

The AFRICA e-JOURNAL



President's Message U.S.-Africa Business Summit to Chart CCA's Course for Years to Come

The 2011 CCA U.S.-Africa Business Summit may be the most important Summit we have held to date. It is the eighth in the biennial series and its success may be one of several determinants for an increasing U.S.-Africa economic relationship. It comes, however, at a very challenging time. The global economic picture is anything but optimistic, and few nations will be encouraged to take risks. Although I believe that investment in Africa is less a risk than general public perceptions, the case has yet to be made convincingly to the U.S. public. There are few better places to make that case than at the CCA U.S.-Africa Business Summit in Washington, D.C., October 5-7, 2011.

We believe our membership has developed a program that focuses on the most important business issues in seven different sectors vital to U.S.-Africa trade and investment. We are also putting in the final touches for outstanding plenaries, as well as opening and closing events. What is different about this Summit from all previous ones, is that the results of every workshop and plenary is intended to set the direction for CCA for the next two years.

In that regard, the events in the eight days leading up to the Summit are no less important. On October 4, we will be hosting two important parallel conferences. One is a very unique Energy/Power Ministerial-private sector conference, also 'by-invitation-only', bringing together key Power Ministers from selected African countries with U.S. Power companies, such as CCA members AES, General Electric, Symbion, Hyperdynamics and many others including non-CCA members. We are organizing this conference in cooperation with the U.S. Department of State and the U.S. Department of Energy. Our goal is to engage U.S. power companies more actively throughout

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FEATURE

CCA Hosts Chinese Delegation to Discuss U.S.-China Cooperation in Africa

China's ascendance as a prime trading partner and investor in Africa has altered the economic landscape of the continent and opened new avenues for both competition and cooperation between American and Chinese firms. To explore how and where the U.S. and China might deepen cooperation in Africa, CCA hosted a delegation organized under the auspices of the Chinese Economic and Social Council (CESC). From July 10 - 17, the group visited Chicago, St. Louis, Washington, D.C., and New York City, where they held a series of discussions with CCA members, policy makers and academics, and visited research facilities. The delegation was led by Dr. Annie Wu, standing committee member of the National Committee of the Chinese People's Consultative Conference. She was accompanied by senior delegates from the state owned construction company Sino-Hydro, the Chinese Academy of Social Sciences, the China Africa Technological Cooperation

Committee, and other members of the CESC.

The visit was exploratory in nature, focusing on both the challenges and opportunities for deepening cooperation in Africa. In Chicago and St. Louis, conversation focused on agricultural technology, and how high-tech U.S. agriculture might figure in future Sino-American collaboration. In Washington, D.C., and New York City, CCA hosted a number of events, including a well-attended panel discussion organized with the Center for Strategic and International Studies, and a dinner at CCA's offices. The events brought together some of the most prominent private and public sector thinkers on the trilateral relationship between the U.S., China, and Africa. In the fourth quarter of 2011, CCA tentatively plans to send a return delegation to China to continue discussions on ideas generated during the July visit.

While the popular dialogue on China's

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OCTOBER 5-7, 2011
WASHINGTON, DC





Ambassador Briefs CCA Members on USG Priorities

On July 18, CCA members were briefed by Ambassador Mary Yates, who at the time was special assistant to President Obama and senior director for African affairs at the National Security Council (NSC). Immediately before joining the NSC, Yates had served as deputy to the commander for civil-military activities at the United States Africa Command (AFRICOM). She also previously served as U.S. ambassador to Ghana and Burundi. Yates briefed a standing-room only crowd about White House priorities and plans in Africa. Somalia and Sudan featured prominently in Yates' remarks as Somalia confronts a severe famine and Sudan wrestles with the ramifications of South Sudan's independence. Yates stressed the importance of the private sector to U.S.-Africa relations and engagement, and reiterated the administration's commitment to working with and for the private sector in Africa. Along those lines, CCA members were given the opportunity to ask questions and offer ideas to Yates, who promised to take many of them back with her to explore in greater depth.

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rise in Africa often portrays the US-Sino relationship as one characterized purely by competition, cooperation often defines the reality on the ground. As was underscored during meetings with CCA members, American and Chinese interests already work together in a number of sectors in Africa. For example, American engines power many Chinese generators and other

heavy equipment, while Chinese parts are often involved in U.S. renewable energy projects. U.S. funds also help equip Chinese participation in UN peacekeeping missions in Africa. CCA hopes that the discussions held in July will help build mutual understanding and facilitate increased trade and investment in Africa.



Diaspora Increasingly Recognized as Catalyst for Growth in Africa



Many development experts associate economic growth and the rise of an African middle class with African diaspora communities around the world and, specifically, investments made by them back in their home countries. For the purposes of this article, the African diaspora is defined as the movement of Africans to places throughout the world, where they pursue education, employment and better living for themselves as well as their children. The largest concentrations of the African diaspora are found in North America, Europe, and the Middle East. According to the UN's Office of the

Special Adviser on Africa, remittances from Africans working abroad in the period 2000-2003 averaged about \$17 billion, rising to around \$40 billion in 2008. This amount easily surpasses foreign aid. Seen as an agent of positive change and contributing up to 2.9 percent of the continent's total GDP per annum, the African diaspora has officially been dubbed the sixth region of Africa by the African Union Commission.

The international community, including governments, multi-lateral organizations, and international development institutions, have refocused their "Africa" efforts/ approach to align themselves with this phenomenon. In the United States, the Secretary of State's Office of Global Partnerships, in collaboration with the United States Agency for International Development (USAID) and the Migration

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Diaspora Quick Facts

The African diaspora constitutes 5% of the black population in the U.S.

African immigrants represent 6% of the immigrant population in the U.S.

50% of the African diaspora have bachelors or advanced degrees, compared to 23% of native born Americans

Nigeria, Ethiopia, Ghana, South Africa, and Sierra Leone constitute the largest diaspora groups in the U.S.

Bank of Ghana recently counted \$2 billion in contributions from U.S. and Europe-based Ghanaians

Policy Institute (MPI), organized an action-oriented Global Diaspora Forum that aims to do the following:

1. Recognize and celebrate the contribution of diaspora communities to America's relationship with their countries of origin or ancestry
2. Foster diaspora-centric partnership models
3. Encourage intra-diaspora collaboration and learning

USAID, in partnership with Western Union, has the African Diaspora Market Place (ADM), a business plan competition that supports the entrepreneurial spirit and resources of the U.S.-based African diaspora. ADM promotes economic development in Sub-Saharan Africa by facilitating diaspora direct investment in viable small and medium enterprises. Finalists are chosen based on their business ideas and proposal, without regard to the sub-Saharan African country of implementation. ADM winners will sign a project contract that outlines a milestone and disbursement schedule for the award grant. Grant payments are in accordance to the milestones specified in the winner's proposal. Each project receives technical assistance and is monitored for a period of up to 18 month. The performance and lessons learned of the projects are then disseminated to the broader diaspora business and development communities. On Capitol Hill, Congressman Bobby

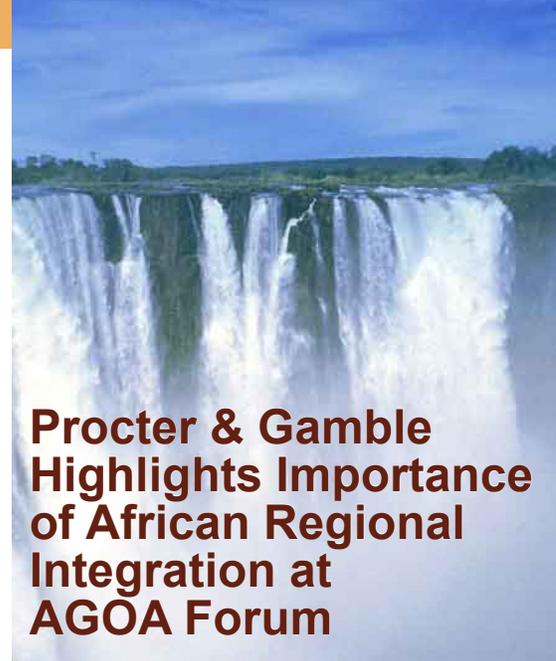
L. Rush (D-IL) has introduced "The African Investment and Diaspora Act of 2011" (AIDA), a bill designed to further strengthen the trade relationship between the United States and Africa by tapping into the African diaspora community. The bill embraces the idea of helping U.S.-based Africans to actively participate in the economic development of their countries.

The World Bank's African Diaspora Program aims to implement and leverage partnerships with African governments, the African Union Commission, others involved in development, all in an effort to provide financial and technical support in developing and implementing national diaspora engagement policy frameworks.

Lastly, many governments in Africa and Europe have designated specific ministries to manage African diaspora issues, including relations between members of the diaspora and their home countries.



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.



Procter & Gamble Highlights Importance of African Regional Integration at AGOA Forum

ZAMBIA - HOME OF VICTORIA FALLS

2011 AGOA FORUM: PRIVATE SECTOR/CIVIL SOCIETY SESSION LUSAKA, ZAMBIA, JUNE 7-10, 2011

The 2011 AGOA Forum took place on June 7-10, 2011, in Lusaka, Zambia. CCA played the lead private sector role in organizing the joint private sector/civil society session, which included a day-long program of plenary and breakout discussions on a wide range of trade-related topics, as well as an international trade exhibition. The forum attracted more than 1500 participants, including a large American private sector contingent. provided an excellent opportunity to focus attention on the critical importance of regional integration to the future economic development of the African continent. CCA Member Procter & Gamble (P&G) was a proud sponsor of the private sector/civil society session and found considerable value in participating – both in terms of advancing policy, but also in the numerous contacts that were made with so many African leaders drawn to the event.

P&G's South East African General Manager Stanislav Vecera presented at the session on regional integration and stated, "Global businesses are focusing on Africa as the continent of the future, but import duties hinder intra-African trade and make market expansion on the continent difficult. Greater regional integration among the existing trade zones would facilitate faster economic growth."

P&G first entered the African market as a manufacturer and distributor more than 50 years ago and currently produces its consumer goods in Egypt, Morocco, Nigeria, and South Africa. Its Ariel®, Always®, Crest®, Gillette®, Pampers®, Pantene®, and Vicks® brands are sold in nearly 20 African countries.



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New Trade Promotion and Commercial Affairs Coordinator Named by State Department

Jim Wilson assumed the position of senior coordinator for trade promotion and commercial affairs at the State Department's Bureau of African Affairs on August 1. He will serve as the Africa Bureau's principal point of contact on trade promotion and commercial issues in Sub-Saharan Africa for the U.S. private sector, American Ambassadors and their embassy teams, African embassies in Washington, and African private businesses. Jim will provide programmatic support of the African Growth and Opportunity Act. He succeeds Ada Adler.

Jim brings broad international experience to this position having worked as a foreign service officer at both State and Commerce. He served as commercial counselor at U.S. embassies in Poland, Spain, Argentina, Turkey and Kenya. Washington assignments included a detail at the Office of the U.S. Trade Representative as director for South American affairs and at the Commerce Department as regional director for Europe and as the director of the Office of Energy, Infrastructure and Industrial Machinery.

Wilson graduated from Swarthmore College with a degree in International Relations and Economics. He was born and raised in suburban Philadelphia.

He has already had multiple meetings with CCA leadership and he looks forward to getting to know CCA members at the upcoming U.S.-Africa Business Summit. If you would like Jim's contact information, feel free to send a request to

cca@africancl.org.



NAMPO Participants Estimate Deals of up to \$29 Million

In providing feedback on their experience, the 52 delegates that participated in the 2011 NAMPO Harvest Day agricultural show in May, estimate that a total of up to \$29 million in deals could be realized as a result of their participation. SATH coordinated regional participation from Zimbabwe, Zambia, Malawi and Mozambique.

Most of the deals involve irrigation equipment, inputs such as fertilizer, farming equipment (tractors), storage and grain handling equipment, farm fencing, implements, processing and animal feed manufacturing equipment.

Increasing trade capacity of regional value chains is often complemented by the ability of firms to effectively use trade shows to explore new markets as well as access information on markets, technologies and trends within an economic block or region. Partnering with local service providers in each of the countries, SATH provided training to participants prior to the show as well as continuous support during the show to ensure that they extract maximum benefit from their participation.

Bringing willing participants who are able to cost share and see benefits with meeting suppliers and see new opportunities helps in increasing trade

between various actors in any regional value chain.

SATH's strategy is to initiate enough interest to compel firms in the region to respond in a market driven way. The value of the NAMPO participation provided opportunities for participants to generate trade transactions at the trade show. It also provided greater exposures for participants to relevant business partners and enhanced the potential for future transactions.

The USAID Southern Africa Trade Hub (SATH) aims to increase international competitiveness, intra-regional trade, and food security in the Southern African Development Community region. Starting in September 2010, SATH began delivering targeted technical assistance to governments, the private sector, and civil society organizations in support of advancing regional integration and increasing the trade capacity of selected value chains within Southern Africa.



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Integration Process Fueling SMEs Growth

The dream of East Africa becoming one market and a formidable economy is slowly being realised, a new survey indicates.

According to a survey by Synovate, a consumer market research firm, about 73 percent of Tanzania's top 100 small and medium-size firms (SMEs) believe the integration process has contributed to the growth of their businesses.

Unveiling the survey findings at the first-ever award ceremony for top 100 mid-size companies, held over the weekend in Dar es Salaam, KPMG country leader Mr. David Gachewa said the result showed that a score of SMEs had identified and seized emerging opportunities in the regional market.

The East African Common Market Protocol came into force on July 1, 2010, bringing prospects for a single block of nearly 130 million people.

According to the survey, "About 51 percent of companies that participated in the survey strongly supports the integration, about 40 percent supports it to a small extent, and about nine percent hates it."

The Top 100 Mid-Size company survey was launched for the first time in December last year. It indicates that 60 percent of the top companies among those surveyed had been in business for over a decade, while only ten percent of them had been operational for five years.

The survey, which is a brainchild of audit firm KPMG and *The Citizen*, ranked Tanzania's businesses with a turnover of between Sh1 billion and Sh20 billion--based on profitability, liquidity, return on equity and level of indebtedness, among other performance indicators.

"This is one of those surveys which are professionally run we feel very proud to be recognized for what we are contributing to this economy," said Mr. Patrick Karimi, the KK Security general manager, whose company emerged fourth.

On business confidence, a majority of the SMEs were optimistic for higher growth in

future; however, only 36 percent of them felt that the economy had improved over the past six months.

The integration process of East Africa's five economies has deepened in the past six years with the coming into force of the Common External Tariff that reduced to zero the tariff barriers to trade among member states.

"We must demonstrate that we have the capacity, first to absorb the investment and, second, to demonstrate that we are competitive enough to deliver high value returns," said Mr. Gachewa.

The establishment of a common market that allows free movement of goods, capital and labour across the region is expected to continuously deepen SMEs foray into neighboring economies, and add impetus to their growth in the medium term.

The theme for this year's survey was "One market, more growth opportunities." Commenting on the theme, the managing director of Mwananchi Communications Limited, Mr. Sam Shollei, said it was apt at a time when East Africans were trying to re-awaken and work together to expand the market space, and make the region more competitive via larger economies of scale.

"Before the common market, we had companies in Tanzania looking only to markets within the country; now businesses can plan to reach markets in Kenya, Uganda, Rwanda and Burundi," he noted. "We hope that soon the markets of Southern Sudan and the massive markets of the larger population in Ethiopia and Congo will join East Africans to create a formidable economic block."

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.



CCA Staff Profile: Sonia Mfasoni

Sonia Mfasoni serves as small/medium business linkages program manager for CCA's USAID-funded U.S.-Africa Business Center. She first joined CCA as an intern in 2008, working closely with the human resources director on the revamping/updating the employee handbook as well as other administrative projects. In late 2009, she joined the Special Events and Projects team working on projects ranging from the organization of briefings, luncheons and conferences involving African heads of state as well as other key stakeholders Africa development arena. With the awarding by USAID of the U.S.-Africa Business Center grant to CCA in October 2010, Sonia joined the Business Center team and worked to establish the project's goals and workplan before transitioning into the role of SME linkages program manager. In this capacity, she works closely with American small and medium size enterprises eager to explore business opportunities in Africa. Sonia has already successfully introduced a number of American SMEs to the African market through facilitating business meetings with larger companies already doing business in Africa and with African business partners. She also enthusiastically manages the Business Center's engagement with women-owned and diaspora-owned SMEs.

Sonia spent most of her time growing up between Burundi and Ethiopia. She holds a Bachelors of Science degree in psychology, with an international relations minor, from Slippery Rock University of Pennsylvania. After a temporary stint working in human resources at Erickson Living, she received a dual graduate degree Human Resources Management and Organizational Behavior from the University of Maryland.

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Member Profiles



Novel Group was founded in 1999 with the creation of Novel Commodities, a company active in trading and supply chain management primarily in rice, sugar, coffee and cocoa, in and out of Africa, with an annual turnover in excess of one billion USD. Its main shareholders are of African origin and have a deep commitment to the sustainable and profitable growth of the group's activities in Africa. The Group's headquarters are in Geneva, Switzerland and local offices are present in Senegal, Liberia, Sierra-Leone, Côte-d'Ivoire, Ghana, Nigeria and Cameroun as well as rep. offices in Thailand and Vietnam.

Recently, the Group has moved upstream into production and is developing several agro-industrial projects in the rice, cocoa and sugar sectors through the creation of Novel Management Service (NMS). NMS is the entity responsible for initiating and managing the Group's projects and

has partnered with the Schaffer Group and Louisiana State University on the project development and technical side. The Group's main projects today are rice cultivation and milling in Nigeria and Guinea, sugar cane plantation and processing in Ghana and cocoa cultivation and transformation in Sierra-Leone, Liberia and Nigeria. Poultry production projects in Ghana and Angola are also being developed, as are a number of smaller projects, such as ones focused on storage and logistics in the countries where Novel Group operates.

The Novel Group's vision is to be a world class, African oriented, integrated agribusiness. The Group's projects are firmly grounded in public-private partnerships, with a view to fully integrating the rural communities into the Group's investments. All projects conform to the following principals:

1. Be profitable,
 2. Be environmentally sustainable,
 3. Ensure the local populations direct benefits,
 4. Contribute to local employment and minimize rural exodus and
 5. Operate in an ethical and law abiding manner.
- The Group CEO is Mr. Njack Kane. Inquiries may be directed to either Mr. Conrad Creffield, CEO, Novel Management Services at conrad.creffield@novelms.com or Dr. Mima Nedelcovych, advisor to the CEO, at miman@africaglobal.com.



Star Building Systems was formed in 1927 to meet the needs of oil drillers in the historic Oklahoma City, Oklahoma oil boom. Today, they are a leader in the custom metal building industry with a reputation for performance and quality. Star Building Systems is a division of the NCI Corporation, which is traded on the New York Stock Exchange as NCS.

Star's commitment to Africa includes increasing partnerships to expand the availability of cost efficient, long-life building solutions across the continent. Star has a growing dealer network over 1000 strong including several in Africa. Star buildings can be used for manufacturing, agricultural applications

such as grain storage or livestock confinement, schools, clinics, retail shops and offices; buildings that can improve the quality of life and benefit local economies.

Star prides itself on maintaining state-of-the-art, computerized processing systems in all phases of design, drafting and manufacturing. All the parts for a complete building including roof, walls, framing, doors, windows, and ventilators are loaded into containers for the trip to the jobsite anywhere in the world. On arrival the building is assembled with bolts and screws with no welding or cutting required.

With more than 80 years of experience and 300,000 buildings in service worldwide, Star Building Systems is well positioned to partner with African businesses, government and individuals to meet to growing demand for economical, quality buildings. Star has been exporting building systems for over 30 years into over 100 different countries. Recent awards include the 2008 Governor's Award for Excellence in Exporting and the U.S. Commercial Service's Export Achievement Certificate.

More information about Star Building Systems can be found at www.starbuildings.com.

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

Africa. A follow-up mission to four countries in Africa will be led by Assistant Secretary of State Carson in November.

That same day we will be convening our first major event under the auspices of CCA's U.S.-Africa Business Center. We expect about one hundred fifty businesses, primarily but not exclusively SMEs to explore partnerships with African businesses. African women entrepreneurs will also be included as they seek U.S. partners. If you are serious about doing business in Africa, you will need a partner. This is a great way to begin a good search for a reliable partner.

On October 5, we will be offering to Summit participants at no additional cost, four different "Doing Business" seminars. The seminars will be on doing business in Ethiopia, Ghana, Nigeria and Zimbabwe. These are at the requests of the countries themselves, although I do need to note that the Zimbabwe seminar comes at

the request of the Zimbabwean business community, particularly the American Business Council of Zimbabwe and not the Government of Zimbabwe. There are a great many opportunities in Zimbabwe, providing the right partner can be found. This is one of the best opportunities to do so. Ghana represents one of the most open markets in Africa, and Ethiopia is the second largest market, although far more challenging. Nigeria is without question Africa's largest market and has an increasingly dynamic economy. We believe these will be unique opportunities for many. In each case, there will be sizeable delegations from the countries themselves, again providing real partnership opportunities.

As I said, this is one of American business best opportunities to get back in the game in Africa. Our economic interests are served best if we do. So, too, are those of Africa.

July Events

7/12: Vice President, Business Development Director, U.S.-Africa Business Center, Tim McCoy, speaks at the "Promising African Emerging Market: What You Must Know 1-2-3" session at the Indiana Black Expo Summer Celebration

7/14: "U.S.-China Engagement in Africa: Prospects for Cooperation" presented by CSIS and moderated by CCA's President and CEO, Stephen Hayes

7/18: SEWOG briefing by Ambassador Mary Yates

7/28: "Breakfast for Four Francophone African Presidents" Yayi Boni of Benin, Alpha Conde of Guinea, Mahamadou Issoufou of Niger and Alassane Ouattara of Ivory Coast.



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TRADE
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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

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 laqaunda.brown@trade.gov.

Transitions

CCA welcomes new member companies **Africa Harvest** and **Capitol Office Solutions**. CCA is happy to announce the addition of two new staff members: Summit Communications Consultant/Manager, **Barbara Fallon**; and East African Program Consultant/Manager, **Aoko Samson**.



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.



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- Toll Remote Logistics
- TransFarmAfrica
- United Bank for Africa Plc.
- Universal Leaf Tobacco Company
- United States Soybean Export Council
- Vanco Exploration Company
- ViaSat
- Walmart
- WambiaCapital
- Whitney, Bradley & Brown, Inc.
- World Cocoa Foundation
- XeoHealth
- Zephyr Management

*As of 8/15/11