

July
2009



President's Message

In early August, a number of CCA staff, along with several CCA member companies, will be in Nairobi for the annual AGOA Forum, which has customarily been divided into public and private sector meetings.

CCA has traditionally played a leading role in coordinating and organizing the private sector meetings. This year, the Kenyan Association of Manufacturers is providing leadership, with CCA, as the U.S. private sector coordinator, providing support. Some CCA members, and particularly SEACOM, have stepped up to play a key role in the program.

AGOA is a cornerstone of U.S. policy towards Africa. Its implementation on the U.S. side is done primarily through the dedicated Africa staff in the Office of the U.S. Trade Representative (USTR). However, neither the good intentions of the AGOA legislation nor the tireless efforts of USTR staff can hide this fact: AGOA has not yet met expectations. This is the fault of no one, and certainly not those on Capitol Hill who crafted the legislation or USTR. Instead, we must confront the reality that, until Africa develops its infrastructure and commits to building capacity through training and education across the continent, AGOA will not and cannot meet its potential.

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The AFRICA e-JOURNAL



SPOTLIGHT

Congressional Committees Hear CCA Views on U.S. Trade and Investment in Africa

CCA President and CEO Stephen Hayes provided expert testimony to a June 24 joint hearing of the U.S. House of Representatives Subcommittee on Africa and Global Health and the Subcommittee on Commerce, Trade, and Consumer Protection. His remarks focused on improving trade between the United States and the nations of Africa. The remarks were concluded with a recommendation by Hayes: that the U.S. administration form a public-private sector task force to address the issues of trade policy, investment and food security in Africa.

Telling members of Congress that U.S.-Africa trade relations are inadequately prioritized under U.S. foreign policy, Hayes pointed out that the primary legislative tools affecting U.S. trade policy with Africa for the past ten years, the Africa Growth and Opportunity Act (AGO) and the Millennium Challenge Act (MCA), have fallen short of expectations that accompanied their enactment. According to Hayes, the shortcomings of these policies were largely due to poor infrastructure and skills training on the African continent.

He stated that without priority investment

in training and infrastructure, only a small number of African countries would benefit from AGOA and MCA. Hayes also advocated for a new approach, accompanied by supportive U.S. government policy, to encourage further U.S. private sector engagement in Africa. The new approach should focus on prioritizing investment in infrastructure development; skills training; agribusiness; health; energy/power; and financing.

Hayes encouraged members of Congress and the U.S. administration to take a new look at America's relationship with Africa. He urged that the U.S. do the following: work in partnership with Africa with the understanding that U.S. economic success was inexplicably linked to African development; look at development in Africa as a regional, as opposed to country-specific, process; encourage the use of U.S. companies in the development process, from planning to implementation of projects; review and reorganize key financial institutions essential to African development and American investment in Africa; recognize the potential value of AFRICOM for the economic security of Africa; coordinate U.S. approach to Africa

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Mozambique Featured in CCA's Monthly Ambassadors Series

On June 26, CCA hosted the second of a monthly series of live teleconferences with U.S. ambassadors to Africa. U.S. Chargé d'Affaires in Mozambique, Todd Chapman, speaking from Maputo, provided remarks to CCA members gathered in Washington and in South Africa about the current political and business environment and opportunities for trade and investment in Mozambique.

Chapman asserted that tremendous opportunities exist in the natural resources, agriculture, energy and tourism sectors. He also updated CCA members on the progress of the Nacala corridor project. Chapman responded to questions from CCA members and encouraged them to attend the July 15-16 Trade Promotion Conference in Maputo to gain a better understanding of the opportunities in Mozambique.

The teleconference, which was joined by members of the American Chamber of Commerce in Southern Africa, was organized by CCA in partnership with the U.S. Commercial Service in Johannesburg. On July 30, the guest teleconference speaker will be William J. Garvelink, U.S. ambassador to the Democratic Republic of Congo.

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with that of our allies and potential allies; view AGOA as an investment tool for America and not simply as a developmental tool for Africa; extend AGOA for at least another ten years so as to protect U.S. gains already made (although preferences should not be

extended to all LDC countries); and plan for and address the potential food and water supply shortages in Africa caused by climate change.

(Note: the full text of Hayes' remarks can be found at www.africacncl.org)

Fair Trade-Certified South African Organic Winery Launches in D.C.

South Africans this year celebrate the 350th anniversary of their wine industry and note proudly that it is generations older than any New World wines from Australia or South America. Still, the wines are relatively new to the U.S. and make up less than 1 percent of U.S. wine imports. But with 400 million liters exported in 2008, representing an increase of 32 percent over the previous year, South Africa's wines are getting increased attention in the United States where there is substantial growth in wine consumption and wine innovation. The United States is now the second-largest wine market in the world by volume and is the largest market for wine in dollar sales.

Stellar Organic Winery, situated 275 km north of Cape Town, is now the largest producer of organic wines in South Africa. Established in 1998, it was the first organic wine-making operation in the world to gain the Fair Trade accreditation and the first cellar in Africa to produce no-sulphur-added wines on a commercial scale.

On June 25, CCA's South African International Business Linkages (saibl) program joined with TransFair USA and the



L-R: TransFair USA CEO and President Paul Rice; CCA President and CEO Stephen Hayes; Stellar Winery Cellar Master Berty Jones; Republic of South Africa (RSA) Ambassador Welile Nhlapo; RSA Department of Trade and Industry Minister (Economic) Lerato Mataboge.

Embassy of South Africa in Washington, D.C., to host an exclusive reception for Stellar Winery as it officially launched its organic wines in Washington, D.C., extending its distribution into 24 states. Berty Jones, Stellar's cellar master, was the keynote speaker of the evening that also featured South African Ambassador Welile Nhlapo, TransFair USA President and CEO Paul Rice, and CCA President and CEO Stephen Hayes. Guests heard how saibl and TransFair USA complement the empowerment of previously disadvantaged black South African citizens who are interested in wine-making. A Stellar Employees' Trust initiates and manages projects designed to improve the living conditions of workers and provide additional sustainable income for the benefit of the community.

Saibl is a business linkage program that builds the competitiveness of black enterprises through improvements in management, productivity and quality, and use of modern technology. Its mission is to create linkages between these companies and domestic and international markets, in sustainable business relationships. Saibl is made possible through funding by the United States Agency for International Development (USAID), and is implemented by The Corporate Council on Africa, ECIAfrica, and the National Business Initiative.

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L-R: Zimbabwe Prime Minister Morgan Tsvangirai; CCA Vice President for International Programs Robert C. Perry.

CCA Engages Zimbabwean Government and Businesses

CCA hosted Zimbabwe Prime Minister Morgan Tsvangirai and a delegation of Zimbabwean government ministers and other senior government officials in Washington on June 11. The event coincided with a visit to Zimbabwe by CCA President and CEO Stephen Hayes, who was invited to the country by the U.S. Embassy in Harare. CCA used both occasions to emphasize that before investing in Zimbabwe most American companies will need to see a combination of political and economic reforms to create a sustainable investment climate in the Southern African country.

The luncheon for Tsvangirai was attended by more than 120 business and government leaders. In Zimbabwe, Stephen Hayes addressed a large gathering of the country's business leaders and advised them not to expect any significant new American private sector investments in the near-term until reforms are made. He added that the American business community looks forward to the day when Zimbabwe is a "beacon

of investment and a leader in addressing Africa's economic development needs".

In Washington, Mr. Tsvangirai, saying that "Zimbabwe cannot do it alone", called on the American business community to support his country's reconstruction. He enumerated efforts taken in the past three months that have reduced inflation rates from 500 million percent to minus three percent, increased government accountability and addressed corruption. He reassured the American audience that his government is working to establish stability and rule of law necessary to protect private investments. He said that the recently established Multi-Donor Trust Fund, which is administered by international donors, will help support Zimbabwe's economic recovery as it meets donor criteria for accountability.

Accompanying the prime minister were Zimbabwe's minister of economic planning & investment promotion; the minister of regional integration & international cooperation; and the country's minister of tourism & hospitality industry.

In addition to having fertile agricultural lands and some of the world's largest reserves of strategic minerals, Zimbabwe has traditionally been one of Africa's leading tourist destinations. The country's economy collapsed following controversial economic reforms that were coupled with harsh crackdowns on the country's political opposition, including Mr. Tsvangirai.

While in the U.S., Mr. Tsvangirai, who heads a unity government with longtime Zimbabwean President Robert Mugabe, also met with President Barack Obama and Secretary of State Hillary Clinton to discuss how the United States can support reforms to bring about the rule of law, respect for human rights, and free and fair elections in Zimbabwe.

CCA Hosts NSC Africa Advisor

On June 29, CCA hosted National Security Council Senior Director for Africa and Special Assistant to the President, Michelle Gavin. A packed house of more than 60 private and public sector CCA members and staff listened as Gavin outlined President Obama's planned approach to Africa, including his particular focus on security, good governance and economic development. She explained further that gains made by Ghana in these three areas were the deciding factors surrounding the president's first trip to sub-Saharan Africa. Acknowledging CCA's interest in developing trade and investment relations with Africa, Gavin emphasized the importance of complementing public policy with private sector investment and innovation. She went on to highlight strategic opportunities within the agriculture, infrastructure, energy and ICT sectors that could help usher Africa into the mainstream of the global economy.

CCA in the News...

On June 7, CCA President and CEO Stephen Hayes was interviewed by TravelTalkRADIO about Chinese investment in Africa. To hear the segment, click [HERE](#).

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CCA Reaches Out to Europe

CCA Vice President for Member Services Tim McCoy attended the board meeting of the European Business Council for Africa and the Mediterranean (EBCAM), which took place from June 25-27, 2009, in Athens, Greece. The meeting included representatives from European countries with business associations that have interests in Africa, including Belgium, Britain, Denmark, France, Germany, Greece, Hungary, Luxembourg, the Netherlands, Portugal, Spain and Switzerland.

EBCAM members heard from McCoy about CCA's U.S.-Africa Business Summit and plans by CCA to host a pre-summit meeting on September 28 that will assemble for the first time ever Africa-focused business associations from Europe, Canada, the United States (CCA), Japan and possibly others. EBCAM responded enthusiastically to these plans and several, including EBCAM Secretary-General Fernando Matos Rosa and associations from Britain, France and Spain, have already confirmed their attendance, along with Canada.

EBCAM was formed in 1973 and through its member associations now represents more than 4,000 businesses involved in Africa. The Athens meeting was hosted by the Hellenic African Chamber of Commerce.

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Why the U.S.-Africa Business Summit Matters... Now More Than Ever

With President Obama just completing his first trip to sub-Saharan Africa, American media is buzzing with articles on the first African-American president's visit to the continent and on his priorities for Africa. Though the visit was a first for the president, American companies have been engaged commercially with Africa for more than 80 years. For many in the U.S., this is not their first glimpse into what Africa has to offer. Commerce is increasingly the new global language, spoken by buyers and sellers around the world. Africa is home to more than 900 million potential consumers. Those who ignore the African market do so at their own peril.

This year's premier opportunity to experience the private sector view of Africa will take place at CCA's 7th Biennial U.S.-Africa Summit, from September 29-October 1, 2009, at the Walter E. Washington Center in Washington, D.C. With American and European markets shrinking under the burden of the global financial crisis, new and promising opportunities exist in Africa. Companies need to market themselves and build partnerships abroad, make calculated

risks and diversify revenues to attain greater return on investments in a dramatically altered economic landscape. Though many businesses are contracting, they will not save their way into growth and prosperity. The U.S.-Africa Business Summit this year presents a unique chance to have a first-hand look at trends and growth markets in those sectors that hold particular promise in Africa, including infrastructure; financing; tourism; natural resources; healthcare; and agribusiness.

The U.S.-Africa Business Summit was first held in 1997. In the intervening decade, it has helped make possible countless business partnerships between U.S. and African businesses. Companies of all sizes, representing numerous sectors, know that this event is an unequalled opportunity to find new markets and grow their business. Delegations of companies from South Africa, Ethiopia, Angola and Nigeria, to name a few, have already signaled their plans to be in Washington for the summit. If you are doing business abroad, make the decision now to attend the Summit. It's a small investment that can open up endless opportunities.

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Chevron Builds Partnerships in Africa



Throughout its operations, Chevron Africa and Latin America Exploration and Production Company is engaged in some of the company's most innovative and impressive projects. Its distinct operations include oil, gas, gas-to-liquids, deep water, liquefied natural gas and heavy oil, using a combination of operated and non-operated joint ventures.

Chevron is applying its expertise and advanced technology to meet the energy needs of Africa's growing economies. Chevron is developing a portfolio of major capital projects, finding ways to recover more oil and gas from mature fields, and exploring for new oil and gas resources.

The company employs rigorous environmental and safety practices to protect people and communities wherever it operates. It designs, constructs and operates its assets to prevent illness, injury and environmental incidents. Chevron's goal is zero incidents, zero injuries.

Chevron's presence in Africa

Chevron Africa and Latin America Exploration and Production Company is investing significantly in the region's future. With operations in ten African countries, Chevron's 2009 capital and exploratory budget for upstream projects dedicated to Africa is roughly \$4 billion. It also contributes to its host communities through the purchase of goods and services, payment of taxes, technology transfer, and the creation of jobs and economic opportunities.

In partnership with governments, communities and non-governmental organizations, Chevron seeks to improve the quality of life wherever it operates. Employing and training local workers is a key focus area for the company. Eighty percent of Chevron Africa and Latin America's roughly 7,100 employees are from the local workforce. They are building valuable skills, sharing best practices and taking advantage of opportunities to work globally.

The company has extensive community engagement investments in the region that promote health, education and job creation. For example, the \$56 million Angola Partnership Initiative promotes peace, improved health and better educational opportunities. One of the initiative's projects furnished 23 learning centers with TV and video equipment. Roughly 60,000 students have benefitted from the technology, and more than 1200 teachers have been trained to operate it.

This project supports the goals of Angola's Ministry of Education and Culture to advance professional development for teachers and increase learning opportunities for school children. The words of one Huambo teacher speak volumes about the project's impact: "You came to renew in us the trust and confidence that in this world, shattered by hate and discord, we are not alone."

Key outcomes that companies such as Chevron should expect in Africa

As global populations continue to increase there has been an explosion in demand for oil, not just in the traditional industrialized nations, but in emerging countries as well. In meeting that demand, access has been the necessary first ingredient from day one surveying and exploration, to discovery, and then the production of resources.

Throughout its history, Chevron has managed its Africa business through cooperation with multiple stakeholders. Host countries have provided access to resources and favorable fiscal terms. And Chevron has reciprocated by providing the investments needed, state-of-the-art technology, and successful project management and execution.

The business opportunities in Africa are many and all require building partnerships and trust in communities and working to create greater understanding of our business with governments. For over a century, innovation, collaboration and partnerships have been the backbone of the global energy infrastructure that interconnects and powers the world. Chevron is proud of the relationships it has built over the years, both in Africa and across the globe.

Effective partnerships must be built on a foundation formed by three principles: shared respect, shared capabilities, and shared rewards. In turn, the company trusts its partners will share these principles.

Chevron to sponsor CCA's upcoming 7th Biennial U.S.-Africa Business Summit

With a presence in Africa dating back to 1913, Chevron understands the importance of strengthening relationships and partnerships between the USA, its U.S. based companies and the African continent.

The more stable the business environment, the more certainty there is in the investment—which is why each of the elements of a successful venture—from access and technology to project management and sound fiscal terms—

forms the basis of the relationships Chevron has been able to forge in the past and looks forward to building in the future.

CCA's 7th Biennial U.S.-Africa Business Summit helps to build shared respect, to develop an appreciation and understanding for the needs of all the stakeholders and to focus on common goals. Chevron believes this type of dialogue leads to solutions and to opening many more doors of shared opportunity.

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June Events

- 6/29:** CCA Monthly Breakfast Forum: "A Window to President Obama's Agenda for Africa", with Michelle D. Gavin, Special Assistant to the President and Senior Director for Africa at the National Security Council
- 6/26:** Video Conference: Todd Chapman, Chargé d'Affaires at the U.S. Embassy in Maputo, Mozambique
- 6/25:** Fair Trade Certified Stellar Organic Wine Launch at the South African Embassy
- 6/24:** CCA President and CEO Stephen Hayes Testimonial at Congressional Hearing on "U.S.-Africa Trade Relations: Creating a Platform for Economic Growth"
- 6/22:** Security Working Group Breakfast: "Africa Partnership Station: Enhancing Maritime Safety and Security; USS NASHVILLE and Beyond"
- 6/15:** Luncheon Discussing: "Nigeria and Intellectual Property Rights" with delegation from the Ministry of Commerce and Industry, The Republic of Nigeria
- 6/11:** CCA Luncheon Honoring Zimbabwe's Prime Minister Rt. Honorable Morgan Tsvangirai

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CCA Staff Profile: Haben Berhe

Haben Berhe (Hah-bin Burr-hay) is an associate at the Corporate Council on Africa's South African International Business Linkages (saibl) program and a CCA research analyst. Saibl is a USAID funded program that assists small, black owned South African enterprises become competitive and increase their business transactions with the U.S. market. Haben's specific responsibilities consist of working with partners in South Africa to identify firms in the business process outsourcing sector and create business linkages with U.S. companies. Under the supervision of the saibl director and working with country stakeholders, Haben is also organizing a trade mission to South Africa this year to highlight the country's oil and gas services providers.



Haben manages production of CCA's Daily News Clips. The clips are designed to inform CCA members and colleagues of the latest investment and business developments from Africa. He is also responsible for organizing small events for visiting delegations from African countries. Haben is the point staff person for the Natural Resources Development Sector in CCA's upcoming 2009 U.S.-Africa Business Summit and works under the vice president for members services to respond to member requests.

Born in Ethiopia, Haben joined CCA as an intern after graduating with a BA in Global Affairs from George Mason University in 2006. During his internship, his responsibilities included preparing reports for CCA conference and assisting the director for member services on research assignments.

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

For this reason I am especially pleased that CCA Member SEACOM, represented on CCA's Board of Directors by Haskell Ward, will take advantage of the AGOA Forum to announce an enormously important project that holds great promise for lowering education and communication costs throughout the African continent, while making educational and training opportunities more accessible to a much larger number of Africans. SEACOM will switch on the first submarine broadband cable to connect Africa with the internet networks of India and Europe. The cable will connect much of eastern Africa from north to south for the first time. This has the potential to lower costs by as much as 90 percent in most countries using the broadband network.

I believe that the implications of this project make the SEACOM achievement one of the most important breakthroughs Africa has seen in decades.

I remain hopeful that the United States will not be afraid to promote and use AGOA as an investment tool so that we will soon see many more SEACOM stories emanating from Africa. American innovativeness and determination in Africa can sow the seeds of economic recovery for America. New markets and new ideas will help bring back the American economy, and when those ideas and markets are with Africa, it will bring about new partnerships and far greater diversity in our economy, making us less vulnerable to the financial collapses we are now witnessing.

Transitions

CCA welcomes new interns including **Nate Mathews** (Georgetown University), **Lebusa Meso** (University of Cape Town), and **Elle Wang** (Pepperdine University).

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. For more information, please visit www.africancncl.org.



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For more information about The Africa e-Journal, please contact Tim McCoy at tmccoy@afriacncl.org.

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