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# The AFRICA e-JOURNAL



FEATURE

## President's Message

Over the past decade, CCA's management and staff, with the support and guidance of the Board of Directors, have tried to create a different type of trade organization, one that would serve members beyond the traditional roles of most trade organizations. For starters, CCA is not a lobbying organization, and we are not an organization of only big corporations. In fact, our membership is nearly evenly divided between small, medium and large corporations. However, I have never believed in defining oneself by what we are not, but what we are and what we strive to be.

CCA is an organization whose members believe in Africa. Every member of CCA is engaged in Africa and with Africa. We believe that if we are to benefit our members, who seek to increase their investments in Africa, we have to support the development process, for if Africa cannot buy, we cannot sell. It is as simple as that. African development is in the interests of all Americans, and never more so than in these very difficult economic times. Africa represents still a great untapped market and, for many American businesses, both large and small, Africa offers almost unlimited opportunities.

We are committed to relationships, for in doing business in Africa, one cannot simply come to agreement in a one-off simple business meeting. To do business in Africa, one must understand the importance of building a genuine relationship before the deal can be closed. We understand the importance of relationships, not simply for business, but

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## Supplier Diversity: A Cutting Edge Corporate Practice in Africa

American firms in Africa currently pursue Corporate Social Responsibility (CSR) – the idea that companies must take responsibility for their impact on society and the environment – in a variety of ways. CSR skeptics claim these projects represent little more than window dressing designed to preempt government regulation, while supporters claim that community development initiatives support a broader bottom line that includes *people* and the *planet*, as well as *profits*. Both of these positions miss the larger picture – instead of viewing CSR as a cost of doing business, foreign companies in Africa could view community development as an integral part of their long term business strategy, and as a way to increase profits and market share.

Supplier diversity is one approach that may well hold advantages over traditional CSR as a vehicle for leveraging social responsibility to improve efficiency and drive down costs. Supplier diversity is the practice of proactively sourcing goods and services from suppliers in historically

disadvantaged or underutilized groups. This process helps to progressively transform a corporation's supply chain to reflect the demographics of the community in which it operates. Under the tutelage of the National Minority Supplier Development Council (NMSDC), CCA members Lockheed Martin, Procter & Gamble, Boeing, Chevron, and Shell have incorporated supplier diversity into their core global business strategies.

These industry leaders do not engage in this "beyond compliance" behavior simply to burnish their public image (though it does that as well). A comprehensive study published in the *Journal of Business Ethics* in 2009, entitled "Corporate Perceptions of the Business Case for Supplier Diversity: How Socially Responsible Purchasing Can 'Pay'," revealed that companies with supplier diversity programs benefit in several ways: 1) increased revenue due to the penetration of ethnic markets, winning public sector contracts, and rising demand for local services, 2) lower costs derived from lower inventory levels, local sourcing,

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## AfDB Briefs CCA Members on Procurement Process

The African Development Bank (AfDB) looks to expand its lending capacity, particularly in the power and transportation sectors, and it seeks increased U.S. private sector participation in its development projects on the African continent. That was the statement from AfDB's Procurement Division Manager Yacine D. Fal, who briefed CCA member companies on AfDB's power procurement process in early July. GE's Assistant Vice President for Capital Markets David Maloney was the respondent to Fal's presentation.

Addressing a full house at CCA's offices, Fal spoke about AfDB's strategy to increase lending by 200 percent, totaling \$100 billion. The majority of the new loan capacity is planned to be earmarked for power and transportation infrastructure. Fal advised members that a key to winning AfDB-funded projects is to establish local content and, in addition, that preference is given to bids that include local investment of 20 percent or more in the host country/region.

Maloney pointed out that U.S. companies often seek large projects and that simpler, smaller projects sometimes are just as effective. He also highlighted that Africa's vast fuel resources notably, coal, methane, gas and wind could be efficiently cultivated by U.S. technologies.

For more information on AfDB projects: <http://www.afdb.org/en/projects-operations/>

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and efficiency gains from bottom up innovation, and 3) improved risk mitigation by decreasing over-reliance on traditional suppliers, and enhancing company reputation with local stakeholders.

The benefits of this targeted procurement practice to the suppliers are difficult to exaggerate, especially if integration comes after an incubation period or an injection of capital to boost capacity. By integrating into a multi-national supply chain, suppliers acquire invaluable market experience, and elevate their credibility with future partners or consumers. Through broadening CSR to include developing and then sourcing from African suppliers (especially second tier suppliers), companies could greatly enhance their current community development initiatives and, over time, increased efficiencies would recoup the cost of investment in building supplier capacity.

Forward thinking companies such as Coca-Cola and the Ford Motor Company are thought leaders in this process. Coca-Cola currently spends \$160 million per year with minority and women owned businesses in the U.S., and recently took this commitment to supplier diversity to Africa, creating 7,500 jobs in East Africa by financing and mentoring 1,800 distribution businesses. These manual distribution centers generated over \$500 million in revenue. The Ford Motor Company, in collaboration with the Gauteng provincial government in South Africa, recently established a supplier incubation facility in Pretoria. This facility will enable local suppliers to contribute to the roll out of the T6 compact pick-up and, according to the South African government, create 700,000 jobs in the next 15 years.

Major oil companies, including CCA members ExxonMobil, Chevron, and Shell, have also committed significant resources to developing local suppliers. Last year ExxonMobil signed \$110 million worth of contracts with local suppliers in Angola, and \$1.8 billion in Nigeria (total includes all contracts signed with locally registered companies). Since 2008, Chevron's local

content guidelines have ensured that local companies benefit from Chevron's presence in-country. Recently Chevron replaced two international vessels with Nigerian vessels captained and crewed by Nigerians, resulting in a cost savings of \$600,000 per year. Shell aggressively pursues supplier diversity in South Africa through joint ventures with historically disadvantaged companies, as well as affirmative procurement and supplier incubation.

These programs increase brand equity, solidify relationships with local and national governments, and make a significant contribution to community development, all the while creating a competitive pool of suppliers ready to serve company interests. Executive buy-in

to the benefits of supplier diversity is

evidenced by the creation of the South African Supplier Diversity Council, whose steering committee is comprised of industry leaders and supplier diversity champions such as ABSA, Barloworld, Sasol ChemCity, De Beers, Ford, and Unilever. With the help of CCA's South African International Business Linkages (SAIBL) program, these companies seek to develop a national registry of qualified, historically disadvantaged suppliers, modeled on the successful NMSDC program in the U.S.

Supplier diversity, in the form of targeted procurement and enterprise development, could address critical skills shortages in African countries while complimenting companies' existing profit seeking business strategies. Collaboration between CSR departments and procurement management, preferably at the executive level, can reinforce company values while building local capacity and driving down the bottom line.

*This is article originally appeared in CCA's Africa Business Report, which is produced twice monthly and is available to members online by clicking [HERE](#). Feedback on this article can be sent to [Conor Godfrey at cgodfrey@afriacncl.org](mailto:Conor.Godfrey@afriacncl.org).*



# Liberia: Resources, Post-Conflict Recovery Draw Global Investment

by Boakai Fofana

In the latest of several major investment deals, the Liberian government has signed an estimated \$3 billion agreement with Australian mining giant BHP Billiton.

This represents Liberia's largest private investment deal, allowing the Australian company to mine iron ore in newly-discovered deposits in four counties: Nimba, Bong, Margibi and Grand Bassa.

The areas to be covered represent "brand-new green field projects," said Richard Tolbert, chairman of Liberia's National Investment Commission (NIC), who has been instrumental in negotiating the country's investment agreements. He said it was encouraging when companies carried out "new explorations, find new resources and invest in them."

Prior to the BHP Billiton agreement, Liberia had concluded two other major deals in the sector, with Arcelor Mittal at

\$1.5 billion and China Union at \$2.6 billion.

The Liberian economy depended heavily on iron ore before the 13-year civil war that ended in 2003. The country was a major exporter on the world market, with iron



Richard Tolbert, chairman of Liberia's National Investment Commission. Photo: [www.nic.gov.lr](http://www.nic.gov.lr)

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## CCA and The Fletcher School's Africa Business Group Announce Collaboration Agreement

*Formal partnership seeks to enhance knowledge on business in Africa.*

CCA and the Fletcher Africa Business Group at The Fletcher School, Tufts University, have announced a collaboration agreement bringing together students, professionals, and academics from The Fletcher School with CCA and its 180 members.

"We are delighted to have a formal partnership with the Fletcher Africa Business Group. We are excited by the experience and knowledge they bring to the table, and the added value they will bring to our membership," said Stephen Hayes, president and CEO of CCA.

The aim of the collaboration is to further develop awareness and understanding in the U.S. of the business environment in Africa. "As an investment destination, Africa has never looked so appealing. This collaboration gives the Fletcher community the opportunity to contribute practical solutions to help develop and strengthen business ties between the U.S. and Africa," said Stewart K Kelly, co-founder of the Fletcher Africa Business Group.

The agreement will involve partnership between the two organizations on research initiatives, events, and knowledge sharing. The initial project in this collaboration is a study on the impact and opportunities of East African Community integration for business.

## U.S.-Africa Health Conference Slated for October

On October 4-6, 2010, CCA holds its second biennial U.S. – Africa Private Sector Health Conference. This year's conference is themed "Integrating Business Solutions for Expanding Access" and takes place at the Grand Hyatt Hotel, in Washington, D.C. Unlike other global health conferences, this event is uniquely dedicated to addressing the role of commercial ventures, public-private partnerships and other investment vehicles for the U.S. and African private health sectors, and the impact these ventures can have on strengthening Africa's health systems. The conference provides opportunities to network and generate new

business relationships with leaders from the private health sector, government, academia, and multilateral institutions.

Workshops and plenary sessions at the conference focus on critical public health priorities and challenges in Africa, and highlight opportunities for the private sector to improve quality, expand access to care, increase systems efficiency, and generate sustainable financing solutions. Specific topics include: identifying commercial markets for health products; bringing care to rural populations through technology and sustainable business models; new investments in specialized care and treatment facilities; opportunities for U.S. firms in health logistics and public health information systems; key policy and business issues such as mitigating the prevalence of substandard pharmaceuticals in African markets, and many others. A particularly unique component of the conference is "The Vault," a two-day interactive networking exhibition that centralizes participating financial representatives and conference participants to provide a catalyst to discover new projects and investment opportunities.

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ore accounting for more than half of its export earnings. The disruption in mining caused by the war has only just begun to be reversed.

Tolbert said the BHP Billiton agreement, which has to be ratified by the Liberian legislature, was "intensively negotiated covering social, environmental and infrastructure aspects." He said it could create 3,000 direct jobs as well as about 30,000 secondary jobs.

Tolbert said the government is making sure that companies investing in Liberia deliver "world-class social benefits," which he said BHP Billiton has already demonstrated in Mozambique.

Tolbert stressed it was important for Liberia to attract investors with the finances and reputation that could bring other investors to the country. He said that last year, after concluding a \$800 million deal with the Malaysian agricultural company Sime Darby, Liberia was approached by that company's biggest competitor.

"Because we did such a good job with Sime Darby's investment deal... we are now in negotiation with their competitor for a \$1.6 billion investment in palm oil in our southeast."

Because mining is a finite activity, he added, it was important for these companies to "create business linkages and support local businesses that will carry on after they have left."

Tolbert said aside from the huge benefits in infrastructure, the capital-intensive nature of mining means that it creates fewer jobs compared to agriculture investment. "The \$800 million Sime Darby deal alone will create 30,000 direct jobs," Tolbert said.

Just after the civil war, many estimates put Liberia's unemployment rate at 85 percent. Some government officials say that has dropped with new jobs being created around the country. Youths, the main actors during the civil war, are particularly affected by unemployment.

**Liberia is looking to new frontiers in its investments drive, including in the petroleum and renewable energy sectors.**

job creation.

Tolbert said young people should be hopeful and that the future was bright. He said the investment and construction activities taking place across the country mean a small economy like Liberia's could see a boom in the next five to eight years.

Tolbert attributed the positive developments to President Ellen Johnson Sirleaf. "The resources have always been here, but it's the governance of the country that has changed," he said.

Liberia is looking to new frontiers in its investments drive, including in the petroleum and renewable energy sectors. Last year, CCA member Anadarko Petroleum

Corporation discovered oil along Liberia's border with Sierra Leone. Its commercial value is not yet known.

On a recent trip to Russia, Tolbert met potential investors in the oil sector. He said in addition to Russia, Liberia had also attracted investors from Brazil, China, India and other nations.

Tolbert said that another investor, CCA member Buchanan Renewables, which signed an agreement with Liberia two years ago, has upgraded its investment through a partnership with a Swedish-based company, Vatenfall.

Operating in the port city of Buchanan, Buchanan Renewables will provide electricity to Monrovia and surrounding areas from renewable sources. The upgrade will provide for buying rubber farms and turning old trees that have exhausted their potential into wood chips. The chips will then be sold to Europe for fuel and new rubber trees planted.

*This article was provided by CCA member AllAfrica.com. AllAfrica Global Media is a multi-media content service provider, systems technology developer and the largest electronic distributor of African news and information worldwide.*





## Where African Specialty Foods are Going in America

This article is contributed by Portia Formento, food critic on the *little scarlet* blog.

When the current economic recession first struck, it had an immediate effect on food and dining. Those who ate out on a regular basis began cooking at home more frequently, and the restaurant business took a significant hit. Local establishments shuttered across America, even taking the occasional Starbucks franchise with them. The restaurant business has not returned to its former glory yet, but American foodies are slowly re-gaining their confidence. The key now is baby steps, and there's a way for today's adventurous eaters to experiment with new foods and cuisines without leaving home: ethnic specialty foods.

Thanks to companies like A Taste of Thai, Lee Kum Kee, and Patak's, America has become comfortable experimenting at home with Thai, Chinese, and Indian foods. But if you're looking for something a little more unusual, a little more exotic, now's the time to get acquainted with South African cuisine – and the best way to impart South African flavor is with the right specialty foods.

Through close collaboration between the South African Trade Hub and the Talier Trading Group (a specialty food marketing company), a wide collection of South African specialty foods are now easily found in over 7,000 U.S. grocery stores, including New York City's Food Emporium chain. With products ranging from sauces and spice mixes to fruit juices and jams, South African cuisine has something to please everyone. And for the socially conscious consumer, many of these companies do double-duty through social responsibility initiatives that support struggling South African communities.

For example, **Elephant Pepper** works closely with NGO Elephant Pepper Development Trust, training small-scale farmers to surround their crops with chili plants as a harmless method of "fencing

out" hungry elephants, who avoid the chili's spicy smell and taste. This simple strategy reduces fatal conflicts between elephants and farmers, and provides the consumer with a bevy of delicious spice blends and hot sauces! Likewise, **Peppadew** helps develop disadvantaged communities in South Africa by creating over 4,800 agricultural jobs, while offering spacious and comfortable working conditions for the harvesting and bottling of their famous Piquanté™ and Goldew peppers.

The next time you need a little exotic inspiration in the kitchen, get a taste of South Africa with one of these easy tricks!

- Liven up your morning with a glass of Ceres Fruit Juices' 100% pure fruit juice, made from exotic fruits like mango, guava, litchi, and papaya.
- Use Nando's fiery peri-peri sauce as a marinade or finishing sauce for chicken or fish – or stir into rice for a spicy side dish!
- Take a "food safari" with Something South African's line of curries and cooking sauces.
- Mrs. Ball's versatile chutneys are a great addition to spicy curries, and are wonderful complements to soft, spreadable cheese and crackers.
- Try swapping your cup of Early Grey for an herbal African tea like Skimmelberg's Buchu tea, made from a local evergreen shrub, or Rooibos "red bush" tea.



South African Peppadews

**About SAIBL:** SAIBL is supported by the **United States Agency for International Development (USAID)**. The program is implemented by the **Corporate Council on Africa, ECIAfrica** and the **National Business Initiative** under a strategic partnership agreement with the **Department of Trade and Industry**. In addition, the U.S.-based **National Minority Supplier Development Council** has signed an agreement with the **National Business Initiative** to provide technical assistance and support to the **South African Supplier Diversity Council**.



## CCA Staff Profile: Asfaw Alemayehu

Asfaw Alemayehu, based in Addis Ababa, Ethiopia, serves CCA's East Africa director and liaison to the African Union. Asfaw represents CCA in the East African region and works with the African Union to strengthen U.S. – Africa private sector business relations.

Before assuming his current position in April 2009, Asfaw served as CCA's membership director and was responsible for membership strategy, recruitment and retention. He possesses considerable U.S.-Africa trade policy expertise and has organized senior level U.S. – Africa country and sector-specific investment forums, and has facilitated investment meetings for heads of state and government ministers both in the U.S. and Africa. Asfaw played a pivotal role as organizer of the first U.S. – Ethiopia Investment forum.

Asfaw also serves as general manager of the American Chamber of Commerce in Ethiopia (AmCham), a CCA and USAID-funded initiative that promotes U.S.- Ethiopia private sector trade and investment. Before joining CCA, Asfaw worked in the travel and tourism sector in the U.S. He holds the Bachelor of Arts degree in International Business from the University of Maryland.

## Member Profiles



The AES Corporation is a global power company headquartered in Arlington, Virginia. AES owns a diversified portfolio of electricity generation and distribution businesses on 5 continents in 30 countries, with a total capacity of approximately 40,300 Megawatts from a broad range of fuel and renewable sources, and distribution networks serving

over 11 million people. With a global workforce of 27,000 people sharing knowledge, expertise and best practices across borders worldwide, AES provides safe and reliable energy to people in diverse markets, from urban centers in developed countries to remote villages in growing economies.

AES has been present in Africa since 2001 and currently has operations in Cameroon and Nigeria, employing over 3,400 people. AES' integrated utility in Cameroon, AES SONEL, is the 4th biggest company in the country. AES SONEL is the only electricity company in Cameroon, both generating and distributing power to over 571,000 customers, and has

introduced reliable and affordable power to communities who had never had electricity in their homes before. In Nigeria, AES Ebute generates approximately 8 percent of the country's electricity and is one of the largest employers in the local community.

Combining deep local insights, global presence and perspective, and a relentless commitment to operational excellence, AES is dedicated to improving the lives of the people it serves and helps communities and countries grow through reliable, safe and responsible electric power. For more information, visit [www.aes.com](http://www.aes.com).



As a leader in the global cancer control movement, the American Cancer Society fights cancer and tobacco through cancer advocacy and tobacco control programs. The American Cancer Society works in partnership with cancer and tobacco control nongovernmental organizations, international organizations, and government agencies throughout the world. More than 50 percent of cancer

cases and 70 percent of cancer deaths occur in low- and middle-income countries. The American Cancer Society's efforts cut across all regions, but special emphasis is placed on programs in sub-Saharan Africa.

The cancer burden is rising in the countries of Africa. About 650,000 people in Africa develop cancer annually. Because treatment remains largely unavailable or inaccessible, about 510,000 cancer deaths occur annually, an 80 percent mortality ratio. More than one-third of the cancer deaths in Africa are due to cancers that are easily preventable and/or treatable if detected early.

With more than 90 years of experience

and as the largest and most experienced voluntary health agency in the world, the American Cancer Society is well positioned to fight cancer in Africa. The American Cancer Society is sharing its unique expertise with other cancer control organizations, advocacy groups, and health care professionals in long-term initiatives that build capacity, share information, and strengthen tobacco control.

For more information visit [www.cancer.org/global](http://www.cancer.org/global) or contact Loyce Pace at [lpace@cancer.org](mailto:lpace@cancer.org).



# PIONEER®

A DUPONT BUSINESS

Pioneer Hi-Bred International, Inc., a DuPont business, is the world's leading developer and supplier of advanced plant genetics to farmers worldwide. Pioneer works to increase customer productivity and profitability and to develop sustainable agricultural systems for people everywhere.

Pioneer's future and the future of agriculture depend on leading with

purpose, strong core values, and people who are focused on making a difference. The business' commitment to agricultural leadership is demonstrated by developing and promoting superior industry standards, using new technology to provide customers with the best products, and preserving biodiversity. These practices span across the industry and around the globe.

Pioneer has been in Africa for nearly 50 years and sells farmers maize hybrids in Egypt, Ethiopia, Kenya, Malawi, South Africa, Tanzania, Zambia, and Zimbabwe. It has a strong reputation with governments, donors, regulators, and non-profits for working collaboratively to establish practical seed and trait legislation and to solve distribution challenges through mentorship of local partners.

The business works to advance

agriculture productivity by providing farmers and communities with livelihoods that meet their economic and food security needs without compromising future generations. Pioneer believes that stable and sustained productivity improvement over time is important, regardless of farming scale.

Pioneer seeks to improve the entire grain value chain for farmers, including improving access to inputs, adding value to production, opening up access to downstream markets and creating business opportunities. This approach will enable the creation of new market opportunities for Pioneer and create sustainable farmer livelihoods that benefit both the Pioneer business and the communities.

For more information, visit [www.pioneer.com/development](http://www.pioneer.com/development).



## Transitions

CCA welcomes new member companies **AES Corporation, CLS Communication, and National 4 H Council.**



## 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 U.S. 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: private enterprise, investment capital, technology transfer and management.

CCA programs are designed to bring together potential business partners and raise Africa's investment profile in the U.S. 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@afriacncl.org](mailto:tmccoy@afriacncl.org).*

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

for the sake of a much more harmonious environment, which in turn creates a more hospitable business marketplace. Therefore, we at CCA spend considerable time cultivating those relationships at the highest political and economic levels throughout Africa. By doing so, decision makers in the African marketplace see the American businessman and investor in a more receptive manner than had we not been involved. During these past 10 years, we have hosted nearly every African head of state, and many more government ministers, including those responsible for trade, foreign affairs, energy, etc.

CCA also understands the importance of relationships through public and private partnerships. For this reason we work proudly with the U.S. government, including the executive branch and Congress, regardless of political party. We recognize the importance of the U.S. government being held in high esteem. A respected government means a respected people who labor under that governance. We also recognize, however, that our government policy abroad will

not be strong if it is not accompanied by investment from the private sector. The private sector investment is the glue and permanence of relationship. Policies may come and go and shift on the whims and idiosyncrasies of domestic politics. However, if we as a private sector are invested in another nation, there will always be a bridge for dialogue and an opportunity for business that helps the development of a nation and the American worker at the same time. We generally believe that boycotts and embargoes hurt the poor and the American worker more than they act as pressure points for change.

We cannot be all things to all people, but CCA can be a leader for greater international engagement to the benefit of our members. We are fundamentally an organization that believes in the wealth of experience found among our members, and we believe that this experience is an important part of building a stronger economic and, yes, political relationship between America and Africa.

## July Events

**7/1:** U.S.-South Africa Business Forum and Infrastructure Program present "The African Development Bank's Procurement Process in the Power Sector: South Africa as a Case Study".

**7/15:** CEO Magazine "CEO of the Year Award" Conference and Dinner (including CCA-organized roundtable on Africa), New York City.

**7/8:** Discussion with Camille Richardson, senior commercial officer - Nairobi U.S. Department of Commerce.

**7/13:** CCA's Monthly Agribusiness Breakfast Forum focuses on Zimbabwe.

**7/19-23:** CCA business prospecting mission to the Canary Islands.



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 KRL International LLC  
 L-1 Identity Solutions  
 Lazare Kaplan International Inc.  
 LDB Consulting  
 Lockheed Martin  
 Loita Holdings Corp.  
 LONRHO  
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 Morrell Agro Industries, PLC
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