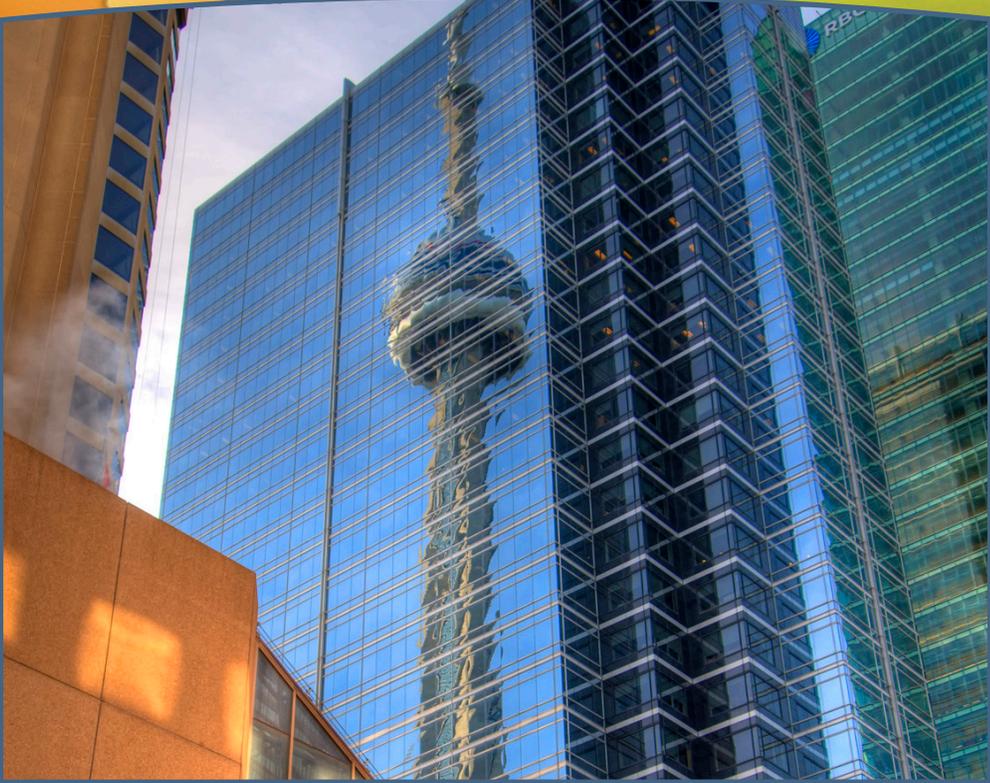


MAY  
2010



# The AFRICA e-JOURNAL

FEATURE



## President's Message

### *Wanted: A National Policy on Africa*

The United States lacks a comprehensive and coordinated policy on Africa. We urgently need coherency among a plethora of U.S. government policies and initiatives. Now is the time for our nation's leaders at the highest levels to express to the American people how and why Africa is not only important, but vital to the American economy and to our long term political well being. I call on President Obama to form a Presidential Commission on Africa, involving the public and private sector, to develop specific recommendations that would guide the U.S. government in developing a coherent approach to a continent upon which we increasingly depend for our resources, one that represents a growing market nearly as large as India or China, and whose 53 countries represent a quarter of the world's sovereign nations.

The lack of coherency and confusing nature of U.S. government-led engagement with Africa is nothing especially new. What is new, however, is that American geopolitical interests in Africa are threatened as never before. Our private sector is at serious risk of being marginalized for the foreseeable future. New investors in Africa – to their credit – are boldly going where few American companies and even fewer American financial institutions dare to tread.

There are a number of policies for development, most of which flow from Congressional earmarks and, therefore, cannot be defined as part of a coherent policy. AGOA, often presented as the centerpiece of our commercial engagement with Africa, functions as a good governance promotion policy as much as a trade policy. When the legislation has been used to punish countries that have experienced reversals in good governance, African workers have suffered much more than the leaders who are the targets of the sanctions. Beyond only a few countries, most African countries have not seen

*Continued on page 7*

## African Leaders, India Among Confirmations for CCA/CCAfrica Toronto G20 Business Leaders Conference

Co-organized by CCA and the Canadian Council on Africa (CCAfrica), the June 23-24 conference "G20 Business Leaders: Partnering with Africa's Dynamic Markets", is attracting participation from key African leaders and G20 partners. South African President Jacob Zuma tentatively confirmed his participation on May 20, with solid confirmations received shortly afterwards from African Union Chair/Malawian President Bingu wa Mutharika and African Union Commission Chair Ambassador Jean Ping. The World Bank Africa Region Director for Financial and Private Sector Development, Marilou Uy, will also attend, in addition to government and business leaders from G20 nations.

The event enjoys the support of CCA and CCAfrica sister organizations the European Business Council for Africa and the Mediterranean, Business Unity

South Africa and the Federation of Indian Chambers of Commerce and Industry (FICCI). The participation of FICCI represents a new and promising partnership, and signifies India's growing trade and investment presence in Africa.

The conference aims to ensure that private sector perspectives on Africa figure among the myriad topics to be discussed at the G20 Summit taking place in Toronto immediately following the conference.

Conference sessions focus on financing for business engagement in Africa and presentations by business leaders from G20 and African countries. A session will also be dedicated to engaging G20 government leaders directly on their nations' plans for fostering private sector development in Africa.

Full information on the conference, including registration details, is available on CCA's website at [www.africacncl.org](http://www.africacncl.org).

Cover Photo: <http://places2explore.wordpress.com>

# U.S.-Africa Infrastructure Conference Scores Big

CCA's fourth U.S. – Africa Infrastructure Conference took place from April 27-29, 2010, at the JW Marriott Hotel in Washington, D.C. Conference highlights included keynote remarks by Cameroonian Prime Minister Philémon Yang, U.S. Treasury Deputy Secretary Neil Wolin and U.S. Assistant Secretary of State for African Affairs Johnnie Carson; an announcement by Boeing and TAAG Angola Airlines of a \$500 million aircraft sale; and a riveting session that featured remarks by Mohamed Ibrahim and a panel of African entrepreneurs who shared valuable insights about doing business in Africa.

The conference, themed “Building Dynamic Growth in Africa,” outlined the latest infrastructure trade and investment opportunities, while providing a space for potential business partner formation through an array of networking opportunities. It attracted more than 500 participants and focused on key infrastructure sub-sectors in Africa, including aviation; power; information and communication technology; climate change mitigation; supply chain management; water resources; alternative energy; and security. For the first time, the conference featured a very popular interactive session called “The Vault” that allowed participants to meet directly with different financial institutions that could fund projects in Africa.

Immediately following the World Bank spring 2010 meetings, the conference brought together senior U.S. and African private sector and government officials; key decision makers from leading U.S. infrastructure companies; financial institutions; and international organizations with a vested interest in infrastructure investment and growth on the continent. CCA also worked to include participants and speakers for the conference from among attendees at the concurrent Summit on Entrepreneurship, organized by the U.S. government to highlight the work and talents of entrepreneurs from the Muslim world, including a number of African countries.



CCA organized meetings between members and a number of senior government officials from Africa. Pictured here from Namibia (L-R) Washington Embassy Commercial Counselor Freddie !Gaoseb; Deputy Minister of Trade and Industry Tjekero Tweya; Embassy Deputy Chief of Mission Morven Luswenyo; Ministry of Environment and Tourism Permanent Secretary Kalumbi Shangula.



Center for Global Development Senior Fellow John Simon moderates a panel discussion on the U.S. National Export Initiative. (L-R) Simon; U.S. Assistant Secretary of Commerce/Foreign and Commercial Service Director General Suresh Kumar; U.S. Export-Import Bank Chairman and President Fred Hochberg. Not pictured: Mary Mervenne (Overseas Private Investment Corporation); Daniel Yohannes (Millennium Challenge Corporation); Leocadia Zak (U.S. Trade and Development Agency).



Angolan Minister of Transport Augusto da Silva Tomás (center) celebrates agreement by Angola TAAG Airlines to purchase two Boeing 777-300ER aircraft. The agreement was signed during the U.S.-Africa Infrastructure Conference. (L-R) U.S. Deputy Secretary of Transportation John Porcari; Boeing International Sales Director Miguel Santos; da Silva Tomás; Boeing Senior Vice President for Government Operations Tim Keating; TAAG Chairman Pimental Araújo; U.S. Export-Import Bank Chairman and President Fred Hochberg.



Mohamed Ibrahim, president of Mo Ibrahim Foundation, talks with moderator Lorraine Hariton, U.S. State Department special representative for commercial and business affairs, during “Africa’s Got Talent—Entrepreneurs in Action”.



An interactive panel discussion that featured African entrepreneurs was among the conference highlights. Pictured here (L-R) TekConsults Group President and CEO Ronald Mutebi (Uganda); MicroClinic International President and CEO Kojo Taylor (Ghana); Camerapix/A24 Media Chairman Salim Amin (Kenya). Not pictured: Ushahidi.com Program Director Juliana Rotich (Kenya).



## CCA Hosts Nigerian President Goodluck Jonathan



Photo: [www.iisd.ca/africa/water/amcow/amcow7/11Nov.html](http://www.iisd.ca/africa/water/amcow/amcow7/11Nov.html)



(L-R) Nigeria President Goodluck Jonathan and CCA President and CEO Stephen Hayes

CCA hosted then-Acting President of Nigeria Goodluck Jonathan for lunch on April 14 in Washington, D.C. The event took place at the Four Seasons Hotel and was attended by more than 120 guests, including five Nigerian governors, several cabinet ministers and U.S. Ambassador to Nigeria Robin Sanders. In his remarks, Jonathan noted that the creation of the U.S.-Nigerian Bi-National Commission is evidence of the mutual commitment to strengthen Nigeria's partnership with the U.S. in Africa. President Jonathan also discussed Nigeria's efforts to restructure the petroleum sector with the Local Content Bill, which has been passed by both houses of Nigeria's national legislature, and the Petroleum Industry Bill, which the legislature is still discussing. Foreign investors are concerned about changes in fiscal incentives in the bills and the potential impact on future investment in the petroleum sector. Jonathan fielded numerous questions from CCA members and other luncheon guests. On May 5, he constitutionally assumed full presidential powers following the death of President Umaru Musa Yar'Adua.

## South African Government Minister Invites Participation in Wastewater Projects

South Africa's Minister of Water and Environmental Affairs Buyelwa Sonjica told CCA members that only 45 percent of the country's wastewater treatment stations are performing at acceptable levels. Her comments came during an April 21 meeting of CCA's U.S.-South Africa Business Forum at CCA's offices in Washington.

Minister Sonjica informed CCA members that, as one of the 30 driest countries in the world, South Africa takes very seriously its chairmanship (2009 - 2011) of the African Ministers of Water, a committee within the African Union. The minister underscored the fact that, while South Africa has very little fresh water, it is not effectively recycling its wastewater. She noted that there have been several initiatives rolled out to address this issue

and that the country is seeking to procure new technologies and capacity from abroad. When asked about the financing of water projects and the structure of the ownership of those projects, Minister Sonjica stressed that water assets are the property of local governments. Government agencies contract the private sector for projects and there are public-private partnerships in bulk infrastructure projects.

Minister Sonjica stressed that South Africa is actively planning to reinvest in its wastewater infrastructure. She stated that her ministry strongly welcomes domestic and foreign private sector involvement in South Africa's water infrastructure to ensure the country's continued development and growth.

## CCA Staff Profile: Tim Bergstrom



Tim Bergstrom joined CCA in 2005 as senior agribusiness specialist, and was subsequently appointed to be director of the South African International Business Linkages (SAIBL) program later that year. Tim directs a three-person international business linkages unit at CCA that is responsible for the USAID-funded SAIBL, which includes eight offices and 48 staff in South Africa. Tim has more than 15 years experience working and living in Africa.

Before joining CCA, Tim was regional manager of Southern Africa for Land O'Lakes' International Development Division. Based in Port Elizabeth, South Africa, he managed and implemented USAID agricultural development programs in five countries, including Angola; Malawi; Mozambique; South Africa; and Zambia. This entailed organizing international trade missions and study tours to the U.S., and to seven Southern and East African countries. He also worked closely with South Africa's Department of Agriculture to assist emerging farmers access credit, inputs, and high value markets by providing training and writing business plans. Tim previously also worked in Zimbabwe and South Africa for Mid Africa Software as its market development director.

Tim received a B.A. from Bethel College in Business and Economics and a B.S. from St. Mary's University in Management Information Systems. He has also received a M.B.A. from St. Thomas University with a focus in International Operations.

## Economic Freedom Improving in Africa

Recently, the Heritage Foundation and the *Wall Street Journal* released their annual world rankings of economic freedom. The rankings define economic freedom as "the fundamental right of every human to control his or her own labor and property," and "to work, produce, consume, and invest in any way they please, with that freedom both protected and unconstrained by the state." The 2010 rankings contain some good news about some African countries.

Within Africa, Mauritius was ranked number one and number 12 in the world overall (out of 179 countries). Of the ten categories the rankings measure, Mauritius came in first or tied for first in Africa in four categories including financial and fiscal freedom. According to the researchers, Mauritius was especially noteworthy this year because of its "strong commitment to enhancing economic freedom by accelerating major tax reforms." In the other categories, Namibia ranked first in Africa in trade freedom, the Central African Republic in government spending, Equatorial Guinea in monetary freedom, Rwanda in labor freedom, and Botswana in property rights, freedom from corruption, and tied with Mauritius in financial freedom.

Two categories are of particular interest to the private sector. The first is business freedom which measures the ease or difficulty and costs associated with starting

a business, obtaining a license, and closing a business. The other is investment freedom which measures, among other things, the treatment of foreign investment and foreign exchange and capital controls. Mauritius ranked first in both categories, with Rwanda, Namibia, South Africa, and Madagascar rounding out the top five in business freedom, and Botswana, Ghana, Tanzania, and Benin in investment freedom.

Following Mauritius, the remaining top ten overall ranked African countries were Botswana (28), Madagascar (69), South Africa (72), Namibia (76), Uganda (77), Cape Verde (78), Ghana (87), Burkina Faso (90), and Rwanda (93). São Tomé and Príncipe achieved the second highest gain in economic freedom of any economy ranked in the 2010 index, followed closely by Rwanda

with the third highest gain. In other countries of note, Nigeria's score improved from 2009 "reflecting major improvements in trade freedom, investment freedom, and freedom from corruption," as did Angola's "primarily because of increased investment freedom." Morocco ranked first in North Africa and 91st overall, while it, Egypt, Algeria, and Tunisia all had improved scores from 2009.

*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](#).*

Two categories are of particular interest to the private sector.

## SAIBL Launches New Blog

CCA's SAIBL program announces the launch of the **SAIBL Business Forum**. Every week experts will use the forum to address issues such as supplier diversity, AGOA, international trade and development, and the business environment in both the United States and South Africa. The forum also includes questions of the week, e-opinion polls, and a discussion forum designed to facilitate cooperation and group problem solving. Guest bloggers from a variety of sectors, including specialty food, wine, business process outsourcing, and manufacturing, will contribute their expertise and experiences. SAIBL hopes that participants in the forum will ask

questions about topics that matter most to them and their businesses.

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.

## U.S. Ambassador Briefs CCA on DR Congo



CCA's Democratic Republic of Congo (DRC) Working Group hosted U.S. Ambassador William Garvelink on April 8 for an overview of the current political and business climate in DRC. The ambassador

spoke about recent changes in DRC's security situation, as well as the country's upcoming elections and its initiatives to attract investment.

Garvelink emphasized the importance of maintaining an international peacekeeping presence in DRC. He said that militias originating in Rwanda and active in eastern DRC have been significantly marginalized because of decreased financial support. Nevertheless, Garvelink believes a premature withdrawal of UN peacekeepers would be a mistake. He also addressed DRC's plans for local and national elections in 2011. The cost for these elections has been estimated at \$850 million. Logistical support based on the UN's infrastructure will be key to the elections' success.

On the commercial front, the ambassador detailed how years of illicit mining have negatively affected DRC's trade. He also briefed CCA members on President Kabila's recent appointment of Olivier Kamitatu Etsu as minister of planning and the creation of a government taskforce to increase investment. The primary goal of the task force is to improve the DRC's standing on the World Bank's doing business index.

## April Events

**4/5:** Roundtable Discussion with U.S. Ambassador to Ethiopia Donald Booth

**4/8:** Briefing by U.S. Ambassador to the Democratic Republic of Congo William Garvelink

**4/8:** CCA's Monthly Agribusiness Breakfast Forum Presents "Creating Successful Public-Private Partnerships in Agribusiness"

**4/9:** CCA Hosts Business Delegation from Tunisia

**4/14:** Conversation with African Eisenhower Fellows, Carol Musyoka and Yewande Sadiku

**4/14:** Lunch for Nigeria's Acting President Goodluck Jonathan

**4/15:** CCA's Security Working Group Presents "An Update on the Situation in Guinea"

**4/20:** CCA's Health Initiative Presents Sustaining the Supply Chain for Health in Africa: "Building Long-Term Management Capacity from Procurement to Distribution"

**4/21:** Roundtable Discussion with South Africa's Minister of Water and Environmental Affairs Buyelwa Sonjica

**4/29:** Videoconference with U.S. Ambassador to Tanzania Alfonso E. Lenhardt

**4/27-29:** U.S.-Africa Infrastructure Conference "Building Dynamic Growth in Africa"

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With approximately 45,000 employees serving clients in more than 100 countries, AECOM is a global provider of professional technical and management support services to a broad range of markets, including government, transportation, facilities, environmental, energy and water.

Beginning with projects in Algeria, Morocco and Tunisia, AECOM has been active in Africa since the 1960s. Today, AECOM has a presence in more than

30 countries across the continent. With experts and talented professionals in multiple locations, AECOM has the capability and sound knowledge to meet Africa's specific infrastructure and development needs and challenges.

One of AECOM's recent projects in Africa is a \$50 billion infrastructure and housing development program in Libya. As the program manager and main advisor of this initiative, AECOM's team will design new housing and infrastructure systems, and upgrade existing transportation and utility systems to modernize and sustain all of the major cities throughout Libya. AECOM Libya has the largest presence of any U.S. corporation working in Libya.

Whether procuring major commodities,

infrastructure management or supporting local development, AECOM supports the U.S. Department of State; U.S. Agency for International Development; the World Bank; the International Tropical Timber Organization; the African Development Bank; bilateral donor agencies; and other international organizations to deliver a multitude of services that provide a blend of global reach, local knowledge, innovation and technical excellence to the future goals of African countries.

AECOM is a Fortune 500 company with a revenue of \$6.3 billion during the 12-month period ended March 31, 2010. More information on AECOM and its services can be found at [www.aecom.com](http://www.aecom.com).



Helping all people  
live healthy lives

The Global Health Initiative at CCA Member Becton, Dickinson and Company (BD) helps strengthen healthcare systems and increase access to care for underserved populations in developing countries, with an emphasis on sustainability. The initiative concentrates on accelerating access to the appropriate and sustainable use of diagnostic tools and medical devices.

Because healthcare challenges in the developing world are so complex and deeply rooted, BD regularly collaborates with the world's most highly regarded global health organizations as a key component of its strategic approach.

BD's Global Health Initiative has three dimensions: First, BD provides training and technical assistance by deploying BD associates who serve as critical resources by transferring unique knowledge and skills that help strengthen laboratory systems and build much-needed capacity.

Second, the company increases access to critical BD diagnostic technologies through pricing agreements, advocacy and policy efforts, and investing in service and support networks in developing countries. Finally, BD invests in new

technologies designed to address the specific healthcare challenges faced by the developing world.

BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. Founded in 1897 and headquartered in New Jersey, BD employs approximately 29,000 associates in more than 50 countries throughout the world. For more information, visit <http://www.bd.com>.



## Universal Corporation

Universal Corporation (NYSE: UVV), headquartered in Richmond, Virginia, was founded in 1918 and currently employs over 24,000 permanent and seasonal workers in more than 30 countries worldwide. The company, through its subsidiaries and affiliates, is the world's leading tobacco merchant and processor. Universal's sole focus is on its core business of buying, processing, packing, storing and financing leaf tobacco in tobacco growing countries. Universal's processing business involves removing the stem from the tobacco

leaf, drying the lamina and stem, and packing the processed leaf for delivery to international and regional tobacco product manufacturers. Universal does not manufacture tobacco products for retail consumption.

In Africa, Universal maintains leaf tobacco operations in seven sub-Saharan countries, including Malawi, Mozambique, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe. Long-term investments have been made in most of those countries, to ensure the company is well-placed to procure, process and supply quality tobacco on a sustainable basis in and from the region.

Universal's story is one of reliability, forward thinking, a focused strategy, and an international network. The business is

based on functioning as a link between tobacco growers around the world and manufacturers of tobacco products. Over the years, Universal has developed relationships that make up a strong international buying network. The company has continually invested in technology to develop value-added processing capabilities, while implementing a sound strategy to sustain and grow its business. Universal emphasizes Good Agricultural Practices, environmental preservation and social responsibility. Universal is extremely proud of its employee base and its reputation in the industry for reliably producing a quality product.

For further information, please visit the corporate website at [www.universalcorp.com](http://www.universalcorp.com).

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

significant benefits from AGOA. While AGOA is a well intentioned policy, we should acknowledge that Africa remains ill-prepared to take advantage of AGOA, and arguably expectations for AGOA's impact were unrealistic. The increased access to the American market provided to Africa through AGOA is not sufficient to compensate for the lack of infrastructure or adequately educated and trained work forces in most African countries. AGOA is also no match for bureaucracies – both in the U.S. and in Africa – that seem committed more to intransigence and inertia than opening new opportunities for business and entrepreneurship.

Neither did AGOA prove to be wise in pushing textiles as a primary catalyst for African economic development. Those countries that have managed to build and maintain a textile industry have benefitted, but most of them already had a relatively viable infrastructure in place before AGOA became law. Arguably, these same countries would have benefitted through the development of any number of other trade incentives. Given that nearly 80 percent of Africans are involved in agriculture, it would seem logical that agribusiness would have been a focus that would work well in Africa. However, in the face of our own tariff and non-tariff agricultural barriers and Africa's weak infrastructure, especially in agro-processing, that approach was neither politically nor practically feasible.

The U.S. is now prepared to work with Africa on food security through the recently announced \$3.5-billion Feed the Future initiative. The initiative is laudable in that it focuses on expanding local food production in select African countries. However, whether it is funded by Congress, and ultimately produces greater economic opportunity for Africans, remains to be seen. It is also not yet clear how U.S. companies can participate in a way that creates more jobs for Americans.

The U.S. government's PEPFAR initiative has reduced the impact of HIV/AIDS in many African countries, but the sustainability of the program is now being questioned, both in terms of funding and whether it has strengthened African healthcare systems. While the impact of HIV/AIDS in Africa is without question, other health-related challenges on the continent demand a more comprehensive approach.

Perhaps one of the most innovative

foreign policy instruments in years, the Millennium Challenge Corporation (MCC), is also hobbled by its country-specific approach. If an African nation's development stops at the border, then the country remains trapped by the surrounding inefficiencies of its neighbors and by the legacies of 19th century European colonial powers' penchant for drawing arbitrary national boundaries. I believe that MCC's development grants process, which allows recipient countries to make procurement decisions, makes MCC vulnerable to calls for budget restraints. Because few American companies have won MCC contracts, there is not a strong business constituency in the U.S. for a program that sometimes rewards America's commercial competitors with taxpayer-funded contracts.

For American companies with the foresight to be seriously interested in Africa, they frequently meet the end of their dreams when it comes to finding project finance. A careful dissection of the financing guarantees provided by the Export-Import Bank of the United States (Ex-Im) repeatedly and consistently reveals a system reluctant to support companies seeking to sell to Africa. Ex-Im, designed to reduce risk for U.S. exporters, is as risk adverse as most U.S. banks now in that it errs on the side of avoiding risks at all costs, rather than reducing risks. When one compares American attitudes toward financing projects in Africa with those of our European and Canadian friends, let alone those in China, India and the Gulf States, U.S. financial institutions, including Ex-Im, are nothing if not woefully timid.

If/when President Obama addresses Africa's trade ministers meeting in Washington this August, he need not defend AGOA or pretend that it has achieved greatness. That would accomplish little. Instead, he should address himself to both the American and African audiences and lay out a new vision for the U.S.-Africa relationship. He is called upon to establish a broad vision that supports both his goals for the American economy as well as his desire for a world built on relationships. President Obama would do well by instructing U.S. government agencies to cast aside petty differences, long-outdated notions and bureaucratic inertia, and clear the way for a truly coordinated and coherent approach to the rising giant called Africa.

## Transitions

CCA welcomes new member companies **ELW Global Ltd.**, and **Immediate Response Technologies.**

This summer's team of interns have arrived, including the following: **Drake Carden**, University of Florida; **Laura Fahey**, College of the Holy Cross; **Kahdy Fall**, CEFAM (International Business School Lyon & USA); **Conor Godfrey**, College of William and Mary; **Phillip H. Greene, III**, Georgetown University; **Eric A. Holtzman**, University of North Carolina at Wilmington; **Michelle N. Melton**, Johns Hopkins University; **Tasha Rebec**, Wake Forest University; **Narciso Sumbana**, University of Central Oklahoma; **Averi Thomas-Moore**, Howard University; **Thomas C. Van Horn**, Dickinson College; and **Sibusiso Xaba**, University of Cape Town.



### CCA Member Mixer Promotes Networking, Yields New Member

On April 21, CCA hosted a member mixer to give CCA members an opportunity to network with other CCA members in a casual setting. The mixer helped advance the unsung membership benefit of bringing together CCA members for intra-CCA business opportunities. CCA members also were invited to bring along non-member companies that might join CCA. The inaugural event was attended by nearly 20 members participate and two non-members. As a result of the mixer, a new member, Immediate Response Technologies, joined CCA. Look out for future member mixer events in Washington and elsewhere!

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

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\*As of 5/10/10