

The AFRICA e-JOURNAL



President's Message

As we approach the conclusion of ACCA's Eighth Biennial U.S.-Africa Business Summit, and lay out plans for the future, I am constantly made aware of how difficult change can be. It requires an incredible amount of work for an idea to reach the tipping point, that figurative place where the momentum of an idea becomes so powerful that it cannot be turned back by even the greatest forces of the status quo.

That Africa matters is one such idea. For some it is a mantra, for some the expression of an emotional vision of a continent from which their ancestors were violently wrested. For others it is part of an ideological commitment to any number of causes. For still others, Africa is a source of income, whether from the continent's mineral wealth or through myriad forms of trade.

For me, it is absolutely clear that Africa matters, perhaps more than any other geographical location on this shrinking planet. If we are to feed a growing planet, Africa matters. We cannot feed the future without Africa. Most of the world's unused agricultural land rests on the African continent. We cannot provide water for the thirsty without Africa. The volume of water in the rivers of Africa is greater than any other continent.

Neither can we maintain a global economic system dependent upon growth to supply jobs without Africa. Africa is the largest untapped marketplace in the world and will soon have its largest workforce. Whether this economic system as it is should be maintained is another question. It exists and now we are locked into its preservation, lest it collapse and bring down all who depend on it.

How Africa develops matters to the world. How can we continue to emit so much carbon into atmosphere, as is done by the United States and Europe, and expect to have a liveable planet? The course of that development, hopefully with new technologies and alternative forms of energy, will determine whether we turn the tide of global warming and environmental degradation. Africa is not yet locked into the energy systems of the past. It, more

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U.S.-AFRICA
BUSINESS SUMMIT
2011



FEATURE

2011 U.S.-Africa Business Summit Showcases Huge Opportunities in Africa

The African continent continues to show the world how to grow economically during one of the toughest global downturns in decades. To advance trade and investment flows globally into Africa, CCA convenes the 8th Biennial U.S.-Africa Business Summit in Washington, D.C., on Oct. 5-7, 2011. Over more than a decade, the Summit has established itself as the premier event in the United States for finding and building partnerships with government and business leaders from the U.S. and Africa, as well as from Europe, Canada and Japan.

"The nations of Africa are experiencing one of the greatest booms in business in their history, and the Summit showcases these investment opportunities," said Stephen Hayes, CCA's President and CEO. "The future of Africa is tied to the level of investment going into Africa, the last great frontier in the world for new investment and development."

The summit includes more than 32 workshops and plenary sessions, a trade expo and "The Vault", which connects projects and entrepreneurs with sources of funding, and a business-to-business matchmaking program. All of these activities highlight Africa's most promising sectors, including agribusiness,

infrastructure, energy, health, power and security.

Some of the notable speakers at the summit include **Elizabeth Littlefield**, President & CEO, Overseas Private Investment Corp (OPIC); **Hanna Tetteh**, Minister of Trade & Industry, Ghana; **Joe Oteng-Adjei**, Minister of Energy, Ghana; **Hage Geingob**, Minister of Trade & Industry, Namibia; **Bart Nnaji**, Minister of Power, Nigeria; **Akin Adesina**, Minister of Agriculture and Rural Development, Nigeria; **Erastus Mwencha**, Deputy Chairperson, African Union Commission; and **Susan Mboya**, Group Director Eurasia & Africa, Coca Cola.

Summit attendees enjoy truly rare opportunities to network with key African and U.S. private sector and government representatives, identify specific growth areas and hear detailed information about projects that are ripe for investment. Additionally, they learn about the latest financing options for projects in Africa.

CCA also offers an array of country-specific Doing Business Forums, which delve into the trade and investment opportunities offered by individual countries. These forums begin with Kenya on the evening of October 4, and continue

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USAID Africa Infrastructure Program Projects

The Africa Infrastructure Program (AIP) provides capacity building and late-stage transactional services on clean and conventional energy projects to regional economic communities, host country governments, and private project developers in Sub-Saharan Africa.

This program commenced in September 2008 and is expected to add at least 1 Gigawatt of new generation capacity and leverage more than \$1 billion in new investment in a region where less than 28 percent of the population has access to commercial energy. AIP operates in cooperation with USAID African regional and bilateral missions and is a significant factor in USAID's global climate change efforts.

AIP has completed activities in Nigeria and Kenya and is currently providing services to several renewable and conventional energy projects in Cameroon, Ghana, Nigeria, Mozambique, Namibia, Kenya, South Africa, Lesotho, and Rwanda. In addition to several regional programs AIP supports clean electric sector capacity building throughout Africa.

Discussions are under way on future potential AIP projects in Malawi, Zambia, Senegal, Uganda and Ethiopia, as well as on regional levels in East, West and Southern Africa Regions.

For more information on AIP, which is implemented by Nexant, Inc., as well as contact information for the AIP director, feel free to send a request to cca@afriacncl.org.



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on October 5 with Nigeria, Zimbabwe, Ethiopia and Ghana. A session on opportunities in Africa for American and African small businesses also takes place on October 4 and is organized under the auspices of CCA's USAID-funded U.S.-Africa Business Center.

Despite the current global economic downturn, African countries continue to experience above average growth and higher levels of investment across a diverse portfolio of industries. The International Monetary Fund estimates that gross domestic product in the 47 countries of sub-Saharan Africa rose 5 percent last year and forecasts growth of 5.5 percent in 2011. Hayes noted that global investment is beginning to pour into parts of Africa in amounts unimagined a decade ago. "The summit connects U.S. business leaders with African business leaders, resulting in substantial new trade and investment."

U.S. Secretary of State Hillary Clinton noted at the 2009 Summit, "Today the question for all of us who care about the future of Africa is: What can be done to sustain and deepen the democratic and economic transformation that is now underway?"

Thirty-two corporations and media organizations have signed on as summit sponsors.



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SME Success Story for Roeslein & Associates



Benefitting from the U.S. Trade and Development Agency's (USTDA) commercially-focused foreign assistance program, Roeslein and Associates of St. Louis, Missouri, is a definitive example of small business coordinating with U.S. government programs for commercial success in Africa.

Working with Roeslein and its subsidiary, Integrated Manufacturing Technologies

(IMT), USTDA funded the early investment analysis on the establishment of a new local can manufacturing capacity in Nigeria utilizing U.S.-manufactured equipment. Based on a positive recommendation and the entrepreneurial spirit of the management of Roeslein, the company successfully shipped the constructed can assembly line. USTDA supported the project with an original grant of \$251,080 that funded a study, carried out by Roeslein, which established the viability of developing a two-piece aluminum can manufacturing facility in Lagos State, Nigeria. The results of the study were used to attract an investor to the project, GZ



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Industries, and to secure a loan guarantee from the Export-Import Bank of the United States valued at \$26.4 million.

Not long after, Roeslein completed the engineering design for the project and was awarded a \$30 million contract to furnish the equipment and to supply its modular system. IMT manufactured the modular system, finished the manufacturing line and shipped the products to Nigeria for assembly.

Emboldened by its initial foray into Nigeria, Roeslein has implemented other successful projects on the continent. In Angola, Roeslein oversaw the establishment of a two-piece greenfield steel can line for NamPak – BevCan, a Johannesburg, South Africa-based company. Similarly, in Egypt and Morocco, Roeslein established steel can lines and aluminum can plants, respectively. Branching out from a traditional focus on can manufacturing, Roeslein now also produces plants for the corn ethanol and biomass industries and continues to explore opportunities in Africa.

For more information on USTDA and its economic development projects in Africa and around the world, visit www.ustda.gov.



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. usabc@africancl.org



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Southern Africa Trade Hub Assists in DRC Joining SADC Trade Protocol



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The SADC Protocol on Trade provided for the establishment of a Free Trade Area (FTA) in 2008 through the elimination of tariff and non-tariff barriers to trade. Of the 15 SADC member states, 12 are already participating in the FTA, while Angola, the Democratic Republic of the Congo (DRC), and the Seychelles have yet to join the protocol. In conjunction with a request from the DRC, the Southern Africa Trade Hub (SATH) has held consultations with key DRC stakeholders about the possibility of their country joining the SADC Protocol on Trade. A SATH team visited DRC to begin a process that will include training programs and development of a roadmap for DRC accession to the protocol. The SATH team met with public and private stakeholders in the DRC, including the Ministry of Trade and Commerce; Customs; the National Agency for Investment Promotion; Standards Bureau; Chamber of Commerce; Ministry of Agriculture; Federation of DRC industries; and the Ministry of Transport. The SATH team recorded a variety of perspectives, some of which were informed by DRC's participation in a range of trade-related regional initiatives, including SADC Trade Protocol, the COMESA FTA and Customs Union, and the EAC-SADC-COMESA Tripartite FTA initiative. Based on its mission, the SATH team will undertake an analysis to determine the economic impact of the DRC joining the SADC FTA. The final report will be presented at workshops in DRC scheduled for October.



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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. CCA is a member of the consortium currently managing SATH and related activities.



Africa's New Middle Class Lures Investment

For too long, the story of Africa has been about government corruption, war and disease. Economic news was also bad. From 1975 to 1995, the continent was mired in negative growth, indebtedness and hyperinflation.

Now that story is changing. During the past 10 years, six of the world's fastest-growing economies have been in sub-Saharan Africa, according to the Economist magazine. Over the next five years, the Democratic Republic of the Congo, Ethiopia, Ghana, Mozambique, Nigeria, Tanzania and Zambia may grow at an average of 7.2 percent annually, the Economist says.

Over this period, the average African economy will outpace its counterpart in Asia. Africa has become an important emerging market and, compared with other regions, it has a relatively high rate of return on investments.

In many countries, political reform has accompanied economic growth, allowing local entrepreneurs to thrive. By 2030, Africa's new middle class - more than 300 million strong - will spend U.S. \$2.2 trillion a year, which amounts to about three percent of worldwide consumption, according to the African Development Bank.

China is one of many nations that have taken notice. Its companies are doing business in each of Africa's 54 countries. Trade between China and Africa will almost triple to \$300 billion by 2015, according to Standard Bank of South Africa.

Companies from India and Brazil are likewise pursuing commercial opportunities across the continent. The European Union is aggressively negotiating agreements that will give EU businesses access to African markets as well.

U.S. companies have been slow, however, to recognize Africa's potential.

The last time a U.S. commerce secretary visited the region was in 2002, when Donald Evans was there. Secretary of State Hillary Clinton led a large delegation in June to the 10th African Growth and Opportunity Act forum in Lusaka, Zambia, in an effort to deepen U.S. commercial relations.

Although troubling news of election rigging and civil war continues to be reported from places such as Somalia, Sudan and Zimbabwe, many other countries are experiencing improved government accountability. In 1989, only three sub-Saharan nations qualified as democracies, according to Freedom House, a nonprofit institution that assesses the state of governance around the world. By 2008, there were 23. This

year, 19 African countries will hold national elections.

The majority of African governments have developed strategies to reduce poverty, and this has led to improvements in public health and education. Business leaders and civil society organizations, among others, are contributing to a new spirit of debate and tolerance.

To read the conclusion of this article written by CCA member Witney Schneidman, click [HERE](#).

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The Coca-Cola Company Invests \$30 million in Community Water Projects in Africa

After supporting sustainable water management for years, CCA member The Coca-Cola Company (TCCC) boosted its investment in Africa with its US \$30 million Replenish Africa Initiative, or RAIN, to improve lives and foster economic opportunities in Africa. The program's goal of providing clean water and sanitation to 2 million people by 2015 underscores TCCC's capacity and will to invest in Africa while becoming a fully water-sustainable company.

Water scarcity pushes a billion people to the edge of existence, and as the poorest regions of the world struggle to deal with stress on insufficient water sources, the threat of a global water crisis looms. For 300 million people living in Africa, the lack of clean drinking water poses a daily threat to life, while half the continent lacks access to sanitation infrastructure. Businesses have a clear role and motivation to find solutions to water stress, but the most effective solutions to water supply and quality problems are ones that bring together non-profits, government, and businesses.

The Coca-Cola Company is intensely focused on water stewardship, and has sought the aid of world-caliber partners to improve the efficiency of its own water use, conserve the freshwater sources most important to the communities in which it operates, replenish or offset as much water as it uses, and increase the availability of clean drinking water.

The Coca-Cola Africa Foundation has been involved in community water programs since 2005. Its water projects

emerged from partnerships with USAID, local governments, and civic communities, to provide household water connections, develop water and sanitation infrastructure in schools, and educate communities in water management to reach over 300,000 people across Africa.



Coca-Cola's water programs continued to develop in cross-sector partnerships with The Nature Conservancy and WWF. They developed models and the technology needed to determine how their business operations affected the ecosystems they are in, methods to reduce impact and replenish water, and models to quantify the benefit their projects provide.

In 2009 TCCC announced its Replenish Africa Initiative, or RAIN, which serves as the umbrella program for all of TCCAF's

initiatives. Backed by a six-year, \$30 million dollar commitment by The Coca-Cola Company, in partnership with other donors, RAIN is launching water access projects across Africa that tie into the company's larger water stewardship goal of returning to communities and to nature an amount of water equivalent to what they use in all of their beverages and production.

Water scarcity in Africa will increase in the future as surging populations add to growing and competing demands on water in areas with weak governance and poor water management practices. On the other hand, leaders such as TCCC have established a model that can turn the tide by collaborating with civil society, government, and non-governmental organizations. They are empowering community stakeholders from the beginning of projects through completion, restoring nature's capacity to sustainably support the needs of those communities as they grow, and laying the economic foundation for the people to prosper from their natural assets long into the future.

The Coca-Cola Company is a member of International Conservation Caucus Foundation's Conservation Council, the strongest collaboration of public and private sector representatives dedicated to international conservation. ICCF, also a CCA member, achieves top-down conservation solutions by uniting corporate leaders, NGOs, and policymakers with a common agenda and promotes sustainable resource utilization around the globe.

Boeing Delivers First 777-200LR to Air Austral

CCA member Boeing delivered to Reunion Island-based Air Austral its first Boeing 777-200LR at a ceremony on August 26, 2011.

As one of the newest members of the 777 family, the 777-200LR has the capability to connect non-stop virtually any two cities in the world. Air Austral's 777-200LR will enable the airline to fly non-stop from Mayotte, a French Department north of Madagascar, to Paris.

"Boeing's 777-200LR will provide exceptional value to our airline," said Gérard Ethève, Air Austral's president and CEO. "The airplane has superior takeoff capabilities including takeoffs from short runways with maximum payload. We are confident that the addition of the 777-200LR to Air Austral's fleet will result in improved operating economics and increased efficiencies as well as optimize customer satisfaction. Its commonality with the 777-300ER is a great advantage in terms of managing operating and service costs."

Air Austral currently operates a fleet of six 777-300ERs and 777-200ERs. With this

delivery, Air Austral becomes the second carrier in Africa to take delivery of the 777-200LR airplane.

"Boeing appreciates its partnership with Air Austral and its commitment to the 777 family," said Marty Bentrott, vice president for Sales for Middle East, Russia and Central Asia, Boeing Commercial Airplanes. "We are confident that the

777-200LRs high capacity in terms of passenger and cargo load will add tremendous value to Air Austral."

The Boeing 777-200LR airplane can fly farther than any other airplane, while carrying a full passenger and cargo load, on routes where other airplanes are payload limited.



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

than any other continent, offers the fastest course to new technologies. I believe that how Africa goes, so goes the future. Africa matters to America as well, beyond the natural ties of immigration over the past centuries. Africa supplies a major portion of our energy. Our technologies are dependent on the minerals in African earth. Our ability to maintain and promote freer societies and provide hope to the lives of billions will ultimately be tested and determined in Africa. The deepening of democracies broadens learning, provides choices in lives previously without those

options, and it fosters creativity that brings about new technologies, new partnerships and new ideas for a better future. Africa matters. Africa has always mattered. The difference from today as opposed to a few years ago is that more people are finally beginning to understand just why this is so. Africa as the future, and Africa as the means to help our own people and our own economy, is an idea whose time has come. We now need to build the momentum so that the idea remains not a vision, but becomes the reality.



INTERNATIONAL
TRADE
ADMINISTRATION

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 laqanda.brown@trade.gov.



CCA Staff Profile: Bezawit Mane

Bezawit Mane serves as CCA's administrative assistant/front office coordinator. As one of the first members of staff that visitors to CCA encounter, Bezawit serves as the front line presenting a professional image of the organization to the public. Bezawit's responsibilities also include scheduling appointments, answering inquiries, typing memos and other correspondence, creating and maintaining databases and compiling various reports.

Born in Ethiopia, Bezawit moved to Toronto, Ontario, at the age of 13. While living there, she started a youth group called the Ethiopian Youth Association to encourage Ethiopian youth residing in Canada to discover their Ethiopian heritage by promoting Ethiopian language traditions and cultural activities.

After she moved to Washington, D.C., in 2003, Bezawit completed her undergraduate studies in International Business Management at Strayer University, while working at the award-winning restaurant, Mie N Yu, in Georgetown. Bezawit later worked for three years as office manager/accounts payable at Liberty Screens, where she acquired proficiency with databases, from maintenance to creating various customizations and financial reports, as well as being in charge of overseeing the running of the business. She then worked for a year as a universal banker at Citibank, where she assisted in all areas of bank operations, specializing in universal transactions and helping maintain relationships with clients and recruit new accounts.

In addition to living in Africa, Canada, and the U.S., Bezawit has been fortunate to travel and experience cultures of Europe, the Middle East, South America, and the Caribbean. Fluent in French, English and Amharic, Bezawit is currently working on a Masters degree in Health Science Administration at Strayer University.

For more information about The Africa e-Journal, please contact Tim McCoy at tmccoy@africacncl.org.

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