



## President's Message

CCA is concluding another very successful year. There were a number of major milestones in 2009, beginning with the African Inaugural Ball, which allowed us to donate \$35,000 to the Obama High School in Kenya. The event also further strengthened our relationship with the Kenyan government and this may prove very useful over time to CCA members invested in Kenya.

Perhaps one of the most important and ambitious projects ever undertaken by CCA was the Africa policy recommendations to the new Obama administration that were published in March. More than 100 CCA members participated over a three month period in shaping the recommendations for the new administration. The report has received favorable review from many of our key contacts in the administration and on Capitol Hill, as well as from business and other government leaders from the U.S. and Africa. It helped establish further CCA's role as the leading private sector organization on U.S.-Africa trade and investment relations.

CCA continued to play a leading role at the annual U.S.-Africa AGOA Forum, held this year in Nairobi. We served as co-organizer for the private sector segment of the forum, allowing CCA to continue to build our network with the African business sector.

Beyond any doubt, CCA's Seventh Biennial U.S.-Africa Business Summit at the end of September was a major success. The event brought together political and business leadership from across the African continent and the United States in a common effort to strengthen U.S.-Africa commercial relations. We were honored by the presence of seven African heads of state and two U.S. government cabinet secretaries, namely Secretary of State Hillary Clinton and Trade Representative Ron Kirk. More than 1400

*Continued on page 7...*



Nairobi Stock Exchange.

SPOTLIGHT

## Department of State Supporting U.S. Companies Doing Business Internationally

CCA members were briefed recently by the State Department's newly appointed special representative for commercial and business affairs, Lorraine Hariton. Before joining the State Department, Hariton worked for more than 25 years in the information technology sector in Silicon Valley. She also served from 2003-05 as president and CEO of Apptera, where she brought the company's first product to market and raised \$8 million in venture capital. Hariton served as the CEO of Beatnik from 1999 to 2002, repositioning the company as a leader in the wireless industry and raising more than \$40 million in venture capital.

During her remarks to CCA members, Hariton described the Department of State's Commercial Diplomacy Program, which focuses on strengthening both U.S. and foreign economies by protecting commercial and transactional deals, enforcing contracts, ensuring market access, and fighting corruption. The program provides direct support to U.S. businesses in exporting goods and services as well as in resolving commercial disputes and assisting in overseas investments. According to Hariton, these efforts translate directly to key U.S. foreign policy development and trade priorities. Trade and investment capacity building

leads to increased export and foreign direct investment opportunities in poor and strategic nations, leading to stronger, more diverse economies, jobs, a greater understanding of the United States, and increased global prosperity. Hariton's Office of Commercial and Business Affairs manages the Commercial Diplomacy Program that includes the following functions:

- Advise U.S. business on project tenders, investment disputes and market strategies as a key member of the U.S. interagency advocacy team.
- Work with U.S. embassies overseas to facilitate U.S. business opportunities.
- Arrange briefings for U.S. businesses on important foreign policy decisions, U.S. government programs, and key markets

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## U.S.-AFRICA 2010 INFRASTRUCTURE CONFERENCE

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## Working Breakfast Features Angola's Minister of Transportation

On November 4, 2009, CCA and the U.S.-Angola Chamber of Commerce jointly hosted a working breakfast for CCA and chamber members with Angola's Minister of Transportation Augusto da Silva Tomás. The minister updated attendees about steps being taken by the Angolan government to improve the country's transportation sector.

According to Tomás, his government's overarching goal is to strategically position Angola as the premier economy in the region. Angola has recently seen many improvements indicative of this objective in the areas of bus and road transportation. The government has established a bus route between Cabinda and Cunene, while installing new service stations en route for ensuring a better fuel supply. Rail systems have also been modernized for better transport of people, goods, and minerals, with the cities of Luanda and Benguela leading the way.

Tomás elaborated on the Angolan government's plans to improve the country's airport infrastructure. The most ambitious expansion of these improvements is the renovation of Luanda Airport. Upon completion, the Luanda Airport will triple its capacity from one to three million passengers a year. The government has also committed to improving airports in Lubango and Cabinda.

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overseas.

- Build Public-Private Partnerships.
- Develop cooperative initiatives with business to advance outreach efforts overseas.
- Ensure that the U.S. business community's views are reflected in American foreign policy.
- Amplify American public diplomacy efforts by encouraging good corporate stewardship.
- Promote entrepreneurship through the Global Entrepreneurship Program.
- Promote market development in emerging markets.

For further information, contact Dennis Winstead, the Commercial Diplomacy Program's business advisor for Africa and Europe, at [WinsteadDA@state.gov](mailto:WinsteadDA@state.gov).

## CCA Announces 2010 U.S.-Africa Infrastructure Conference

CCA's fourth U.S.-Africa Infrastructure Conference will be held from April 27-29, 2010, at the J.W. Marriott Hotel in Washington, D.C. The conference, themed "Building Dynamic Growth in Africa" will highlight opportunities for the private sector to advance Africa's ICT infrastructure; enhance stability and security on the continent; and employ green technologies to counter effects of global climate change. The conference will also feature

a special session on identifying new sources of finance for projects in Africa. The conference will provide attendees with valuable access to private and public sector leaders and experts in the infrastructure sector. For more information, contact Vivienne Sequeira at [vsequeira@afriacncl.org](mailto:vsequeira@afriacncl.org). To review programs from past CCA infrastructure conferences, visit [www.afriacncl.org](http://www.afriacncl.org).

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## CCA Hosts Ethiopian Government Ministers

CCA hosted Ethiopia's minister of trade and industry and the country's minister of agriculture on November 6, 2009. The lunchtime event took place in CCA's Lockheed Martin Conference Room and offered CCA members an opportunity to discuss the trade and investment climate in two of Ethiopia's most promising sectors.

Stephen Hayes thanked the ministers for their government's support for partnerships with CCA members Oracle and SEACOM, both of which have investments in Ethiopia. Jeff Hoffman, CEO of CCA Member Danya International, Inc., which sponsored the event, also spoke of his company's experience in successfully doing business in Ethiopia and moderated a lively Q&A session.

Noting the success of Ethiopia's participation in CCA's 2009 U.S.-Africa Business Summit, Trade and Industry Minister Girma Birru quipped in his opening comments that he would never again miss CCA's summit. The minister proceeded to

highlight that the U.S. is one of Ethiopia's top five trading partners. He also stated that the country's investment framework does not distinguish between foreign and local investors, with the exception of the telecommunications and banking sectors. Birru outlined several of Ethiopia's economic goals for 2010, including attracting more investment from the U.S. He also outlined key challenges facing Ethiopian trade, primarily the country's landlocked status; the need for improved infrastructure, especially roads; the expense of power; and a shortage of skilled personnel who can assist with management, marketing and training.

Also contributing to the investment climate discussion, Agriculture Minister Tefera Deribew spoke about positioning Ethiopia as a leader in horticulture investment. He emphasized the many advantages of Ethiopia's agriculture, including micro-climates that exist at varying altitudes and areas that are not densely populated. Deribew stated that the country is identifying land for commercial use and would be interested in U.S. investment.



## CCA Launches Agribusiness Breakfast Series

On November 12, CCA held its first monthly Agribusiness Breakfast Series meeting in the Lockheed Martin Conference Room. The breakfast meetings will be held monthly and will highlight agribusiness developments in the public and private sectors.

The meeting featured James Thompson, regional director for the Global Partnership Initiative at the U.S. Department of State. More than 30 people from the U.S. and African public and private sectors heard directly from U.S. policy makers about steps the Obama administration is taking to address shortages in the global food market. The meeting also provided information about opportunities to leverage public investment as a means to enter untapped agriculture markets in the developing world.

The Agribusiness Breakfast Series is organized by CCA's Agribusiness Initiative. The breakfast meetings will be held on the second Thursday of each month and will highlight agribusiness developments in the public and private sectors.

The Agribusiness Initiative is planning a full slate of activities in 2010, including a CCA's Second U.S.-Africa Agribusiness Conference, scheduled for July. The initiative will also devote significant energy to several key areas, including:

- Food security and agriculture policy analysis;
- Participation in agribusiness summits, forums, conferences and meetings;
- Agribusiness linkages program;
- CAADP Implementation (joint venture fairs, human capacity for food safety initiatives);
- Agribusiness web portal.

## GLOBAL STEWARDS

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**Daniel Wolf**  
Sector Coordinator/  
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## Health Initiative Launches New Series for Members

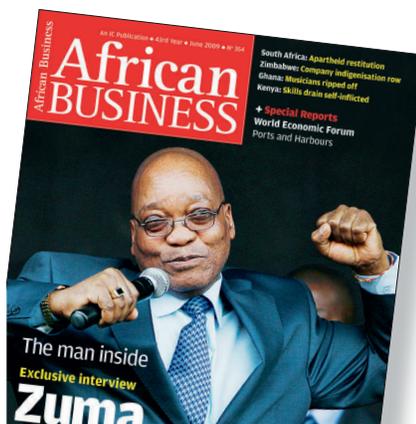
CCA's Health Initiative is launching a breakfast meeting series of breakfast meetings on critical emerging topics for the private sector working in healthcare in Africa. The inaugural meeting, themed 'Investing in Health' will take place at CCA on December 9, 2009, and will focus on non-communicable diseases in Africa. Participants will discuss opportunities for leveraging U.S. technology and expertise to mitigate the incidence of conditions such as cancer, cardiovascular disease, and diabetes. The meeting will include representatives from industry, multilateral institutions, and the African public sector.

The breakfast series, which takes place on the fourth Tuesday of every month, will identify private sector opportunities in Africa that are both commercially viable and have a positive impact on health. The meetings will allow CCA members and public sector counterparts to hold off-the-record discussions about the rewards and challenges increased private sector

participation in health systems in Africa. Each breakfast series meeting will feature high-level keynote speakers and interactive roundtable discussions.

The meetings will also examine key issues to be highlighted during CCA's U.S.-Africa Private Sector Health Forum, to be held in Washington, D.C., in October 2010. These topics include using technology to improve health systems management, the Obama administration's approach to public-private partnerships, expanding the African-owned private health sector, and financing and insurance for health. Pharmaceutical-related issues will include the proliferation of substandard medicines and promising opportunities within pharmaceutical retail and distribution.

For more information on the health breakfast series, please contact Elizabeth Bachini at [ebachini@africacncl.org](mailto:ebachini@africacncl.org) or Emmanuel Nougua at [enougua@africacncl.org](mailto:enougua@africacncl.org).



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# CCA Member Highlights Food Security at Ghana Conference on Global Competitiveness

Dr. Sue Schram, vice president for outreach and cooperative programs at CCA Member ACIDI/VOCA, was a keynote speaker for a recent conference held in Accra, Ghana, on the theme of "Capacity Building for Global Competitiveness in Developing Economies: The Nexus of Technology Development and Transfer, Education, and Culture". The conference, an event conducted in Africa every two years, was sponsored jointly by the University of Maryland Eastern Shore, Ghana's University of Cape Coast, the Kwame Nkrumah University of Science and Technology, the Central Region Development Commission and USAID. Participants came from the U.S., Ghana, and countries across Africa. The conference brought together international development practitioners, policy makers, administrators, faculty and students, to share experiences, develop innovative approaches, and create

partnerships to enhance international development.

Schram's keynote address was titled "Breaking Down Old Barriers and Forging New Partnerships: Renewing US Leadership in Global Food Security" and reviewed key events in 2008-2009 related to U.S. policy developments in the area of global food security. She detailed how the global food crisis prompted the U.S. government, Congress, advocacy groups and others to place food security at the top of U.S. development assistance priorities. Sponsors of the conference will publish a document incorporating all presentations, as well as recommendations made by small-group sessions. Conferences of this type serve as an important means of increasing dialogue with and between African educators, students, and government officials.



## CCA Staff Profile: Daniel Wolf

Daniel works as a trade analyst for the South African International Business Linkages (saibl) program, which facilitates business linkages between competitive black enterprises and corporations in South Africa and companies in the United States. The program is supported by USAID, and since the late 1990s has been implemented by CCA in partnership with ECIAfrica. The South Africa-based National Business Initiative recently joined as an additional implementing partner. Daniel is responsible for the financial management of saibl's \$12 million budget and is responsible for analyzing quarterly financial reports and developing program budgets. He also promotes the export readiness of South African SMEs in the processed foods sector by giving these clients the opportunity to learn about "go to market" strategies, U.S. labeling, packaging and country-of-origin requirements, customs clearance, and HACCP certification. Daniel has written numerous articles for CCA's Africa Journal (now e-Journal) about U.S. - South Africa trade. While a graduate student from 2003-05 at George Mason University, he studied South African history with a focus on community leaders' impact on international relations and conducted archival research and oral interviews in South Africa and the United States. Daniel earned a bachelor's degree in 2001 from the University of Michigan.

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Director of Corporate Social Responsibility

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## Membership Profile



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In Africa, Tetra Tech is working to create practical, environmentally responsible solutions that ensure sustained development. The company's service areas include water resources and

infrastructure, agriculture, environment and natural resources, land tenure and property rights, democracy and governance, public/private financing, economic growth, and knowledge management. Tetra Tech supports a variety of clients that are working to make a difference in Africa, including U.S. and multilateral agencies; host nation governments; multinational corporations; and private individuals.

A selection of recent Tetra Tech projects includes technical assistance for the West African Water Initiative; public-private partnership training in Botswana, Tanzania, and Zambia; and support for the upgrade and expansion of the Kigali International Airport.

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## Webinar on Doing Business in Senegal, South Africa, and Beyond

Wednesday, December 16, 2009  
at 9:00 am EST

This webinar, organized by the U.S. Department of Commerce in cooperation with CCA, will encourage U.S. exporters to explore markets in Senegal and South Africa, using Commerce's various trade promotion services. The webinar will focus on best prospects in those markets, a discussion about the countries' growing and diverse economies, probusiness environments, and major infrastructure needs, all of which put Senegal and South Africa among the world's most promising markets for U.S. suppliers.

To learn more or register [CLICK HERE](#), or contact Karen Dubin at the U.S. Department of Commerce at (202)482-3786/[Karen.Dubin@mail.doc.gov](mailto:Karen.Dubin@mail.doc.gov)

## CCA: Your Bridge to Doing Business in Africa



CCA provides member companies with a continuous stream of trade and investment opportunities from across the African continent; a forum for networking and exchanging information and ideas with other CCA members doing business in Africa; and, through our convening power, valuable access to key U.S. and African business and government leaders.

CCA values each member and believes that each contributes in ways small and large to advancing the organization's mission of expanding trade and investment relations between the United States and the nations of Africa.

Exciting New Member-Only Opportunities for 2010 include:

- Investment forums on key business

sectors, including agribusiness; infrastructure; energy; project finance; ICT; tourism; and Health, and CCA's Monthly Breakfast Forums, which provide a venue for key business leaders, U.S. and African government officials and policy experts to brief CCA members on timely issues affecting business between U.S. and the nations of Africa.

Join CCA to find the best fit for your business in Africa! By joining before January 15, 2010, your company will be featured in CCA's valuable 2010 Members Directory, a unique opportunity to market your company to potential business partners among CCA's membership and beyond!

For application detail and rates visit [www.africacncl.org](http://www.africacncl.org).

## November Events

**11/23:** CCA Members meeting with Rilwanu Lukman, Nigeria's minister of petroleum resources.

**11/19:** CCA Monthly Video Conference with Marcia S. Bernicat, U.S. ambassador to Senegal and Guinea-Bissau.

**11/19:** Joint CCA Security Working Group and Health Initiative event, "Current and Emergent Pandemic Threats: From Health to Infrastructure to National Security", featuring Jerry Martin, managing director of Development Alternatives, Inc., Health Sector.

**11/12:** Inaugural CCA Agribusiness Initiative Monthly Breakfast, "Private Sector Opportunities Under the New U.S. Food Security Policy", featuring James Thompson, regional director, Global Partnership Initiative for the U.S. Department of State.

**11/10:** Angola Working Group Meeting, featuring Jamie Ekern, Overseas Private Investment Corporation.

**11/6:** CCA Members Luncheon with Ethiopia's minister of trade and industry and minister of agriculture.

**11/4:** CCA Monthly Breakfast Forum, featuring Augusto da Silva Tomás, Angolan minister of transport.

## President's Message *...continued from front page.*

people participated in the summit.

In addition to the events above, CCA continued its tradition of organizing monthly top-notch events that allowed members to have direct contact with key government and business leaders from Africa and the U.S. In fact, in 2009 we organized slightly more than 100 such meetings. These were all major accomplishments and all contributed to another strong financial year for the organization, despite the severe recession. These successes are primarily the results of hard work and the steadfast and deeply appreciate support friends around the world and, especially, our members, whom we strive to serve as fully as possible with a very dedicated staff. We recognize that we are only as good as the

services we provide and that our members are the ultimate judges of our success.

Now we turn to 2010, another year certainly full of opportunity and challenges as we continue to face the threats of a global recession. We know that, unless we are able to increase U.S. investment in Africa significantly, our core mission is threatened. CCA's every effort is aimed at increasing U.S. investment in Africa. This is done not simply for the sake of African development, but for the sake of the American economy and its future, as well as the future of American's relationships with the nations of Africa. That is the challenge for 2010. Confronting this successfully will require all of us working together as we have never done before.



## CCA Events in 2010

CCA encourages members and others to keep up to date on CCA events through out online calendar of events at [www.africacncl.org](http://www.africacncl.org). Please note the following schedule for CCA monthly meetings series:

### **Merck Monthly Breakfast Series:**

First Wednesday of Each Month

### **Agribusiness Initiative Monthly Breakfast Series:**

Second Thursday of Each Month

### **Security Working Group Monthly Breakfast:**

Third Thursday of Each Month

### **Health Initiative Monthly Breakfast Series:**

Fourth Tuesday of Each Month

### **U.S. Ambassadors Monthly Videoconference:**

Last Thursday of Each Month

## About Us

The Corporate Council on Africa (CCA), established in 1993, is at the forefront of strengthening and facilitating the commercial relationship between the United States and the African continent. CCA works closely with governments, multilateral groups and business to improve the African continent's trade and investment climate, and to raise the profile of Africa in the US business community.

CCA programs are designed to bring together potential business partners and raise Africa's investment profile in the US by developing critical contacts and business relationships and providing a forum for the exchange of information and ideas.

*For more information about  
The Africa e-Journal, please contact  
Tim McCoy at  
[tmccoy@africacncl.org](mailto:tmccoy@africacncl.org).*

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