which accounts for 22% of GDP. The rainfall patterns in Eritrea are erratic.

Other sectors contributing to the GDP include services which represent 56% and industry represents 23% of GDP. The country is also rich in natural resources including precious stones, minerals oil, and natural gas among others.

1.3.7 Ethiopia

Commonly known as a land of contrasts and extremes; it is a land of remote and wild places. Ethiopia is as old as time. Its culture and traditions date back over 3000 years ago. It has an area of 1,127,127 per square kilometre and a total population of 81.7 million. The common currency is the Birr and its capital city is Addis Ababa.

Ethiopia's economy is based on agriculture, which accounts for almost half of GDP, 60 percent of exports, and 80 percent of total employment. Coffee is the main export commodity for Ethiopia. The other export commodities are fat, gold, leather products, live animals and oilseeds. In 2006, the main destinations of these exports were: China - 11%, Germany -9.1%, Japan -7.8%, US -7.1%, Saudi Arabia -6.1%, Djibouti -6% and Italy -5.2%. The main sources of Ethiopia's imports in 2006 were; Saudi Arabia 18.1%, China 11.4%, India 8.1%, Italy 5.1%.

1.3.8 Kenya

Kenya is one of the world's great destinations of tourism. For many the name Kenya has always been synonymous to wildlife. With an area of 582,646 per square kilometre and it has a total population of 36 million. The common currency is the Kenyan shilling. It's capital city is Nairobi.

Kenya's economy can be divided into three sectors, namely: the primary sector, the secondary sector and the tertiary sector. The primary sector is composed of agriculture, forestry, mining and quarrying activities. Kenya's economy has traditionally been based on the performance of the primary sector where the agriculture activity plays a prominent role. This development has been mainly in the utilities and construction sub-sectors as the manufacturing activity has grown. Kenya's tertiary sector has registered significant growth as a percent of GDP since independence. This sector is mainly composed of trade, restaurants, and hotels; transport, storage, and communications; financial institutions and ownership of dwellings.

As at may 2008, coffee, tea and horticulture made up 35.9 percent of the total exports while manufactured goods and oil, respectively, contributed 12.4 percent. The main destination countries for Kenya's merchandise exports were: Uganda (12.4 percent), United Kingdom (11.2 percent), the Netherlands (8.0 percent), Tanzania (7.8 percent), United States of America (6.3 percent), Sudan (4.3 percent), Somalia (3.8 percent), Pakistan (3.7 percent) and Egypt (3.2 percent). Overall, African countries absorbed 45.2 percent of Kenya's merchandise exports. As at may 2008, imported goods to Kenya mainly originated from the United Arab Emirates (17.0 percent), India (10.4 percent), China (8.0 percent), Japan (6.7 percent), South Africa (6.1 percent), United Kingdom (4.3 percent), United States of America (4.0 percent), Germany (3.7 percent), Indonesia (3.2 percent), Saudi Arabia (2.9 percent) and France (2.6 percent)

Table 5; Kenya's Key Sectors contribution to the GDP: 2003-2006

SECTOR	2003	2004	2005	2006
Agriculture	25.3	24.3	24.2	23.6
Manufacturing	9.7	9.9	10.5	10.2
Trade	9.1	9.9	10.8	11.4
Transport and Communication	9.2	9.9	10.9	9.7

1.3.9 Libya

Libya is a country in North Africa bordering the Mediterranean Sea, located between Egypt on the east, Sudan on the south east, Chad and Niger on the south and Algeria and Tunisia to the west. This country has an area of 1,759,540 square kilometers, it has a population of 6.1 million. Its common currency is known as Dinar and its capital city is Tripoli.

The Libyan economy depends primarily upon revenues from the oil sector, which contribute about 95% of export earnings, about one-quarter of GDP, and 60% of public sector wages. The non-oil manufacturing and construction sectors, which account for more than 20% of GDP, have expanded from processing mostly agricultural products to include the production of petrochemicals, iron, steel, and aluminum. Climatic conditions and poor soils severely limit agricultural output, and Libya imports about 75% of its food.

The main exports are crude oil, refined petroleum products, natural gas and chemicals. As at end 2006, Libya's main destinations of its exports were: Italy -37.1%, Germany- 14.6%, Spain -7.7%, US -6.1%, France -5.6% and Turkey - 5.4%. In 2006 also, Libya's sources of imports were: Italy - 18.9%, Germany - 7.8%, China - 7.6%, Tunisia - 6.3%, France - 5.8%, Turkey - 5.3%, US - 4.7%, South Korea - 4.3% and UK - 4%.

1.3.10 Madagascar

Madagascar is one of the beautiful countries in the COMESA region. It is well known for its exotic landscapes. It covers an area of 587,041 per square kilometre, with a total population of 19.2 million. The common currency is the Malagasy Ariary and Antananarivo is its capital.

The agriculture sector that includes fishing and forestry is the mainstay of the Madagascar economy, accounting for 34 percent of GDP and contributing more than 70 percent to export earnings. Madagascar's main export commodities are coffee - 45% and vanilla - 20%. The others are; cloves, shellfish, sugar, petroleum products. The main destinations of Madagascar's exports are; France - 40%, United States - 9%, Germany - 8%, Japan - 6% and United Kingdom - 6%. Madagascar's main import commodities are: intermediate manufactures - 30%, capital goods - 28%, petroleum - 15%, consumer goods - 14% and food - 13%. The main sources of these imports are; France - 39%, Hong Kong - 5% and Japan - 5%. The others are the People's Republic of China and Singapore.

1.3.11 Malawi

Malawi covers an area of 18,484 square kilometers whose total population stands at 14.3 million. The common currency is the Malawian Kwacha. Lilongwe is the capital city of Malawi. The manufacturing industry is predominantly resource based and comprises of agro processing industries which comprise about one third of the sector.

Some of the industries include those in tobacco processing, tea, sugar, textile and many more others. It contributes around 36% to the industry contributes 13% GDP.

Malawi is enriched with fertile soils suitable for a wide range of crops. Agriculture is mainstay of Malawi's economy and accounts for about 32% GDP.

1.3.12 Mauritius

One of the most beautiful islands, Mauritius covers an area of 2,040 square kilometer and it has a population of 1.3 million. The common currency is the Mauritian Rupee. Port Louis is its capital city.

Since gaining independence in 1968, Mauritius has developed from a low-income, agriculturally based economy to a middle-income diversified economy with growing industrial, financial, and tourist sectors. For most of the period, annual growth has been in the order of 5% to 6%. Sugarcane is grown on about 90% of the cultivated land area and accounts for 25% of export earnings. Expansion of local financial institutions and domestic information telecommunications industry, have also been responsible for the rise in the growth of Mauritius economy. Mauritius has attracted more than 9,000 offshore entities, many aimed at commerce in India and South Africa, and investment in the banking sector alone has reached over \$1 billion. Mauritius also has a strong textile sector that has been well poised to take advantage of the Africa Growth and Opportunity Act (AGOA).

1.3.13 Rwanda

Rwanda is a land of great diversity and beauty. It has an area of 26,338km and a total population of 9.4 million. The common currency used is Rwandan Franc. Its capital city is Bujumbura.

Rwanda economy is predominately agricultural, with about 85% of the population living in rural areas. Agriculture accounts for about one-third of GDP and four-fifths of export revenues. Tobacco accounts for more than half of the export earnings. Rwanda's other main exports are cotton, rice, coffee and maize. The main imports include petroleum products, iron and steel, cement, machinery and transport equipments. The country has experienced both trade deficit as well as balance of payment deficit over years. In 2007, levels of exports and imports of the country were as follows:

- Exports amounted to \$145 million with tea, coffee, Colton, cassiterite, hides, iron ore, and tin. Agribusiness accounted for 36.2% of Rwanda's GDP (\$2.8 billion) and 40.2% of exports. Its major exports partners are Spain, Belgium, Germany, China and Brazil;

Imports were worth \$488 million with foodstuffs, machinery and equipment, steel, petroleum products, foodstuffs, cement, and construction material being the main products. Kenya, Germany, Belgium, France, US, France, Uganda, and Israel are the major suppliers of imports to Burundi.

1.3.14 Seychelles

Seychelles is situated in the Indian Ocean well outside the cyclone belt. It covers an area of 455 Square kilometer, with a population of 82.247 million people. The common currency is the Seychellois Rupee. Victoria is its capital city.

According to Marc Kwai Pun (2005, p. 8) "the industrial sector accounts for 18% GDP, employs roughly 20% work force and generates about 94% revenues from domestic export" .Manufacturing industry is responsible for 16% of GDP. This is due in part to the outstanding performance of the Indian Ocean tuna, a joint venture between H.J Heinz and the Seychelles government which generates 90% of foreign exchange from domestic exports.

Other sectors include tourism which as a matter of fact is the mainstay of the Seychelles's economy which contributes 21% of the GDP, employing more than 15% of the labor force, Kwai Pun (2005).

1.3.15 Sudan

Sudan is considered one of the largest countries in Africa covering the area of 2, 2505,810 square kilometer, with a total population of 41.3 Million people. The common currency is the Sudanese pound and Khartoum is its capital city.

The southern part of the country is expected to become an independent state in July 2011.

Agricultural production remains Sudan's most important sector, employing 80% of the work force and contributing 35% of GDP. Sudan's economy is booming on the back of increases in oil production, high oil prices, and large inflows of foreign direct investment. GDP growth registered more than 10% per year in 2006 and 2007.

The main exports commodities are: oil and petroleum products; cotton, sesame, livestock, groundnuts, gum Arabic and sugar with the main destinations being China -67.8%, Japan -19% and South Korea 2%. The main imports commodities are: foodstuffs, manufactured goods, refinery and transport equipment, medicines and chemicals, textiles and wheat. The main sources of these imports are: China -27.9%, Saudi Arabia -7.5%, India -6.3%, Egypt -5.6%, UAE -5.5% and Japan -4.2%.

1.3.16 Swaziland

Sometimes referred to as the Switzerland of Africa, Swaziland is the envy of many countries in Africa because it has preserved her culture and traditions as a vital element in the day to day existence of the people. It is the only country in the COMESA region that is governed by a King. It covers an area of 17,364 square kilometres, with a total population of 1million people. The common currency is the Swazi Lilangeni and Mbabane is its capital.

Swaziland is a small, landlocked economy whose subsistence agriculture occupies more than 80% of the population. It has a diversified manufacturing sector. Mining has declined in importance in recent years with only coal and quarry stone mines remaining active. The main exports – commodities are: soft drink concentrates, sugar, wood pulp, cotton yarn, refrigerators, citrus and canned fruit.

The main destinations of these exports are: South Africa - 60%, EU - 9%, US-9%, and Mozambique -6%. Swaziland's main imports commodities are: motor vehicles, machinery, transport equipment, foodstuffs, petroleum products and chemicals. Its main sources of imports are: South Africa – 95%, EU - 1%, Japan -1% and Singapore - 0.3%.

1.3.17 Uganda

Uganda is one of the most beautiful countries in Africa. It has an area of 241,038 square kilometres with a total population of 30.9 million. Its currency is the Ugandan shilling and Kampala is its capital city.

Agriculture is the most important sector of Uganda's economy, employing over 80% of the work force. Coffee accounts for the bulk of export revenues. Since 1986, the government - with the support of foreign countries and international agencies - has acted to rehabilitate and stabilize the economy by, among others, undertaking macroeconomic and structural reforms. In 2000, Uganda qualified for enhanced Highly Indebted Poor Countries (HIPC) debt relief worth \$1.3 billion and Paris Club debt relief worth \$145 million. These amounts combined with the original HIPC debt relief added up to about \$2 billion. Growth for 2001-02 was solid, despite continued decline in the price of coffee, Uganda's principal export.

1.3.18 Zambia

Commonly known as the butterfly in the heart of Africa, home of the Victoria Falls and acknowledged as one of the safest countries in the world. The common currency is the Zambian Kwacha and Lusaka is its capital city and the proud host of the COMESA.

Zambia is a third world country located in Southern Africa, east of Angola, between 15⁰ 00 S and 30⁰ 00 E with an area of 752,614 square kilometer out of which 740,724 sq km are land and 11,890 sq km water (The World Fact book, 2006). She borders with the Democratic Republic of Congo (DRC) (Kinshasa) in the north, Tanzania in the Northeast, Malawi and Mozambique in the east, Zimbabwe, Botswana and Namibia in the south. Her population is approximately 11,000,000 according to the central statistics report of 2006. She is a land locked country.

Administratively, Zambia is divided into nine provinces which are; northern, southern, eastern, western, south-western, north-western, Lusaka, copperbelt, central and Luapula provinces with the highest population density in copperbelt, Lusaka and eastern provinces respectively. All the nine provinces are divided into districts which total up to fifty seven. The economy of Zambia continued to be vibrant just after independence in 1964. The mining sector contributed significantly to income generation and employment creation. However, things did not remain the same for long. By the start of 1980, the Zambian economy began to fall following the drop in world copper prices; this exhibited the

already existing economic problems. Because of desperately wanting to cushion the effects of loss of revenue from copper, Zambia accepted and agreed to the terms and conditions of the IMF to restructure the economy. This whole process involved kwacha devaluation, removal of agriculture subsidies which automatically resulted in increased prices for agriculture products, and ending price control. However, in 1987, President Kaunda realized the effects this had on the Zambian economy and more importantly on the Zambian people. He therefore changed to a new economic reform programme which involved partially privatizing parastatal.

The agriculture in Zambia accounts for 80 percent of total employment and 20 percent of total GDP. Important crops in the country are Maize, Soybean, Cotton, Sugar and Sunflower. Both the services sectors as well as industrial sector make the highest contribution to the country's total GDP. Copper and agricultural exports are the major export earnings. Following the privatization of government-owned copper mines, copper output has increased steadily since 2004, due to higher copper prices and the opening of new mines.

1.3.19 Zimbabwe

Zimbabwe is one of the countries whose variety of wildlife is astounding. It covers an area of 390.575 square kilometers, with a population of 12.5 million. It is currently using the US\$ as its currency. Harare is its capital city.

With a GDP of US\$ 4.89 billion in 2006 which dropped to US\$ 4.72 billion in 2007, Zimbabwe forms part of the least developed countries. (IMF 2008 Weo Report).

It is an agro-based economy with more than 60% of it's population's livelihood supported by agriculture. Agriculture contributes 14% to the GDP and 40% to exports. Other sectors driving the economy include the mining and manufacturing sectors.

Its main vision is to transform from primary producer to value added goods for both domestic and export markets.

1.4 Stages of Integration Undergone by COMESA

Economists such as Balassa (1961) posit that economic integration can take several forms which can represent various forms of integration. He identifies six distinct forms of economic integration. The first is the sectoral integration which is similar to the preferential trade area. This one particularly occurs when there is removal of barriers to trade in one economic sector.

The second is the free trade area, where member countries abolish all trade impediments among themselves but retain their individual trade policies and trade barriers with the outside world. The third form of integration is the Customs Union, which eliminates substantially all tariffs and other forms of trade restrictions among the member states. This report will concentrate on the COMESA Customs Union. However, other preceding stages of integration include the common market where there is free factor mobility across national member boundaries so that capital, labor and enterprise move without hindrance among member countries.

The fourth form of integration is the economic and monetary union which is essentially a common market with the central authority which controls the economic policies of member countries and they have a common currency.

The last stage of economic integration involves complete political integration in which there is a central authority whose sovereignty is that of a national government, Balassa (1961)

COMESA has successfully gone through the two phases namely the preferential trade area and the free trade area. It launched a customs union on the 7th of June 2009 which has been given a time limit of three years before it can be fully operational. The following section will concentrate on the three phases that COMESA has undergone with particular attention to the Customs Union.

1.4.1 Preferential Trade Area (PTA)

COMESA, as it is known today started as a preferential trade area (PTA). According to Mwale (2001), the formation of COMESA can be traced as way back as the 1960. By the early 1960's, the eastern and southern African sub-region had already begun to make commendable initiatives towards the formation of a sub regional common market. In 1963, the United National Economic Commission (UNECA) sent an interdisciplinary mission to an industrial coordination in Eastern Africa which was followed by a decision to hold a conference of independent member states. By 1964, the Eastern Africa office which had been set up earlier was expanded into eastern and southern sub-regional to cover for the newly independent states of southern Africa.

In 1965, Lusaka became a venue for the initial UNECA ministerial meeting to seriously consider proposals for the establishment of a mechanism for an in-depth sub regional cooperation and economic integration. It was at this juncture that an interim council of ministers was set to negotiate with member states a draft treaty as well as initiating economic programmes, Mwale (2001)

In May 1966, eleven member states from the sub-region held the first meeting of the interim council of ministers, in Addis Ababa which was preceded by the economic committee of officials. This committee was entrusted with the responsibility of recommending to their respective governments the formal establishments of the economic community under a treaty and that they should take appropriate measures for the promotion of economic cooperation pending the ratification of the treaty.

The countries in attendance were Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Somalia, Sudan, Tanzania, and Zambia. This was followed by another interim economic committee of officials meeting which recommended a programme of action for inclusion in the final treaty in Lusaka November 1967.

The most significant events which led to the formation of the COMESA Preferential area were the summit of the Central and Eastern African states that convened at in 1968 and

1969 in Kampala and Lusaka, respectively. These summits basically focused on issues of African unity. The establishment of Preferential Trade area (PTA) was achieved on December 21, 1981, in Lusaka. Lusaka became venue and host of the PTA by sheer chance. Zambia was consulted if she could host and provide venue for the first summit.

Zambia accepted the offer. As a host of the inaugural summit; it was therefore the responsibility of Zambia to invite heads of states which she diligently did nine heads of states turned up for the summit, Mwale (2001)

According to Mwale (1981) the quorum required by article 50 of the treaty was seven. With the participation of the nine heads of states and government or their plenipotentiaries secured, the signing of the treaty and the launching of the PTA took place as planned on 21st December 1981. The PTA was established to take advantage of a larger market size, to share the region's common heritage and destiny and to allow greater social and economic cooperation, with the ultimate objective being to create an economic community.

COMESA was established in 1994 as a successor of the preferential trade area for eastern and southern area (PTA), which came into existence in 1981. COMESA as defined by its treaty was established as an organization of independent sovereign states which have agreed to cooperate in developing their natural and human resources for the good of all their people and as such it has a wide range of objectives key of which is trade promotion. The vision of COMESA is 'to be a fully integrated economic community for prosperity, internationally competitive, ready to merge into African union.

1.4.2 Free Trade Area (FTA)

On 31st October, 2000, COMESA moved further in the integration process to the stage of free trade area (FTA). This followed a trade liberalization programme that was commenced in 1984. A free trade area according to Douglas (1996) is a group of countries that eliminate all tariffs on trade with each other and retain autonomy in determining their tariffs on trade with non members. COMESA adopted a trade liberalization programme for the reduction and eventual elimination of tariff and non-

tariff barriers to intra-regional trade. The nine member states at that material time included Djibouti, Egypt, Kenya, Madagascar, Malawi, Mauritius, Sudan, Zambia and Zimbabwe.

This was aimed to act as a catalyst for the development of production sectors of agriculture and industry through growing imports and exports to one another.

What was envisaged both in short term and medium term was that trade liberalization measures will encourage the member states to loosen their economic and trading relations with countries outside the region and trade more with one another and thus facilitate the economic integration in other sectors. In addition to this, it was hoped that it would provide a training ground to production enterprises in member states to become internationally competitive by first becoming regionally competitive, Murinder (2001,p.13)

Trade liberalization promotes economic efficiency and expansion of trade and the end result is increased economic activity and national income in member states. Under the free trade area members are not to levy any tariffs on goods originating from member states. However, each member state applies its own desired set of tariffs on goods imported from outside the free trade area.

1.4.3 COMESA Customs Union

A customs union according to COMESA (2008) is a type of trade bloc which is composed of a free trade area with a common external tariff. The main purpose of setting up a custom union is to increase economic efficiency establishing closer political and cultural ties between the member states.

Since the inception of its operations COMESA has always envisaged the formation of a custom union. The COMESA treaty of 1994 under the auspices of which the COMESA customs union is formulated in the article 47 states that the member states agree to gradual establishment of a common external tariff in respect to all goods imported into the member states from the third countries within a period of ten years.

It is cardinal to note that customs unions world over are similar in principle. Their overarching goal is to liberalize and enhance cross border trade among participating countries. Thus in design and in effect, customs unions have some basic features which are aimed at fully realizing the existing potential of member countries for promoting economic cooperation in the areas of investment , industry, technology, human resource development, agriculture and infrastructure, Fredrich, Ebert & Stiftung, (2006). Customs Union provides an opportunity to optimize complementariness in trade, investment and production of participating countries. The basic features of a customs union according to Fredrich, Ebert & Stiftung, (2006) include;

- Adoption of a common external tariff (CET) and a standard system of valuation. A CET is simply a common set of import duty or rate that is applied on goods from countries that are not members of a customs union. COMESA has adopted four bands CET of 0% for capital goods, 0% for raw materials, 10% for intermediate goods and 25% for finished goods.
- Adoption of a uniform tariff classification of goods called the common tariff nomenclature(CTN)
- Elimination of all intra-state tariffs and other charges of equivalent effect.
- Abolition of all non-tariff barriers (NTBs)
- Harmonized commodity description and coding systems
- Harmonized customs services and procedures
- Effective mechanisms for sharing out common customs revenue as collected in entry point
- Effective collection of all import duty at the first points of entry into the customs territory
- Enhanced movement of the persons within the customs territory
- Adoption of uniform standards requirements for anti-dumping practices, subsidies, countervailing measures, duty drawing and other export promotion schemes i.e. refund and remission of duties
- Established rules of origins with respect to products originating in the partner states.
- Harmonized customs services and procedures

- Uniform national customs legislation
- Simplified and harmonized trade documentation and procedures
- Common requirements for transit of goods within the customs territory and re-exportation of goods from member countries.

The benefits of Customs Union include a wider source of goods to traders and this enables them to have more bargaining power in dealing with suppliers, which result in cost saving. Customs Union is an advanced stage of integration over a free trade area; therefore, intra-regional trade is enhanced as there are no tariffs or quotas on goods originating from within the region. Furthermore, the CET helps maintain a price advantage for goods produced within the region compared to goods produced outside the union. This will enhance trade among cross border traders. COMESA P.R (2009, p.18)

Since the customs union removes border controls and other trade barriers, importing goods becomes faster especially that traders do not need to go through many customs procedures in different countries and as a result, it reduces on transaction costs and results in timely deliveries. Producers get a larger and wider market and can thus produce more goods. It can thus be said that the customs union encourages mass production of goods and services and lowers the cost of production by taking advantage of economies of scales. On the part of consumers, they get a wider range of goods and also benefit from lower prices as there is a trickle down effect from the producers to the traders and from the traders to the consumers since production is increased and cheapened.

To this end, the COMESA member states believe that an efficient Customs Union will allow each one of them to surmount the obstacles created by small market size, increase external trade, improve collectiveness, attract foreign direct investment and strengthen the ability of the region to integrate into the global economy through the exchange of goods and services.

Lastly but not the least, the whole COMESA region stands to benefit because a Customs Union promotes cross-border trade (investment) and serves to attract investment in both

foreign direct investment(FDI) and domestic investment(DI), as the enlarged market is more attractive to investors than the previously small individual national market.

It is with this background that finally a COMESA Customs Union was launched on the 7th of June 2009 at a very memorable event in the town of Victoria falls in Zimbabwe. The Chairman of COMESA Authority, President Robert Mugabe on the launch of the Customs Union re-iterated that “We have waited long enough, since 2004, and we rejoice that we have been able to get there. We are launching our COMESA Customs Union. As a region, the opportunities that are begging to be exploited are inexhaustible, with a market of 400 million people”. COMESA (2009, p. 4)

It is in the view of this event that this study will focus on COMESA Customs Union and its benefits to the cross border traders in selected COMESA member states as well as their awareness about its launch and implications on their day to day businesses. The study will also give particular attention to the COMESA Public Relations Unit with regards communication tools and strategies used to share information about the Customs Union.

1.5 COMESA Public Relations Unit

The Public Relations (PR) Unit of any institution is seen as an integral part of the communication process. According to Cronkite (1976), communication is said to be the “management of messages for the purpose of creating meaning.” It can also be defined as the process of dissemination of information to the masses.

The COMESA Secretariat Public Relations unit has been in existence since 1994. This unit is one of the smallest units in the COMESA secretariat. It is comprised of three people namely Public Relations Officer, Assistant Public Relations Officer and the Graphic Designer. However at the time that the researcher was attached to the organization, the unit had another staff that was specifically entrusted with the responsibility of coming up with strategies of disseminating information about the COMESA Customs Union in members states. It must be stated here that this team of

three people is the one which covers all COMESA events undertaken in COMESA member states as well as any media communications.

1.5.1 Role of Public Relations

The practice of Public Relations has a plethora of definitions, but suffices to note that for the purpose of this research, Public Relations will be defined as a management function that supports organizational objectives and philosophy. Thus, Public Relations practitioners communicate all relevant internal and external publics in the effort to create consistency between organizational goals and social organization, Baskins (1972)

Public Relations is fundamentally the art and science of establishing relationships between an organization and its key audiences. Its function is to improve channels of communication and to institute new ways of setting up a two-way flow of information and understanding. PR aims to gain an organization's positive exposure to their key stakeholders and target audience while downplaying any negative exposure. Common activities include speaking at conferences, working with the press and of employee communications.

1.6 Statement of the Problem

The majority of cross border traders have entered the informal sector employment owing to lack of other opportunities. In most parts of the world, cross border traders are virtually absent or are poorly represented in economic decision making including the formulation of financial, monetary, commercial and other economic policies. It is often within the framework of such policies that cross border traders make their decisions on how to conduct their businesses.

Thus the actual development of these economic structures and policies has direct impact on cross border traders. Insufficient attention to information needs has meant that cross border trader's contributions and concerns remain too often ignored in economic structures such as trade systems, taxation and regional integration policies. When the cross border traders gain access to information and control over relevant and

appropriate information, they are positioned to increase production, marketing and income for sustainable development.

Although many cross border traders have advanced in economic structures, for the majority lack of appropriate information has continued to hinder their ability to achieve economic autonomy and to ensure sustainable livelihoods for themselves. This is the case for instance with the launch of the COMESA customs union which seeks to promote trade within the 19 member states through abolishing tariffs and non tariff barriers to trade, there is therefore dire need to focus more on the impact of regional trade agreements on cross border traders 's socio-economic status as well as their empowerment .

Despite the COMESA CU having been launched on the 7th of June 2009, there seems to be nothing much that has been done as regards sensitization of the cross border population concerning its implications and benefits to the cross border traders in COMESA member states. It is as a result of this that this study endeavored to evaluate the effectiveness of the communication strategies and tools which were used by the COMESA Public Relations Unit to share information about the COMESA Customs union to cross border traders in selected member states.

1.7 Justification /Rational of the Study

Knowledge is power and information enriches the mind. Availability of relevant information enables people to make useful and informed decisions. Information is so important that it is even enshrined in the universal declaration of human rights. Information is an entitlement. Therefore, the cross border traders in COMESA member states have a right to be informed about the COMESA CU. It is from this perspective that the research that was undertaken was significant in that the findings, without any doubt provided an indication of the needs of the cross border traders including the role they can play to ensure participation in policy formulation.

The study is the first of its kind to address the dissemination of information as regards Customs Union by COMESA. Thus, it is expected that this research will appeal mostly to Public relations staff, advisors and policy makers in COMESA on how best they can ameliorate their communication strategies.

Furthermore, adequate development of a customs union in a regional grouping such as COMESA is very cardinal for the furthering of the regional integration agenda. It is also hoped that this research will make a timely contribution not only in line with dissemination of information but also to the paradigm of regional integration in developing countries. Given the scantiness of empirical literature in this area of study, the findings will in no doubt provide practical solutions to the COMESA Public Relations Unit on how to effectively disseminate information to stakeholders. The findings also suggest how the Public Relations unit can further foster regional integration.

Lastly but not the least, the study which was undertaken is very important as it has added on to the existing knowledge and will be used as a basis of other research.

1.8 Objectives of the Study

1.8.1 General Objectives of the Study

(a) Evaluating the communication strategies used to share information about the Customs Union to cross border trader's in selected COMESA member states by the COMESA Public Relations Unit.

1.8.2 Specific Objectives

(a) Identifying communications strategies used by COMESA Public Relations unit to share information about the COMESA Customs Union to cross border traders and the general public.

(b) Investigating the channels of communications used by the Public Relations Unit to share information to cross border traders in selected COMESA member states.

(c) Determining the effectiveness of the channels used to share information about the COMESA CU.

(d) Finding out whether Cross border trader in selected member states are aware about a COMESA CU.

(d)To assesses the extent of the usefulness of the information to cross border traders.

1.9 Scope of the Study

The focus of the study was to basically investigate the communication strategies used by the COMESA PR unit to disseminate information about the Customs Union to cross border traders in selected COMESA member states. The scope of the examination was restricted to COMESA member states found at COMESA Market in Zambia, international traders from COMESA member states at the 2010 International Show at Lusaka show grounds as well as Lusaka's town centre trading area.

CHAPTER 2

METHODOLOGY

2.1 Introduction

This chapter provides information about the research design, sampling procedures and methods of data gathering.

2.2 Research Design/Methods

In conducting the study, the researcher used the triangulation method. This is the combination of both the qualitative and the quantitative research design and approaches. The main reason why these methods were used was to provide the checks and balances and compensate inherent inadequacies of either approach. Furthermore, these approaches were used to ensure that as much information as possible was collected from different people. Most important of all was that these approaches provided a comprehensive understanding and interpretation of the phenomenon under investigation which in this instance is the dissemination of information about the COMESA CU to cross border traders in selected member states by the COMESA Public Relations Unit.

2.3 Sample Size

A total of 100 questionnaires were administered to 100 respondents, male or female aged 18 years and above. The study targeted some COMESA member states namely Burundi, Congo D.R, Egypt, Kenya, Zambia and Zimbabwe. Burundi, Congo DR and Egypt were chosen randomly. Whereas Kenya, Zambia and Zimbabwe were chosen purposively because of the different functions they were carrying out. For example, Kenya was chosen because it was handing over chairmanship to Zimbabwe during the launch of the COMESA CU and Zimbabwe was chosen because it was hosting the launch of the COMESA CU while Zambia was chosen by virtue of her being the host of the COMESA Secretariat, it was enough impetus. The study area was COMESA Market and Lusaka Agricultural and international Show. These areas were chosen because this is where most traders from COMESA countries are found. Lusaka Town Centre Area was also used

mainly for traders from Zambia. All the 100 questionnaires were administered to respondents in the above mentioned areas.

For qualitative surveys, in-depth interviews were carried out and the key informants were members of staff of the COMESA Public Relations Unit. These included among others, the Public Relations Officer, assistant Public Relations Officer, the communications expert and an intern who was on attachment.

2.4 Sampling Method

The researcher used purposive sampling, a form of non-probability sampling. This method was used because of the nature of the study which wanted a specific target belonging to COMESA member states. However, simple random sampling was also used for Burundi, Congo DR and Egypt.

2.5 Research Questions

Some of the research questions the study was seeking to answer included the following;

- 1) Have you heard about a COMESA Customs Union?
- 2) What do you know about the COMESA CU?
- 3) Who would you say are the advantages and benefits of a customs union?
- 4) Do you think the COMESA PR unit has done enough to sensitize the stakeholders about the COMESA Customs Union?

2.6 Data Gathering

In this study, the major research tool which was used was a questionnaire that combined both qualitative and quantitative questions. The questionnaire was administered in English. In instances where the respondents were not well versed with English, French was used as a medium of communication.

2.6.1 Quantitative Survey

For the quantitative survey, the research was conducted using a questionnaire. It is one of the most effective ways of collecting data. Questionnaires were administered to 100 respondents from the above named COMESA member states to solicit their views on what they thought about Customs Union and to find out whether their informational needs were adequately catered for before the launch of the COMESA CU. The questionnaires were designed in such a manner that all the qualitative elements fit into the quantitative spectrum to minimize confusion at the data collection and analysis stage.

2.6.2 In-depth Interviews

For this survey an interview guide was created to carry out in-depth interviews with the Public Relations staff at the COMESA secretariat. These involved collecting data through face to face interaction with the PR staff. One of the advantages of this method is that it permitted the researcher to read the non-verbal communication which is normally done through gestures and facial expressions. This further enabled the researcher to collect more data and have clarity on issues relating to the study. The main purpose of in-depth interview was to supplement the data collected through use of questionnaire.

2.6.3 Direct Field Observations

This method provided an opportunity for the researcher to see how the PR unit was disseminating information about Customs Union to cross border traders even after its launch. This method was used because as Wimmer and Dominick (1997, p.19) puts it “the study takes place in the natural could have setting of the activity being observed and because the PR unit was not aware that they were being studied hence the data which was gotten was not at any time biased due to unnatural behavior which could have been occurred had the PR unit known that they were being observed. The researcher did the observation while working in another unit within the COMESA Secretariat.

2.6.4 Primary Data

The researcher used publications such as brochures, leaflets and pamphlets from the PR unit. Another useful source of information which was utilized was the E- COMESA

newsletter which was distributed weekly to all staff of COMESA by the PR unit. This newsletter basically contained all the activities which the PR unit was doing as regards disseminating information about COMESA thereby furthering the regional integration agenda. This is actually the mandate of the COMESA PR unit.

2.7 Data Analysis

The data was analyzed through use of the statistical package of social sciences (SPSS).

2.8 Limitations of the Study

The researcher would have loved to have conducted the research in all COMESA member states but because of financial limitations it was just conducted in Lusaka while targeting members of COMESA. Furthermore, the time allocated to both the data collection and writing of the report was too short. This was exacerbated by the methodology used which was triangulation which consumed a lot of time when it came to data analysis.

CHAPTER 3

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.1 Introduction

This chapter describes the key concepts which were used in the research and the theoretical framework within which the study was located.

This study focused into detail the various communication theories that have endeavored to explain communications of ideas or rather innovations using mass media. The theories that were discussed include the world systems, dependency, modernization, diffusion theory, interpersonal communication and, agenda setting theories.

3.2 Communication

For the purposes of this study, communication refers to the process of sending information from one source who is the sender to another through verbal means, symbols, images with a view of soliciting the receiver's thoughts, response and of course action. The process of communication begins with the sender who decides to initiate a message that expresses a specified set of intended meanings. The sender comes up with the message. S/he does this by selecting specific words whose the intended audience will presumably understand. The message is then transmitted verbally or written so as to cross the space between the sender and the receiver. The receiver who the message is directed to attends to the incoming information identifying it as specific language message. The receiver then decodes the message by constructing his own interpretations of the symbols received. It is as a result of interpreting these messages that the receiver is influenced in some way, (Defleur & Dennis, 1998).

This term was used in this study to show how the COMESA PR the sender of the Message (COMESA CU) transmitted to the (cross border traders) receiver using various communication channels. Elkamel (1986) refers to communications as a process where

the source shares messages with a receiver through a certain channel with a view to influence a receiver's response.

Communication is an indispensable tool when it comes to new innovations or ideas. The success of an idea being embraced by target audience is dependant on the mode of communication used.

3.2.1 Mass Communication

Mass communication is one of the means that was used by the COMESA PR to disseminate information about CU to traders in COMESA member states. According to Defleur & Dennis (1998; p 19), the term mass communication implies "a large and diverse audience". The term derives from the concept of a mass society that they do not have as many personal ties to one another. This refers not just to the idea that large numbers of people are involved, but to the fact that they do not have as many close ties as to one another. Defleur & Dennis (1998,p.19) define it as "a process in which professional communicators design and use media to disseminate messages widely, rapidly and continuously to arouse intended meanings in large, diverse and selectively attending audiences".

Mass communication process begins with senders who are professional communicators. These decide on the nature and goals of message to be presented to an audience via a particular medium. The message can either be a news report, campaign message or other media presentations. The intended meanings are encoded by production of specialists such as news team or magazine staff. The process of encoding includes selection of verbal and non verbal symbols as well as special effects that are possible with a particular medium such as sound, graphics and color. The message is then transmitted as information through the use of specialized media technologies characteristic of print, film or broadcasting to disseminate it as widely as possible. As mentioned earlier, the audience in mass is large and diverse which makes mass communication quite challenging. Defleur & Dennis notes that:

The message is then received by the large and diverse audience through verbal or non-verbal. The audience then constructs interpretations of the message in such a way they experience subjective meanings, which are to some degree parallel to those intended by the professional communicators.(1998, p.15-16).

After the audiences experience such messages their thought, feelings and actions are influenced one way or another. When this happens mass communication is then said to have taken place. It is clear from decades of research that the media have a strong influence on the beliefs, attitudes and the actions the audiences.

3.2.2 Innovations Communication

Innovation communication is defined by Must & Huck (2005, p. 4) as “symbolic interactions between organizations and their stakeholders, dealing with new products, services and technologies.” Since innovations are new and complex, their communications poses a challenge. Innovations are key to society’s performance and progress. The communication of information about new ideas as well as transitions play a crucial role. Innovations do not just need powerful and dedicated people but also a certain economic, political and social environment which allows for ideas to be turned into marketable products. This concept of innovations was used in this study to show how the Customs Union which in this case is the innovation or transition was communicated to the target audience.

3.2.3 Participatory Communication

Participation means people’s involvement in all stages of a communication project, be it interpersonal, mass media based or traditional media based. This type of communication stands in direct contrast with the communication which is developed for the people considering them as passive receivers of the finished reality. This is the thrust of the communication in most developing countries. Participatory communication is the type of communication where the means of communication is handed over to the people themselves so that their voices can be heard.

3.3 Customs Union

This term was used regularly in this study because it is the impetus of this study. Custom union refers to an agreement where goods are allowed to move freely within member states. When goods enter a union, duty is charged on them whenever they first enter. The revenue is then shared out between the member states according to an agreed formula. The most common customs union which are operational are the Southern African Customs Union (SACU) and of course the European Union (EU). Many of the border posts are completely eliminated in these unions for example in the case of the EU one can travel from Spain to France to Germany without passing a border post. Under such arrangements the advantages to traders are that they can more easily move goods around the union. Other unions include the Mano Union, Arab Maghreb Union, West Africa Monetary Union and EAC among others.

3.4 Public Relations

Public relations as a professional field have a much briefer history. It grew out of reactions to the “public be damned” attitude that characterized the American business at the turn of the 21st century. The company owners ran their businesses the way as they pleased without taking into consideration the needs of the people. So to counter this negative trend, many large corporations began to use public relations in one form or another to head off confrontations.

Public relations are an organized communication process, conducted by people who make a living as professional communicators. It can be defined in terms of conducting the following activities. Paid professional practitioners design and transmit messages, on behalf of a client, via a variety of media to relevant and targeted audiences in an attempt to influence their beliefs and attitudes or even actions regarding some person, organization, policy, situation or event.

Public Relations specialists prepare numerous messages such as news releases, information campaigns, communication policies as well as preparing communication strategies. Distinct among the tools used by the PR include posters, brochures, bill

boards, newsletters, leaflets, annual reports and magazines among others. PR uses media to transmit their messages. These mediums can either be Newspaper, Radio or Television. Public Relation will be referred to from time to time because this study focuses on how the PR unit at COMESA secretariat disseminated information to traders about the COMESA CU.

3.5 Communication Strategy

A strategy refers to a systematic, well planned series of actions, combining different methods, techniques and tools to achieve an intended change or objective, through utilization the available resources within the specific time frame, Mefalopulos and Kamlongera (2004, p.8)

A communication strategy is a well –planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. Before thinking about a communication strategy one should have in mind the clear objectives, Mefalopulos and Kamlongera, (2004). These objectives will help determine how to go about solving the problem. Objectives are normally the basis of any communication strategy. Resources need to be considered. The communication strategy is suppose to address and solve problems at grass root level utilizing findings, communication methods, techniques and the appropriate media. This concept was used on the research to determine what communication strategy was used by COMESA PR to disseminate information to cross border traders

3.6 Cross Border Traders

This refers to people who buy and sell merchandise between one or more countries. Some people are cross border traders because they are big business owners and do not seek employment else where, while the majority of traders have entered the informal sector owing to lack of other opportunities. Despite this being the case, traders contribute to the economic growth of their countries.

3.7 Theories informing the study

These are theories that try to explain the meaning or rather how information is communicated to the end recipients or the intended targets. The theories include the diffusion theory, agenda setting, interpersonal communication, two-step flow of information and the social marketing theories.

3.7 .1 Diffusion of Innovations Theory

This is a theory propagated by Everett Rogers (1983, p.5), he defines diffusion as “the process by which an innovation is communicated through certain channels overtime among members of a social system.” The salient features of this theory include the innovation, types of communication channels, time or rate of adoption, and the social system that frames the innovation. The type of innovation decisions which include optional innovation decision made by one individual distinguished from others, collective innovation decisions which are made collectively by a social system and the third one is the authority innovation decision made by a few individuals in positions of influence of power.

Before an innovation can be adopted people must have information about the innovation. People at this stage are not even inspired to find more information about the innovation. Then people must be persuaded to seek information about the innovation so that they are enabled to make informed decisions about the innovation. Rogers (1983) notes that the individual at this stage weighs the advantages and the disadvantages of using the innovation and decides whether to adopt or reject the innovation, this is the most difficult stage to acquire empirical evidence.

The forth stage would be the individual to employ the innovation and determine it's usefulness and finally the confirmation stage enables the individual utilize the innovation to its fullest potential.

Rogers (1983) further argues that the adoption of the innovation will entirely depend on the innovation 's relative advantage,compatibility,complexity triability (how easy an

innovation may be experimented) and the visibility of the innovation will drive communication among individual peers and personal networks and will in turn create positive and negative reactions. People adopt innovations at different rates, some are innovators, others are early adopters, others are early majority while others are late majority and others are laggards the late adopters.

It should be clearly stated that there are both positive and negative outcomes when people choose to adopt a certain innovation. Rogers (2005) identifies three categories for consequences namely desirable vs. undesirable, direct vs. indirect, and anticipated vs. unanticipated. This theory was used in this study to show how people adopt innovations and to demonstrate how prior attitudes affect adoption of innovations.

3.7.2 Agenda Setting Theory

This theory was propagated by McCombs and Shaw. Agenda setting is the process where the media set up the agenda so that they can determine the direction of people's actions. According to McComb (1972) the power of news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well documented influence. Not only do people acquire factual information about public affairs from the news media, readers, and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. News papers provide a host of cues about the salience of topics in the daily news such as lead story on page one, other front page display and large headlines. Television news also offers numerous cues about salience such as the opening story of the news cast, length of time devoted to the story. These cues repeated day after day effectively communicate the importance of each topic. In other words the media can set the agenda for the public's attention to that small group of issues around which opinions are formed.

The principle of this influence was sketched by Wilipmann (1992) classic, public opinion, which began with a chapter titled "The world outside and the pictures in our heads" As he noted, the news media are a primary source of those pictures in people's heads about the larger world of public affairs, a world that for most citizens is out of

reach, out of sight, out of mind. What is known about the world is largely based on what the media decide to say it is.

The subsequent result of this will be that the priorities of the media will be also the priorities of the people. Elements prominent on media agenda become prominent in the public mind. As the researcher undertook this study this theory was taken into consideration. Specifically how the media influences adoption of new ideas.

3.7.3 Interpersonal Communication Theory

According to Rodgers (1973) Interpersonal Communication” involves face to face exchange between a source and a receiver “As people exchange messages they are likely to interact one with another.” Therefore interpersonal communication involves two individuals’s mutual awareness of each other. It involves individual interpretation of and involves shared meaning. Interpersonal communication is irreversible meanings that once one has said something they can never take it back. The effect must inevitably remain. This is also in agreement with the Russian proverb which says “once a word goes out of one s’ mouth it can not be taken back.”

Furthermore, interpersonal communication is also complicated; theorists note that when people communicate at least six people are involved;

- i) Who you think you are
- ii) Who you think the other person is
- ii) Who you think the other person thinks you are
- iv) Who the other person thinks s/he is
- v) Who the other person thinks you are
- vi) Who the other person thinks you think s/he is

Interpersonal communication is contextual; it does not happen in isolation. There are the psychological, relational, situational, environmental, and cultural contexts. This theory was used in this study to show how the PR unit interacted with the target audience.

3.7.4 Two-Step Flow of Communication Theory

Despite certain people getting their information directly from the mass media, information continues to diffuse through societies by word of mouth. This is a theory that was propagated by researchers Laserfeld, Berelson, and Gaudet who discovered the diffusion of information through interpersonal communication. To their surprise they discovered that many people they were interviewing did not get information about issues from the media at all but from people who had read or listened to broadcasts aired about something. The researchers found out that such “opinion leaders” passed on information to many others who had less contact with the media. As these opinion leaders do this they have influence on the way the information is interpreted. This theory has been widely studied since it was first formulated in 1940. Furthermore, these opinion leaders often pass on information they obtain from the media about specialized topics to others who have turned to them for information and interpretations about those topics. This theory was used by researcher to find out from the respondents if there were some who obtained their information through opinion leaders.

3.7.5 Social Marketing Theory

Social marketing is a strategy for changing behavior. It combines the best elements of the traditional approaches to social change in an integrated planning and action framework and utilizes advances in communication technology and marketing skills, Kotler (1971, p.3). He further stresses that “Social marketing was first introduced in 1971 to describe the use of marketing principles and techniques to advance a social cause, idea or behavior.” The term has now come to mean a social change management technology involving the design, implementation, and control of programs aimed at increasing the acceptability of a social idea or practice in one or more target adopters. It utilizes concepts such as market segmentation, consumer research, product concept development and testing, directed communication, facilitation incentives and exchange theory to maximize the target adopter’s response, Philip Kotler (1989).

The goal of social marketing is change from an adverse idea or behavior. Social products can be an idea, practice and tangible objects.

Social marketing is built around the knowledge gained from business practices, the setting of measurable objectives, research on human needs, targeting products to specialized groups of consumers, the technology of positioning products to fit human needs and effectively communicating their benefits, the constant vigilance to changes in the environment and the ability to adopt. Social marketing aims to target one or more groups of target adopters. This theory also focuses on audience segmentation. The identification of different target audiences and needs of COMESA member states was critical in the spread of the transition from FTA to CU. This is how this theory was applied in this study.

3.8 Globalization Theories

3.8.1 World –Systems Approach Theory

Globalization is the process, completed in the 20th century, by which the capitalist world-system spreads across the globe. Since world systems have maintained some of its features over several centuries, globalization does not constitute a new phenomenon. At the turn of the twenty-first century, the capitalist world system is in crisis; therefore according to the theory's leading proponent, the current "ideological celebration of so-called globalization is in reality the swan song of our historical system." Wallerstein, (1998, p.32)

This is the view of world affairs and one of the several historical and current applications of Marxism to international relations. Wallerstein (1974, p. 357) defines it as "a social system, one that has boundaries, structures, member groups, rules of legitimization and coherence. Its life is made up of the conflicting forces which hold it together by tension and tear it apart as each seeks eternally to remold to its advantage. It has characteristics of an organism, in that it has a life span over which its characteristics change in some respect and remain stable in others, one can define its structures as being at different times strong or weak in terms of the internal logic of functioning." This theory posits that cyclical rhythms represent short term fluctuations of economy, while secular trend mean deeper long run tendencies, such as general economic growth or decline.

Wallerstein analyses the world system as a single division of labor and multicultural systems. He further argues that modern states or countries have been societies, but are political units of modern society's interstate system and economy. He identifies three kinds of societies across human history; mini-systems commonly known as tribes, bands and clans, the second one is the single state world empire and the third one is the multiplicity world economies. World systems are larger and ethnically diverse. Modern society also called the modern world system is of the latter but unique type in being the first and only capitalist world-economy to have emerged, around 1550-1550 and to have competition between free producers using free labor with free commodities, free meaning it's available for sale and for purchase on market.

This theory sees the world system stratifications i.e. core countries which are the highly industrialized and rich countries, semi-periphery as countries which are usually dominated by usually but not necessarily, by core countries while at the same time dominating others (usually in the periphery) and the periphery as countries which are dominated. This is the same way that Karl Marx viewed class ownership versus non-ownership of means of production and also Marx Weber viewed class which in addition stressed occupational skill level in the process of production. The core nations primarily own and control the major means of productions while the periphery nations own very little and of the world's means of production even when they are located in the periphery and provide less skilled labor.

The COMESA CU which was launched on the 7th June 2009 seeks to unite all member states in a single trading block. It is in this context that this theory was used in this study. This theory clearly supports the capitalist world economy which has no single political centre, it has been able to flourish because it has had within its bound a multiplicity of political systems which have given capitalists a freedom to maneuver and has made possible the constant expansion of the world system.

3.8.2 World Polity Theory

Globalization is the growth and enactment of world culture. “A polity is a system aimed at creating value through the collective conferral of authority” Meyer et al (1997, p. 111-2). The system is constituted by set of rules, also called frames or models. “Actors in the system are entities constructed and motivated by enveloping frames.” Boli and Thomas (1997, p. 1690). The world polite contains no single actor or institution defining what is valuable for the world as a whole. The authority is rooted in a world culture; a set of universally applicable models that define who are legitimate actors in world society, what goals they can pursue and how they can pursue them, while world polity theory define sovereign states as key actors, enabling authorities to construct collective goals and devise the means or programs to produce them, state officials are not the only one engaged in such authoritative creation of value, Meyer et al (1997, p 144).

The main feature of this theory is that the enactment of global model creates considerable institutional similarity among differently situated states. World society models shape nations –state identities, structures, and behavior via worldwide cultural and associational processes. As creatures of exogenous world culture, states are ritualized actors marked by responsive only to local cultural, functional or power processes. COMESA member states operate under the rules and regulations which are formulated by the COMESA Court of justice as well as the Council of Head of states. From the above one can see that there is some lose of sovereignty from member states. It is in this context that this theory was applied in this study. The ultimate end of this theory will result in a stateless society, pursuant of similar goals by similar states which will result to intense intensive decoupling and a good deal more structuration than would occur if they were competition, world cultural standards create strong expectations regarding global integration and propriety and can therefore provoke world societal reactions seeking to put things right when individuals, companies or states violate those standards.

3.9 Customs Union Theory

According to Murinder (2001, p.4), the first customs union in Europe was the zollverein from 1830 to 1870, on which basis the German empire was founded in 1870 and after

which several attempts were made to integrate the economies of various European nations. In 1991, the South American nations of Brazil, Uruguay and Argentina formed the customs union called the MERCOSUR. In 1992, the United States signed a free trading agreement with Canada and Mexico to form the North American Free Trade Area (NAFTA). In Asia, the formation of the association of the south East Asian nations (ASEAN) is another effort towards regional integration. The formation of COMESA, SACU and EAC customs unions are very milestone events.

Other efforts towards regional integration include; the ECOWAS(1975), Mano River Union (1973), West African Monetary Union (1994), SADC (1980), Arab Maghreb Union (1989) and EAC (1967) but was revamped in 2000 with the ultimate goal of linking to the African Union.

- i) When two or more countries decide to form a customs union, they are expected to remove all barriers to trade in goods between them. They would then have a Customs Union (CU). Each member state would then concentrate of production of goods in which it has comparative advantage and exchange these goods freely with other members of the union. The result should be increased specialization and output in the union as a whole.
- ii) As they desire to form a common market, they are expected to remove all barriers to free movement of factors of production such as labor and capital. Factors of production would then move from low-return areas to higher-return ones. This way factor productivity is expected to rise,
- iii) The resulting increase in productivity and output in the Common market or union is expected to raise the standard of living of every citizen of the Community. This theory was used in this study in that it gave the impetus of the study.

CHAPTER 4

LITERATURE REVIEW

Regional integration is neither peculiar in the African interest nor a new phenomenon. It is a global trend. It refers to the process of creation or enlargement of regional arrangements of cooperation and the efforts of nations to connect and reconnect themselves to an organization spearheading or heading the cooperation. Most cases of regional integration involve both the political and economic aspects. Owing to the scope of this study, only the economic aspect of integration will be considered.

There have been relatively few studies that have been conducted on customs unions as regards information sharing or rather dissemination. However, studies on the benefits of customs union to The East African Community Customs Union traders are available. However before delving in the studies, it is imperative to take note of two notable customs unions that has been formed, particularly in Africa.

The East African Community

The East African Community (EAC) is the regional intergovernmental organization of the Republics of Kenya, Uganda and Tanzania, with its Headquarters located in Arusha, Tanzania. The Treaty Establishing the EAC was signed in Arusha on 30th November 1999. The East African Community Customs Union was launched on 1st January 2005. Unlike other conventional approaches, the EAC Customs Union was established as the first stage in the process of economic integration EAC Report, (2004).

The EAC Treaty envisages that the Customs Union will be followed by a Common Market, then a Monetary Union and, subsequently a Political Federation. The aim of the EAC is to initially form a “single customs territory”, Customs Union whose objectives are to:

- i. Further liberalize intra-regional trade in goods on the basis of mutually beneficial trade arrangements among the Partner States;

- ii. Promote efficiency in production within the Community;
- iii. Enhance domestic, cross border and foreign investment in the Community; and,
- iv. Promote economic development, diversification and industrialization in the Community.

Under the EAC Customs Union Protocol, partner States are allowed to honour their commitments in respect of other multilateral and international organizations to which they belonged to before prior to joining the Customs Union. On the other hand, partner States are allowed to separately conclude or amend a trade agreement with a third country provided that the terms of such an agreement or amendments are not in conflict with the provisions of the EAC Customs Union Protocol.

The EAC has adopted a “three band” CET with a minimum rate of 0%, a middle rate of 10% and a maximum rate of 25% in respect of all products imported into the Community. The protocol establishing the EAC Customs Union also provides for the review of the maximum rate of the CET after a period of 5 years from the coming into force of the customs union.

The establishment of the Customs Union incorporated a transitional period of five years after the coming into force of the Protocol. During the transitional period offer of trade preferences amongst the partner States was varied with the aim of achieving full harmonization to zero rates after the end of 5 years. After coming into force of the protocol, goods traded between Uganda and Tanzania immediately became duty free. In addition, goods from Uganda and Tanzania exported into Kenya also became duty free. In the case of Kenya exports to Uganda and Tanzania, the goods were classified into two categories as follows:

Category A goods, that were eligible for immediate duty free treatment; and

Category B goods, that are eligible for gradual tariff reduction.

The protocol permits partner states to grant subsidies, income or price support to their industries. They are however obliged to notify the other partner states in writing where support may directly or indirectly result in the distortion of competition.

The protocol permits partner States to apply safeguard measures to situations where there is a sudden surge of a product imported into a Partner State, under conditions which cause or threaten to cause serious injury to domestic producers in the territory of like or directly competing products within the territory.

According to a study conducted by Kasanga and Chigaru (2006), it noted that EAC Customs Union was launched with relative ease due to a number of important factors.

- i. It involved only 3 countries geographically co-located who also have a common history, language and experience in regional cooperation;
- ii. The integration process focused on one issue, i.e. achieving the establishment of the Customs Union prior to handling other related matters. This gave focus to the negotiation process and consensus building required;
- iii. The protocol allows an appreciable amount of flexibility so that the partner states do not feel completely “jacketed in” by joining the EAC. For example, it provided for the varied application of trade preferences amongst the partner States, with a 5-year transitional period for the application of all FTA provisions. This clearly enabled the weaker economies of Tanzania and Uganda (relative to Kenya) to negotiate transitional arrangements that would enable them manage the consequent surge of competing imports from within the region.

The Southern African Customs Union (SACU)

The Southern African Customs Union (SACU) is considered to be the oldest Customs Union in the world having been formally established on 1 July 1910 after an agreement

was reached between South Africa and three High Commission territories of the former British protectorates of Botswana, Lesotho and Swaziland. The 1910 Customs Union arrangement was replaced by the 1969 SACU agreement that took effect on 1 March 1970. A further revision of the 1969 SACU agreement was completed in 2002 and became effective from 1st January 2004.

OTHER STUDIES

In a study to find out the challenges and opportunities traders face in the East African Customs Union done by Fredrich erbet stiffing on the East African Community Customs Union, it was discovered that to enable the cross border traders in this area to take full advantage of EAC customs union's ideas, traders should be progressively sensitized on trade cooperation principles. It was further discovered that cross border traders stood to benefit on the elimination of both tariff and non-tariff barriers. In the past, these traders normally encountered difficulties and deficiencies in raising the required tariffs and import duties. The creation of a tariff free environment is therefore aimed at making trade more competitive in the region.

The following is the example of the phasing out plan for import duty in some selected goods so that from the 6th year, a free trade area will have been realized.

Uganda's tariff offers to Kenya

- (a) Dairy products
- (b) Tea and its products
- (c) Vegetable oil
- (d) Confectionaries
- (e) Fruit juices
- (f) Mineral and aerated water
- (g) Tobacco and its products
- (h) Domestic and industrial detergents
- (i) Water pipes
- (j) Stationary and exercise books
- (k) Cloths and fabrics in general including kikoi, kitenges and khanga

The above categories of goods exported from Kenya to Uganda will attract a customs duty of 10% in the 1st year, 8% in the 2nd year, 6% in the 3rd year, 4% in the 4th year, 2% in the 5th year and 0% in the 6th year upon coming into force (January, 2005) of the Customs Union, Friedrich Ebert Stiftung, (2006).

It is clear from the above evidence that there will be progressive tax reduction and this will have a positive impact on Kenyan cross border traders because Kenyan traders exporting these goods to Uganda and Tanzania are taxed but traders from these countries (Tanzania and Uganda) bringing these goods into Kenya enjoy tax exemptions. In other words, the benefits that Kenyan cross border traders will enjoy are as follows;

- (a) They will be in a position to trade in larger quantities of goods than before since tax on goods will be less.
- (b) In favorable trade, they would realize larger profit margins due to economies of scale. People who shunned trade due to high tax will join in due to the decreasing tax regimes and eventually tax free cross border trade. This will in turn create economic autonomy to larger cross section of cross border traders.
- (c) From the preceding, the changes in cross border trade will consequently lead to improved quality of life of individuals in particular and the nation at large.

Tanzania's tariff treatment on imports

- (a) Mixed juices
- (b) Tomato ketch up and other tomato sauces
- (c) Dairy products
- (d) Crude oil, vegetable oil and animal fat/oils and their fractions
- (e) Sausages and similar products
- (f) Chewing gum, whether or not sugar coated
- (g) Whisky, vodka, gin, rum
- (h) Lubricating oils
- (i) Deodorants, perfumes
- (j) Polymers of vinyl chloride, ethylene.

The above category of goods imported into Tanzania will attract a 25%,20%, 15%,10%,5% and 0% customs duty in years one to the 6th year respectively upon coming into force (Jan, 2005) of the customs union.

Duty to these products to Tanzania was high especially in the 1st and 2nd years. That discouraged cross border traders and as a result trade in these products was low especially that most traders had limited access to capital. However, reduction and eventual exemption of tax on these commodities encouraged people to start trading in such products.

This study also focused on the EAC customs union article 3 of the protocol which envisaged trade liberalization, efficiency in production, enhanced cross border and foreign investment and promotion of economic development and diversification. It was realized from this study that EAC customs union opened up widows of opportunities for cross border traders in terms of enhanced production and consumption of varied goods and services, quality as well as volume of production. There was enhanced intra-regional trade. Needless to say, this increased myriad of opportunities for traders. The simplified modes of application procedures in the custom procedures helped to increase cross border trading in the region. The tedious and time consuming procedures were done away with at border points for example, there was a reduction in the volume of documentation in respect to trade and this resulted in simplified documentation which was user friendly.

In a separate study conducted in august 2006 by Fredrich on the tour of customs border posts in East Africa, it was discovered that customs officials were still using the old tariffs. There was lack of Customs Management Act (CMA) regulation and this lack of regulations was a big impediment on ensuring proper enforcement of the act. It was further discovered that there was lack of sensitization because most people and traders included expressed ignorance on the existing customs management act and the benefits of a customs union and as such the general feeling and views of these people were that the existing laws were only there to benefit the revenue authorities. The study also discovered that there was still the challenge of non-tariff barriers which continued to

hinder the progress of trade in the customs region. For example, there was the introduction of temporary work permit which banded both those wanting to work in Tanzania and those wanting to do business in Tanzania. This permit was seen as the entry requirement in Tanzania in the 2006. Other challenges included road blocks, introduction of weigh bridges, photographing of the containers in Mombasa port and the physical escort of goods by police.

Furthermore, the study discovered that there were more challenges when it came to documentations in the sense that this procedure still required that the trader fills in too many forms which were in themselves complex and thus not easy to understand by a lay man like a simple trader. There was also lack of coordination between various departments concerned. Small and informal traders were required to produce certificates of origin before they could be allowed to cross the borders. The other challenge exhibited was in the varying definitions of transit and local goods. In a nutshell, other challenges discovered by this study include, poor infrastructure, corruption and bribery, conceptualization of the customs union, bonds, legal issues, unilateral decisions by partner states without consulting stakeholders, differences in codes and applications in tariff bands, unnecessary delays of containers at the ports due to poor communication and clearing systems by the ports, there was also a demurrage charge levied on delayed cargo, immigration issues and import declaration forms was a non-tariff barrier.

According to Douglas's study (2005), he indicates that the gains of a customs union are substantial. He further goes on to state that several studies have shown that income grows more rapidly in regional groupings which are exposed to international trade. Dramatic illustrations of this phenomenon include China's rapid growth after 1978 and India's growth after 1991. These dates indicate when the major trade reforms took place.

This study further discovered that economic gains are reinforced and enhanced when countries or regions agree to a mutual reduction in trade barriers. Big broadening markets, concerted liberalization of trade increases competition and specialization among traders/countries, thus giving a bigger boost to efficiency and consumer incomes.

Proponents of regional groupings have called this process as ‘competitive liberalization’ wherein countries are challenged to reduce trade barriers in order to keep up with other countries. For example, shortly after NAFTA was implemented, the EU sought and signed a free trade agreement with Mexico to ensure that European goods would not be at a competitive disadvantage in the Mexican market as a result of NAFTA.

In his study, Douglas (1996) discovered that free trade widened to allow many participants to achieve the greatest possible gains from trade. He further discovered that after World War II, the United States helped in founding the General Agreements on Tariffs and Trade (GATT) in 1947. Average tariffs set by industrial countries were reduced from 40% to 5%. These tariff reductions helped to promote the tremendous expansion of world trade after the Second World War and the committant rise in real capital incomes among developed and developing countries alike. The study further discovered that the annual gains from the removal of tariffs and non-tariff barriers as a result of the Uruguay round agreement (negotiated under the auspices of GATT from 1980-1993) has been put at about \$96billion or 0.4% of the worlds GDP.

Despite the above indicated successes of the benefits of the customs union or removal of trade barriers, a recent director-general of WTO attests that the organization is like a car with one acceraletor and 140 hand brakes. While nations have succeeded less in liberalizing trade in agriculture, textiles, and other areas of international trade. These trade agreements are further criticized of deterioration of the world trading system into competing, discriminating regional trading blocs resulting in added complexity that implicates the smooth flow of goods between countries.

Another study carried out by COMESA in 2007 on the European Union discovered that although the EU had achieved several gains in customs cooperation and management, it faced problems in certain areas. The then current customs procedures were dependant on paper work which became unwieldy and hampered trade processes.

Furthermore, in 2005, the US sought the WTO over the EU's customs union, decrying the lack of centralized customs administration and the resulting plethora of the EU customs administration procedures that were onerous to US exporters. It cited the existence of several inconsistencies in the way important aspects of customs administration are handled by different member states' customer's authorities. This goes against the WTO rules which anticipate the uniform administration of customs unions and has been a source of concern to the commission and other community actors. In various EU countries, it was discovered that goods were subjected to different classifications and tariffs, hence making it imperative for the EU to harmonize and simplify diverse customs procedures and regulations.

A study conducted on SACU by Kasanga (2006) revealed that SACU had been hailed as a viable basis for sustaining economic integration and development through common trade policies and management institutions. However, reviewers noted that there was lack of agreement on how to manage the common revenue pool, they also fears about South Africa demanding the management of the pool or whether any other country in the southern region had the capacity to do so in SACU.

Another study conducted on MERCOSUR by Roberto (1996) revealed that this Customs Union had in place a protocol of protection of competition and norms on safe guard measures. It had also adopted a CET and CTN and rules of origin. However, MERCOSUR handled customs administration and economic integration. The similar situation was discovered to have been prevailing in CARICOM where lack of permanent institutions hampered coordination and continuation.

CHAPTER 5

PRESENTATION OF KEY FINDINGS

5.0 Introduction

The key findings of whether the COMESA Public Relations Unit sensitized the cross border traders about the COMESA Customs Union were quite revealing. This chapter is divided into two categories. The first category comprises of data gathered from quantitative survey and the second category is data from in-depth interviews. The findings helped to explain the levels of awareness about Customs Union by cross border traders.

5.1 Quantitative Survey

5.1.1 Nationality of Respondents

Among the respondents who completed the questionnaires, 42% were Zambians, 26% were Congolais, 15% were Tanzanian, 14% were Kenyans, 2% were Egyptians and 1% was from Burundi.

Table 6.Nationality

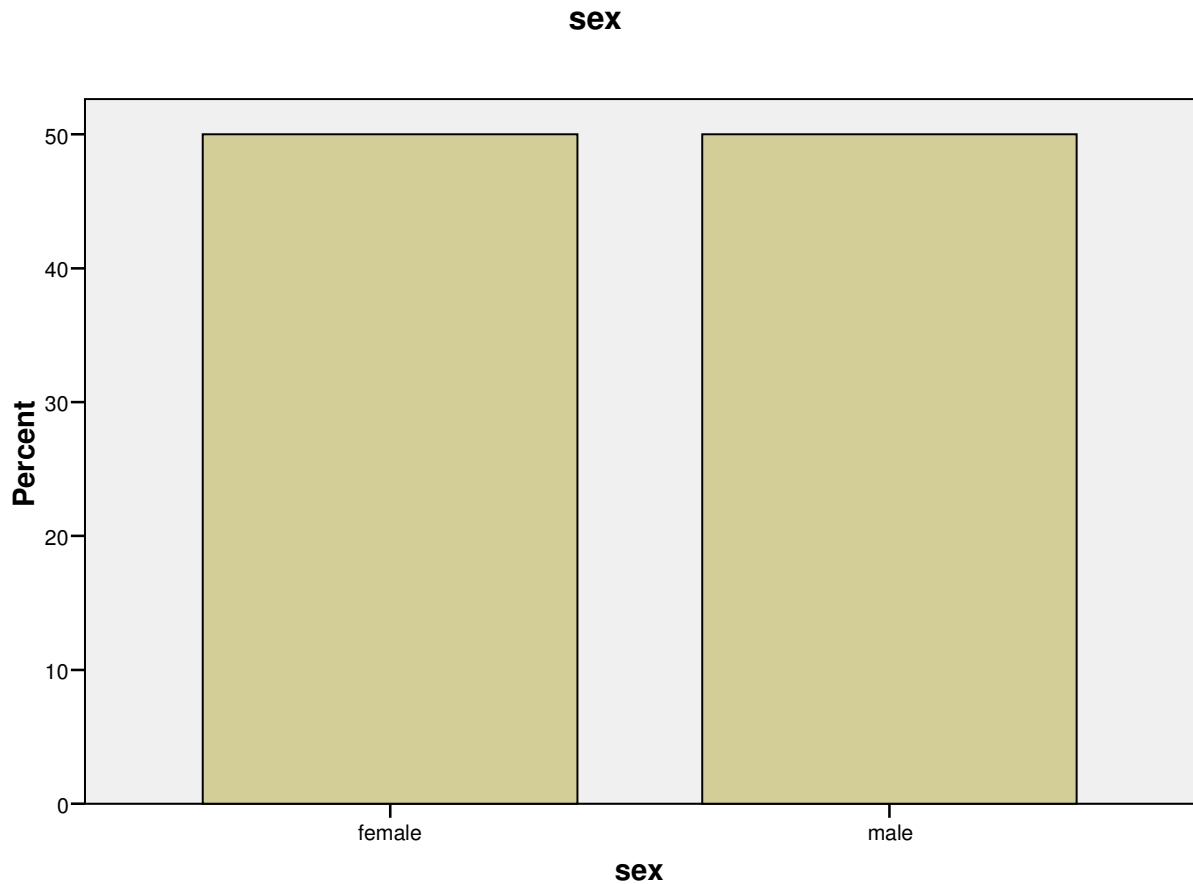
Table 1; Nationality of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zambian	42	42.0	42.0	42.0
	Congolais	26	26.0	26.0	68.0
	Zimbabwe	15	15.0	15.0	83.0
	Kenyan	14	14.0	14.0	97.0
	Egyptian	2	2.0	2.0	99.0
	Burundi	1	1.0	1.0	100.0
	Total		100	100.0	100.0

5.1.2 Sex of respondents

The table below illustrates that the respondents comprised of 50% female and 50% male.

Table 7; Gender of respondents



5.1.3 Educational Level of Respondents

The level of education was critical for this study in that it demonstrated whether the respondents whose level of education was higher had more knowledge about the COMESA Customs Union than those who had less education. The results indicated that 16% had no formal education, 23% had attained primary education, 32% had gone up to secondary school, 23% had gone to college and last but not the least is 6% who had attained university education.

Table 8: Educational level of respondents

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no formal education	16	16.0	16.0	16.0
primary	23	23.0	23.0	39.0
secondary	32	32.0	32.0	71.0
college	23	23.0	23.0	94.0
university	6	6.0	6.0	100.0
Total	100	100.0	100.0	

5.1.4 Age structure of the sample

The results below show that the age of respondents ranged from 16 to 55 years. 55.4% were in the category of 16-25, 49% fell in the category of between 26-35 years, while 37% fell in the category between 36-45 years and 10% were in the category between 46-55 years.

Table 9: Age structure of the sample

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-25yrs	4	4.0	4.0	4.0
26-35yrs	49	49.0	49.0	53.0
36-45yrs	37	37.0	37.0	90.0
46-55yrs	10	10.0	10.0	100.0
Total	100	100.0	100.0	

5.1.5 Participation in cross border trading

When asked if they had ever participated in cross border trading, 100% indicated that they had done so several times.

5.1.6 Types of goods traded

The results revealed that 48% traded in clothing, 3% traded in Liquor, 6% in motor vehicles, 5% in stationary, 4% in electronics,15% traded in handbags, cosmetics and hair extensions, 8% traded in general goods, 3% hardware,1% traded in groceries another 1% traded in clothing and Liquor, 4% traded in jewelry and 2% dealt with shoes.

Table 10: what type of goods do you trade?

Goods	Frequency	Percent	Valid Percent	Cumulative Percent
Valid clothing	48	48.0	48.0	48.0
liquor	3	3.0	3.0	51.0
vehicles	6	6.0	6.0	57.0
stationary	5	5.0	5.0	62.0
electronics	4	4.0	4.0	66.0
shoes/ handbags/cosmetics/ha ir extensions	15	15.0	15.0	81.0
general goods	8	8.0	8.0	89.0
hardware	3	3.0	3.0	92.0
groceries	1	1.0	1.0	93.0
clothing and liquor	1	1.0	1.0	94.0
jewelry	4	4.0	4.0	98.0
shoes	2	2.0	2.0	100.0
Total	100	100.0	100.0	

5.1.7 Level of Income

The results revealed that 2% earned below US\$100, 15% earned between US\$100-US\$200, 32% earned between US\$200-US\$1000, while 31% earned between US\$1000-US\$2000 and 18% indicated that they get above US\$2000. However, 2% did not respond.

Table 11: what is your monthly income?

Income in US\$	Frequency	Percent	Valid Percent	Cumulative Percent
less than100	2	2.0	2.0	2.0
100-200	15	15.0	15.0	17.0
200-1000	32	32.0	32.0	49.0
1000-2000	31	31.0	31.0	80.0
2000 and above	18	18.0	18.0	98.0
N/A	2	2.0	2.0	100.0
Total	100	100.0	100.0	

5.1.8 Awareness about COMESA Customs Union

The results revealed that 49% were aware about the COMESA Customs Union and 51% were not aware about it.

Table 12: Awareness about the COMESA Customs Union

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	49	49.0	49.0	49.0
no	51	51.0	51.0	100.0
Total	100	100.0	100.0	

5.1.9 Source of Information

The results revealed that 36% heard about the COMESA Customs Union on television, as well as on the radio, 6% read about it in the newspapers, magazines, newsletters, leaflets and brochures, and 5% heard about it from friends while 6% heard about it from workshops and 47% attested to the fact that they had not heard about the union from anywhere.

Table 13: Sources of information

Sources of information	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV/Radio	36	36.0	36.0	36.0
News letter, leaflet, Newspaper, magazine, brochure.	6	6.0	6.0	42.0
friends	5	5.0	5.0	47.0
workshop	6	6.0	6.0	53.0
N/A	47	47.0	47.0	100.0
Total	100	100.0	100.0	

5.1.10 Knowledge about the COMESA CU

According to the table below, the results indicate that 57% had completely no idea about what a customs union is while 6% stated that a customs union entails cheap goods from member countries, 4% stated that a CU entails free movement of goods and persons within member states, 4% indicated that there will be duty free goods for member states, 3% said that COMESA Member states will agree on certain tariff barriers for non-members, 1% stated that members have got similar border clearing procedures, a further 1% indicated that a CU is meant to sensitize traders on their rights in the market place, 1% stated that a CU is simply a part of regional integration, 2% stated that in a

COMESA CU goods will be cheap and readily available, a further 2% stated that there will be regular networking among traders and 23% did not respond.

Table 14: Knowledge about COMESA CU

Knowledge about customs union	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no idea	53	53.0	53.0	53.0
cheap goods for member countries	6	6.0	6.0	59.0
free movements of goods and persons within member state	4	4.0	4.0	63.0
duty free goods for member countries	4	4.0	4.0	67.0
COMESA members agree on certain tariff barriers for non members	3	3.0	3.0	70.0
member states share same clearing systems	1	1.0	1.0	71.0
sensitizes people(traders) on their rights in the markets	1	1.0	1.0	72.0
part of regional integration	1	1.0	1.0	73.0
goods are cheap and available	2	2.0	2.0	75.0
easy to network as traders	2	2.0	2.0	77.0
N/A	23	23.0	23.0	100.0
Total	100	100.0	100.0	

5.1.11 Perceived advantages of a COMESA CU

When asked if there were any advantages of the COMESA CU, 19% said yes while 76% said NO and 5% did not respond.

Table 15: Are there advantages of a COMESA CU?

Advantage	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	19	19.0	19.0	19.0
no	76	76.0	76.0	95.0
N/A	5	5.0	5.0	100.0
Total	100	100.0	100.0	

5.1.12 Benefits of a COMESA CU

The researcher found it befitting to find out whether the respondents knew any benefits of a COMESA CU or any CU. The results indicate that 1% said there are duty free goods, 5% said that there are duty free goods, cheap goods as well as variety of goods. 3% said that there is discount on duty for certain goods and there are cheap goods on the market. 4% said that there are lower duties, fast clearing procedure at the border and business networking is made easier by the formation of a CU. 3% said that there is easy movements of people and goods as well as discount on duty. 1% indicated that there is less duty, easy networking as well as easy movement across borders. 2% said that there are duty free goods; easy networking and easy movement of people. 79% did not seem to know any benefits while 2% did not respond.

Table 16: Perceived benefits of COMESA CU

Benefit	Frequency	Percent	Valid Percent	Cumulative Percent
Valid duty free goods	1	1.0	1.0	1.0
duty free, cheap goods, variety of goods	5	5.0	5.0	6.0
discount on duty for certain goods, cheap goods on the market	3	3.0	3.0	9.0
lower duty, fast clearing at boarder, easy to do business	4	4.0	4.0	13.0
networking				
easy movements of people and goods, discount on duty	3	3.0	3.0	16.0
less duty, easy networking, easy movement across boarders	1	1.0	1.0	17.0
duty free, easy networking, easy movement of people	2	2.0	2.0	19.0
N/A	79	79.0	79.0	98.0
Non-response	2	2.0	2.0	100.0
Total	100	100.0	100.0	

5.1.13 Was there adequate sharing of information by the COMESA PR Unit?

The results are quite revealing in that 96% seemed to be of the view that COMESA PR unit did not sensitize the cross border traders about the COMESA CU while 4% stated that there was adequate sensitization.

Table 17: Was there adequate information sharing by COMESA PR?

Information	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	4	4.0	4.0	4.0
no	96	96.0	96.0	100.0
Total	100	100.0	100.0	

5.1.14 Border Procedures

Regarding border procedures 8% stated that the process was very easy and friendly, 52% stated that it was easy and user friendly, 33% said the process was difficult and not user friendly while 7% found the process to be very difficult and unfriendly to users.

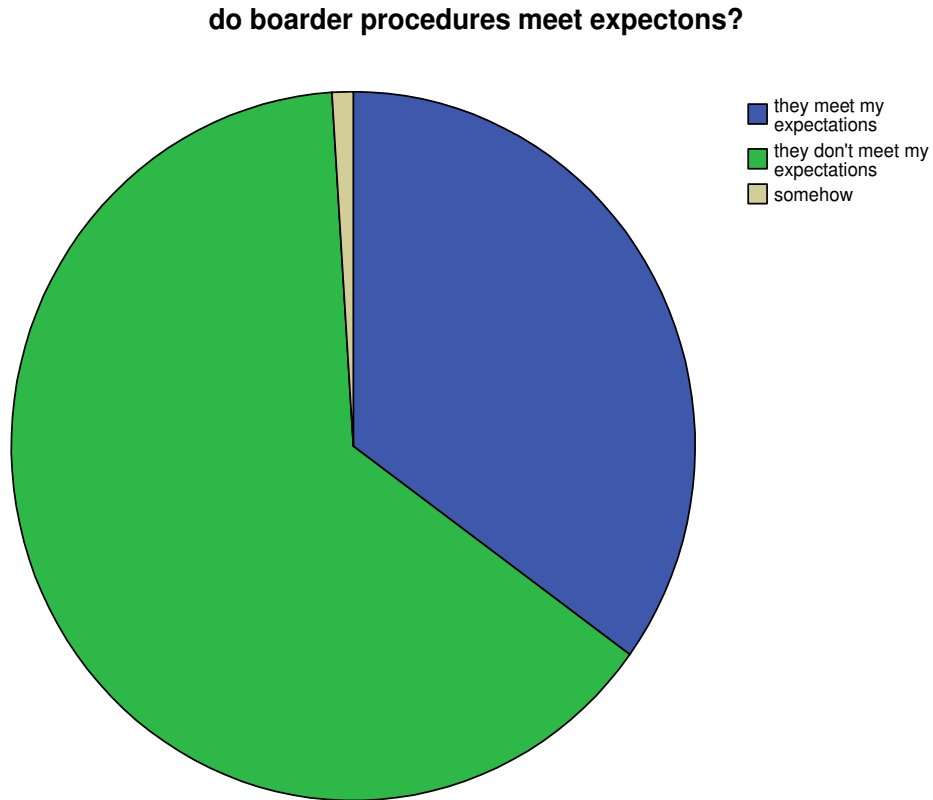
Table 18: How would you describe border procedures in terms of clearance and documentation?

Border procedures	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very easy and user friendly	8	8.0	8.0	8.0
easy and user friendly	52	52.0	52.0	60.0
difficult and not user friendly	33	33.0	33.0	93.0
very difficult and very unfriendly to users	7	7.0	7.0	100.0
Total	100	100.0	100.0	

5.1.15 Customs expectations of traders

Among the 100 respondents 35% said that their expectations were met, 64% said that their expectations were not met while 1% was not quite sure.

Table 19: Border procedures/people's expectations



5.1.16 Suggestions to improving border procedures

Asked about suggestions to improve border procedures, 17% said that corruption should be eradicated, 8% said that charges on goods should be consistent, 7% were of the view that clearing charges of shoes was too much. 32% were of the view that the current border procedures were okay. 6% urged Customs officers to be efficient and that they should give priority to COMESA members, 4% requested to be availed information on tariffs, 1% stated that corruption and inefficiency should not be condoned. 13% urged the officers to be efficient and consistent with charges, 3% requested for computerizing of the system and that they should be working 24hours. Finally, 2% asked for the education

of officers in customer care services and that they should weight goods according to weight and not according to type of goods.

Table 20-If answer to question above is No, what in your opinion should be done to improve border procedures?

Suggestions to improve border procedures	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Corruption should be eradicated	17	17.0	17.0	17.0
charges on goods should be consistent	8	8.0	8.0	25.0
small quantity goods e.g. shoes are too expensive	7	7.0	7.0	32.0
Procedures are just okay	32	32.0	32.0	64.0
Improve speed of clearing, give priority to COMESA members at the boarder	6	6.0	6.0	70.0
Traders should be availed with all necessary	4	4.0	4.0	74.0
Information on tariff charges				
Improve on efficiency and effectiveness. Officers shouldn't be hostile, duty should be reduced	7	7.0	7.0	81.0
Corruption should be stopped, charges should be per procedure ,inefficiency	1	1.0	1.0	82.0
Corruption should be stopped, charges should be consistent, clearing should be effective	13	13.0	13.0	95.0
Corruption should stop, clearing should be 24/7, Clearing should be efficient	3	3.0	3.0	98.0
computerize clearing system, educate officers in customer care, charge according to weight not type of goods	2	2.0	2.0	100.0
Total	100	100.0	100.0	

5.1.17 Perceptions about variety of goods in the union than before the launch of CU.

Asked about if they have a variety of goods now than before the launch of the CU, 43% indicated that there was now variety of goods, 53% stated that there were no varieties of goods while 4% were not sure.

Table 21: Is there variety of goods now than before the launch?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	43	43.0	43.0	43.0
no	53	53.0	53.0	96.0
Not sure	4	4.0	4.0	100.0
Total	100	100.0	100.0	

5.2 Qualitative Survey

The data for qualitative analysis was gathered through in-depth Interviews with key informants from the COMESA secretariat Public Relations Unit. The other means used to collect data was through direct observation.

5.2.1 In-depth interviews

The in-depth interviews were conducted with the COMESA secretariat public relations staff. The first person to be interviewed was the Communication expert who was in charge of disseminating information about Customs Union to member states who has since left the institution. When asked what communication strategies which were used to disseminate information to the cross border traders about the CU, he said that there was no deliberate message directed to the cross border traders per se but to all comesa member states. He said that brochures, pamphlets, magazines as well as DVDs were printed in abundance to create awareness about the COMESA CU. He however stated that each time the trade division went to border posts to hold workshops he used to accompany them to distribute literature on COMESA CU. In instances where he was unable to go, he normally gave literature to the people traveling to go and distribute to border posts.

One of the key Informants was the public relations officer. Asked if the traders in COMESA member states were sensitized before and after the launch of the COMESA customs union he responded that they did not sensitize the cross border traders because he believes that the customs union has not yet taken effect. This contradicts with the theory of innovation diffusion which states that if people are going to adopt an innovation there is need for all stakeholders to be sensitized about it way before it is even launched so that people can identify with it as it is been launched. He however referred the researcher to a project called Reform stating that that was the one which dealt with issues of cross border traders. The researcher did not see the Reform project because she was not evaluating the Reform project but the Public Relations Unit.

When asked if they run adverts in all member states about the CU, he responded that they did not do so due to financial constraints, out of the 19 member states only 4 countries aired adverts on national television about the launch of the COMESA Customs Union. These countries were Kenya, Zambia and Zimbabwe. The criteria of selection of these countries was based on the view that Zambia was the host of the COMESA Secretariat, Kenya was handing over chairmanship of the COMESA head of states to Zimbabwe and Zimbabwe was hosting the launch of the COMESA CU in its Vic Falls town. The adverts were quite short and brief lasting about 30 seconds. This is highly attributed to exorbitant fees of air time on television which ranged from US\$750 to US\$1000 per 30-45 seconds adverts.

The Assistant Public Relations Officer was another informant. When asked about whom their target audience was she said that it was traders in all member states. As regards channels of communication used to disseminate information, the Assistant Public Relations alluded to the fact that they used state owned media such as television and radio channels in the 3 countries mentioned above. She bemoaned lack of a regional radio station which could have been the most effective and powerful tool to reach all member states.

Similarly she cited lack of funds as a major factor impeding dissemination of information to their target audience. She said COMESA Secretariat did not have enough resources allocated for the launch. She however, expressed gratitude to the European Union (EU) for funding the printing of literature, dissemination of the information as well as all operations of the PR unit during the launch of the COMESA CU. Among the tools used to disseminate information, she cited posters/bill boards as well as sending of pre-summit publications in all member states about the CU.

She reaffirmed that despite the launch of the COMESA CU, information in form of brochures, leaflets; pamphlets is still been distributed by the COMESA trade division to Chirundu, Kasumbalesa, Uganda-Rwanda borders respectively in their endeavor to carry out their mandate as a division.

Responding to whether information is also distributed to traders who travel by air the P.R assistant denied that ' we only give to traders who travel by road '. She attributed this discrepancy to lack of human resources. She stated that the Public Relations Unit at COMESA was understaffed making it very difficult for her and her superior to do all the running up and down. She stated that the unit is also entrusted with the responsibility of providing media coverage for the COMESA Secretary General to the many countries that he visits. This has resulted in the unit neglecting some of its mandate and prioritizing a few. She was however quick to mention that the COMESA Secretary General has been very instrumental in disseminating information about the COMESA CU not only to member states but also to any forum that he is accorded. As a matter of fact the Secretary Generals' visit to member states are normally accorded free air time on television and most important of all his visits are aired as News items which is during prime time thus enabling him to catch all strata of people.

The Assistant Public Relations Officers also bemoaned lack of ownership of COMESA by member states. She stated that member states did not support COMESA programmes. This was clearly seen when disseminating information about the launch. The COMESA PR unit had to pay millions of money to advertise. She is of the view that since

COMESA members are suppose to support its entire programme, there was need for national media institutions to help COMESA PR to create awareness by not charging COMESA. Infact member states media institutions were suppose to be in the forefront sensitizing people about the COMESA CU. She retaliated that there is need for journalists in member states to embrace COMESA as its baby.

Asked whether the PR unit has put in place any deliberate plan to create awareness about the COMESA CU. She mentioned the fact that the PR Unit produces a weekly publication known as e-COMESA Newsletter which it mails to all member states and all staff at the secretariat. She further reiterated that, COMESA remains committed to creating awareness in member states. As a matter of fact the researcher listened to a programme on Zambia's radio phoenix on the 30th August 2010 where the COMESA CU was been advertised.

Asked on the challenges faced during the launch of the COMESA CU, she cited inadequate funds and manpower as the major impediments. The researcher went on to ask the P.R assistant whether the COMESA PR has done their best to sensitize the traders, she responded in the affirmative.

Another informant was an intern who was on attachment in the P.R Unit at the time.

Asked what COMESA CU was all about, he stated that it enhances trade between nations and states have a common external tariff (CET). He stated that not much was known about the COMESA CU and he attributed this to lack of communication from the superiors who attend technical workshops where regional integration issues are discussed. He further complained about the wide knowledge gap between the members of staff and encouraged the bridging of this gap. He was however quick to point out that even if he was surrounded by literature on COMESA CU he rarely spared time to read it. He attributed this to the poor reading culture of Africans. He even challenged the researcher that 'even if you go in the secretariat to find out how many people know about the COMESA CU you will be shocked, there are very few people who know about the COMESA CU'. It is not that the PR Unit does not do its job but it is just the poor reading

culture of people. The PR unit always mails information about its undertakings to members of staff but lack of interest also comes into play. The researcher was astounded because if the owners of the initiative did not know about it, what of the lay man on the street?

Asked about the communication strategies that the PR unit uses to disseminate formation to the member states, the intern responded that ever since he joined the unit, he has been asking for a tangible communication strategy that the unit uses but his efforts have been to no avail. This development has frustrated his efforts bearing in mind that he has joined the unit to acquire knowledge about the operations of a PR department.

When asked if the COMESA PR unit did a good job as regards creating awareness about the COMESA CU, the intern said that at that time he had not yet joined the unit. He however, stated that he has seen publications about COMESA CU still been distributed in member states to create awareness about the CU. He also bemoaned the lack of publication equipment which is seen as a biggest impediment when it comes to publication of literature. The PR unit prints its literature elsewhere. The graphic designer does the graphics at the secretariat but when it comes to actual production they take to external printing firms which are very costly.

When asked if the PR unit was carrying out its mandate within the Secretariat, he said that the PR unit was under utilised, he bluntly stated that each division within the secretariat did their own publication independent of the PR unit.

He further stated that what he has seen the PR unit do most of the time was to write annual reports, covering the Secretary General's trips, signing of agreements and receiving diplomats accredited to COMESA. He cited the summit as one of the major events that the PR Unit organizes side by side with the host nation.

5.2.2 Direct Observations

At the time of the launch of the COMESA CU the researcher was working for COMESA. From the observation made the PR unit may not have clearly understood their target audience key among who were the cross border traders. The researcher happened to see an advert on the 10th of June 2009 on the Zambia National Broadcasting Cooperation (ZNBC) which was placed by the COMESA PR. What did strike the researcher was the nature of the advert whose message was not properly coded. The message read as follows “COMESA from FTA to CUSTOMS UNION” and that was all. Had the researcher not been writing about the COMESA CU, she would not have had seen the advert because it was not eye catching at all. Worse still abbreviations such as FTA were used which may not make sense to certain individuals. There is urgent need to come up with messages that any audience will at least understand. A good advert is one which arouses interest in the people. It should re-enforce interest to find out what the product or innovation is all about. However if the advert is dull, no one may bother to follow up. Naturally , there are very few people with information seeking behavior so if information is correctly presented, people will appreciate it and learn but if wrongly presented no one will follow up to find out from the source what it is all about.

It is the job of PR unit to create awareness especially in this very important and milestone event of a long awaited COMESA CU. It does not make sense to bring about an innovation and not take it to the intended target. The researcher also observed that the literature to be distributed in different member states was printed in English, French and Arabic. The PR unit should be applauded for this initiative, bearing in mind the differences in languages of the member states. However, the PR unit should have used other communication participative methods among others theatre, role plays as well as songs to sensitize the people and not rely entirely on print media which is unfavorable for the illiterates. These methods would have helped reach the illiterates who are not able to read. These methods of communication are effective because not only do they deliver the desired message to the intended user but they also entertain and stick on the mind of the target audience. Such an audience can also be a source of information to its neighbors and friends because the message will keep on re-echoing in their minds.

The Researcher also observed the efforts by COMESA to enforce dissemination of information about regional integration in the region. This was seen through the introduction of media awards where journalists from member countries are encouraged to write articles about regional integration and thereafter the best three journalists from different categories namely Television, Print and Radio are presented with awards.

Furthermore, the researcher observed that seminars were conducted by the Public relations unit to encourage journalists to report more on regional integration to member states. However, this venture may not yield a lot of fruits because from the observations made from the standpoint of the communicators in the region, there are very few who are treading on the grounds of regional integration.

There is still much more that P.R Unit can do to disseminate this useful information, though lack of manpower and inadequate funding remains to be major impediments.

CHAPTER 6

DISCUSSION OF RESULTS

6.0 Introduction

This chapter is very important in that it discusses the findings and results of both the quantitative and qualitative collected in the field. The results of this study were quite revealing. The study revealed that the strategies used by the COMESA PR unit were not very effective in disseminating information about the COMESA CU to cross border traders in the member states.

6.1 Awareness about the COMESA CU.

According to Niccolo Machiavelli (1992, p.13) “There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new order of things “From the above quotation it is clear that new things are not easily and quickly embraced by people. However the situation becomes more complex if the innovation or creation is not publicized so that people are aware about it. This seems to be the case with the COMESA CU; it was not given the adequate publicity that it deserved. This is evident from the response gotten from the member states traders. 49% said that they were aware about the COMESA CU while 53% said that they were not aware about the COMESA CU.

Table 22: Awareness about the COMESA Customs Union

Awareness	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	49	49.0	49.0	49.0
no	51	51.0	51.0	100.0
Total	100	100.0	100.0	

This is contrary to Rogers (1983; 1) who states that despite an innovation having obvious advantages for example, COMESA CU, it is often difficult to have it adopted. There is a wide knowledge gap between what is known and what is actually put into use. Some

innovations require lengthy periods, even years from the time they become available. Therefore, a common problem for many individuals and organizations is that they need to find ways and means of speeding up the rate of adoption process.

Furthermore, there is need for innovations to be publicized way ahead of time so that the time they are introduced people are already aware about them. This would have been the case with the COMESA CU. It is not as if COMESA did not know about this stage of regional integration. Publicity should have started even a few years before the launch so that people are aware about it. In support of this Benjamin Franklin (1781) states that to get bad customs of a country changed and new ones ,though better ,introduced ,it is necessary first to remove the prejudices of people ,enlighten their ignorance and convince them that their interest will be promoted by the proposed changes or transformation and this is not work of a day.

The implications of the lack of awareness by traders from COMESA member states is that although the COMESA CU was launched ,traders and the intended target may not see its usefulness . Furthermore, they may not utilize the benefits that come with belonging to a union because of lack of awareness.

Table 23: Educational level * sex * Awareness about COMESA customs union?

Cross tabulation

Awareness about COMESA customs union?			sex		Total
			Female	male	female
Yes	educationa l level	no formal education	2	0	2
		primary	5	2	7
		secondary	10	12	22
		college	7	5	12
		university	4	2	6
		Total	28	21	49
	No	educationa l level	no formal education	6	8
		primary	3	13	16
		secondary	5	5	10
		collage	8	3	11
	Total		22	29	51

In the cross tabulation above where the researcher tried to establish whether there was a relationship between awareness, sex and level education. It was discovered that there was a relationship between level of education and awareness about the COMESA CU. The above results indicate that those who had formal education were more aware about the COMESA CU than those who did not have formal education. However the level of attainment i.e. whether one had college or university of education did not obviously guarantee awareness' of the CU.

Furthermore, it was discovered that the female folk were more aware about the customs union than their male counterpart. The results above show that 28% female were aware about the COMESA CU while only 21% male were aware about it. Of the 29% male who did not know about the COMESA CU 8% had no formal education. Thus making it

possible for the researcher to conclude that there is indeed a relationship between awareness about the COMESA CU and the respondents' level of education.

Table 24: Awareness about COMESA customs union? * Age Cross tabulation

How old are you?	age				Total
	16-25yrs	26-35yrs	36-45yrs	46-55yrs	
Aware about COMESA customs union? yes	4	25	11	9	49
no	0	24	26	1	51
Total	4	49	37	10	100

The above cross tabulation shows the age of respondents and how they rate their awareness about the COMESA CU. The results revealed that more than 50% who were aware about the COMESA CU ranged between 26-35 years, while those between 36-45 years were the least in being aware about the COMESA CU.

Table 25: Awareness about COMESA customs union? * Sex * nationality Cross tabulation

nationality	Awareness about COMESA CU?	sex		Total
		female	male	female
Zambian	yes	13	9	22
	no	7	13	20
	Total	20	22	42
congolais	yes	5	6	11
	no	12	3	15
	Total	17	9	26
Zimbabwean	yes	4	3	7
	no	2	6	8
	Total	6	9	15
Kenyan	yes	6	1	7
	no	1	6	7
	Total	7	7	14
Egyptian	yes		2	2
	Total		2	2
Burundi	no		1	1
	Total		1	1

The above cross tabulation shows the nationality of respondents, their awareness about the COMESA CU and their gender. The study showed that 13% of female Zambians were aware about the COMESA CU. This could be attributed to the fact that Zambia is the host of the COMESA secretariat. The Zambian male also topped the list in terms of awareness with 9%, while Congo DRC the forerunner had 5% female and 6% male who were aware. Kenya had 6% female and 1% male who were aware about COMESA CU. One would have expected that Kenya being one of the countries where COMESA PR paid for television airtime was going to have a bigger number of people aware about the COMESA CU. Zimbabwe had 4% female and 3% male who were aware about the COMESA CU. Egypt had the lowest number of respondents of 2% male and no female at all. Burundi had 1% of male representation.

From the above tabulation one notes that those who were most ignorant about the COMESA CU were 13% of Zambian males and 7% female, followed by Congo DRC with 12% female, thereafter Zimbabwe with 6% male, then Kenya with 6% male who were not aware about the COMESA CU. Egypt had 2% of males and Burundi had 1% male who was unaware about COMESA CU.

6.2 Source of Information about COMESA CU.

Table 26: Sex * Awareness about COMESA customs union? * Source of information Cross tabulation

source of information			Aware about COMESA customs union?		Total
			yes	no	yes
TV/Radio	sex	female	18	0	18
		male	15	3	18
			33	3	36
News letter, leaflet, newspaper, magazine, brochure		female	2	0	2
		male	3	1	4
			5	1	6
friends		female	4		4
		male	1		1
			5		5
workshop		female	4		4
		male	2		2
			6		6
N/A		female		22	22
		male		25	25
			49	47	47
	Total		49	47	47

The above cross tabulation shows the relationship between awareness about the COMESA CU, source of information as well as gender. From the above tabulation, one can clearly see that of the people who are aware about the COMESA CU, over 50% got to know about it through the radio or television and 18% of these are female while 15% are male. 2% females and 3% males got the information from either newsletters, magazines, leaflets, brochures or newspapers. 4% female and 1% males got to know about it through friends. It appears the female folk are keener on communicating new innovation to colleagues than their male counterpart resulting in females' being more aware about the COMESA CU in the COMESA member states. 4% females and 25% males knew about COMESA CU at workshops.

Those who were not aware about the COMESA CU included 22% females and 25% males. The total number of people who were ignorant about the COMESA CU is 47%. This number is too big to be ignorant. This should be a matter of serious concern to the stake holders. This is highly attributed to lack of information sharing about the happenings of COMESA to all stakeholders. As a result of this passiveness which exists, there has been lack of ownership of COMESA programs by COMESA member states. However, this problem can still be reversed for the betterment of all stakeholders. This can only be achieved by serious and constant updating of the member states about COMESA Programs. For example in a few years time, COMESA will move from a customs union to a monetary union as regional integration requires, that can be the best time to strategize and come up with ways of creating awareness about the monetary union and of course educating the member states what it is all about. The moment member states are aware about what COMESA is doing, they will feel part and parcel of COMESA and will even identify with it.

Table 27: Source of information * Awareness about COMESA customs union? * Nationality Cross tabulation

Nationality	Source of information	Awareness about COMESA customs union?		Total
		yes	no	yes
Zambian	TV	15	0	15
	News letter, leaflet, newspaper,magazine,b rochure	2	0	2
	friends	3	0	3
	TV,radio,newsletter, leaflet, magazine, brochure, workshop	2	0	2
	N/A	0	20	20
	Total	22	20	42
Congolais	TV	8	0	8
	News letter, leaflet, newspaper,magazine,b rochure	2	0	2
	TV,radio,newsletter, leaflet, magazine, brochure, workshop	1	0	1
	N/A	0	15	15
	Total	11	15	26
Zimbabwean	TV	4	0	4
	News letter, leaflet, newspaper,magazine,b rochure	1	1	2
	friends	2	0	2
	N/A	0	7	7
	Total	7	8	15
Kenyan	TV	6	3	9
	TV,radio,newsletter, leaflet, magazine, brochure, workshop	1	0	1
	N/A	0	4	4
	Total	7	7	14
Egyptian	TV,radio,newsletter, leaflet, magazine, brochure, workshop	2		2
	Total	2		2
Burundi	N/A		1	1
	Total		1	1

The above tabulation tried to establish a relationship between the nationality, awareness about the COMESA CU and the source of information. The study show that of the 22% Zambians who were aware about the CU, 15% got the information from television, 2% from newsletters, brochures, 3% from Television, radio, workshops and leaflets. Furthermore, of the total number of 11% Congolais who were aware about the COMESA CU, 8% of got the information from the T.V, 2% from newsletters brochures, newspapers and 1% from T.V, radio, and newsletter respectively.

Out of the 7% of Zimbabweans who were aware about the COMESA CU, 4% got the information from the national television, 1% from the leaflets, newspaper and radio while 2% got it from friends and workshops respectively.

Out of the 7% of Kenyans who were aware about the COMESA CU, 6% got sensitized through Television while 1% through newsletters, brochures, magazines and workshop. There were 2% of Egyptians who were aware and all of these got the information from television, radio, newsletter, leaflet, magazine, bronchure and workshops. None was aware about the COMESA CU from Burundi; this could be attributed to the little percentage of people from Burundi who was included in the sample. There was just 1% representation from Burundi.

6.3 Was there adequate sensitization by the COMESA PR Unit?

Table 28: Was there adequate information sharing by COMESA PR

Information	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	4	4.0	4.0	4.0
no	96	96.0	96.0	100.0
Total	100	100.0	100.0	

The results revealed that 96% percent of traders from COMESA member states indicated that the COMESA PR did not sensitize them about the launch of the COMESA CU while 4% indicated that there was adequate sensitization. These results are quite astounding. They clearly point out the inadequate sensitization by COMESA PR. There is urgent need

for this unit to put in place deliberate and effective ways and means of sensitizing the people so that people's interests in regional integration is aroused. This should be done with all diligence because COMESA belongs to all member states.

On the other hand, COMESA PR unit must not be blamed entirely for this lack of sensitization. Some blame may be directed to the COMESA administration for not providing sufficient funding to the PR unit as indicated during the qualitative analysis for personal interviews. This lack of funds has crippled the PR unit hindering it to effectively carry out its mandate which is dissemination of COMESA developments and programs to all member states.

The member states are also partly to blame for their lack of interest in COMESA programs. The member states act as though COMESA does not belong to them. This is seen to the exorbitant advertising fees COMESA was subjected to by national TV stations when advertising the COMESA CU. Member states should embrace COMESA as its baby. The media should take it upon themselves to disseminate information in member states about COMESA CU not just leaving all in the hands of a three staff PR unit at the COMESA Secretariat to share information to 19 member states.

6.5 Perceived benefits of the COMESA CU.

The respondents had divergent views about the benefits of a COMESA CU ranging from cheaper goods, good networking among traders; however 79% perceived no benefits.

The researcher asked a deliberate question on whether there have been varieties of goods now that the CU has been launched than before, surprisingly, a staggering 43% said, yes. This response made the researcher to know that the people did not even know that the COMESA CU has not yet come into effect and that what was launched was just the process which will be fully implemented when member states agree on certain lines.

CHAPTER SEVEN

RECOMMENDATIONS AND CONCLUSION

7.0 Introduction

This chapter considers the recommendations made on how best information regarding COMESA CU can be disseminated as a result of the study which was conducted for 6 COMESA member states. Apart from this, the chapter makes available suggestions on future research work on the COMESA CU. It wraps it all up with a conclusion which gives a brief outline of the entire research work.

7.1 Recommendations

The recommendations below are derived from what the respondents said from both the quantitative and qualitative surveys.

The results of the study showed that there was inadequate sharing of information about the COMESA CU by the COMESA PR unit to the cross border traders. COMESA secretariat needs to awaken from its' slumber and utilize the PR unit which is currently underutilized.

There is an urgent need for the secretariat to increase the PR budget so that it can carry out its mandate effectively .PR is the front office of any institution, it is one of the most critical departments that need to be efficient, effective and result oriented. If the PR unit is not taken care of then the institution will be misrepresented and people may not even know about what COMESA does. Therefore, for people to know what COMESA 'mandate is it must invest, reorganize, increase manpower, and motivate the PR staff so that they are able to deliver effectively. If it means neglecting other departments within the secretariat so be it but PR should get the largest share of the cake because without it there can be no good media publicity of COMESA. In this fast paced world nearly all organizations are yearning for regular media coverage because it builds the image of the organization as well as enhancing publicity. So then for COMESA to create awareness about the COMESA CU, it should deliberately involve media personnel from all the 19 member states, training them about the COMESA CU and then encouraging them to

write and talk about it on radio, television and any podiums. The training of journalists on this is critical in that very few people are keen on learning about regional integration. This has also contributed to the lack of knowledge about the CU by traders.

Another way that COMESA PR can use to successfully disseminate information about the COMESA CU is to partner with the ministries of information in member states so that anything that COMESA does is forwarded via the member states ministries.

Member states should embrace COMESA as their baby and help it to attain higher heights. There is need for consented efforts from all member states to disseminate information about COMESA CU. For example, there is no need for national television to charge over US\$ 1000 for an advert of 45 seconds to COMESA which it is affiliated to.

More sensitization should be addressed to member states during summits on embracing COMESA as their own. This lack of ownership on the part of the member states is retarding the progress of COMESA. Furthermore introduction of a regional radio station for COMESA is long overdue; COMESA is a larger trading block which if it had a regional T.V station or Radio station it would capture over 400 million of people who would gladly learn more about COMESA.

Among some recommendations which were forwarded for COMESA as regards information dissemination about its programs was that the traders were not well versed with what COMESA was all about and that they would like from time to time to be educated about the operations of COMESA especially that they deal in trade related issues. This acute lack of information by traders about the COMESA CU should sound an alarm to COMESA. How does COMESA expect the traders to know about removal of tariffs, the charging of a common external tariff among other benefits of the CU if people are not informed? So then these people should be informed about this good development which is about to happen so that they see how to access it at the time the process will start.

Another recommendation from a respondent was for COMESA to make available information about the COMESA CU at airports and not only concentrate on traders who travel by road.

The need for information as regards border tariffs was re-echoed by another trader who noted that the tariffs at border posts are not consistent. Therefore; traders wanted to know what the deal is for COMESA member states.

Furthermore, COMESA as an institution should first ensure that the members of staff at the secretariat are knowledgeable about which stage in regional integration they have reached. This is pivotal in that members of staff can act as information disseminators. It is embarrassing to find that some members of staff do not know about what the COMESA CU is all about.

The researcher further recommends to COMESA to add to the PR unit people who are conversant with participative communication strategies so that all the needs of member states regardless of educational status are met. It is imperative in this fast paced world to move on with the changing times because change is inevitable. COMESA should embrace new methods of reaching its target audience.

7.2 Future Research

The researcher is convinced that dissemination of information as regards economic integration has been neglected in terms of research. This is particularly true for the communication of stages of economic integration to the desired population. This field fully qualifies to be classified as virgin ground which needs to be probed further. This obviously came to light when the researcher was looking for literature to utilize for her research.

It was discovered that there was inadequate research materials in relations to communications that has been done in this field. The areas which could particularly be researched are communications of stages of economic integration in regional groupings which include among others the European Union (EU), East African Community (EAC), Southern cone Common Market (MERCOSUR), Southern African Customs Union

(SACU). These researches if done will increase the knowledge base in this field and will help communicators in this field with ways of how to communicate useful information to their member states who are normally widely spaced which makes it more challenging.

It would also be interesting to research on how regional groupings could work towards decentralizing operations of their PR units so that each member state represented has its own PR unit so that there is quick and efficient dissemination of information. These and many more issues could be researched. Therefore the researcher throws the ball in the hands of others to probe deep in this rarely trodden territory.

7.3 Conclusion

In conclusion it is suffice to note that communication is deemed as the most important tool for information dissemination. Therefore all result oriented organizations need to know the art of effective communication using different tools. Organizations should bear in mind that society is made up of different strata's of people and because of this, information needs to be disseminated in such a way that even the lay man understands, failure to which the disseminated information remains meaningless.

Contrary to the above information, this study has revealed that the cross border traders in COMESA member states were not sensitized enough both before and after the launch of the COMESA CU about the COMESA Customs Union. The study has shown that most people are actually ignorant about the COMESA CU let alone knowledgeable about it. Despite the PR unit being entrusted with the responsibilities of keeping member states informed about the happenings of COMESA, it did not effectively sensitize the intended target about the COMESA CU.

This problem of sensitization was highly attributed to lack of sufficient funds by the PR unit to reach the intended masses. Inadequate budgetary support and administrative weaknesses have adversely affected the dissemination of information about COMESA CU. It was exacerbated by communication tools that were used which were not suitable for some sectors of the target audience resulting in futile results.

The study also discovered that many people were interested in knowing about what COMESA was all about but they did not know where and how to access the information. The people showed interest in knowing about the COMESA CU and what it entailed.

To sum it up, the researcher would like to reiterate to the COMESA PR unit that they should come up with a deliberate policy of sensitizing people about their operations so that an interest is aroused in them to know about COMESA's programs.

REFERENCES

COMESA Secretariat (2008) *Facts on the COMESA Customs Union*, Lusaka: Public Relations Publications Unit.

COMESA Secretariat (1994) *Treaty Establishing the Common Market for Eastern and Southern Africa*, COMESA Secretariat, Lusaka.

COMESA Secretariat (2008) *COMESA Annual Report*, COMESA, Lusaka.

COMESA (2009) *Focus on the Summit: COMESA launches its Customs Union*, COMESA PR Publications, Lusaka.

COMESA (2009) *Pre-Summit Publications*, COMESA PR Publications, Lusaka

Central Statistical Office (2002) *Demography of Zambia*, Lusaka, CSO Publications.

Balassa, B & Stoutjesdijk, A. (1979) Economic Integration Among Developing Countries, *Journal of Common Market Studies*, XIV; 37-55.

Balassa, B (1961) *The Theory of Economic Integration*, Allen and Union, London.

Bouzas, Roberto (1997), *MERCOSUR Report No.1 July-December*, Buenos Aires.

Boli, J, & Thomas, G, 1997, "World Culture in the World Polity" Stanford University Press, Stanford.

Defleur & Dennis (1998) *Understanding Mass Communication; A Liberal arts Perspective*, Houghton Mufflin Company, Boston.

De Lombaerde, P & Van Langenhove, L (2007) "Regional Integration, Poverty and Social Policy" *Global Social Policy*, 7(3); 377-383.

Douglas, Irwin (1996) *Against the tide: An Intellectual History of free Trade*, Princeton University Press; Princeton.

Friedrich Ebert Stiftung (2006) 'Women cross Border Trade in Eastern Africa- Opportunities and Challenges for Small Scale Women Traders, 'Nairobi'; Friedrich Ebert Stiftung.

GTZ Trade Programme (2009) Trade Brief; Trade in the Middle East and North America, Daghammerskjold.

Hideo, K & Carsten, K, 2003, *Free Trade, Customs Union and Transfers*, Tufts University, Chestnut Hill,

Kwai-Pun, Marc, 2005, "Regional case studies on access to the European Union Market for goods and services" Country Report for Comoros, COMESA Secretariat, Lusaka.

Kotler,P, & Edwardo, R, 1989, *Social Marketing Strategy for changing public behavior*, Collier Macmillan publishers,London.

Kotler& Gerald, Z 1971,"Social Marketing; An approach to planned Social Change' *Journal of Marketing* 35.p. 3-12.

Lippman, W, 1922, *Public Opinion*, Macmillan Publishers, Newyork.

Lipsey, R, 1957" The theory of Customs Union; Trade Diversion and Welfare: Economic journal 24, 40-46.

Murinder, V, .ed 2001, *The Free Trade Area of the Common Market for Eastern and Southern Africa*, Ashgate Publishing Ltd, Aldershot.

Mast, C & Huck, S, 2005, "Innovation Communication; Outline of the concept and empirical findings from Germany "Vol 2.No 7, Stuttgart.

Maxwell & Shaw, D, 1972, The agenda setting function of the media, public opinion quarterly, 36.

Mefalopulos, M, 2004, *Participatory Communication Strategy Design* .FAO, Rome.

Meyer et al, 1997, A World Society and the Nation, American Journal of Sociology,103 (1)144-48)

Mcquail D, 2000, *Mass Communication Theory, An introduction*, Sage publications, London.

Mwale, S, 1981, *Preferential Trade area*, COMESA Secretariat, Lusaka.

Mwale, S, 2001, "An historical background to the formation of COMESA, COMESA Secretariat, Lusaka.

Machiavelli, N, (1992) *The Prince, Translated by Thomson, N.H, Dover publications Inc, Newyork.*

Rodger, E, 1983, *Diffusion of Innovation*, Free Press, Glencoe.

Treaty of the PTA, UNECA Publications, Addis Ababa.

Van Ginkel, H & Van Langehove, L 2003, 'Introduction and Context' in Hans Van Ginkel, Julius Court and Luk Van Langenhove (Eds), *Integrating Africa; Perspectives on Regional integration and Development*,UNU Press,1-9

White, S, 1994, *Participatory Communication working for change and development*, Sage Publications, New Delhi.

Wilmer & Domick, J, 1997, *Mass Media Research-An introduction*, Wadsworth Publishing Company, Belmont.

Wallerstein, I, 1998, *Autopsies or Historical choices of the Twenty-first Century*, The New press, Newyork.

Wallerstein, I, 1974, *The modern world system*, Academic Press, Newyork.

WorldBank (2008) World Development Indicators
[Http://devdata.worldbank.org/data.query](http://devdata.worldbank.org/data.query)

COMSAT Website 2008, COMESA secretariat, Lusaka, accessed 5 May 2010
< [Http; //www.comesa.int.](http://www.comesa.int)>

Appendices

Appendices 1; Questionnaire for Cross border traders on awareness about the COMESA Customs Union.

Dear Respondent,

Bridget Kakuwa is currently carrying out a research study on the “Effectiveness of the communications strategies used by COMESA Public Relations unit to disseminate information about the newly launched COMESA customs union”, in order for her to successfully complete her masters’ programme at the University of Zambia. You have been randomly selected to take part in this research study. You are therefore asked to answer each question truthfully and honestly as your information will be treated with confidentiality. You are not to write your name on this paper. Your contributions will go a long way not only in the academic circles but also in improving the communication skills of the COMESA public relation unit.

Put a cross (x) in the appropriate brackets provided for you next to the answer of your choice and write in the space underlined where your comment or opinion is required.

Thank you for your cooperation.

Yours faithfully,

Ndalela Bridget Kakuwa

QUESTIONNAIRE FOR CROSS BORDER TRADERS

SECTION A

BIO DATA AND DEMOGRAPHIC INFORMATION

1. Sex

- 1. Female []
- 2. Male []

2. Age

- 1. 0-15 yrs []
- 2. 16-25yrs []
- 3. 26-35yrs []
- 4. 36-45yrs []
- 5. 50yrs+ []

3. Educational background

- 1. No formal education []
- 2. Primary []
- 3. Secondary []
- 4. College []
- 5. University []
- []

4. Area of residence

- 1. High density []
- 2. Medium density []
- 3. Low density []

5. Level of income

- 1. Less than US\$ 100 []
- 2. 100US\$-200US\$ []
- 3. 200US\$-1000US\$ []
- 4. 1000US\$-2000US\$ []
- 5. 2000US\$ and above []

SECTION 2

AWARENESS AND KNOWLEDGE ABOUT THE COMESA CUSTOMS UNION

1. Have ever heard of the COMESA customs union?

- 1. Yes []
- 2. No []

2. If answer to question 1 is yes, where did you hear about the custom union?
1. TV []
 2. Radio []
 3. Newspaper, leaflet, magazine, newsletter, brochure []
 4. Friends []
 5. Meeting []
 6. Workshop []
 7. Others (specify).....

3. What do you know about the COMESA customs union?

.....

4. Do you know any advantages of the COMESA customs union?

1. Yes []
2. No []

4. If answer in question 4 is yes, what are the three benefits in order of priority?

..... []
 []

5. Have you ever participated in cross boarder trade?

1. Yes []
2. No []

6. What type of goods do you trade in?

1. Clothing []
2. Liquor []
3. Vehicles []
4. Stationary []
5. Others (specify)

7. Since the launch of the COMESA customs union, would you state that the customers and traders are exposed to a variety of goods than previously?

1. Yes []
2. No []

8. How would you describe boarder procedures in terms of clearance and documentations?

1. Very easy and user friendly []
2. Easy and user friendly []
3. Difficult and not user friendly []
4. Very difficult and very unfriendly to users []

9. Do the customs procedures meet up to your expectations?
- 1. Yes
 - 2. No

10. If answer to question 10 is no, what in your opinion should be done to improve border procedures?

-
-
-

11. Do you think there was adequate information sharing by COMESA public relations to sensitize the public prior to the launch of the COMESA customs union?

- 1. Yes
- 2. No

Others (specify).....

12. Do you have any suggestions as to how the PR unit at Comesa Secretariat can disseminate information to Cross border traders?

Thank you

Appendices 2; Guide for In-depth Interviews

- 1) What is the COMESA Customs union all about?
- 2) Who in your opinion will be affected by the COMESA CU?
- 3) Have you as Public Unit come up with a communication strategy about how you are going to disseminate information about COMESA CU?
- 4) Briefly explain to me the contents of your strategy.
- 5) Who was your target audience?
- 6) Did you do any market segmentation before preparation of literature?
- 7) What channels of communications did you use?
- 8) Did you at one time deliberately share information about CU with cross border traders?
- 9) What are some of the challenges that you encountered or still encountering as you go on disseminating information about COMESA CU.?
- 10) Any deliberate measures put in place to sensitize COMESA staff members?

List of Tables

Item	Page
COMESA member states	3
Population distribution of COMESA member states	4
Export and imports percent of gross domestic product	6
World and intra-regional trade	7
Kenya's key sectors in contribution to GDP	13
Nationality of respondents	57
Gender of respondents	58
Level of education	59
Age structure	59
Types of merchandise	60
Level of income	63
Awareness about COMESA CU	61
Sources of information	62
Knowledge about COMESA CU	63
Advantages of COMESA CU	64
Perceived benefits of COMESA CU	65
Public Relations sensitization	66
Border procedures	67
Traders' expectations as regards border procedures	68
Perceptions about variety of goods	69
Educational level+ awareness; cross tabulation	78
Awareness + age structure; cross tabulation	79
Nationality+ sex+ awareness; cross tabulation	79
Source of information + awareness cross tabulation	80
Source of information + nationality +awareness cross tabulation	82

List of Maps/Figures

Item	Page
Map of COMESA	3
Population distribution of COMESA member states	4