

September  
2009



## President's Message

There is no less dramatic way to say this: CCA's 7th Biennial U.S.-Africa Business Summit is rapidly approaching and is the best chance for the next two or more years to get American businesses more engaged in Africa. Although it might be true that the United States is still the largest single investor in Africa, one need only to take oil interests out of the equation to see the fragility of that argument. Never mind that China may have passed us this year in investment in Africa. That fact is largely irrelevant in considering the need to get the U.S. private sector more engaged in Africa. Our concern should not be China...or India or the Gulf States, all of which are pouring large investments into Africa. Our concern needs to be why U.S. business is not showing more initiative, especially when economic times demand new ventures, new ideas and new markets.

To me, it does not matter which country is the largest investor in Africa. The United States needs Africa for the good of our own economy. It is the most open developing market on the planet, and it is the most welcoming. Yet, U.S. business has lagged behind other countries, which have shown impressive initiative in exploring Africa's vast opportunities. The implications for this inertia are troubling for America's future. Our energy supply lines are increasingly attached to Africa. We now find ourselves in greater competition for those supplies.

However, even assuming that we

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# The AFRICA e-JOURNAL



SPOTLIGHT

## 2009 Summit Attracts Record Sponsorships and African Delegations

CCA's Seventh Biennial U.S. – Africa Business Summit kicks off in Washington, D.C., on September 29. With final preparations well underway, this year's summit is promising to be one of the most successful in the 12-year history of the event. African presidential delegations from Ghana, Rwanda, the Republic of Congo and Equatorial Guinea are already confirmed\*, along with prime ministerial delegations from Côte d'Ivoire, Ethiopia and Kenya, as well as ministerial delegations from several countries, including Angola; Malawi; Mozambique; Namibia; Nigeria; Senegal; South Africa; Tanzania; and Uganda. The summit, CCA's flagship event, has already attracted a record number of U.S. corporate sponsorships and support from U.S. government agencies and others.

Themed "Realizing the Investment Power of Africa", the 2009 summit traces its history to the first U.S.-Africa Business Summit, held in 1997 at Chantilly, in suburban Washington. The summit has since firmly established itself as the premier private sector event focusing on trade and investment relations between the United States and the African continent. Then-First Lady Hillary Rodham Clinton attended the 1997 gathering and hopes are high that now-Secretary of State Clinton will

address this year's summit, along with other senior U.S. government officials who, like Clinton, have recently visited the continent.

The high level of interest generated by the 2009 summit is not surprising given reports showing that, despite the global economic downturn, the African continent is expected to enjoy a growth rate of at least 3.5 percent for 2009, according to the International Monetary Fund.

"Business in many African countries has proven to be an important part of any company portfolio, and perhaps even more so in these economic times," says CCA President & CEO Stephen Hayes. "The summit makes the case for greater economic investment in Africa, to benefit both the economy of the United States and the nations of Africa."

The three-day summit will include more than 50 industry-specific workshops and plenary sessions featuring world renowned experts, a trade expo, a business matchmaking service and virtual job fair, along with country-specific forums on doing business in Angola, Ethiopia and Namibia. Sessions will focus on Africa's most promising economic sectors, including agribusiness, natural resources development, financing, health, infrastructure, power, and tourism. The

*Continued on next page...*

# Ghana Featured in CCA's Monthly Ambassadors Series

On August 27, CCA hosted its fourth monthly teleconference with U.S. ambassadors to Africa. Donald Teitlebaum, U.S. ambassador to the Republic of Ghana, spoke live from Accra to inform CCA members in Washington and Johannesburg about business opportunities and challenges in Ghana. Teitlebaum was joined by Desi Lopez Fafié, managing director for African operations for CCA member Oracle.

Teitlebaum and Fafié cited Ghana's successful democratic consolidation as key to the country's economic growth and stability. Teitlebaum emphasized that Ghana's stability, technological and transportation infrastructure, and skilled workforce make it a great hub for doing business in Africa. Both speakers stressed the importance of developing a good business strategy backed by due diligence and the guidance of local partners to successfully navigate Ghana's business networks. In terms of sector growth, Teitlebaum said that Ghana is primarily seeing growth in the oil and gas sectors, but that investment is also occurring in the agribusiness sector, especially in the cocoa industry.

Participants raised a number of issues. In terms of the power sector, Teitlebaum was asked to comment on how the government of Ghana plans to deal with the demands of a growing economy on an overtaxed power system. Teitlebaum responded by concurring that as the economy grows new sources of power will need to be identified, but that the Ghanaian government is looking to the development of natural gas powered plants as the solution.

The teleconference was organized by CCA in partnership with the U.S. Commercial Services in Johannesburg.

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summit's Gala Awards Dinner will recognize the lifetime achievements of Ambassador Andrew Young, as well as contributions made to private sector development in Africa by selected outstanding businesses.

Summit attendees will also enjoy what is perhaps the event's most valuable aspect - the opportunity to network with key African and U.S. private sector and government representatives and potential business partners. The 2009 summit is noteworthy because it is the first major business-

focused U.S.-Africa meeting to take place in the United States during the Obama administration. Attendees will hear directly from administration officials about President Barack Obama's vision for relations between the United States and Africa.

Since 1997, the summit has been held in Baltimore, Houston, Philadelphia and Cape Town, along with Washington, D.C.

\*confirmations as of 09/09/2009



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## CCA Member Plays Key Role in Libyan Security Exhibition *by Terry Collins*

The inaugural Security Technical Exhibition Libya 2009 (STEX 09 - [www.stex.org.ly](http://www.stex.org.ly)) was held in Tripoli, Libya, from July 27-29, 2009, and highlighted the awareness and availability of security technology and services worldwide.

STEX was sponsored by the Libyan General People's Committee for General Security. The event focused on a wide range of security concerns for Libya, ranging from IT security to border control to banking and finance service security.

Libya, about the size of Alaska, possesses vast border areas that are virtually uninhabited and vulnerable to incursions by contraband traffickers and others. Libya's security and military forces thus far have been able to maintain the integrity of national security while preventing terrorist attacks that have occurred elsewhere in North Africa.

CCA Member Critical Mission Support

Services (CMSS) co-sponsored the event and participated in planning and supporting STEX. The company also secured the event's keynote speaker, Tom Ridge, former director of Homeland Security and former governor of Pennsylvania. CMSS was represented by several corporate executives and also sponsored a booth to give attendees an opportunity to learn more about services provided by CMSS.

CMSS along with Alalama (conference organizers) and STEX 09 sponsored a traditional Libyan dinner at the Zumit Hotel. Attendees included Tom Ridge, Carol Haave (former deputy assistant secretary of defense for Security and Information Operations), and representatives from the U.S. Embassy in Libya. Ridge also participated in a ribbon cutting ceremony to kick off the exhibition.

Terry Collins is regional manager for Africa at CMSS. For more information on CMSS, visit [www.gocmss.com](http://www.gocmss.com).

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# Agribusiness Initiative Welcomes New Director

Jacklyn Claxton will be responsible for planning the agribusiness track for the U.S.–Africa Business Summit and managing the USAID Comprehensive Africa Agriculture Development Program (CAADP) grant. Claxton will also develop innovative agribusiness initiatives and new partnerships for CCA, in addition to attracting new members with an interest in the African agribusiness sector.

Jacklyn is an international business development specialist with over ten years of experience developing agribusinesses and projects in Africa. Prior to joining CCA, Jacklyn served as the director of Consultancy Services for a UK-based consulting and project management firm in Nigeria, leading a team of international and local consultants to develop an Agriculture Master Plan for a Nigerian state. There, she developed its microcredit scheme, which focused on agriculture as the centerpiece of economic development. She also worked with the U.S. African Development Foundation on projects for small and medium sized enterprises in Nigeria.



## What do you see as the agribusiness industry's role in economic growth in Africa?

The agribusiness industry plays a pivotal role in the economic growth and development of Africa. Currently, the majority of Africans are engaged in the agricultural sector, primarily as small holders and subsistent farmers. The greater conceptualization of agriculture as an entrepreneurial activity would lead to the further development of small and medium enterprises, which would generate economic activity and employment. Additionally, the development of the agribusiness sector would drive the demand for additional services, including inputs, financial services, roads, and power.

## How can African farmers better compete in globalized markets?

To compete in the globalized marketplace, African agribusinesses must first of all produce a product that is in demand and that meets industry standards for quality and packaging, and all regulatory requirements. African agricultural products must also be able to compete with international products on price. Too often, a product produced in

Asia, Europe or the Americas sell at a more competitive price in the African market than a similar product produced locally. There is a need therefore to address those key cost elements that result in a more costly end product—cost of power or lack thereof, transport costs, raw materials input costs, and overall company management.

## What investment opportunities are available to U.S. businesses in Africa agribusiness?

There are a number of investment opportunities for U.S. businesses in the African agribusiness sector. If one considers the agribusiness sector in its entirety, there are opportunities for the production and provision of input supplies to the industry from seeds, fertilizer, chemicals, animal feed to the provision of farm equipment and machinery and transportation. On the services side, there is a strong need for business services for the development and management of agribusiness projects. Key to the success of the agribusiness sector is infrastructure—roads, power, and

irrigation. There are opportunities for U.S. companies with these core competencies to invest on the ground in Africa. As U.S. companies look to invest in Africa, they must do so with a long term commitment in mind, with a spirit of entrepreneurship and a sense of adventure.

## What are your most important goals in your new position at CCA?

As the Acting Director for Agribusiness at CCA, my most important goal is to develop the organization's agribusiness strategy, especially in light of the new administration's focus on food security by, Africa and indeed the world. An equally important goal is to listen. CCA has an Agribusiness Subcommittee with incredible talent and experience in the agribusiness sector; they have great insight to offer. Another goal is to understand the mission of CCA members and to develop and to deliver services that advance their business commitment to Africa. A final goal is to develop a comprehensive implementation plan with defined outcomes and deliverables. I will know the initiative is a success when I see additional green fields of crops, hear humming agri-processing facilities, and feel the energy of agribusiness progress.

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# Pilling to Direct Health and HIV/AIDS Initiative

Lucille B Pilling, EdD, MPH, RN will engage corporate leadership to mount a robust private sector response to Africa's health needs, including the HIV/AIDS crisis, through the development of public-private partnerships, technical assistance to national business coalitions and other cooperative vehicles.

Lucille is an expert in corporate social responsibility (CSR) and global health policy and management. Pilling's involvement with CSR began on the nonprofit side, serving as vice president for International Programs at Planned Parenthood Federation of America. She spent eight years in Africa managing primary health care projects in Ghana, Kenya, and Zimbabwe and has consulted in Botswana, Ethiopia, Liberia and Mozambique.

**What are the areas of opportunity for the CCA Health Initiative in terms of health in the workplace?**

Health is a cross-cutting issue, both within CCA initiatives and across the corporate, governmental and nonprofit sectors. To do



business in Africa, corporations need to be assured of a healthy workforce. The CCA Health Initiative looks to (1) identify what the Initiative can do that augments the bottom line of CCA member organizations and addresses the health priority needs of Africa; and (2) broker relationships between African policy makers and the private sector to leverage resources to develop and implement comprehensive public health policies and systems.

**What do you see as the private sector's role in addressing health in Africa?**

Given the huge economic potential of Africa – both as a workforce and as a customer base – the private sector has a unique and pivotal role in addressing health in Africa. To realize the potential of its human capital, policies and services must be in place that relate not just to functioning health systems and access to care but also food security, poverty alleviation, infrastructure, water and sanitation, education and most of all, good governance. Investments in the private health sector in Africa also

complement and sustain health programs and services that support public health goals. Furthermore, the private sector's role in health depends, to some extent, on the industry. For example, the extraction industries have a long term investment in communities and therefore in the health of the communities in which they work. Retail industries look to increase their customer base and develop brand loyalty. So, again a healthy workforce is important, so too are healthy customers.

**Explain the technical approach and objectives of the CCA Health Initiative?**

The Initiative leverages resources and brokers creative partnerships that bring together the knowledge of locally-based non-government organizations and governments with the technical know-how, fiscal and material resources and market expertise of private-sector members. Technical approaches include:

- Broker partnerships and investment opportunities for CCA members to leverage resources and develop programs to enhance private sector investment in African health care;
- Engage member corporations in market-driven approaches to develop and improve health infrastructure in Africa;
- Collaborate with member corporations to develop corporate social responsibility approaches that enhance their brand profile and address critical health needs on the continent;
- Convene forums, workshops, and seminars to inform and shape private sector approach to health in Africa and facilitate dialogues across public and private sectors;
- Serve as a health information incubator and disseminator for CCA members and other strategic partners.

**What do you anticipate will be your biggest challenges in your new position at CCA?**

The immediate challenge is - to go slow, in order to go fast. In other words, to develop a strategic plan that builds on prior accomplishments and takes on a broader health focus that best meets the needs of the CCA members while also addressing the health priority needs of Africa. To that end, a health initiative advisory committee has been formed to meet regularly. Also, the CCA Health Initiative team is developing plans for a health forum in September 2010 that will highlight the private sector's role in Africa and identify specific focal areas for project development going forward.



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## ExxonMobil in Africa

For decades, ExxonMobil and its affiliates have consistently invested in energy production throughout Africa. These investments have not only brought valuable

oil and natural gas to market, but also have developed the capabilities of its people and provided infrastructure and prosperity necessary for economic growth.

### Business Overview

ExxonMobil affiliates are among the largest oil and natural gas producers in Africa. In 2008, ExxonMobil's operations there accounted for about 17 percent of the company's net oil and gas production and 18 percent of Upstream earnings. ExxonMobil's exploration and production activity includes operations in Angola, Chad, Cameroon, Equatorial Guinea, and Nigeria. In addition to those countries, exploration activities are ongoing in Libya, Madagascar, and the Republic of Congo. The company holds interests in 31 deepwater blocks, totaling more than 25 million gross acres. The

future shows great promise as challenging new business opportunities emerge across the continent.

ExxonMobil's world-class employees are committed to achieving the operational reliability necessary to unlock Africa's rich resources. With industry-leading expertise in technology application, project planning and execution, ExxonMobil delivers maximum value to the company's business partners, host governments, resource owners and local communities.

### Economic Development

ExxonMobil's commitment to economic development in Africa begins with developing the capabilities of the local workforce and suppliers. Through its national content strategy, the company recruits nationals to manage and operate the local business, in addition to developing a talent pool capable of meeting future business needs.

The success of these economic development

efforts is evident in Angola and Nigeria. In Angola, expenditures on local goods and services increased from \$500 million for the Kizomba A project (started in 2005) to \$1.5 billion for the Kizomba C project (started in 2008). In Nigeria, approximately \$220 million of the East Area Natural Gas Liquids (NGL) II project was financed by Nigerian banks – a first for oil and gas ventures in the country.

### Social Development

ExxonMobil also invests in the social development of local African communities. Since 2000, ExxonMobil has committed more than \$150 million to educational, health and other programs that improve standards of living in local communities. The company's efforts also extend to the national level. In 2000, the ExxonMobil Foundation launched the Africa Health Initiative, mainly to support malaria

prevention, control and treatment programs. Since then, the company has committed \$50 million to stop the spread of this deadly disease by assisting governmental malaria control efforts. Additionally, the ExxonMobil Foundation launched the Educating Women and Girls Initiative in 2005 to support education and opportunities that can change the lives of women throughout Africa.

# August Events

**8/4:** CEO Stephen Hayes speaks at AGOA luncheon hosted by CCA Member SEACOM to mark the arrival of its fiber-optic cable to East Africa

**8/11 - 8/13:** CCA's Ambassador Robert Perry presents at the infrastructure partnerships for African development conference in Tanzania

**8/27:** Video conference with United States Ambassador to the Republic of Ghana, Donald G. Teitelbaum

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

will hold our own in the energy markets, our own economic interests are much broader. Can we really afford as a nation to watch American companies, traditional leaders in new technologies and in agribusiness, lose out on opportunities? Perhaps even more importantly, can Africa really afford the lack of engagement of U.S. technology and innovation in three areas deemed of fundamental importance to the continent's development, namely infrastructure, agribusiness and IT?

Infrastructure is not simply about roads and ports, which the Chinese, the Japanese and the Gulf States seemingly are providing to a greater degree than other nations. This burgeoning sector includes electrical power, energy derived from multiple sources, computer technology and access to clean water. It also involves storage facilities so badly needed to ensure that products arrive unspoiled at their markets. In all of these areas, American companies possess tremendous advantages in innovation. Yet, those companies remain reluctant to enter the African market with its consumer base of nearly 1 billion people. According to the Economist this week, that market could well reach 2 billion people by 2050.

Granted, the investment opportunities are uneven throughout a continent of 53 countries. However, there are many countries that are

proven great places for investment. More are on the verge of new partnerships. American businesses need to be taking a much closer look at these African nations.

On the home front, the U.S. government should implement programs and policies to encourage greater American investment in Africa. Such steps would be an investment in our own economy by providing greater access to financing, and by working more directly and closely with the private sector to see that they are successful in their ventures in Africa. It worked for America's relationship with Europe following World War II. It can work for the United States and Africa now.

This brings me back to CCA's U.S.-Africa Business Summit. For any American-based company, it is more cost effective to meet potential African partners at the Summit than to begin exploration in Africa with no idea where to start. If you are new to Africa, your starting point should be the U.S.-Africa Business Summit, where countless potential African private sector partners will rub elbows with you, along with U.S. and African government leaders who can open doors for you at every turn.

What better place to identify African business partners than at the summit? If not this summit, then when? If not those attending the summit, then who? Our time is now.

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## Transitions

CCA welcomes new member companies **Ellicott Dredges, LLC;** **Universal Leaf Tobacco Co., Inc.;** **KBR;** **IOTC Financial Services;** and **Symbion Power LLC.**

**Jacklyn Claxton** has joined CCA as acting director of the agribusiness initiative, while **Lucille Pilling** now directs the Health and HIV/AIDS Initiative.

CCA welcomes a team of new interns for the fall semester, including **Kimberly Grubb** (George Washington University); **Joshua Salinger** (Virginia Tech University); **Viktor Kopic** (Louisiana State University); **Azanaw Mengistu** (Georgetown University); **Stephanie Dybsky** (University of Denver); **Tiffany Knight** (Macquarie University, Australia); **Merid Berhe** (Winston Salem State University); **Tricia Ben-Davies** (East Carolina University); **Ariel Bright** (University of KwaZulu-Natal, South Africa); **Sheila Mbeguya** (University of Houston); **Nadiege Meyo** (John Hopkins University); **Ellen Van Cleave** (The George Washington University); **David Forman** (The George Washington University); and **Aline Solange Santos-Wysham**, formerly of UNESCO, FAO, and Banco Comercial de Investimentos.

## CCA in the News...

On August 23, CCA President and CEO Stephen Hayes was interviewed by TravelTalkRADIO To hear the entire segment, click **HERE.**

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

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The CNA Corporation  
The Whitaker Group  
TravelTalk Weekly  
Triple Canopy  
United Bank for Africa Plc.  
Universal Leaf Tobacco Company  
United States Soybean Export Council  
Vanco Energy Company  
ViaSat  
Westinghouse  
Whitney, Bradley & Brown, Inc.  
World Cocoa Foundation  
Zephyr Management