

APRIL  
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# The AFRICA e-JOURNAL

FEATURE

## International Partnerships Conference Recap



Mary Nagu

CCA's first International Partnerships Conference (IPC) took place on March 29 - April 1 at the Gran Hotel Bahía del Duque in Tenerife, Canary Islands. The conference, organized in

collaboration with the European Business Council for Africa and the Mediterranean, the Cámara of Santa Cruz de Tenerife, and the governments of Tenerife and the Canary Islands, attracted more than 300 private sector and government leaders from the U.S., Europe, and Africa.

The IPC's plenary and workshop sessions focused on cutting-edge investment sectors in Africa, including information communication technology (ICT), infrastructure and renewable energy. The program drew from Tenerife's role as a geographically and strategically important access point into West African markets, particularly in the ICT and energy sectors. Noteworthy government speakers included Mary Nagu, minister of state for investment and empowerment in the Tanzanian prime minister's office, and Francisca Tatchouop Belobe, minister of economy, commerce and business promotion from Equatorial Guinea. Workshops featured industry leaders and pioneers such as fiber optic cable firm Baharicom and its Africa-Coast-to-Europe project partners, CCA member and conference sponsor Pacific Architects and Engineers and many others. Priority intellectual property rights, financing and business climate issues were also addressed by high-level representatives from the African Development Bank, the World Intellectual Property Organization, CCA member and sponsor PriceWaterhouseCoopers and others.

*Continued on next page...*



## Registration Opens for 2011 AGOA Forum Private Sector/Civil Society Session

CCA, joined by the Zambia Association of Manufacturers and the Lusaka-based Center for Trade Policy and Development, has opened registration for the 2011 AGOA Forum Private Sector/Civil Society Session. The online registration system, as well as complete information about the private sector/civil society session, is available at [www.africancncl.org](http://www.africancncl.org).

The event takes place at the Mulungushi International Conference Centre in Lusaka on June 7-10, 2011, as Zambia hosts the 10th U.S.-sub-Saharan Africa Trade and Economic Cooperation Forum (AGOAF Forum). The forum takes place under the theme "**Enhanced Trade through Increased Competitiveness, Value Addition and Deeper Regional Integration**" and includes four major components: 1) a private sector and civil society session on June 7-8; 2) ministerial meetings involving 38 government delegations from the United States and Africa on June 9-10; 3) an international trade exhibition on June 7-10; and 4) other networking activities sure to be of keen interest to business and civil society leaders.

This year, the private sector and civil society sessions fully combine for the first time, meaning that registered private sector and civil society participants may choose from a wider-than-ever range of breakout sessions. The civil society/private sector program focuses on agribusiness infrastructure; corporate social responsibility; manufacturing; finance; regional integration; technical assistance; competitiveness; the special role African women play in the continent's economic development; and the future

of AGOA. The professionally organized international trade exhibition takes place concurrently with both the private sector/civil society and ministerial meetings.

In another first for an AGOA Forum, private sector/civil society participants this year are able to attend nearly all of the ministerial sessions on June 9-10.

A large U.S. government delegation is expected to be led by Secretary of State Hillary Clinton and Trade Representative Ron Kirk, accompanied by dozens of senior U.S. government officials whose expertise is trade and investment in Africa. African governmental delegations led by trade ministers, foreign ministers and ministers of agriculture are accompanied by a host of senior ministerial officials and business leaders. The ministerial and private sector/civil society sessions draw nearly 2000 private sector, civil society, and government representatives.

As conveners of the private sector/civil society program, the three organizations have worked closely with the civil society and private sector, as well as governments, from the United States and across Africa. The groups voiced their gratitude for support provided by Zambia's Ministry of Commerce, Trade and Industry.

Since its passage into law by the U.S. Congress in 2000, the African Growth and Opportunity Act (AGOAF) has sought to increase trade and investment between the United States and 37 eligible sub-Saharan African countries by providing duty free and quote access to the American market for thousands of products. For more information on AGOA, visit [www.agoaforumzambia.org.zm](http://www.agoaforumzambia.org.zm) and/or [www.agoa.gov](http://www.agoa.gov).

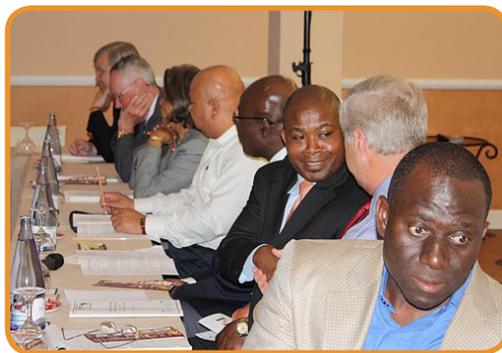
## International Partnerships Conference Recap

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The defining theme of the IPC was its emphasis on international economic cooperation and partnerships, particularly mutually beneficial business-to-business partnerships. This theme was exemplified in two one-day forums that occurred on the margins of the regular conference program. Working in close collaboration with the Prince George's County Economic Development Corporation, CCA's USAID-funded U.S. - Africa Business Center organized a workshop for 10 American SMEs that focused on the nuts and bolts of doing business in Africa and related partnerships with African and European businesses. Immediately following the IPC program, senior representatives from the world's leading Africa-focused and Africa-based business associations attended a meeting convened by CCA. The meeting allowed CCA members, Japanese representatives, EBCAM members, and African partners to engage each other more directly and collaboratively than ever before and push forward several important agenda items.

Offsite excursions to Tenerife's Institute of Technology and Renewable Energy (ITER) and the Port of Santa Cruz of Tenerife offered attendees excellent networking opportunities. Participants learned about exciting innovations in data security, wind and solar power, and port logistics technology, while experiencing Tenerife culture, dance and cuisine.

Based on participant feedback, the IPC helped catalyze new business agreements, relationships and an unprecedented level of U.S.-European-Japanese cooperation with African partners.



## SMEs in Focus at International Partnerships Conference through USABC



During CCA's recent International Partnerships Conference in Tenerife, Canary Islands, eight U.S. small to medium size enterprises (SMEs) were introduced to opportunities on the African continent as part of the USAID-funded U.S.-Africa Business Center (USABC) Small Business Partnerships (SBP) program. SMEs form an important pillar of the USABC program, which seeks to increase two-way trade between the U.S. and Africa for businesses of all sizes.

SBP was designed to encourage U.S. SMEs to explore Africa as a new market and to engage in successful partnerships with private and public sector representatives from North America, Europe, Asia and Africa. Working closely with the Africa Trade Office (ATO) of Prince George's County (Maryland) Economic Development Corporation,

USABC recruited six participant companies, primarily in the ICT sector. Additional participants were identified from among conference registrants. To allay concerns of entering the distant African market, which is chronically plagued by misperceptions, programmatic elements focused on introducing SBP participants to the African continent and its myriad opportunities. Four sessions, interspersed between a luncheon and networking breaks, were led by preeminent Africa specialists who introduced SBP participants to African opportunities and leading economies, revealed common pitfalls to entering the market, and identified the best ways to access the market. The networking luncheon offered attendees the opportunity to interact with CCA member PAE, an established business with extensive experience in Africa that relies on SMEs for technical and niche services.

In addition to the SBP program, attendees had access to the larger conference and targeted matchmaking meetings. USABC worked closely with SBP participants to identify possible partner companies and new business relationships were forged through multiple private meetings. The USABC is working to build on the success of its inaugural event at the upcoming AGOA conference, June 7-10, in Lusaka, Zambia.



*The U.S.-Africa Business Center is made possible by the support of the American people through the United States Agency for International Development (USAID) and by CCA. The contents of this document are the sole responsibility of CCA and do not necessarily reflect the views of USAID or the United States Government.*



## CCA Hosts the Nigerian Investment Forum on Power Sector



Inadequate power supply is a major obstacle to Nigeria's socio-economic development and the country's ability to fully harness its economic potentials. Currently, only 35 percent of Nigerians are connected to the national grid due to low power generation capacity, outmoded transmission and difficulties in distribution. In 2001, power generation dropped from the installed capacity of 5,600MW to an average of 1,750MW, lower than a load demand of 6,000MW and grossly below Nigeria's goal of 40,000MW by 2020.

The Nigerian Government has taken some actions to address the pervasive power outages, which have been a continuing concern. Since 1999, the Government of Nigeria has undertaken reforms of the power sector to address challenges and remove barriers to private sector investment. The Nigerian Government launched an ambitious 10 year and \$35 billion *Privatization Plan and a Power Sector Roadmap* in 2010. The government also created a Presidential Action Committee on Power (PACP) to reduce bureaucratic 'red-tape' and ensure policy consistency. A Presidential Task Force on Power (PTFC) was set up to implement the reform program.

On March 10, 2011, CCA, in collaboration with the Embassy of the Federal Republic

of Nigeria, hosted the Nigerian Investment Forum on Power Sector at the Washington Marriott at Metro Center, and received Professor Barth Nnaji, Special Adviser on Power to the Nigerian President and the Head of the PTFC. Prof Nnaji was accompanied by a large government delegation comprising the Minister of Foreign Affairs, Governor of the Central Bank of Nigeria, Director-General of the Bureau of Public Enterprises and many others. The purpose was to build partnerships between American and Nigerian companies and investors to work towards increasing electrical power generation and supply in Nigeria.

Experts drawn from the private and public spoke in three panels during the event entitled: (a) Privatization and the Regulatory Environment (b) Financing the Power Sector and (c) Power Generation and Prospects for Independent Power Projects in Nigeria.

In his remarks, Central Bank Governor, Mallam Sanusi Lamido Sanusi stressed the importance of the power sector to economic regeneration and job creation, and underscored the Nigerian Government's commitment to finance the sector to address this major challenge to Nigeria's economic growth.

## Zimbabwe Focus of Videoconference and New Working Group

On March 3, CCA held a live videoconference with David Abell, DCM at the U.S. Embassy in Harare, as well as representatives from the Zimbabwean private sector. Abell and others discussed the economic recovery in Zimbabwe since the formation of a power-sharing government in 2008, including 5.7 percent GDP growth in 2009 and 8.1 percent GDP growth in 2010. Most of those gains were in the agriculture and mining sectors, with smaller gains in retail. U.S. exports to Zimbabwe grew sharply over this time as well. The key to this recovery was the dollarization of the economy to combat rampant inflation, which had ranked among the highest in world history. In contrast, inflation in 2010 was a mere 4 percent. While serious risks remain - among them political risk and a large debt burden - Zimbabwe's economic potential is tentatively reemerging. The meeting also served to launch CCA's new Zimbabwe Working Group, which seeks to explore the most appropriate and effective ways for U.S. companies to engage with Zimbabwe. The group plans to convene industry stakeholders, USG officials, and reform-minded leaders in Zimbabwe through a series of meetings on the central legal, political, developmental, and economic issues towards the goal of deriving insights into the path forward for private sector engagement with the country. The group is sponsored by GE.



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## GNPC Gets Set for Oil in Volta Basin

There is every likelihood that oil would pour from the Volta basin in the near future. The Ghana National Petroleum Company (GNPC) says it is currently in talks with prospective companies to open up a new oil province, using data collected from the Volta Basin, where huge deposits of oil and gas exist.

"We are currently in discussions with companies that have submitted proposals on how we can go about this work in a joint-venture manner or speculative manner, where we will take the risk and acquire the data, and we will go out to promote the bloc. They will get their money back by the data that the companies will buy, and we will get the investments in," the Director of Explorations at GNPC, Thomas Manu, told The Chronicle in an exclusive interview.

The Volta Basin is a huge onshore basin that stretches from the Volta Region to some parts of the Northern Region, with a total land area of 103,600 square kilometers, according to energy-pedia report.

Industry experts say oil deposits were first discovered in the Volta Basin as far back as 1960. A group of Russians had gone there to drill for water, when they encountered some signs of hydrocarbons. Since then, the GNPC says lots of investments had been made to acquire more data to aid in the exploration of the black gold.

The Geological Survey Department, with the support of the European Union,



conducted a gravity survey in the Volta Basin, under the mining sector support program in 2008, against the background of an earlier 50 kilometre seismic survey, carried out by a Soviet Survey Geological Team in the Tamale area, that encountered traces of hydrocarbons.

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ZAMBIA - HOME OF VICTORIA FALLS

2011 **AGOA** FORUM:  
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LUSAKA, ZAMBIA, JUNE 7-10, 2011

# South Africa Unveils National Skills Development Strategy III



## entrepreneur's corner

Nearly two and a half million young South Africans are currently out of work and not in school. That is both a social and economic brake on South Africa's development.

Some skills shortages are worse than others of course - read this SABC article on primary school teachers struggling with basic literacy.

In an effort to remedy this, Higher Education and Training Minister Blade Nzimande unveiled the third National Skills and Development Strategy (NSDS III) earlier this year. It looks like a lot of the same, but with a few notable improvements.

This new strategy makes substantive changes in the way State Education and Training Authorities (SETAs) are monitored and evaluated, (to rebuff critiques that many SETAs were fly-by-night operations for quite some time) and also attempts to align skills development more closely with economic and employment needs. Currently, the majority of skills development for South African youth is undertaken at the university level. This neither reaches a sufficient number of people, nor seeds the South African economy with the right types of skills.

What are the right types of skills? Minister Nzimande is glad you asked. The NSDS III makes a provision for research that analyzes the market demand for skills. In Dr. Nzimande's press release, he notes that - "There is currently no institutional mechanism that provides credible information and analysis with regard to the supply and demand for skills".

That might be true - but there is a lot of

educated guess work, and the numbers are staggering.

For example; the South African economy supposedly needs approximately 22,000 chartered accountants, and 13,000 engineers. However, the statistics for high end jobs such as engineers and accountants can be misleading.

As noted by the New Age, for each engineer or accountant, you need three support staff. And then you need many skilled artisans to actually erect the projects once the engineers and accountants have argued over the specs. Thus the skills shortage is far greater at the middle and lower rungs than at the top of the South African economy. Anecdotally, students at South Africa's technical colleges are often convinced to leave before graduating because employers offer high salaries for immediate openings.

Addressing this imbalance will require far greater coordination among SETAs, Further Education and Training Centers, employers, and private skills development organizations.

Currently, Dr. Blade is under fire for allegedly over stepping his authority by unilaterally appointing 21 SETA chairpersons. Hopefully the spotlight will focus attention on the urgent need to implement the NSDS III effectively, and get on with the crucial work of optimizing the South African workforce to drive job creation.

**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**.

# Exploring Agricultural Opportunities in Southern Africa



CCA and the USAID Southern Africa Trade Hub are encouraging U.S. companies' participation in the 2011 NAMPO agricultural trade show in Free State province, South Africa, on May 15-19. The NAMPO agricultural trade show is the largest one in Southern Africa, consistently attracting more than 60,000 participants with 650 exhibitors from across the region. Companies exhibiting range from tractor suppliers, implement manufacturers, agrochemical and fertilizer companies to feed manufacturers and extension services. Also, the financial sector, livestock industry, and agricultural cooperatives will have a significant presence. NAMPO prides itself on giving participants access to practical demonstrations of machinery, allowing for up-close inspection of performance and better decision making on future equipment purchases.

CCA member companies that participate will benefit from meetings with producers, processors, and input suppliers from Southern Africa, as well as potential customers and distributors of agriculture equipment, value-added crops, and processed foods. Also, CCA members will have an opportunity to participate in matchmaking meetings in Johannesburg, South Africa, prior to the trade exhibition.

Apart from the two days at the NAMPO show, CCA members will go to a prominent nearby feed manufacturing facility and participate in the launch of the Southern Africa Soya Alliance. The alliance supports the expansion of small holder soy production, facilitating access to inputs and advancements in science and technology, strengthening market access, and promoting the competitiveness of feed and livestock industries.

CCA staff will be ready to introduce member companies to South African institutions like the National Department of Agriculture, Department of Trade and Industry, Agricultural Research Council, and the Agricultural Business Chamber. Other logistical support can be provided by CCA staff on request.

If your company is interested in more information, please contact Daniel Wolf at [dewolf@afriacncl.org](mailto:dwolf@afriacncl.org).



## CCA Staff Profile: Jed Leonard

In February, Jed Leonard joined the USAID-funded U.S.-Africa Business Center as program manager for Agribusiness. Jed's first exposure to Africa came in high school, when he received a travel fellowship to live and train with Kenya's elite distance runners. His interest in the continent continued through college where he majored in international relations with a regional focus on Africa, receiving honors for his studies. After college, Jed's passion for the continent spurred his decision to join the Peace Corps. Serving for two years in Zambia's Eastern Province as a health volunteer, Jed gained an interest in finding solutions for the largely agrarian local economy. Augmenting his work in health, Jed helped a local business create a maize export microenterprise for the Lusaka and regional markets. After Peace Corps, Jed continued his Africa studies at Thunderbird, School of Global Management, where he received his M.B.A., with a regional focus on Africa.

Jed's recent work at CCA's Agribusiness Working Group Rollout event helped make the event a success and he looks forward to continuing his agribusiness-focused efforts in his new role with USABC.



### *The African Medical & Research Foundation*

Many of the health challenges facing African families can be solved or greatly reduced by creating simple public health interventions. For example, more than 250,000 African women die each year from unnecessary complications related to pregnancy and childbirth. Ensuring that women deliver their babies with a trained health worker dramatically reduces maternal mortality.

With more than 54 years' experience and as the largest African-based health development organization, The African Medical & Research Foundation is uniquely positioned to create effective, sustainable solutions that address the most urgent health needs in Africa. 97 percent of our staff are African.

AMREF places the health of women and children and their families at the center of our work. Using a community-based

approach, AMREF develops solutions that address integrated health issues and bring health care closer to the local population, as well as improve access to health treatment and strengthen prevention through educational outreach. By working closely with local communities and partnering with other health-related NGOs, public and private sector donors, and African Ministries of Health, AMREF ensures that its health projects are relevant and sustainable. In its work AMREF concentrates on Africa's most critical health issues, including: family and reproductive health; improving training of health personnel; HIV/AIDS, tuberculosis, malaria; clinical outreach and laboratory services; providing clean water and sanitation facilities.

AMREF is the only African NGO to receive both the Bill and Melinda Gates Award for Global Health and the Conrad N. Hilton Humanitarian Prize for making a major and lasting impact on health in Africa. For six years in a row, AMREF USA has received Charity Navigator's highest 4-Star designation, recognizing sound fiscal management. AMREF is also BBB-accredited charity.

For more information, visit [www.amrefusa.org](http://www.amrefusa.org) or contact Betsy Kovacs at [kovacs@amrefusa.org](mailto:kovacs@amrefusa.org).



### *Cardno is Committed to Support Africa's Physical, Economic and Social Infrastructure Development*

Cardno creates innovative solutions to improve the physical, economic and social infrastructure which underpins communities around the world. Cardno Emerging Markets USA, Ltd., formerly Emerging Markets Group, Ltd., is part of Cardno's Emerging Markets Division that brings together over 90 years of collective experience and is responsible

for \$750 million in funds under contracts and grants. Cardno's Emerging Markets Division provides specialized professional services associated with the planning, design, implementation, monitoring and evaluation of development programs.

Cardno has extensive experience in Africa having worked in 51 African countries. With representative offices in Dar Es Salaam, Kampala, Lusaka, Maputo and Nairobi, Cardno is currently implementing 46 projects in over 24 African countries. From strengthening the financial sector in Angola, to developing tourism in Namibia and building the capacity of the private health sector in Uganda, Cardno is shaping the future.

For additional information, please contact Katrena Henderson at [Katrena.Henderson@cardnoem.com](mailto:Katrena.Henderson@cardnoem.com).

## CCA: Your Bridge to Doing Business in Africa

For information on member benefits and how to join The Corporate Council on Africa, click [HERE](#).

## GNPC Gets Set for Oil in Volta Basin ...continued from page 4.

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A total of 208 kilometres of 2D seismic have so far been acquired in the Volta

Basin, reports Petroleumafrica.com.

"There is a sign that the basin has potential for commercial accumulation of hydrocarbons, but we need to acquire more data. To bring up this potential, the European Union gave the mining sector some 40 million euro grant.

They've done aero gravity and aero magnetic flying survey over the Voltarian Basin, and acquired the initial reconnaissance data. That data is available to the GNPC. The GNPC is, therefore, going to use that data to plan a reconnaissance programme, because we need to use that data to point to areas where we can do further investigations," said Mr. Manu, in a perky voice, as he spoke to The Chronicle.

He added: "It is when we are able to do further exploration work that we will be able to demonstrate the potential of the oil and gas to investors. At the same time, we will be able to know the value of the basin, so that we know which areas are prospective and which are potentials, so that when you are negotiating with any investor, you know how much to charge.

If you don't know the value of what you've gotten, how do you determine the price? We don't want the situation that at the end of the day, Ghanaians will feel that they've been cheated. We need to go through this painful process."

**To read the conclusion of this article, click [HERE](#).**

*This excerpt 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.*

country desk officers are experts on the commercial, economic and political climates in their assigned countries. They focus on resolving trade complaints and market access issues on behalf of small and large companies, such as: intellectual property and piracy, quotas, standards, customs, transparency and contract sanctity, national treatment, and good governance.

Please contact us if you are encountering any foreign market barriers and we will quickly evaluate and address your concerns. The Office of Africa is here to help! Please contact us at (202) 482-4928 or email us at [laqanda.brown@trade.gov](mailto:laqanda.brown@trade.gov).



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The U.S. Department of Commerce's Market Access and Compliance (MAC) division identifies and overcomes trade barriers, resolves trade policy issues, and ensures that our trading partners fully meet their obligations under our trade agreements. The Office of Africa in MAC focuses on the 48 countries in Sub-Saharan Africa. The Office of Africa's

## Transitions

CCA welcomes new member companies: **Baker & McKenzie; GreenbergTraurig; Oceus Networks; and Schiff Hardin LLP.**

CCA is pleased to announce that **Brittany Clark** has been hired as Special Projects & Events/Marketing Assistant.

## March Events

**3/1:** CCA's U.S.-South Africa Business Forum presents "A Roundtable Discussion with USG on South Africa"

**3/2:** Roundtable discussion with business delegation from South Africa hosted by the South African Department of Trade and Investment

**3/3:** CCA's Zimbabwe Working Group "Live Videoconference with David Abell, DCM at the U.S. Embassy in Zimbabwe followed by an introductory meeting of the new working group"

**3/10:** CCA and The Embassy of Nigeria "Nigeria Investment Forum on Power Sector: Opportunities for American Investors"

**3/17:** SEWOG breakfast "Africa's Year of Elections"

**3/24:** Videoconference with United States Ambassador to Tanzania, Alfonso Lenhardt

## About Us

The Corporate Council on Africa, 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.

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



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 Sunoco, Inc.  
 Sunrock Institute  
 Symbion Power  
 Tetra Tech, Inc.  
 The Africa Channel  
 The Bode Technology Group  
 The Boeing Company  
 The Coca Cola Company  
 The Whitaker Group  
 Toll Remote Logistics  
 TransFarm  
 TravelTalk Media  
 United Bank for Africa Plc.  
 Universal Leaf Tobacco Company  
 United States Soybean Export Council  
 ViaSat  
 Walmart  
 WambiaCapital  
 Whitney, Bradley & Brown, Inc.  
 World Cocoa Foundation  
 Zephyr Management  
 XeoHealth