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# The AFRICA e-JOURNAL



## President's Message

### U.S.-Africa Business Center's Enormous Potential

On September 30, CCA was awarded a 3-year, \$2.2 million grant from USAID to establish the U.S.-Africa Business Center. This center, long overdue, responds to a need that is in no way new, but one that has never been particularly well addressed, at least in the private sector. Namely, that among the major impediments to doing business in Africa, especially for companies that are not major corporations and/or are new to the continent, is finding reliable on-the-ground partners. Likewise, for African companies wishing to sell to the U.S. through AGOA, a reliable stateside partner helps ensure that products get to the right market. The center, when fully operational, will serve as a U.S.-based focal point for building such partnerships between American and African businesses. USAID deserves much credit for allocating resources to address this need. That they chose to put their confidence in CCA (where the center will be housed) is to our credit. Now we must prove that we deserved this honor.

I have immediately put four staff people in place temporarily to develop the parameters and network for the operations over the next three months. During that time we will also be interviewing candidates for the center's four permanent positions. Clearly, four employees form only the base of a program that promises to have a long term impact on building relationship across the continent. In addition to the project's director, there is a position that will focus on moderately-sized companies and will also reach out to the Diaspora in America. Another position will be focused on building agribusiness

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Photo: [www.panoramio.com/photo/9897198](http://www.panoramio.com/photo/9897198)

FEATURE

## South African Ambassador to Focus on Commercial Relations



South Africa's newly appointed ambassador to the United States, Ebrahim Rasool, presented his credentials to President Obama on August 10, 2010. Rasool formerly served as premier (governor) of South Africa's Western Cape Province. On September 15, Rasool briefed CCA on his priorities and his perceptions of U.S.-South Africa commercial and political relations. In his remarks, Rasool emphasized that he plans to dedicate at least 60 percent of the South African embassy's resources to focusing on economic diplomacy.

The ambassador spoke at CCA to a group of nearly 50 business leaders, government officials, and multi-lateral institution representatives. He joked that his work has been made easier in the wake of the FIFA World Cup, which focused unprecedented positive attention on South Africa. Rasool said that he views his position and the embassy's mission shifting from a predominately political agenda to a stronger focus on economic dialogue. Specifically, Rasool is calling

for a 60:30:10 strategy for the embassy's work: 60 percent of the embassy's resources will concentrate on economic diplomacy (trade, investment, tourism, regional trade); 30 percent on socio-political diplomacy; and the remaining 10 percent on consular work.

Ambassador Rasool stressed that the U.S. and South Africa should collaborate more closely to dismantle the perception that Africa is one homogeneous place. He described South Africa's position as a regional power in Southern Africa that possesses the three critical components for investors: rule of law; a global banking system; and an internationally recognized legal system. He nevertheless warned against devoting too much interest to South Africa alone. Rasool commented that the U.S. and South Africa have a great opportunity for cooperation on the continent and singled out the agro-processing industry as sector ripe for joint ventures.

Ambassador Rasool pointed to South Africa's and the broader continent's capital finance gap as an underlying factor to the pull towards the "East". To avoid dependency, Rasool stated that he would like to see greater involvement in Africa by the "West".

## CCA to Establish U.S.-Africa Business Center

CCA has been awarded a three-year cooperative agreement worth \$2.2 million by USAID to establish the U.S.-Africa Business Center (USABC). The agreement, announced on September 30, 2010 (also see “President’s Message” on Page 1), will increase two-way trade between the U.S. and Sub-Saharan Africa. The main focus will be on encouraging partnerships between small and medium sized enterprises and other companies and promoting U.S. investment in strategic agricultural value chains. USABC will establish a one-stop shop for information exchange and technical assistance to promote regional and international trade development; provide strategic agricultural value chain analysis to identify opportunities for U.S. investment and mechanization, and promote business linkages between U.S. and African firms.

The USABC team will work with U.S. government agencies, including USAID (notably the regional trade hubs), the U.S. Department of Commerce, State Department, the U.S. Export Import Bank, the Overseas Private Investment Corporation, and the Trade Development Agency to identify business opportunities for U.S. firms and to help secure financing and insurance for overseas investments. It will also work with Minority Business Development Agency to assist its clients pursue trade and investment opportunities in Africa. Additionally, CCA plans to engage Africa-based businesses and trade associations, including Business Unity South Africa, the Nigerian Economic Summit Group, the NEPAD Business Forum and the Pan African Chamber of Commerce, as well as a multitude of national chambers of commerce, to help meet the USABC objectives. The team will also elicit private sector participation in financing and opportunity identification.

The USABC will draw on CCA’s expertise, including already existing programs related to AGOA, the South African International Business Linkages Program (SAIBL), HIV/AIDS and Health Initiative, Africa Agribusiness Initiatives, Africa Infrastructure and Security Development Initiative, U.S.-Africa Business Summit, as well as various Working Groups.

## CCA Hosts President of Sierra Leone New Special Economic Zone Lauded

In conjunction with the 2010 UN General Assembly meetings, CCA hosted Sierra Leone President Ernest Bai Koroma at a business luncheon at the Roosevelt Hotel in New York on September 24. The event was sponsored by CCA Member Boule Mining Group, in partnership with Titanium Resources Group, and was attended by more than 75 business executives representing a range of economic sectors.

In his remarks and during a lengthy Q&A session that followed, President Koroma stressed progress made by Sierra Leone to revitalize the country’s post-conflict economy. A number of sectors were highlighted, including infrastructure, mining and agribusiness. The president also spoke at length about the First Step initiative underway in Sierra Leone to establish export processing activity as a means of luring international business investment to the country.

The First Step initiative, a subsidiary of World Hope International, is establishing a Special Economic Zone (“SEZ”), on a large site that is very close to Sierra Leone’s principle seaport. In this zone, First Step is building scalable factory facilities, which will have access to guaranteed electric power, water, and other utilities and infrastructure. First Step is leasing space in these facilities to international businesses and assisting them with logistics to make their establishment and operations as simple and inexpensive as possible.

With pro bono assistance from U.S.-based law firm WilmerHale, World Hope and First Step negotiated a contract with the government of Sierra Leone that provides the legal framework for creating a world class SEZ. Under this contract, the government of Sierra Leone is providing an array of special incentives for businesses that locate in the SEZ, including import and export duty exemptions; three-year corporate tax holidays; and expedited government services.

According to Koroma, the government of Sierra Leone has also committed to an extensive arbitration and dispute mechanism that allows First Step and foreign investors to use international arbitration forums as a means to resolve disputes. The First Step contract was

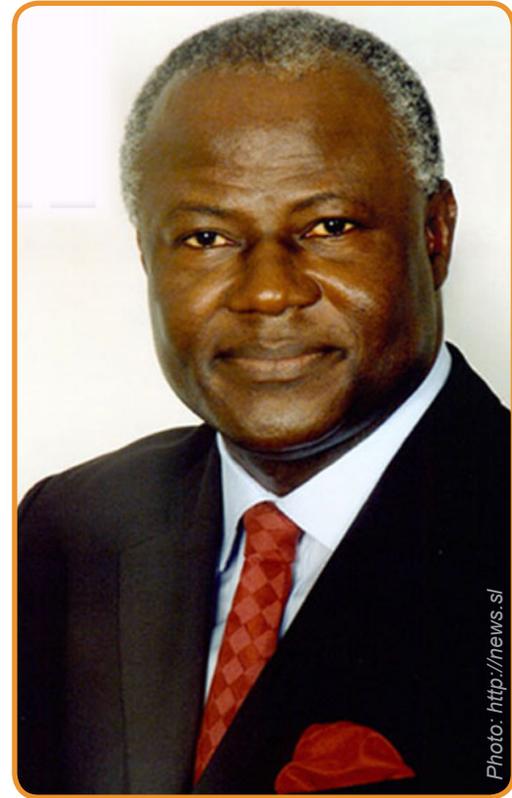


Photo: <http://news.sl>

unanimously ratified by Sierra Leone’s Parliament in February 2010.

First Step’s objective is to enable businesses to profitably engage Sierra Leone’s labor cost advantages and/or to process its natural resources and, in so doing, create jobs and income in Sierra Leone. From its U.S. headquarters, First Step is actively recruiting firms to locate part of their global production chains in the SEZ. First Step is recruiting businesses that process natural resources that are abundant in Sierra Leone; manufacture products that are labor intensive and require easy access to international markets; benefit from Sierra Leone’s preferential trade status with the European Union and the United States and from the low shipping costs from Sierra Leone to these markets.

The zone’s first tenant is a manufacturer of tropical fruit juice concentrate, called Africa Felix Juice. Construction of the company’s 5,000 square meter factory began in September 2010 and the facility is expected to be operational by April 2011. It will employ 90 people and will purchase mangos and pineapples from approximately 1,000 farmers in Sierra Leone.

## U.S.-Mauritius TIFA Private Session: Present Success and Future Opportunity

CCA in partnership with the Office of the U.S. Trade Representative, the U.S. Department of Commerce, and the U.S. Chamber of Commerce's Africa Business Initiative organized the fourth U.S.-Mauritius Trade and Investment Framework Agreement (TIFA) Private Sector Session in Washington, D.C., on September 30.

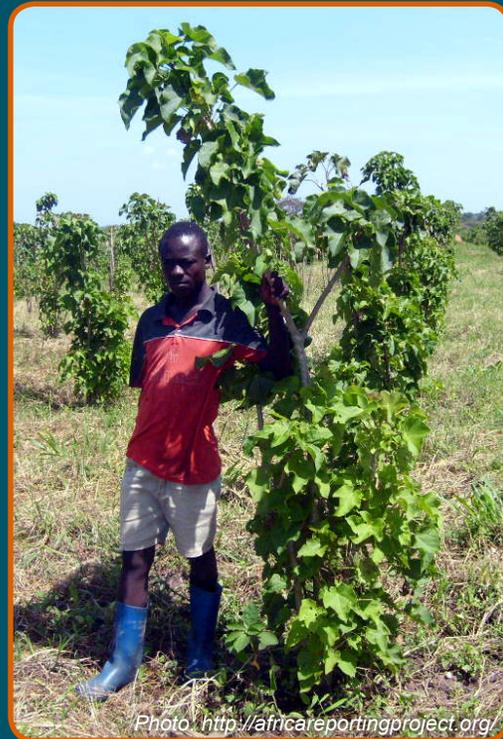
The meeting provided evidence that over the last four years the TIFA has significantly enhanced cooperation between Mauritius and U.S. trade agencies. However, the private sector's ability to look beyond Mauritius' relatively small domestic market and appreciate its enormous potential role in reaching additional countries and regions in Africa will be crucial for the island country's economic growth.

Gilles de Vignemont of CCA member PricewaterhouseCoopers presented examples of why Mauritius ranks

among one of the best countries to conduct business in Africa. He cited the relatively low cost and speedy process through which a holding company can be established, as well as the country's favorable taxation rates.

Secretary for Foreign Affairs, Ministry of Foreign Affairs and International Trade - Mauritius, Ambassador Anund Neewor, pointed out that through its membership in numerous African trade organizations and relationships, Mauritius has access to half of Africa. Neewor shared insights from a paper entitled "*Accelerating Growth in Africa*", which proposes ways in which low income countries in Africa can benefit and advance in a globalized free-market by following the examples of other countries that adopted particular "economic cultures". The paper can be read in its entirety [HERE](#).

CCA's notes from the TIFA Private Sector Session are available [HERE](#).



## OPIC Outlines Options for Ag Investment

On September 9, CCA hosted its monthly agribusiness breakfast with a briefing about the Overseas Private Investment Corporation (OPIC) and its financing options for agribusiness investment in Africa. Guest speakers, James Polan, vice president of small and medium enterprise finance, and John Moran, managing director, investment development and coordination, outlined OPIC's financial, insurance and investment services in the agricultural sector. OPIC operates in all but two African countries and specializes in mitigating business risks related to governance, currency and expropriation. Current projects OPIC supports in Africa target food processing, food security and green energy, including cashew and palm oil growth, jatropha farming, grain and flour mills, large scale bakeries, and wood chip recycling projects. The speakers explained to CCA members that OPIC especially targets social businesses that advance double and triple bottom lines, making agribusiness projects in Africa attractive investments. The next agribusiness breakfast featuring H.E. Aziz Akhannouch, Minister of Agriculture and Fisheries, the Kingdom of Morocco, will be held Wednesday, November 10.

## SeWoG Meeting Provides Update on Security in Africa

On September 16, CCA held its monthly Security Working Group (SeWoG) breakfast, which provided an update to CCA members on Africa Contingency Operations Training and Assistance (ACOTA). The breakfast featured guest speaker Michael Bittrick, deputy director, Office of Regional and Security Affairs, Africa Bureau, U.S. Department of State. Mr. Bittrick discussed the five pillars of the ACOTA program, which focus on good governance, economic development, public health, resolving conflict and addressing transnational challenges. As ACOTA progresses, greater skills transfer and capacity building in African countries is occurring. Mr. Bittrick noted that eight African countries now rank in the top 20 providers of U.N. peacekeeping troops. With many high level military officials present, Mr. Bittrick also updated members on the security situation in a few countries. Members were briefed on maritime security as it relates to commerce and shipping safety and were encouraged to continue providing the government with private sector input.



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## Africa's Aviation Sector Soaring

As the global airline industry was collectively losing \$16 billion in 2008 and \$10 billion in 2009, CCA member South African Airways was posting increased profits and CCA member Ethiopian Airlines was successfully implementing a five-year growth plan. The reason for their success: Africa's soaring aviation sector. In parallel to trends in the world economy overall, as traditional markets have stagnated or shrunk during the global recession, Africa's aviation market has been among the fastest growing in the world, and is expected to continue to be for many years to come.

The future projections are impressive. A spokesperson for the German airline Lufthansa predicted that passenger volume on, to, and from the African continent should increase 6 percent a year between now and 2025. The largest growth is expected to be in Asian-African air traffic, forecast to grow at 9 percent a year for the next decade by some estimates. Air traffic between the U.S. and Africa is growing at more than 5 percent annually. This growth and potential future growth has naturally attracted the attention and now resources of leading airlines across the globe. According to the International Air Transport Association, airlines increased the amount of flying capacity to and from Africa by 8.6 percent over the year ending in June, 2010, more than any other region in the world except for the Middle East.

U.S. carrier Delta Air Lines has seen great success with its service to Africa with more than 80 percent of available seats filled, and has expanded service accordingly. Beginning with flights to Johannesburg, South Africa via Dakar, Senegal in 2006, and including the

recent addition of Monrovia, Liberia and upcoming addition of Luanda, Angola, Delta serves eight African destinations (Accra, Ghana; Lagos and Abuja, Nigeria; and Cairo, Egypt are the others) and plans to add Malabo, Equatorial Guinea and Nairobi, Kenya once additional U.S. government approval is received.

Air France-KLM controls 30 percent of the passenger market between Europe and Africa, its most profitable market. Along with its partner airlines, Lufthansa is challenging that position. For example, in 2009 alone, Lufthansa increased its Nigerian capacity by 40 percent. Lufthansa is also mentoring Ethiopian Airlines integration into the global Star Alliance with an eye towards turning Addis Ababa into a new hub.

On the continent, Ethiopian Airlines has experienced unprecedented growth in recent years, successfully reaching its goals of \$1 billion in revenues and tripling passenger traffic to over three million as laid out in its five year "Vision 2010" plan. Its new "Vision 2025" plan now aims for \$10 billion in revenues. In July 2008, the airline entered a strategic partnership with Lomé, Togo based start-up ASKY Airlines in which Ethiopian holds a 25 percent stake and is responsible for aircraft maintenance and operational management. The plan is to turn Lomé into Ethiopian Airline's regional hub for the West African market. Close to 70 percent of CCA member Kenya Airways' business comes from Africa. The airline, which is 26 percent owned by KLM, has 41 destinations in Africa and just announced its expansion into Australia through a codeshare agreement with Qantas.

With domestic and international

*Continued on page 6...*



## Supplier Diversity: Update on the Launch of the South African Supplier Diversity Council



The launch of the South Africa Supplier Diversity Council (SASDC) is well underway.

The corporations that make up SASDC intend to expand procurement opportunities for certified, competitive, historically disadvantaged suppliers in South Africa. To accomplish this objective, SASDC will certify historically disadvantaged suppliers and maintain a directory of accredited suppliers accessible to member corporations. If, for example, founding member ABSA wanted to procure security services from historically disadvantaged suppliers in Gauteng, the ABSA procurement department will be able to access the SASDC directory for a list of certified providers in the region.

SASDC will also host networking events for buyers and suppliers, and assist member companies with enterprise development initiatives aimed at making their supply chains price competitive.

So far nine companies have signed on as founding members of SASDC: Foskor, Unilever, Cummins, Barloworld, De Beers

Consolidated Mines, ABSA, First Rand, Rand Water and Johnson Controls (JCI). All nine companies have signed the articles of association and are now in negotiations over the details of the SASDC Black Supplier Certification Standard. Soon all steering committee members will have signed off on the Certification Standard, and the process of vetting and registering clients will begin in earnest.

The SASDC continues to garner widespread attention as it gains momentum, including praise from U.S. Ambassador Gips, features in major news carriers, and significant public support from the South African government.

For more information, visit the **SASDC webpage**, or follow SASDC on their social media profiles.

**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**.

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## Africa's Aviation Sector Soaring ...continued from page 4.

passenger numbers dropping for the year, South African Airways' profits for the year ending March 31, 2010 are due in large part to a 9 percent increase in passenger volumes in the African or regional market. South African Airways, Ethiopian Airlines, and Egyptair, all members of the Star Alliance, are discussing possibilities to collaborate in providing better connectivity on the continent, especially in Central Africa. CCA member Lonrho's Fly540 already has an extensive East Africa presence and hub in Nairobi, and is adding hubs in Ghana and Angola. Using a low-cost model, the airline services an extensive number of smaller destinations in addition to larger ones, and has quickly grown to carry over 250,000 passengers since its establishment in 2006.

With its strong predicted growth and

higher profitability per passenger than other regions, the competition is on to capture market share to and from and across Africa. The good news for African and international travelers to the continent is that this competition will push prices down and profit margins in-line with other regions. This in turn may boost travel even further.

There are also plenty of associated opportunities as well. An example is interest in CCA member Boeing's new 787 Dreamliner, a mid-size plane with big-jet range ideal for U.S.-Africa routes because they allow for profitable, direct flights to the continent. "The 787 is going to be the pride of our fleet and we are going to put it in Africa. That speaks volumes of our level of interest," Continental Airlines vice-president of network strategy Mike Hart

recently told the Financial Times.

To that end, Continental will help upgrade the electrical facilities in Lagos airport to receive the 787. Like this example, there are plenty of opportunities in upgrading infrastructure, safety, and security at airports across Africa to meet or exceed international standards. Delta's service to Liberia, for example, was delayed for over a year until the Monrovia airport met international security standards, while service to Nairobi is still being held up due to security vulnerabilities.

*This article that 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](#).*

*Feedback on this article can be sent to Efreem Fisher at [efisher@afriacncl.org](mailto:efisher@afriacncl.org).*

### Member Profile

#### CLS COMMUNICATION

The ability to communicate in any language is an essential component of global trade. CLS Communication understands the complexity of multilingual translation and interpretation, and stands ready to put that knowledge to work for fellow CCA members.

Formerly the internal translations divisions of UBS Bank and Zurich Financial, CLS has grown to become one of the largest and most respected

independent translation partners in the world. With 19 offices across the globe, and over 600 professionals on staff, CLS provides end-to-end language services for the financial, life science, defense, legal, manufacturing, and utilities sectors. These services range from copywriting and translation, to layout and desktop publishing. CLS language experts have several years of experience within their specialty areas, guaranteeing professional expertise and fluency in industry specific terminology. CLS also uses cutting-edge technology and IT resources to optimize the quality, efficiency and security of our services.

From marketing material to technical

and legal documentation, CLS has the experience and resources to make sure messages come across clearly, concisely, and accurately. Clients such as the African Development Bank, World Bank, Lockheed Martin, Johnson & Johnson, Raytheon, Standard Bank Group, Clifford Chance, and Boeing, to name but a few, have all come to trust CLS Communication with their multilingual communication needs.

For further information, please contact Matthew Grotenstein at (646) 334-8957 or [matthew.grotenstein@cls-communication.com](mailto:matthew.grotenstein@cls-communication.com), or visit the CLS website [www.cls-communication.com](http://www.cls-communication.com).

## September Events

**9/9:** CCA's Monthly Agribusiness Breakfast Forum presents "OPIC's Financing Facilities to Support Agribusiness Investment in Africa".

**9/15:** CCA's U.S.-South Africa Business Forum hosts a meet and greet breakfast with Ambassador of The Republic of South Africa to the United States, H.E. Ebrahim Rasool.

**9/16:** CCA's Security Working Group presents "An Update on Africa Contingency Operations Training and Assistance (ACOTA)".

**9/20:** CCA and BCIU co-host private dinner in New York for President Ellen Johnson Sirleaf of Liberia.

**9/24:** CCA hosts breakfast in New York for Botswana Vice President Mompoti Merafhe.

**9/24:** CCA hosts luncheon in New York for Sierra Leone President Ernest Bai Koroma.

**9/30:** CCA, in partnership with the Office of the U.S. Trade Representative, U.S. Department of Commerce, and the U.S. Chamber of Commerce's Africa Business Initiative, presents "The U.S.-Mauritius Trade and Investment Framework Agreement (TIFA) Private Sector Session".



## 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@africacncl.org](mailto:tmccoy@africacncl.org).*

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

partnerships, and the fourth will focus on developing the web-based services and accruing the data bases necessary to match partners, buyers and sellers. Over time, the U.S.-Africa Business Center could well become the heart of CCA. It will serve a vital function in enhancing U.S.-Africa economic relations, and could be a key instrument in making AGOA realize its promise more fully. The center will also provide the USAID trade hubs in Accra, Gaborone and Nairobi a reliable and additional partner in the U.S. through which they can channel many of the business opportunities that they discover. USAID has built through the hubs and other projects an impressive reservoir of businesses ready to engage with America. For American businesses, this means an invaluable database of reliable on-the-ground partners. As they invest in Africa, larger corporations may even use the center to identify companies that can provide services for them, such as helping to meet local content requirements. CCA will also work through the center

to nurture our contacts with business networks already in existence in Africa, such as chambers of commerce. We will also rely on our on-the-ground staff in Nigeria, Ethiopia and South Africa to help us identify reliable partners in sub-Saharan Africa's most populous countries and its largest economies. CCA also looks forward to working closely with chambers of commerce, U.S. government agencies and state economic development offices across the United States, whose support we need to make the business center reach its full potential. To this end, I plan soon to announce the formation of a business center advisory committee, which will consist of both public and private sector representatives. The grant we received in September presents us with both an exciting opportunity and a tremendous challenge. I am convinced that CCA's U.S.-Africa Business Center can be a unifying force in U.S.-Africa two-way investment and trade relations. CCA looks forward to working with all of our partners to make this a reality.



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