



## President's Message

*I often receive letters from members working in Africa. They all are of interest and are useful to our own thinking as to what and where we recommend business be undertaken by our companies. However, this week, I received a letter from CCA Vice Chairman Haskell Ward that combined poignancy and history with information. Haskell writes from Ethiopia, a country with a reputation for being a very difficult place to establish new business. Haskell gives another perspective, and points indirectly to why it is important for the United States to become more engaged in Africa. In lieu of my regular column, I cede this space to 'A Letter from Addis'...*

This is my fourth trip to Ethiopia in the past four months. We may be at the point of signing an agreement with the Ethiopia Telecommunications Corporation in the next few days to provide broad band fiber optic cable access to the country for the first time. Until now, Ethiopia, like the rest of East and Southern Africa, has depended on satellite access for all of its telecom systems. My company, SEACOM, via submarine routing from India to South Africa and up the East African coast ending in Egypt is the first to provide such broad band access. We've been negotiating with Ethiopia for nearly three years on a contractual agreement for the provision of these services. We will enter Ethiopia via Djibouti, which is my next stop for concluding another set of negotiations.

I left a cold and icy Atlanta only to be delayed snowbound in Frankfurt to reach a shivering Addis, where Ethiopians were blanketed under 50-degree weather! All were complaining about how uncommonly cold it is. If it were not for the auto and other smoke-related aspects in the city, one could say that the air actually feels "fresh". The days are very bright with a feel of our Rocky Mountain mornings in

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# The AFRICA e-JOURNAL



Photo: www.usaid.org

SPOTLIGHT

## Senate Looking to Redefine U.S. Foreign Assistance

On July 28, 2009, the "Foreign Assistance Revitalization and Accountability Act of 2009" (S. 1524), was introduced by Senate Foreign Relations Committee Chairman John Kerry (D-CA); Ranking Member Dick Lugar (R-IN); Sen. Bob Menendez (D-NJ); Sen. Bob Corker (R-TN); and original cosponsors Sens. Ben Cardin (D-MD) and Jim Risch (R-ID). On January 20, 2010, CCA members will be briefed by key Hill staffers on this legislation, as well a related proposal by Rep. Howard Berman (D-CA) in the House of Representatives.

The Senate legislation calls for the U.S. to promote global development, good governance, and the reduction of poverty and hunger given the importance of global prosperity and security to U.S. national interests. In support of this policy, a reform and rebuilding process should be initiated that will redefine the U.S. foreign assistance architecture and strengthen the capacity of the United States Agency for International Development (USAID) and related agencies to establish effective development policies and implement innovative foreign assistance programs with maximum impact.

### **S. 1524 is composed of six key components:**

1. Rebuilds policy and strategic planning at USAID
2. Increases accountability and innovation in U.S. foreign assistance
3. Strengthens USAID's human resources
4. Improves development coordination in the field
5. Increases transparency of U.S. foreign assistance

### 6. Addresses USAID operating expenses. **1. POLICY AND STRATEGIC PLANNING AT USAID**

S. 1524 creates the positions of deputy administrator and assistant administrator of policy & strategic planning at USAID, and reestablishes a bureau for policy and strategic planning responsible for developing U.S. government policy and long-term strategic planning and direction for overall development policy and programs, including across regions and sectors. This bureau will design and conduct significant research and evaluation on development and aid effectiveness and its work will guide overall budget decisions. The bill also establishes an office for learning, evaluations and analysis in development within the bureau that will link evaluation and research findings to policy and strategic planning options as well as serve as a clearinghouse for the dissemination of knowledge and lessons learned. The bill authorizes \$5 million to USAID for the bureau for FY2010.

### **2. ACCOUNTABILITY AND INNOVATION IN U.S. FOREIGN ASSISTANCE**

S. 1524 creates an independent Council On Research and Evaluation (CORE) of foreign assistance in the executive branch to evaluate the impact of U.S. foreign assistance programs as well as international and multilateral assistance programs receiving U.S. funding. The council will be led by a director appointed by the president from a list of nominations submitted by the chairmen and ranking members of the Senate Foreign Relations and House Foreign Affairs Committees,

*Continued on next page...*



# Members Briefed on Tax Systems in Africa

The December meeting of CCA's Security Working Group Breakfast featured an expert presentation on African tax systems and policy by CCA Member PricewaterhouseCoopers (PWC). Gilles de Vignemont of PWC's New York office was joined via teleconference by Anthony Leung Shing of PWC-Mauritius. De Vignemont characterized most tax systems in Africa as simple, outdated, and unfriendly towards foreign business, but then helped members navigate through these challenges to highlight investor-friendly tax platforms on the continent. He illustrated how double tax treaties can help avoid double taxation and protect dividend and capital gains. He also suggested the use of holding companies to take advantage of relationships between European and African countries that already have double tax treaties. Shing offered an in-depth view of Mauritius as a suggested holding jurisdiction, citing the country's stable government, economy, and favorable tax and treaty policies as incentives for investment. With low maximum tax rates, no capital gains tax, inheritance tax, or estate duties, Shing emphasized how Mauritius provides the ideal environment for foreign businesses. He also highlighted Mauritius' access to other, non-African countries, including India, as features to consider for investment opportunities. De Vignemont and Shing pointed out specific challenges to investment, such as separate tax laws for extractive industries and the dangers of "treaty shopping".

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and overseen by an advisory board composed of 14 individuals, including the USAID administrator, the Secretaries of State, Treasury, Agriculture, Defense, and HHS, and the CEO of MCC. The council will issue its findings and conclusions on how to improve the design, implementation, and evaluation of U.S. foreign assistance programs to Congress as well as make them publicly available. The bill authorizes \$30 million or the council for FY2011 and an additional \$5 million each year thereafter until FY2016.

### 3. USAID HUMAN RESOURCES

S. 1524 requires the USAID administrator to develop and implement a comprehensive workforce and human resources strategy to determine 5-10-year personnel priorities and identify career professional development programs. The bill creates a workforce and human resources taskforce composed of 9 members to assist in developing the strategy, including four USAID senior career professionals, at least two (2) of whom will be from the Foreign Service, appointed by the Administrator; one senior official from the Department of State appointed by the Secretary of State; one senior official from the Office of Personnel Management appointed by the OPM director; and three experts from outside government, appointed by the USAID administrator in consultation with the Senate. The bill also calls for the administrator to establish career guidelines for Foreign Service officers and civil service officers that incorporate interagency, intergovernmental, or international organization rotational assignments, and to make the completion of such rotations a factor in promotion decisions into the Senior Foreign Service and Senior Executive Service.

### 4. DEVELOPMENT COORDINATION IN THE FIELD

S. 1524 requires that the USAID mission director be responsible for coordinating all U.S. development and humanitarian assistance efforts in the field in a particular country, under the guidance of the chief of mission. In an effort to modernize USAID missions, the bill also mandates a report on structure, staffing, authorities, interagency coordination, and balance between Washington, D.C., and the field no later than 18 months after enactment.

### 5. TRANSPARENCY OF U.S. FOREIGN ASSISTANCE

S. 1524 requires the president to make publicly available no less than annually comprehensive, timely, comparable, and accessible information for U.S. foreign assistance on a detailed program-by-program and country-by-country basis. The bill includes a Sense of Congress that the President participate in the International Aid Transparency Initiative, established at the Accra High Level Forum on Aid Effectiveness.

### 6. USAID OPERATING EXPENSES

S. 1524 authorizes program funds to be used for travel expenses, salaries and related expenses, and costs associated with research and policy analysis in support of programs. The bill also requires the USAID administrator, in coordination with the Workforce and Human Resources Taskforce, to make recommendations within one year of enactment for streamlining and improving the efficiency of how the agency uses operating expenses, including examining: ways to increase transparency of these expenses; increased reliance on contractors and its effect on agency performance; and suggestions for alternative models and approaches.



## Perry in Nigeria for NESG Summit



CCA Vice President for Programs Robert Perry visited Nigeria from December 14 to 18 to attend the 15th Summit of the Nigerian Economic Summit Group (NESG). The visit followed on the heels of CCA and NESG signing a MOU at the 2009 U.S.-Africa Business Summit in Washington. While in Nigeria, Perry held discussions with well informed Nigerian government and business leaders on U.S.-Nigerian relations, uncertainties regarding Nigeria's political leadership, Nigeria's energy sector, and Nigeria's interest in broader African issues.

The NESG Summit provided a scorecard on Nigeria's economic development by noting the 10th anniversary of Nigeria's return to civilian rule and successful economic reforms in the banking and pension sectors. It also observed the need for electoral reform to strengthen democracy. The summit included a CNBC live broadcast roundtable with Nigerian's Vice President Goodluck Jonathan and other senior officials who discussed education, power production and integrity

in the public and private sectors.

Central Bank Governor Lamido Sanusi and other financial regulators highlighted efforts to strengthen regulation of banks and the financial services sector. Nigerian National Assembly members also discussed their interaction with the executive branch on critical legislation, including the Petroleum Industry Bill, the Niger Delta development fund, the electoral reform bill, and the public procurement act. Representatives of the major oil companies and National Assembly members expect the legislature to pass the Petroleum Industry Bill early in 2010.

Perry observed that Nigerian leaders seek constructive engagement with U.S. counterparts in government and the private sector. Many Nigerians were, however, concerned about President Yar'Adua's health and its impact on government decision making. If changes in leadership occur, most observers expect Vice President Jonathan to assume power in accordance with Nigeria's constitution.

## CCA and Canadian Council on Africa to Co-Host G20 Summit Business Meeting

CCA and sister organization the Canadian Council on Africa (CCAfrica), in partnership with the European Business Council on Africa and the Mediterranean, will co-host a conference focused on business in Africa on June 23-24, 2010, at the Marriott Eaton Centre in downtown Toronto, Ontario. The meeting, titled "G20 Business Leadership: Partnering with Africa's Dynamic Markets", takes place in conjunction with the G20 Summit in Toronto and will provide a

private sector perspective on steps that the G20 could take to further improve the climate for business in Africa. Business and government leaders from G20 countries and from Africa are being invited to attend. CCAfrica has negotiated special hotel rates for CCA members at the nearby InterContinental Toronto Centre Hotel. Look for more details in the coming weeks both in the e-Journal and on CCA's website at [www.africacncl.org](http://www.africacncl.org).



Daniel W. Yohannes is sworn in as chief executive officer of MCC by Meredith Cabelka of the Office of the General Counsel on December 1, 2009.

## New MCC CEO Looks to Engage Private Sector in Aid Efforts

Courtesy of MCC

Daniel W. Yohannes is already making waves. The new chief executive officer of the Millennium Challenge Corporation has his sights set on an improved aid system: one that actively engages the private sector in leveraging current investments and delivers innovative, results-driven products and services.

Yohannes plans to set up his management team within the next 30 to 45 days, and has been in and out of consultative meetings since he took up his appointment.

"This is my second week at MCC; it's been extremely busy," he admitted. "But again, because of the preparation that the Senate had given me before I came here, it feels as though I've been here for a long time."

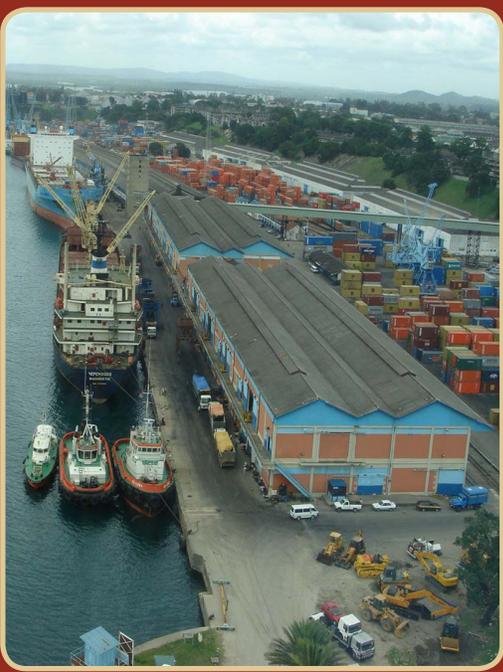
Speaking at an outreach event in Washington, D.C., on Dec. 10, Yohannes highlighted the need for innovation in foreign assistance.

He said: "What has worked in the past five years may not necessarily work for the next five years. So we're looking to make sure that we have products and services to meet the demands of our constituencies going forward."

For the full article, [CLICK HERE](#).



# CCA Members Invited to Participate in Trade and Investment Mission



Monbasa, Kenya

CCA members are invited to participate in the East Africa Association's upcoming trade missions to Ethiopia and Kenya. The London-based East Africa Association (EAA) is a sister organization to CCA. The mission to Ethiopia will take place February 23 to 26, 2010, while the mission to Kenya will take place March 1 to 3, 2010. The mission offers your business the following opportunities: briefings from representatives of the donor and diplomatic community (ambassadors, IMF and World Bank); presentations by respective investment promotion agencies; meetings with government officials and local business people; and social networking functions.

Attached below please find a detailed invitation to participate, an expression of interest form, a doing business in Ethiopia report, and mission briefing notes.

- Invitation to Participate
- Expression of Interest Form
- Doing Business in Ethiopia Report
- Mission Briefing Notes

## Health Series Launches with Focus on Non-Communicable Disease in Africa

On December 9, CCA's Health Initiative launched, "Investing in Health," a year-long series of breakfast meetings focused on emerging issues for the private sector in health care in Africa. The inaugural session, entitled "Non-Communicable Disease in Sub-Saharan Africa - Leveraging Medical Technology," brought together CCA members, U.S. and African public sector representatives, and members of the NGO community. Panelists and participants discussed opportunities for leveraging U.S. technology and expertise to mitigate non-communicable diseases and chronic conditions such as cancer, cardiovascular disease, and diabetes. The session speakers included Hawa Olga Ndilowe, Malawi's ambassador to the U.S.; Mukesh Chawla, sector manager health - nutrition and population, The World Bank; Trevor A. Gunn, director, international relations, Medtronic; and Mary Ann Ring, vice president, capital markets, GE, who served as session moderator. Panelists underscored the unmet need for advanced medical services to treat Africa's climbing non-communicable disease burden. Discussion themes included: denouncing the myth that medical facilities in Africa are not "ready" for medical

technology; the need for partnership across stakeholders to mobilize financial resources for the purchase of medical equipment in Africa; and the role that medical technology and diagnostics can play in expanding access to advanced health services for Africans who cannot afford to travel abroad for procedures. Audience questions emphasized concerns about weak demand for advanced medical care and about building awareness for health and treatment options among African patients. Participants noted that patient advocacy groups could be catalysts for building momentum for this effort. Participants also underlined the policy challenge of identifying how non-communicable diseases can be prioritized in foreign assistance programs, especially given the focus of current mechanisms on infectious disease and fiscal constraints. The Investing in Health breakfast series will continue monthly throughout 2010. Upcoming topics include financing for private investment in health in Africa and human resource capacity building for health. For questions, please contact Elizabeth Bachini at [ebachini@africacncl.org](mailto:ebachini@africacncl.org) or Emmanuel Nougua at [enougua@africacncl.org](mailto:enougua@africacncl.org).

# Department of State Updates CCA on Madagascar's AGOA Status



United States Department of State

Bureau of African Affairs

Washington, D.C. 20520-6258

JAN - 4 2010

Dear Mr. Hayes:

I write to update you on President Obama's recent decision to suspend Madagascar's African Growth and Opportunity Act (AGOA) eligibility. As you know, the Act requires the President to designate countries annually as eligible to receive the benefits of AGOA if they have established or are making continual progress in certain criteria, including the rule of law and political pluralism. The March 2009 undemocratic transfer of power and the failure to chart a return to democracy have violated one of the vital criteria for Madagascar's continued eligibility for these trade preferences. Moreover, regime leader Andry Rajoelina's recent unilateral decision to abandon the consensus-based "Maputo Process" in favor of a rush to elections in March 2010 will prolong the political, social, and economic crisis, further jeopardizing Madagascar's return to constitutional and democratic order. Given these developments, the President suspended Madagascar's AGOA eligibility, which became effective January 1, 2010.

We hope that the Malagasy political leaders will return to the negotiating table and begin working toward free, fair, and credible elections. Once Madagascar has returned to democracy and put aside the political and personal conflicts that have driven this crisis, the United States government will start to rebuild our bilateral relationship. AGOA will be a key element of that process.

Thank you for your continued interest in Madagascar. I hope this information is useful to you. If I may provide further assistance, please do not hesitate to contact me.

Sincerely,

Johnnie Carson

President Stephen Hayes  
Corporate Council on Africa,  
United States.

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\*Ex Officio

## December Events

**12/2:** Lunch Time Conversation with the President of Benin, Yayi Boni.

**12/10:** Security Working Group Breakfast: "Securing your Investment in Africa: Choosing the Right Tax Platform" with guest speaker Gilles de Vignemont, from the African Tax Desk, PricewaterhouseCoopers LLP.

## CCA Staff

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Robert C. Perry  
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## Member Profile

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The firm also has fully integrated practices in key industries including energy and mining, financial services, and

healthcare and biotech.

With 57 offices staffed by local specialists in 29 African countries, and a dedicated base of professionals in the U.S., PwC can help you expand your footprint on the African Continent.

For more information on PwC services, please contact Bob Morris at robert.c.morris@us.pwc.com or Gilles de Vignemont at gilles.j.de.vignemont@us.pwc.com.

# Raytheon

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World War II, to the invention of microwave cooking, to the development of missile defense, Raytheon has consistently built upon a tradition of technology leadership.

With more than 73,000 employees and annual revenues of \$23.2 billion, today Raytheon is a global company that provides innovative solutions to customers in 80 nations. For more information, visit [www.raytheon.com](http://www.raytheon.com) or e-mail John R. Miller, Director of International Business Development, at [jrmiller2@raytheon.com](mailto:jrmiller2@raytheon.com).

## CCA: Your Bridge to Doing Business in Africa

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

Exciting New Member-Only Opportunities for 2010 include:

- Investment forums on key business sectors, including agribusiness; infrastructure; energy; project finance; ICT; tourism; and Health, and CCA's Monthly

Breakfast Forums, which provide a venue for key business leaders, U.S. and African government officials and policy experts to brief CCA members on timely issues affecting business between U.S. and the nations of Africa.

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

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

## CCA Staff Profile: Melissa Moussodou



**M**elissa Moussodou has worked as administrative assistant and office manager at CCA since April 2007.

She provides administrative, logistical, and operational support to CCA staff and members and works as the front desk receptionist, fielding all calls to the CCA general

telephone number.

Melissa is currently enrolled as a graduate student at University of Maryland University College, pursuing a master's degree in financial management. She is a graduate of Strayer University, where she earned a bachelor of sciences degree in international business.

She is a native of Libreville, Gabon, and is well traveled in Africa and Europe. Melissa is fluent in French, English, Pounou, and is conversant in Spanish.

## President's Message

the spring. Traffic is bad. But not as bad as some places -- Santo Domingo, for example, where we visited our Peace Corps daughter this past month and witnessed one of the world's great traffic challenges.

Life in the city continues to be one of extreme contrasts. I am staying at the Sheraton, one of Africa's most elegant hotels, yet just a few streets away near Menelik Palace this morning was a herd of grazing cattle on the street followed by donkeys and goats.

The Ethiopian Diaspora is increasingly returning to the country and bringing with it Western ways and styles. The Boston Day Spa is one such example. It is a state of the art massage and hair styling center very clearly modeled on such facilities in the U.S. From restaurants to a variety of other entrepreneur developments, there is a feeling and sense that the country is on the move. Ethiopians are beginning to fuse their own elegant lifestyles and resources into new and exciting ways with significant future implications. There is also developing strong manifestations

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of the government's interest in mobilizing and directing the large Diaspora resources towards the country's development needs. Just yesterday, a Diaspora Forum was held at Millennium Hall in which around a thousand Ethiopians from the Diaspora met to discuss their mutual interests and concerns.

Perhaps now, more than any period in Ethiopia's recent history, even perhaps since we left here in the mid-1960s, have things looked so promising. If I were a 20-something and in the Diaspora, I think that I would cast my lot with this country's promising future and return home. I think that I would put aside political concerns and strike out on a bold new future, much as we did in 1963.

Two weeks, from today, God willing, I will turn 70 and even at that age, Ethiopia could prove to be an exciting new adventure. People here still find it hard to believe that I was a teacher in this country now nearly 47 years ago!

My best wishes to you in 2010,

-Haskell

## Transitions

CCA said goodbye to **Peter Abe**, who leaves the organization to pursue personal business interests in Africa. We also said goodbye to interns **Viktor Kopic**, **Tricia Ben-Davies**, **Stephanie Dybsky**, and **Ariel Bright**, who have returned to school to continue their studies.

# CCA ANNUAL MEETING

**February 19, 2010  
12:30 p.m.**

**Willard InterContinental  
Washington, D.C.**

## 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 U.S. business community.

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.*

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