

COMMUNIQUE ISSUED BY THE FEDERATION OF AFRICAN PUBLIC RELATIONS ASSOCIATIONS (FAPRA) AT THE END OF ITS 16TH ALL AFRICAN PUBLIC RELATIONS CONFERENCE, HELD AT THE M-PLAZA HOTEL, ACCRA, GHANA, 24-26 MARCH 2003

The 16th All African Public Relations Associations Conference of the Federation of African Public Relations Associations (FAPRA), held at the M-Plaza Hotel, Accra, Ghana, from 24-26 March 2003. The theme discussed at the Conference was “**Investment Economic Development and Public Relations**”, at the end of which the following 16-point communiqué was issued:

1. That the Conference supports the NEPAD initiative and FAPRA pledges to disseminate information on the concept among African civil societies to make it a shared vision.
2. That FAPRA should seek agency status with the African Union to enable it place its professional skills at the service of Africa.
3. That the Conference supports the efforts African countries to consolidate democratic governance, which was seen as part of the measures needed to attract investment to the continent.
4. That the Conference urges African countries which have as yet not embraced democratic governance to endeavour to do so without further delay.
5. That African governments should broaden resource mobilization by looking within for investment opportunities.
6. That African governments should promote local industries as partners in development.
7. That the national associations constituting FAPRA should redeem the image of Africa, which has been dented by the spate of conflicts and instability. In this wise, national public relations associations should be ready to collaborate with governments to package information critical to attracting investments to Africa.
8. That considering the net benefit of integration as a means to accelerated development, FAPRA member associations should champion the drive towards regional integrations in Africa.



9. That African countries should establish, strengthen and endow ministries of regional integration for greater efficiency.
10. That African countries should lay emphasis on policies that would encourage Africans to patronize African products as a means of instilling pride in the continent and also supporting African industries to survive and develop.
11. That there is the need for research into the investment potential of African countries to generate the required data that could be assessed by investors.
12. That African governments and their institutions should always involve public relations in the formulation and implementation of their policies so as to enable them to take full advantage of the benefits of communication.
13. That the Conference calls on the African Union to develop an investment and economic development plan for Africa.
14. That the African Union should build libraries across the continent to facilitate access to information on the continent.
15. That Africa's regional groupings as well as the African Union should develop effective mechanisms for dealing with conflicts and instability on the continent.
16. That the Conference calls on the African Union to revitalize the Pan-Africa News Agency (PANA) by providing appropriate funding to enable it function more effectively for the continent.

ISSUED BY THE GOVERNING COUNCIL OF FAPRA

ACCRA, 27 MARCH 2003

