

## President's Message

Whether detailed in World Bank statistics or Richard Dowden's recent book, "Altered States, Ordinary Miracles", one thing is clear: the economies of many African nations are on the move. This, despite economic conditions in the U.S. and elsewhere that are far from rosy. The Africa of today is not the Africa of 10 or even five years ago, something we can and should cheer. Opportunities for investment in Africa have never been better. Many, including the Chinese, Indians and, as pointed out on Page 4, the Gulf States, are seizing the high ground even as American businesses remain hesitant. I fear that unless the United States government and private sector begin working together immediately to increase American investment in Africa, the U.S. risks being left behind politically and economically in its relations with Africa and in its role as a global power.

There is a great deal at stake. Certainly, our energy needs, both in oil and natural gas, are increasingly dependent on Africa, and especially the Gulf of Guinea. Political stability is required for a consistent and even flow of energy to fuel the American economy. To ensure this, there is no better proven means to stability than economic development.

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# The AFRICA e-JOURNAL



## Public and Private Sectors Secure African Health Care Delivery

*by Elizabeth Bachini and Emmanuel Nouga-Ngog*

Africa's health challenges have traditionally been viewed as areas of primarily humanitarian or social concern. However, the U.S. Department of Defense's recent expansion of its efforts to engage African health issues reflects an emerging consensus that health crises pose a considerable impact on the security sector and military readiness. CCA's HIV/AIDS & Health Initiative is exploring ways in which public and private sector actors can cooperate to address the Africa's health challenges.

Infectious disease control in Africa is particularly salient for business and security interests. Infectious diseases, especially HIV/AIDS, impact a significant portion of employed professionals in the military and civilian sectors, with high rates of sexually transmitted infections during peacetime and an especially high HIV/AIDS prevalence rate in African militaries. Recognizing the implications of infectious disease for military readiness and political stability, the security community is working to build African public institutions' and health systems' capacity to respond the challenges of Africa's disease burden. At the U.S. Africa Command (AFRICOM) Health

Symposium, "Health as a Bridge to Peace and Stability," which was held in January 2009 at the Institute of Medicine in Washington D.C., AFRICOM personnel highlighted their training programs for African military medical teams. The training is taking place primarily through the Africa Partnership Station, housed on U.S. naval vessels that make port calls along the West African coast, and through the Defense HIV/AIDS Prevention Program, which is working with host nation militaries to run voluntary HIV testing and treatment programs for soldiers. AFRICOM has also collaborated with Project Hope, a non-government organization specializing in health care, to deliver medical supplies to hospitals in Liberia.

Weak border control, ease of movement, and increased economic activity accentuate the spread and threat of infectious diseases and biological agents within and among African countries, with serious implications for security and economic stability. U.S. efforts to address these issues include Walter Reed Army Institute of Research's disease surveillance program in Kenya and a U.S. Army Medical Research Institute of Infectious Diseases' research on monkey

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SPOTLIGHT



## CCA Monthly Forum Hosts “Dead Aid” Author

Dambisa Moyo was the featured speaker at CCA’s Monthly Breakfast Forum in April. Moyo is author of the best-selling “Dead Aid: Why Aid is Not Working and How There is a Better Way for Africa”. Born and raised in Zambia, Moyo previously worked for Goldman Sachs and as a consultant at the World Bank. She is also included in TIME magazine’s 2009 listing of the 100 most influential people in the world. “Dead Aid”, which has sparked renewed interest in donor assistance to Africa, presents Moyo’s views on development-related assistance to Africa and offers a plan for lifting Africa out of poverty by replacing aid with trade, government bond issuance through the capital markets and microfinance. The Monthly Breakfast Forum, sponsored by Merck & Co., brings business leaders, policy experts and U.S. and African government officials to brief CCA members on the most relevant and timely issues influencing trade and investment relationships between the U.S. and Africa.

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pox in the Democratic Republic of Congo. Disease control programs may also present opportunities for public-private cooperation. Innovators are already creating and investing in disease monitoring technologies for public health officials. As noted in a recent article in The Economist, Google has entered into a partnership with MIT and IBM to apply software solutions to help predict outbreaks of disease.

The protection of hospitals and health workers in conflict or post-conflict zones is another area of mutual interest between health and security professionals. In April, World Health Organization Regional Director for Africa, Luis Sambo, called on African and international authorities to

make greater efforts to ensure the security of health units in unstable areas. As African militaries and UN peacekeepers continue to be over-tasked, private security contractors and better training for African military and civilian security personnel could be invaluable in providing protection for health facilities and staff.

CCA staff will continue to explore and highlight synergies between the health and security sectors and look forward to engaging CCA’s membership around these issues.

*Elizabeth Bachini and Emmanuel Nougou-Ngog are program managers for the HIV/AIDS & Health Initiative at CCA.*

## African Aquaculture: An Answer to a Global Dilemma

by Ken Simons



Port Nolloth Pier, South Africa

A simple truth is becoming more and more evident. Global demand for fish is continuing to grow, while in many parts of the world, supply is peaking. Africa currently accounts for less than one percent of the global fish production, yet the continent has the potential to produce almost 300 times the amount of fish currently produced worldwide. What has generally been an ignored sector in African agriculture, aquaculture has exploded with an annual growth rate of 11.4 percent in sub-Saharan Africa and 21.9 percent in North Africa between 1995 and 2005. An added bonus for investors is the high demand that exists domestically for fish in Africa. Africa is second only to Asia in the percentage of their diet devoted to fish.

With a secure domestic demand and an ever growing global demand, aquaculture in Africa will continue to grow throughout its value chain. Foreign investors have already started to come on board including Indian investors in Uganda, Chinese investors in Mozambique, and European investors in

northern and western Africa. Investment opportunities exist across the value-chain including market-access infrastructure, feedstock production, and breeding programs. SME investments hold a particularly critical role in aquaculture value chain development. This tier of investment not only holds the most promise in rapid expansion of productivity and revenue, but has the greatest direct impact on the socio-economic conditions of Africans.

African aquaculture is gaining momentum and is likely to continue to do so as more companies, organizations, and governments take notice of the continued rapid depletion of current fish stocks across the globe including key fishing zones like the Chesapeake Bay area. By focusing investment and technical assistance on SMEs, the industry will play an important role in worldwide food security, while acting to alleviate poverty across the continent.

*Ken Simons is program analyst for Agribusiness and Energy at CCA.*

# South African Black-Owned SMEs are a Big Hit at International Tourism Conference

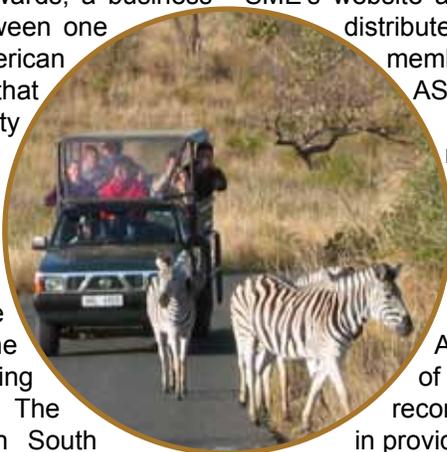
by Kennia Somerville

South African black-owned small and medium enterprises (SMEs) involved in tourism took center stage recently during a CCA South African International Business Linkages (saibl) program event in Sun City, South Africa. The event introduced the SMEs to potential business partners from the United States during the International Destination Expo (IDE) and was attended by more than 175 American tourism sector companies. Shortly afterwards, a business deal was concluded between one of the SMEs and an American U.S. travel agent that met during the Sun City program.

Saibl coordinated with the American Society of Travel Agents (ASTA) in providing South African SMEs an exclusive platform to present the benefits offered by working with small companies. The robust tourism sector in South Africa has historically excluded black-owned SMEs, although the sector presents significant opportunities for growth and employment generation. Chris Russo, ASTA president and chair said, "It can be difficult for SMEs to make their mark when they are often overshadowed by larger and better known names in the industry. As a small-business owner myself, I know first-hand that smaller firms can provide excellent customer service and individual attention to their clients and partners."

In preparation for the event, saibl

organized a full day training workshop for SMEs to provide a comprehensive overview of the U.S. tourism market and the buying supply chain. The workshop ended by companies practicing their presentations in mock pitching sessions. Saibl and ASTA also issued press releases and distributed invitations to the 800+ registered IDE attendees. The press release and other marketing materials, which included each SME's website and company profile, were distributed to over 30,000 industry members and uploaded to ASTA's website.



Tina Dooley-Jones, regional economic growth office chief at USAID-Southern Africa, was joined by Marc Cavaliere, executive vice president for North America at South African Airways and chair of CCA's tourism policy recommendations committee, in providing remarks at the event.

Hosted by ASTA, IDE is the largest international conference that brings together U.S. travel agents, tour operators, and industry members for one-on-one meetings, educational workshops and tourism sector networking events. This was the first time ever that the IDE conference had taken place in Africa. The saibl event was organized with support from the South Africa-based Tourism Enterprise Programme.

*Kennia Somerville is sector coordinator and communications manager for the saibl program.*

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.

## CCA Builds Outreach Through World Affairs Councils Partnership

Through an agreement with the World Affairs Councils of America, CCA is spreading the word about trade and investment opportunities in Africa. Vice President for Member Services Tim McCoy accompanied ambassadors to the United States from Botswana; the Democratic Republic of Congo; Lesotho; and Malawi, as well as a senior State Department official, for visits to Greensboro, North Carolina;

Cleveland, Ohio; and Missoula, Montana. The visits included remarks to the local world affairs councils, interviews with media and meetings with high school and university faculty and students. The World Affairs Councils of America is an association of independent organizations that work to engage and educate Americans on international affairs and foreign policy.

## CCA and the 75th Annual Ex-Im Conference

by Rashida Petersen

CCA continued a long tradition this year by participating in the Annual Export-Import Bank of the United States (Ex-Im) Conference, which took place in Washington, D.C., on April 16-17, 2009. According to Ex-Im Bank, this year's conference, the bank's 75th, was the largest ever, with more than 1,000 U.S. exporters, domestic and international lenders, brokers, government representatives and foreign buyers in attendance.

Conference topics ranged from risk assessment in a crisis to small-business exporters and clean technology finance to Africa. The overall theme of the conference was "Export Finance: A Key to Economic Recovery" and while many panelists were focused on the global economic crisis, there was considerable good news to share from Africa, where economic growth rates are expected to average 3.5 percent in 2009. CCA's presence included an exhibit booth to provide information on CCA to potential members and to spotlight the 7th Biennial U.S.-Africa Business Summit, scheduled for September 29 - October 1, 2009. Many representatives of the African Diplomatic Corps also had booths and, along with CCA, provided advice and other assistance to companies interested in doing business in Africa. Ex-Im used the conference to make a number of major announcements, including the launch of a \$120 million facility involving Ex-Im Bank and four Angolan Banks, for short-and medium-term private sector transactions.

*Rashida Petersen is director of membership and marketing at CCA.*

# Gulf States Investing Heavily in Africa

by Efreem Fisher and Haben Berhe

Overlooked by the greater attention paid to China and India, the Gulf States of Saudi Arabia, Kuwait, Qatar, and the United Arab Emirates have been making major investments across Africa, pouring \$15 billion in FDI into sub-Saharan Africa from 2007 to midyear 2008. Geographically close and with historical and cultural ties to the continent, Gulf investment is not necessarily surprising, but certainly worthy of attention. Telecommunications

The largest Gulf investments have flowed into the telecommunications sector. Kuwait's Zain, with the expressed goal of becoming a top-ten leading global mobile operator by 2011, has made Africa central to that mission. In 2005, it purchased Celtel for \$3.4 billion, one of the largest FDI deals ever in Africa. It also added Mobitel of Sudan for \$1.3 billion and Vee Network of Nigeria for \$1 billion, the latter being the largest cell phone market in Africa. Zain now has a presence in 16 sub-Saharan countries and plans to spend an additional \$500 million upgrading network coverage. The UAE's Etisalat is another major player in the African telecom market with a presence in ten countries, most recently launching commercial operations in Nigeria in October, 2008.

## Ports

Port development has been another major focus of investment. Already operating the ports of Maputo, Mozambique and Algiers, Algeria, Dubai Ports World recently invested \$530 million in new container and oil terminals in Djibouti, with additional, associated investments of \$1 billion in the hospitality sector and Djibouti Free Zone. DP World is currently investing \$639 million to develop and add a new container terminal to the port of Dakar, Senegal. In a different sort of arrangement, Qatar and Kenya are negotiating a \$3.5 billion loan to

build a new port on the Indian Ocean island of Lamu. In exchange, Qatar would lease farmland to grow food for export to their domestic market.

## Agriculture

This highlights a growing trend. The recent spike in food prices exposed a precarious dependency on imported food that Gulf States are keen to address. To ensure greater food security, Gulf States are buying or leasing land in Africa to produce food for export to their home markets. Saudi Arabia, for example, recently abandoned a 30-year program of self-sufficient food production and has turned instead to places in Africa such as Sudan, South Africa, and Ethiopia, investing \$100 million in rice, wheat, and barley production in the latter. The UAE has made similar investments in Sudan.

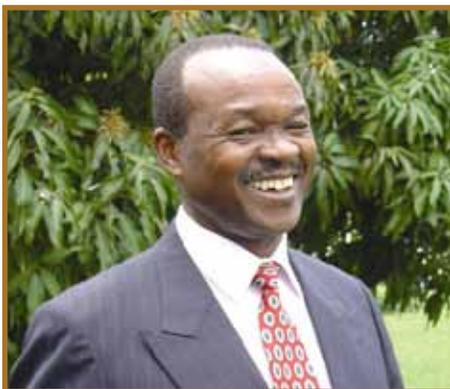
## Tourism and Real Estate

Dubai World's Istithmar-led group made headlines when it purchased Cape Town's V&A Waterfront, one of the country's leading commercial properties, for \$1 billion. Istithmar also invested \$230 million in eight Rwandan tourist facilities and \$150 million on a beach hotel project in Zanzibar. Kuwait based IFA Hotels and

Resorts and Saudi Arabia's Kingdom Holdings are also both active in the hotel/resort business across Africa. Not to be outdone, Qatar's Afro-Asia Investment Corporation recently signed a \$350 million deal to develop a hotel/conference center at Jomo Kenyatta International Airport in Nairobi.

*This article was recently featured in CCA's Africa Business Report, which is produced twice monthly and is available in its entirety to members online by clicking [HERE](#).*

*Efreem Fisher and Haben Berhe are research analysts at CCA.*



## CCA Honors African Union Deputy Chair

Erastus Mwencha, deputy chairperson of the African Union, was the guest of honor at an April 28 dinner organized by CCA in Washington, D.C. The event also served to introduce Mwencha and the African Union's ambassador to the United States to key foreign affairs and Congressional Black Caucus staffers from Capitol Hill who also participated in the dinner. Congressional aides spoke at length with Mwencha on a range of issues, including steps that the United States could take to encourage more American private sector investment in Africa.

# U.S.-Africa Summit Pulls In Corporate Sponsors

Planning for CCA's 7th Biennial U.S.-Africa Business Summit, slated for September 29-October 1, 2009, has shifted into high gear as the first major corporate sponsors announce their support for increased trade and investment between the U.S. and Africa by sponsoring the summit. As of April 30, these companies had signed on as sponsors: ACROW Corporation

of America; AECOM; Chevron; ExxonMobil; Lockheed Martin; Raytheon; and South African Airways. Make your plans today to join CCA and more than 1500 business and government leaders to explore business and investment opportunities in Africa. For complete summit information, visit [www.africacncl.org](http://www.africacncl.org).

## Membership Profiles



The International Peace Operations Association (IPOA) is a 501(c)(6) non-profit trade association.

IPOA's mission is to promote high operational and ethical standards of firms active in the peace and stability operations industry to engage in a constructive dialogue and advocacy with policy-makers about the growing and positive contribution of these firms to the enhancement of international peace, development and human security; to provide unique networking and business development opportunities for its member companies; and to inform the concerned public about the activities and role of the industry.

IPOA is committed to raising the standards of the peace and stability operations industry to ensure sound and ethical professionalism and transparency in the conduct of peacekeeping and post-conflict reconstruction activities.

All member companies subscribe to the IPOA Code of Conduct, which represents a constructive effort towards better regulating private sector operations in conflict and post-conflict environments. It reflects our belief that high standards will both benefit the industry and serve the greater causes of peace, development, and human security.

Some of the services IPOA members provide globally every day include aviation, base support, communications, consultancy, demining and unexploded ordnance removal, humanitarian development, insurance, intelligence, K-9, legal, logistics, risk management, satellite tracking, security, and surveillance training. For more information, visit <http://ipoaworld.org/eng/>.



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Our "How Washington Works" tailored "Washington Familiarization" training to Industry and International students has helped them navigate the complexities of our federal system. We also offer on-line Contractor Law of War training that is a important solution for companies involved with international peace and stability operations.

Our consultants have special Africa Subject Matter Expertise informed by years of U.S. national policy and interagency experience at the White House, National Security Council, and State Department; and continue to provide maritime safety and security planning support that is helping develop capabilities that address the maritime challenges unique to sub-Saharan Africa and the Gulf of Guinea.

We are ready to assemble a consulting team for you to provide solutions that work.

WBB consulting team's are conveniently located near major military and government concentration areas with offices in Reston, Hampton and Virginia Beach, Virginia; Columbia and Patuxent River, Maryland; San Diego, California; Dayton, Ohio; Huntsville, Alabama, and Memphis, Tennessee. To find out more, visit [www.wbbinc.com](http://www.wbbinc.com) or call (703) 448-6081.

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## Transitions

**V**ictor Barnes, who served for five years as director of CCA's HIV/AIDS & Health Initiative, was recently named vice president for external affairs at the National AIDS Fund, a position he assumes on May 5. Born and raised in Cameroon, **Emmanuel Nougua-Ngog** joined CCA on April 8 as program manager for CCA's HIV/AIDS & Health Initiative. **Innocent Isichei**, who had served as CCA research analyst, returns home effective May 6 to complete his Nigerian national service obligations.

## About Us

**T**he 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 members believe that Africa's future success depends upon the ability of its entrepreneurs and business people to create and retain wealth through private enterprise. American corporations and private individuals can contribute most effectively by building partnership and reaching out to the African private sector in the areas that America knows best. For more information, please visit [www.africacncl.org](http://www.africacncl.org).

## CCA Staff Profile



**K**enneth Simons was recently promoted from intern to program analyst for Agribusiness & Energy at the Corporate Council on Africa. As an intern, Kenneth filled a number of roles for the Agribusiness & Energy Department including extensive research on various issues, budget analysis, updating and maintenance of the Public-Private Agriculture Initiative website. Kenneth's research topics included delineating the implications of Basel I & II's expansion across African commercial banks, the business case for including gender in investment decisions in African

emerging market economies, and issues shaping access to finance for small and medium-sized enterprises. In his new role, Kenneth will act as the point person for the Agribusiness Sector in CCA's upcoming 2009 U.S. - Africa Business Summit. This will include working with speakers and sponsors from the public and private sector to develop workshops and agribusiness-related events occurring at the Summit. He also has plans to undertake strategic research to contribute to CCA's value-added services to better serve members and to further the promotion of African agriculture, agribusiness, and energy sectors.

Before working at CCA, Kenneth interned for APL Logistics in Beijing, China and Novus International, Inc. in Brussels, Belgium, and studied for a semester at the National University of Singapore. In 2008, he graduated from Vassar College where he majored in both economics and psychology.

## CCA Daily News Clips

**T**he CCA Daily News Clips provide you electronically the latest business news headlines on Africa. Categorized by sectors and sourced from various news outlets within and outside Africa, the service keeps you informed on current investment and

business developments. The service, which is provided on a complimentary basis to all CCA members, also highlights what CCA members and various partners are doing on the African continent.

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

Governments cannot do this alone, as the financial resources of the private sector are far greater than available funds from governments and multilateral agencies. However, the private sector is often reluctant to invest without some guarantees of consistent and open business practices as well as access to financing. In nearly all cases, partnerships are required with local businesses.

If TIME magazine had it right by recently describing business in Africa as one of 10 ideas currently changing the world, then I believe that investment in Africa by the American private sector may be one of the best things for turning around the American economy. Doing so will also help build stable nations and partners in Africa for the duration of the 21st century. I applauded Senator Johnny Isakson (R-GA), who serves on the Senate Foreign Relations Committee and will visit Africa later this month, when he recently stated his conviction that this could be America's century in Africa. For the sake of Africa and of my own country, I hope he is right.

The challenges before the Obama administration are many, and encompass much more than Africa alone. The United States government does not have unlimited financial resources to pour into aid for Africa. However, as pointed out in the policy recommendations that CCA submitted to the Obama administration in March, government can employ a more creative approach by working closely with the private sector in encouraging greater private investment through partnership in planning and implementation. If our economy is to create jobs, it needs new investment destinations and new markets for its products. Africa both needs investment and offers a market of nearly 1 billion people. Infrastructure and agribusiness, for example, are two areas where Africa presents a multitude of opportunities. Both play to America's strengths and Africa's interests. But nothing will happen without significant investment in infrastructure and agribusiness in Africa. From a closer economic partnership will flow a stable long-term political partnership. The time to act is now.

*For more information about  
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