

# The AFRICA JOURNAL

THE CORPORATE COUNCIL ON

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AUGUST/SEPTEMBER 04

**CONSERVATION  
AND ECO-TOURISM  
IN AFRICA**



July 2004 marks a special month for CCA. The organization is now less than one year from the 2005 U.S.-Africa Business Summit, which we expect to be the most successful yet. The 2005 Summit will take place in Baltimore, Maryland from June 21-24 at the Baltimore Waterfront Marriott.

As in the past, the 2005 Summit strives to increase American investment throughout the African continent by increasing U.S. private sector awareness of the many commercial opportunities available. The event will address specific policy issues that confront the U.S. private sector in the African marketplace and aim to develop partnerships between African and American businesses. I hope that you will join us in Baltimore to discuss topics that include agriculture, arts & entertainment, education, energy & power, finance, healthcare, housing, regional groups, small business opportunities, telecommunications, tourism, and transportation & infrastructure.

One of the topics mentioned above is tourism. As a rapidly growing sector, CCA regards tourism as particularly important to Africa's economy. Eco-tourism in particular offers Africa a significant competitive advantage in the industry. For these reasons, we have dedicated this issue of *The Africa Journal* to conservation efforts and eco-tourism opportunities throughout Africa.

I hope that this issue of *The Africa Journal* will both increase our readers understanding of efforts underway to protect the precious environments and wildlife found across the African continent and broaden awareness of benefits gained from eco-tourism related to job creation as well as peace and economic prosperity. ☉

Stephen Hayes, *President*  
The Corporate Council on Africa

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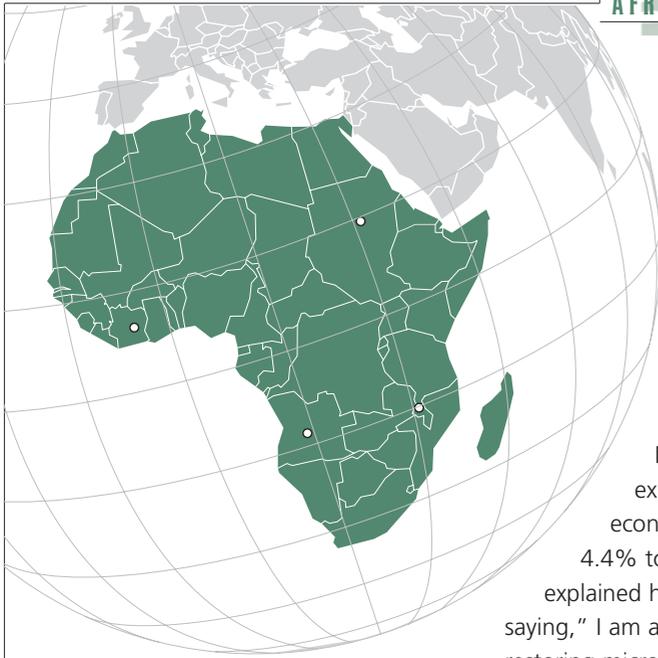
*The founder of the Africa Journal is Abdoulaye W. Dukule who is a contributing editor and from whom The Corporate Council on Africa purchased all rights.*

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< By Patrick Arnold >

### COTE D'IVOIRE:

Warring factions in Cote d'Ivoire agreed to continue on a scheduled peace process under guidance from 12 African heads of state and UN Secretary General Kofi Annan. Ghanaian President John Kuffuor explained the need for such a large delegation to broker the peace talks, "Ivory Coast is so strategic in the affairs of Africa and especially West Africa that we all thought we should not sit by and let a sister nation fail." The talks, held in the Ghanaian capital of Accra, brought together four opposition parties which had withdrawn from the government of national reconciliation. The government had been formed after the civil war ended in 1993. The opposition parties withdrew after President Laurent Gbagbo cracked down on opposition demonstrations.

The agreement pledged to begin disarming rebel groups occupying northern Cote d'Ivoire by October 15th. Political reforms agreed upon by all parties include constitutional reform to relax immigration policies for West Africans and allow immigrants to purchase land as well as a formal decree by President Gbagbo to give executive power to Prime Minister Seydou Diarra. The agreements are reaffirmations to abide by the requirements of the 1993 peace accords.

### MALAWI

Recently elected President Bingu wa Mutharika announced a new economic stimulus plan to revitalize Malawi's lagging economy. The Malawian president expressed desire to raise economic growth from 4.4% to 6%. He also explained his economic plan by saying, "I am a strong believer in restoring micro-economic stability for the resumption of growth."

Malawi, currently over \$3 billion in debt, was cut off from IMF and EU funding due to poor fiscal management by Malawi's past president. Mutharika hopes that a stable fiscal and monetary program will lead the IMF, World Bank and EU to resume funding, assisting the struggling economy. Increased economic growth is expected to help the more than 600,000 Malawians in critical need of food assistance. 60% of Malawians live on less than \$1 per day.

### ANGOLA

Demands from Angola's opposition party and international donors have lead President Eduardo Dos Santos, in power for 25 years, to announce elections for September 2006. Angola's 27 year civil war ended in 2002, leaving the oil and diamond rich country in turmoil. Last month Dos Santo's Council of the Republic made the recommendation to hold elections, leading the president to request that Congress prepare for the upcoming elections. South Africa has offered logistical and financial support to help the election run smoothly. Elections costs could run up to \$430 million.

### SUDAN

Hope for peace in Sudan's Darfur region dimmed as Sudan's main rebel groups, the Justice and Equality Movement (JEM) and Sudan Liberation Movement (SLM) ended talks with the Sudanese government, citing failure to meet preconditions for negotiations. Both groups demanded that the government sponsored militias be disarmed before the summit take place. Members of the Arab dominated Janjaweed militia have been tacitly supported by the Sudanese government, terrorizing the black Christian population. The crisis in the Darfur region has displaced over 1.5 million people and caused an estimated 300,000 deaths. Both U.S. Secretary of State Colin Powell and UN Secretary General Kofi Annan have recently visited Sudan to evaluate the situation and work towards solutions to the political and humanitarian crisis.

*Patrick Arnold is currently working with the Corporate Council on Africa*

## UPCOMING CCA EVENTS

### September 15-17, 2004

CCA-NESG: Nigeria Investment Conference  
Nicon Hilton Hotel, Abuja, Nigeria

### September 29-30 2004

Increasing Capital Flows to Africa Conference  
Johannesburg, South Africa

### November 7-10, 2004

U.S.-Africa Agribusiness Conference  
Monterey, California

### November 16-17, 2004

CCA Oil & Gas Forum  
Houston, TX

### June 21-24, 2005

U.S.-Africa Business Summit  
Baltimore, MD

For additional information on upcoming events visit CCA's website at [www.africancnl.org](http://www.africancnl.org).

# PEACE PARKS-SOUTH AFRICA GLOBAL SOLUTION

< Frans Stroebel >

**When Nelson Mandela met South Korean president Kim Dae-Jung on March 13 2001, he proposed to Kim that North and South Korea establish a Peace Park in the Demilitarized Zone separating the two nations. “This,” said Mandela “would help peace take root in one of the world’s last Cold War frontiers.”**

The suggestion was an enormous tribute to one of the world’s largely unsung heroes of global conservation, the quiet and unassuming African businessman, Anton Rupert.

Together with Nelson Mandela and Prince Bernhard of the Netherlands, Rupert founded the Peace Parks Foundation in 1997.

Rupert believes that protected areas are vital for life on earth. They safeguard biological and cultural diversity, help to improve the livelihoods of local communities, provide the homelands for many indigenous peoples and bring countless benefits to society in general. As the world becomes more crowded, and as the pressures on natural resources increase, there is a growing recognition of the importance played by such places to the future of humankind.

It is generally understood that conservation planning cannot just be site-specific, but must be broader-scale,



both at national and regional levels. While plants and animals do not recognize national boundaries, these boundaries are sacred to the people inside the countries. Recognizing the destructive emotions often linked with border disputes, the Organization of African Unity and its successor, the African Union, agreed not to discuss claims on boundary changes.

In addition to the benefits associated with biodiversity conservation, cross-border protected areas can also play an important role in fostering better co-operation and

# THERN AFRICA'S



understanding between countries. These areas may help catalyze the peaceful resolution of disputes, building bridges between nations and peoples. Thus, it is not surprising that Dr. Nelson Mandela commends the concept, saying: "I know of no political movement, no philosophy, and no ideology, which does not agree with the peace parks concept as we see it going into fruition today. It is a concept that can be embraced by all. In a world beset by conflict and division, peace is one of the cornerstones of the future. Peace parks are building

blocks in this process, not only in our region, but potentially in the entire world."

Indeed, the concept can be a political face-saver: Peace through conservation.

The purpose of Peace Parks is to employ conservation as a land-use option to benefit local people. It involves a unique level of international co-operation between the participating countries, particularly on sensitive issues related to the opening of international boundaries. Support from the highest political level is imperative. No country loses sovereignty over their land.

African political leaders have showed very positive reaction, and many heads of state and government from countries in the Southern African Development Community (SADC) have agreed to become patrons of the Foundation, especially after realizing the potential tourism opportunities available.

It is a well-known fact that the largest industry in the world is tourism, employing more than one in ten workers. The establishment of peace parks will play a major role in job creation. Africa's wildlife offers the continent's largest competitive advantage in the tourism field.

However, to date, Africa still only receives 1.9% of the world's tourists.

Since 2000, progress on peace park agreements has been phenomenal.

International agreements regarding the development of five peace park areas have been signed and the sixth is in the final stages of preparation. The best known is the Great Limpopo Peace Park. As part of the park's development, 1,000 elephant and more than 6,000 other animals are being translocated from Kruger National Park to the Limpopo National park where animals roam freely in what will become the world's greatest animal kingdom.

If only protecting African wildlife were this simple.



AIDS. War. Famine. Poverty. With all the seemingly insurmountable challenges facing Africa, why do we worry so much about elephants? Because, we at DaimlerChrysler Corporation, in conjunction with the Peace Park Foundation and 14 African nations, see light at the end of the tunnel. Transfrontier nature preserves, also known as Peace Parks, may hold the answer to our problems by promoting peaceful solutions to conflict, environmental protection, and economic growth through ecotourism. Which is why we provide both monetary support and vehicle donations to keep the Peace Park project on track. It's proof that challenges can be overcome – even if it is only one elephant at a time.



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## PEACE PARKS-SOUTHERN AFRICA'S GLOBAL SOLUTION.

The first peace park treaty signed was the Kgalagadi, a name given to the Kalahari by the native San Bushmen. The treaty was signed on May 12, 2000 between South Africa's President Thabo Mbeki and Botswana's President Festus Mogae in the Kgalagadi Peace Park. Within one year the tourist numbers tripled and only the shortage of accommodation facilities is holding back further growth.

The Peace Parks that have been established contain much diversity. For example, the Drakensburg/Maluti Peace Park between Lesotho and South Africa houses the world's largest outdoor art gallery; containing more than 40,000 bushmen or rock paintings, with approximately 20,000 in good condition, some more than 20,000 years old.

The Richtersveld/Ai-Ais Peace Park, between South Africa and Namibia, is one of the driest regions of Southern Africa. Despite the arid conditions, there is a remarkable abundance of wildlife species. The World Bank has declared the park as one of the 20 "hotspots" in the world in need of special protection. This park will stretch along the west coast of Namibia to the Angola border following the creation of the Sperrgebiet national park in Namibia.

Seeing the success of the parks on South Africa's borders, the Ministers for Tourism of SADC countries commissioned a detailed feasibility study. The study involved consultations with governments regarding potential peace parks in their countries, thereby defining possible locations as well as the potential for economic growth and biodiversity conservation. In all, 16 additional potential peace parks have been identified. A concurrent report showed the possibility and capacity for 8 million

tourists creating 1 million permanent jobs in the process.

Over the next decade, the Foundation will primarily focus on capacity building to ensure the sustainable economic viability of the areas. To this end, training wildlife and guesthouse managers will be key.

Conservation managers, game rangers and field guides are necessary to effectively manage the conservation areas. The Southern African Wildlife College, based in Kruger Park, serves as the principal training facility for wildlife managers in established peace parks. More than 3,000 students have already completed their courses, including the first 35 women to become game rangers. Students



come from more than 20 countries in Africa, the majority from the SADC region. Between 6,000 and 8,000 students will follow over the next five to eight years.

Through a specialized Wildlife Veterinary Training project, the college will address risk factors of wildlife and domesticated diseases. International universities have pledged close co-operation and research/training involvement with this project. A critical issue is the control of wildlife endemic diseases transmissible to humans and animals. National and international trade barriers will be erected without adequate veterinary disease management. More than 40 African veterinarians specializing in wildlife diseases must be trained over the next eight years. At the same time, extensive research is needed.

## PEACE PARKS-SOUTHERN AFRICA'S GLOBAL SOLUTION.

The cost of establishing the research unit and training learners for peace parks in Southern Africa will be \$3million per annum over the first five years. Some of the largest donors to date include DaimlerChrysler, Vodafone, Novamedia, the Rupert Group and the German Aid Agency KFW.

Training people in the skills necessary to manage or own lodges and guesthouses in and around peace parks is of vital importance. Tourists will only frequent protected areas if proper accommodation and tourist amenities are available. In order to train guesthouse managers and others in the hospitality field, Rupert established the Southern African College for Tourism. The first trainees were all African women from rural areas between the ages of 25 and 40. Representatives from ten SADC countries are currently being trained at this College.

Not only have African governments found the peace parks to be a promising endeavor, but the international community feels strongly that the parks are a positive step towards uniting Africa in the future. The US House of Representatives accepted a Sense of Congress Resolution

(H.Con.Res 80) on July 16, 2003 expressing their support to all the efforts of the PPF. The resolution states that:

1. The United States should support efforts to facilitate the establishment and development of transfrontier conservation areas in the Southern African Development Community (SADC) countries; and
2. Non-governmental organizations and foundations in the United States should be encouraged to support and promote sustainable economic development and benefits through the preservation of wildlife in peace parks on an expanded and inclusive basis to the benefit of the countries concerned and their people.

Since the conception of the peace park idea, the concept has grown substantially from the initial park in 1990 to six in 1997 to twenty two peace parks in 2002. Rupert and his team will continue to be in contact with those who believe in peace through conservation in order to continue the positive impact the Foundation and parks have had in establish peach through out the continent. ©

*Frans Stroebel is Director of the Peace Parks Foundation. Additional information may be found on the website: <http://www.peaceparks.org>.*

**The Corporate Council on Africa and the United States Export-Import Bank's**  
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 Sandton Convention Center, Johannesburg, South Africa, September 29 -30, 2004



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**SAVE THE DATE!**

Monterey, California, Monterey Marriott, November 7-10, 2004  
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## Africa on the G8 Agenda < By Alex Howard >

When the heads-of-state of eight of the most developed countries in the world met in Sea Island, Georgia it was unclear how prominently Africa would feature on the agenda. However, the precedent set at the Group of Eight (G8) Kananaskis meeting in 2002, followed by Evian in 2003, demanded that Africa be included in 2004.

In a statement of support for G8-Africa partnership, President George W. Bush invited six African heads-of-state to the summit: Abdelaziz Bouteflika of Algeria, John Kufour of Ghana, Olusegun Obasanjo of Nigeria, Abdoulaye Wade of Senegal, Thabo Mbeki of South Africa and Yoweri Museveni of Uganda.

At the meeting, the African heads-of-state called for continued commitment to action plans agreed upon at previous summits. The leaders wished to see the G8 reiterate support for the Africa Action Plan (AAP) and propose specific means toward accomplishing the plan's goals. They also called for increased debt relief for Africa and increased commitment to security concerns on the continent.

In the end, the G8 addressed the following areas specifically: ending famine in the Horn of Africa, poverty reduction, continental security, and the fight against HIV/AIDS.

One document released at the summit was titled: "Ending the Cycle of Famine in the Horn of Africa, Raising Agricultural Productivity, and Promoting Rural Development in Food Insecure Countries." The paper draws on a framework outlined by the Government of Ethiopia to improve food security. Calling the Ethiopian plan "a real chance to break [Ethiopia's] cycle of famine" and a potential "point of reference for other countries," the G8 pledged its full

support to the program which is expected to bring food security to five million people in Ethiopia by 2009.

The G8 leaders placed large responsibility on individual countries. Poverty Reduction Strategy Papers (PRSP), produced by governments with the cooperation of civil society, the IMF, and the World Bank, bode well for countries looking for G8 support. On the Horn of Africa, only Ethiopia and Djibouti have completed PRSPs.

One innovative strategy recognizes remittances as a means to help families and small business. Remittances from developed countries to families in developing countries amount to nearly \$100 billion per year, amounting to significantly more than is offered by Overseas Direct Assistance. Not only do remittances represent increased capital flow to the developing world, but they offer an opportunity to augment financial services in developing countries. Unfortunately, transaction costs are often high and are conducted through informal means without guarantee. The G8 feels that to encourage the use of formal channels would speed the development of financial services while providing insurance mechanisms.

The G8 demonstrated its commitment to developing African agriculture by supporting the Consultative Group on International Agricultural Research (CGIAR) and other NGOs. CGIAR works toward this goal through advanced science, creating education programs and initiating research projects to be conducted by Africans, and building farmers' literacy.

Regarding security, and again following the guidelines of the AAP, the G8 proposed to train 75,000 peacekeeping troops worldwide by 2010. This proposal calls for stronger

partnerships with African regional organizations such as the African Union and smaller sub-regional organizations. Peacekeeping troops will most likely include carabinieri/gendarme-like forces. Drawing upon the example of French gendarme and Italian carabinieri, these forces will be a compromise between conventional military troops and civil police officers.

Finally, the G8 expressed frustration with the slow progress in developing an HIV vaccine, and proposed establishing a Global HIV Vaccine Enterprise. The proposal included encouraging the establishment of coordinated HIV centers. Each center would be self-contained, allowing it to advance its own specific approach. In conjunction, they called for better partnerships with scientists in the developing world. Since most advanced clinical testing must occur in those countries hardest hit by the HIV/AIDS pandemic, local-international partnerships are critical.

Africa has been highlighted on the G8 agenda for the past three summits. After Kananaskis and the publication of the Africa Action Plan, the G8 appeared poised to follow through with its commitments to Africa, and for the first time give the continent the attention it deserves. However, follow-through has been less than whole-hearted, and as evidenced by the Summits in Evian and Sea Island, work on Africa has become more and more piecemeal. Admittedly, important progress was made at Sea Island, but realizing the goals of the Africa Action Plan will demand far more commitment. ©

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*Alex Howard is currently working with the Corporate Council on Africa.*

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This fall, The Corporate Council on Africa is hosting a number of programs on a variety of topics pertinent to US-Africa commercial relations. Below is a summary of the upcoming events:

### U.S.-Nigeria Bilateral Investment Conference (NESG) (Abuja, Nigeria)

September 15-17, 2004

This conference is sponsored by the Nigerian Economic Summit Group (NESG) and is a collaboration between the Corporate Council on Africa (CCA) and the Nigerian Investment Promotion Council (NIPC). The NESG is the leading private sector intermediary with the Nigerian government. The conference will highlight emerging investment opportunities in Nigeria within the agricultural, solid minerals, energy, housing and financial services sector. Conference organizers will facilitate cooperation with Nigerian government officials in addition to educating potential investors on the opportunities within these sectors.

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### Increasing Capital Flows to Africa Conference (Johannesburg, South Africa)

September 29-30, 2004

This event, by Corporate Council on African and the U.S. Export-Import Bank, will emphasize opportunities in Africa for international investors and financiers. Workshops include sessions on assessing African Equity Capital Markets, debt markets, Black Economic Empowerment & Investing in South Africa, agribusiness financing, financing IT in Africa, along with several others. The conference also aims to advise investors on the best practices for investing in Africa as well as showcasing successful finance and investment models. Representatives from organizations such as the Overseas Private Investment

Corporation, Citigroup and the United States Treasury will be among the conference participants.

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### U.S.-Africa Agribusiness Conference (Monterey, California)

November 7-10, 2004

This conference, organized by the Corporate Council on Africa (CCA) in affiliation with the Monterey Institute for International Studies (MIIS), is the first of its kind ever to be held in the United States. The event aims to address a recognized need to better engage the U.S. agribusiness sector in Africa's development agenda. It will bring together key players in the agribusiness industry from the U.S. and Africa to discuss partnership opportunities, policies, practices and technologies. Hopefully, these discussions will expand the quantity and quality of U.S.-Africa business relationships along the entire agribusiness chain, from on-farm production to distribution, marketing and retail. Participants will include representatives from business, farming and government agencies from the US and Africa. Other highlights will be a U.S.-South African wine tasting event, coffee and tea breaks featuring African suppliers and a golf

event, hosted by David Frost Wines, on November 10th at the Bayonet Blackhorse Country Club to raise funding for increased corporate involvement in HIV/AIDs mitigation efforts in Africa.

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### Africa Oil & Gas Forum (Houston, Texas)

November 15-17, 2004

The forum will focus on Africa's oil & gas exploration and production opportunities for the U.S. petroleum industry and related investors. It will include plenary sessions on U.S.-African Energy Policy and Financing African Oil & Gas Investments. Workshops on Gas Development, Maritime Security, Corporate responsibility, and Finance will complete the program. Each participating African country will also have an opportunity to promote their national petroleum objectives and market to the forum participants in a workshop.

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## Botswanan Communities Cash In *Conservation is Good Business at New Botswana Lodge*

< By Elodie Sampéré >

**Botswana's** Okava  
ngo  
Delta is known worldwide for its unspoiled beauty, abundant wildlife, and exclusive tourist camps. For visitors to the Okavango, these luxurious camps invoke treasured memories. For the tourism industry, they are a lucrative business opportunity.

More than 40 tourist facilities operate in the Okavango, many of them high-end, well-appointed camps that provide every amenity to visitors from around the globe. Historically, a large percentage of the profits from these facilities have gone to large, mostly foreign-owned tour operators.

But, things are changing. The latest resort to open in the Delta not only offers visitors a comfortable and exotic vacation experience but also the opportunity to support wildlife conservation and a unique community-based enterprise. This latest addition to the tourism scene is Santawani Lodge, a community-managed tourist destination that opened its doors on June 19, 2004. Several features of the Lodge make it unique among tourist destinations in the Okavango Delta. Unlike most of the other lodges in this region, Santawani is fully-owned by community members through the Sankuyo Tshwaragano Management Trust, a group of 400 local households. This is the first time a local

community organization has benefited directly from tourism in the region.

Another unique characteristic of the Lodge is its management. The Lodge is managed entirely by local community members and employs about 20 community residents who have acquired hospitality industry management skills by working for other lodges and camps in the Okavango.

According to Mr. William Dikgosana, the Lodge's manager, "I have worked many years in local lodges and know what is expected of us by our clientele. Now that we are working for ourselves, we will make sure that we succeed." Indeed, the community is determined to succeed in this tourism endeavor despite some critics' skepticism about Santawani's unique community management model.

The success of the Lodge promises increased income and services for the local people. Proceeds from the Lodge will be distributed by the Trust to community priorities such as health and education. Already, the community is seeing benefits above and beyond increased employment in the area. In fact, profits from the Lodge are supporting environmentally-friendly toilets for each household, a community social center, tourism-related courses for local students, and orphanages for children with HIV/AIDS.

But, how exactly is the Lodge helping to preserve Africa's wildlife and wild lands? The Lodge's existence and management is directly tied to the conservation of 8,000 hectares that has been leased to the Trust by the Government of Botswana. Without this wildlife-rich area, tourism-related activities will fail. Naturally, there is now a huge incentive for the local community to preserve this



*Santawani Lodge in Botswana*

land which is home to buffalo, lions, leopards, elephants and giraffe.

The Government of Botswana has recently created various policies aimed at increasing local participation and ownership in the tourism industry. In support of these policies, the African Wildlife Foundation (AWF) has supported the Santawani Lodge project through the USAID-funded Four Corners Transboundary Natural Resources Management Project. AWF provided partial funding to refurbish the Lodge and has helped train staff and establish marketing efforts for the lodge. According to AWF Chief of Party for Four Corners Henry Mwima, AWF is excited about the confidence of the Botswana government in the community. Mr. Mwima notes that allocating the Lodge to the community trust has put natural resource management and poverty alleviation in rural Botswana on a stronger footing.

Though the opening of the Lodge is a tremendous success for the Trust, challenges remain. Marketing the Lodge will be critical to attracting tourists to this new destination, as many community development projects in Africa fail because of insufficient marketing. Though the Lodge has established a booking office in Maun, Marketing Manager Dux Mareja notes that more must be done. "We are currently trying to use our location

### Santawani Lodge Facts

- **Location:** Near the southern gate of Moremi Game Reserve, about 80 km from Maun, Botswana, in the heart of the Okavango Delta
- **Amenities:** 6 private chalets with double beds, a bar, and a reception area
- **Access:** By light aircraft, 20 minutes from Maun



## Developing a Tourism Industry in Mozambique To Help Spur Rural Economic Development

< By Leslie Johnston and Mara Neville >

*"For many years, Mozambique was one of southern Africa's top travel destinations. Sunshine, warm weather and long golden beaches made the country a traveler's paradise. However, a brutal civil war, droughts, famine and dramatic floods reduced the stream of visitors to a trickle. Yet despite the country's woes, a triumphant spirit has prevailed and travelers are again being drawn by Mozambique's many charms. The major attraction is the country's 1,500-mile/2,400-kilometer coastline, which is replete with idyllic beaches, tropical islands, crumbling forts and delicious seafood."*<sup>1</sup>

The advantages are many—and the obstacles sizable—to developing a thriving tourism industry. Read any traveler's guide for descriptions of Mozambique's pristine beaches, World Heritage sites, colonial architecture, and welcoming people. But keep reading, about poor-to-nonexistent roads, rudimentary medical facilities, depleted wildlife populations, and increasing violent crime—particularly against foreigners. In a post-September 11 world, Mozambique may seem too adventurous a travel destination for many.

Nevertheless, tourism is a fast-growing sector of Mozambique's economy, "partly because tourism is more forgiving of higher cost structures and partly because of Mozambique's unique natural endowment. As a sector, it offers significant labor-intensive long-term growth potential, and is less sensitive to modest currency overvaluation than commodities."<sup>2</sup> Portuguese tourists have been returning in larger numbers, as have other Europeans (largely from Italy and Spain) and a small number of Americans. Mozambique, a peaceful and stable country, also stands to benefit as more travelers avoid troubled neighbors; the increase in Italian tourists visiting Mozambique is largely ascribed to unsettled conditions in Kenya. Mozambicans do little traveling for pleasure within their own country—it is simply too expensive. But a significant

number of South African tourists visit Mozambique for "bush and beach combo" vacations. One tourism operator, Pestana, established a lodge in South Africa's Kruger National Park, which hugs nearly half of Mozambique's southwestern border, and a second lodge on Mozambique's Bazaruto Island, to accommodate them.

TechnoServe has always considered tourism to be an industry with tremendous potential to generate badly needed foreign exchange and jobs in a country that is about twice the size of California and—skiing and other winter sports aside—even more diverse. Since coming to Mozambique in 1997, we have been eyewitnesses to the country's sizable rebuilding effort, and active participants in the slow but steady turnaround, now underway, of the cashew and fresh fruit industries, among others. During this time, a small but significant number of tourism investments have been made, most by private companies, like Rani Africa, and entrepreneurs, to establish lodges and resorts, refurbish hotels, and promote wilderness areas and game preserves.

Mozambique's government is also well aware of the sector's potential. It sponsored an investment conference in October, and provides funding to small and medium enterprises through Futur (the Ministry of Tourism), using monies generated by lease revenues from



Transporting seeds for agricultural project

Maputo's recently restored Polana Hotel and other government-owned properties. In the Government's new strategic plan for tourism development over the next 10 years, the overriding emphasis is on poverty alleviation:

"In many developing countries tourism has been proven to be a significant catalyst for economic growth and job creation. Tourism accounts for 7.5% of jobs in sub-Saharan Africa and creates significant opportunities for women, unskilled workers and SMEs. An increasing number of International Development Agencies and Governments are recognizing the role tourism can play in alleviating poverty. The Government's Action Plan for the Reduction of Absolute Poverty serves as the guiding strategy for the reduction of poverty through development processes. Agriculture, Education, Health and Governance have been identified as instrumental sectors in reducing poverty in Mozambique. The GoM sees the development of tourism as an objective that cuts across many of these sectors and that has significant potential for contributing to the economic development of Mozambique."<sup>3</sup>

In 2003, McKinsey & Company undertook a pro bono analysis of the

1 NationalGeographic.com

2 U.S. Agency for International Development, Statement of Objectives, USAID/Mozambique Tourism Program for the 2004-2010 period, Page 3.

sector for TechnoServe, identifying opportunities and activities that offer the highest potential benefit for the rural poor—in line with TechnoServe’s mission—and helping TechnoServe develop its own strategies and initiatives. (McKinsey’s involvement is a result of “MozLink,” an initiative of TechnoServe, USAID and the Confederation of Mozambican Associations, which provides world-class companies to mentor Mozambican businesses.)

McKinsey’s study makes the point that a key benefit of Mozambique’s developing tourism industry will be the “multiplier effect” of spin-off businesses that pop up around hotels, lodges, wildlife parks, seaside resorts and other attractions—curio stands, rent-a-cars, catering services, art galleries, restaurants, transport services, tour guides—to serve this growing market. That’s exactly what we see happening in Vilankulo, a town that’s always had a fair share of visitors en route to the Bazaruto Archipelago, but has become a popular destination in its own right with beautiful beaches, hotels, restaurants, cultural offerings, and night life. These new spin-offs will be largely entrepreneur-led and will provide community residents with jobs, and markets for local farmers’ produce and artisans’ crafts. They will also encourage other entrepreneurs to start competing or complimentary spin-off businesses, as we have seen in many African and Latin American communities where TechnoServe is helping entrepreneurs build businesses. But for these benefits to materialize, the spin-off businesses have to succeed. Providing technical assistance is one area where TechnoServe can add great value and achieve tremendous impact in terms of job and income generation, and we

have recruited one of Mozambique’s first eco-tourism operators, Patrick Simkin, to assist these new start-up ventures. (Patrick helped build Nkwichi Lodge, part of the Manda Wilderness Community, Tourism and Conservation Project on Lake Niassa’s shores.) TechnoServe is also assisting an established South African company to expand its existing eco-tourism operations in Mozambique; our client has agreed to mentor up-and-coming eco-tourism companies and share strategies for attracting an international clientele and contacts with international booking agents. The International Finance (IFC) Corporation will also support small and medium enterprises (SMEs) through SEATP (South East Africa Tourism Investment Program), a project to create a trans-frontier park with Niassa Reserve in northern Mozambique and Selous Game Reserve in Tanzania.) TechnoServe also hopes to establish a program to train young Mozambicans to become nature guides.

In July TechnoServe facilitated a first-ever meeting for stakeholders in northern Mozambique, and 29 tourism operators from Cabo Delgado, Nampula and Niassa Provinces attended. All agreed on the urgent need to form a regional association to promote tourism in northern Mozambique, and we are supporting the working group that is now creating one.

The three northernmost provinces—Cabo Delgado, Niassa and Nampula—are where TechnoServe, Mozambique’s government, USAID, other donors, investors, and other NGOs are concentrating their efforts. Tremendous unspoiled beauty and world-class cultural sites present a unique opportunity for



Children gather to say thank you

stakeholders to work together to develop tourism sustainably so that all benefit and the natural environment is preserved, and to develop linkages with Malawi, Tanzania and Zambia. The town of Pemba and its five-star hotel, built two years ago for \$20 million, are a case in point of the region’s potential as well as the challenges:

*“This sleepy town, which is the capital of Cabo Delgado province, has all the right qualities to become a popular destination with tourists from Europe and the U.S. Already there are indications that tour companies in Europe are touting Cabo Delgado as the new tourist destination of East and Southern Africa.*

*“It takes time to build a viable tourist industry. Occupancy rates at the Pemba Beach Hotel are still low and according to manager Rui Monteiro<sup>4</sup>, will remain that way until Pemba’s infrastructure improves. ‘We have a problem with electricity, Pemba still runs on a generator. We have a problem with the supply of water. Trucks have to travel 25 kilometers to collect water...Then the supply of goods. Almost everything has to be imported either from outside the country or from Maputo as well.’”<sup>5</sup> ©*

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<sup>3</sup> Strategic Plan for the Development of Tourism in Mozambique (2004-2013), Volume I, Page iii, February 2004, Ministry of Tourism, Republic of Mozambique

<sup>4</sup> Rui Monteiro is also Director of Operations for Rani Africa, one of Mozambique’s largest tourism operators, as well as a founding member of the fledgling regional tourism association described above.

<sup>5</sup> “Tourists discover Mozambique beauty,” by Dan Dickinson, BBC, July 7, 2004

## Gabon and Ecotourism < By: Joe Turnham & Sandy Nichols >

Let yourself dream, for a moment, of the perfect ecotourism destination. What would the critical ingredients be? First you would need a place with astounding but unique biodiversity, primeval rainforests, and an overwhelming array of native plants, birds, mammals, and fish. Imagine a place where you can walk through unbroken expanses of towering trees to discover hundreds of miles of pristine white beaches. Imagine finding a hippopotamus playing there in the surf, or watching humpback whales breach just offshore. Finally, a unique history and culture would lure those captivated by human ecology. What would it take to make the dream of visiting such a place come true?

You would need a visionary government to preserve land for national parks and to make ecotourism a national priority. And, you would need equal measures of collaboration from enlightened business and environmental groups who understand that preserving, investing in, and visiting these natural treasures will foster trade and economic growth for all.

That utopian ideal is now becoming a reality with the emergence of Gabon as Africa's newest and perhaps most promising ecotourism destination. Gabon is well on its way to becoming Africa's Costa Rica: a popular, environmentally and economically sustainable tourism destination.

Located at the equator on Africa's west coast, Gabon boasts the greatest preservation of tropical rainforests on the continent, with fully 70% of its land mass still covered in native forests.

Approximately the size of Colorado, Gabon is also uniquely positioned for environmental protection because of its low population. Many of Gabon's 1.3 million people live in the capital, Libreville.

Gabon's sustainable development potential has caught the attention of the National Geographic Magazine; CBS 60 Minutes II; The Smithsonian, and Africa

Geographic. The environmental treasure, dubbed "Africa's Eden," has been prominently featured. Some of the world's leading conservation organizations including Conservation International, WildLaw, the Wildlife Conservation Society, and World Wildlife Fund have invested heavily in advocating Gabon as an emerging ecotourism gem.

The United States Government has also recognized the possibilities of Gabon. Ecotourism is a key element of the Congo Basin Forest Partnership, a public-private partnership providing support for national parks and protected areas, improving management of forestry concessions, and creating economic opportunities for indigenous communities of the Congo Basin. US natural resource conservation programs are promoting ecotourism as a means of economic development, poverty alleviation, and the improvement of local governance. After inaugurating the Partnership, Colin Powell became the first US Secretary of State to visit Gabon.

In addition to investment in capacity building, the US is contributing to development of international trade opportunities, again, focusing on ecotourism. The Overseas Private Investment Corporation (OPIC) sponsored a day long discussion with Gabonese officials, the U.S. State Department, private investors, the Corporate Council on Africa, the Import-Export Bank, and leading NGOs on the future of ecotourism in Gabon. Renowned wildlife biologist Dr. Mike Fay shared his encounters with native gorillas and forest elephants, and his participation in developing the new national park system.

The ultimate success of eco-tourism in Gabon will depend on the overall joint efforts of business, governmental and



*Evengue guerilla mom with sleeping baby*

NGO initiatives in Gabon. One organization, WildLaw of Montgomery, Alabama, has actually developed a tour itinerary to Gabon. WildLaw, a non-profit environmental law firm, in partnership with Gabonese tourism and ecotourism specialists, is gathering interested travelers for an inaugural trip planned for 2005.

"Gabon represents the quintessential chance to create a 'win-win-win' scenario for the Gabonese economy, American corporate investment, and global environmental stewardship," said WildLaw founder and Executive Director Ray Vaughan.

As one of Africa's safest and most stable nations, Gabon offers American travelers and businesspeople the security and peace of mind necessary for overseas travel and investment. The Gabonese government and international institutions are taking great strides towards preparing this unique destination for visitors. Travelers are beginning to see the unique gems of Gabon all while enjoying first-class ecotourism accommodations at several of Gabon's 13 parks, proving—that if you can dream it-build it-indeed the world will come. ●

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## Financing Conservation in Africa < By Melissa Moyo >

### Conservation

of Africa's unique natural resources is chronically under-funded, threatening wildlife and putting at risk a natural endowment that is central to the livelihoods of Africans and crucial to global ecological processes. The World Wildlife Fund (WWF) is helping to generate new revenue streams in Africa by developing conservation-based economies that support sustainable management of African parks and contribute to long-term economic growth and poverty alleviation.

Although business plans are commonplace in the private sector, their application to park management is new to conservationists. Park business plans typically analyze the investment and running costs of parks—ranging from ecotourism infrastructure to eco-guard salaries—and identify a range of potential “customers” who are willing to pay for goods and services produced by parks. For example, Mozambique's Quirimbas National Park's business plan projects that tourism-based fees and concession arrangements should allow the park to reach financial sustainability within 15 years. WWF is working with park managers and partners such as the Wildlife Conservation Society to develop business plans for parks in Cameroon, Central African Republic, Gabon, Mozambique, Madagascar, and the Republic of Congo.

Highlights of WWF's work to ensure revenue generation include establishing an innovative gorilla ecotourism program in Dzanga-Ndoki National Park in the Central African Republic. Most of the conservation dividend from tourism revenues is disbursed locally, with 40% of park entrance fees allocated to community development projects and 50% used to pay local park employees. In



*World Wildlife Fund in the field*

Namibia, local conservancies enable communities to manage wildlife and natural resources themselves, providing up to 35% of local employment and 60% of total livelihoods, and resulting in many-fold population increases in rare species such as black rhinos and mountain zebra.

Several conservation trust funds have been established in Africa to manage long-term sustainable funding for biodiversity conservation. The Madagascar Foundation for Protected Areas and Biodiversity will be set up later this year to protect Madagascar's unique biodiversity. A trust fund for the Sangha Tri-national is expected to provide funding for the Congo Basin's first trans-boundary protected areas complex, which includes areas in Cameroon, Central African Republic, and the Republic of Congo.

WWF has pursued private sector partnerships with a range of companies operating in Africa, including consumer goods, financial services, forestry, oil and gas, and tourism companies. In the forestry sector, Groupe Decolvenaere, based in Cameroon, is collaborating with WWF to develop forest certification and timber labeling products using Forest Stewardship Council standards. Groupe VETEKA, a Dutch timber company and one of Groupe Decolvenaere's main buyers, joined this initiative to encourage high

standards of forest management.

WWF is working to translate corporate contributions into outstanding conservation and community development projects across Africa. Coca Cola supports WWF's work to protect the water supply and biodiversity of Miombo, the dry woodlands of eastern and southern Africa, whose

freshwater supports millions of people, as well as a number of endangered species. A Johnson & Johnson contribution to WWF sponsors community-based conservation, healthcare, and alternative livelihoods projects in the Congo Basin rainforests and along the East African coast. Citigroup is supporting a WWF program to enhance economic opportunities for residents in the Gamba Complex of Gabon, from strengthening fisheries to designing innovative ecotourism products that showcase the Complex's outstanding wildlife.

Traditional conservation finance mechanisms, such as debt-for-nature swaps and conservation trust funds, have helped to leverage over \$1 billion for conservation worldwide. WWF's Center for Conservation Finance is now developing the next generation of conservation finance tools including market-oriented mechanisms such as payments for environmental services (e.g., watershed and carbon sequestration values of forests), private sector partnerships, user fees, taxes, and environmental investment funds. ©

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## The Gamba Complex Biodiversity Project, Gabon < By Nick Welch >

### Working Together for Biodiversity

Biodiversity and energy are both important to society. The challenge is to balance the growing need for energy with the protection of biodiversity. Shell is continually exploring and implementing ways to minimize its 'operational footprint' on the environment. As part of these efforts, the Smithsonian Institution's Monitoring and Assessment of Biodiversity Program (MAB), of the Conservation and Research Center of the National Zoological Park, and Shell are working together to understand and reduce the impact of energy resource development on biodiversity, thus contributing to long-term management and protection of biodiversity.

### A unique partnership

Through a grant of US\$2.8 million, the Shell Foundation has facilitated a unique partnership between science and industry. Over the period from October 2000 to September 2005, the Smithsonian Institution's MAB Program is accurately and independently assessing biodiversity to understand and recommend ways to minimize the impact of oil and gas operations on several areas of high biodiversity value around the world. This partnership grew out of a previous collaboration between the Smithsonian Institution's MAB and Shell in the Camisea region of Peru's Amazon. Both Shell and MAB realized that there was a tremendous opportunity to apply the lessons learned in Peru to other biologically rich but equally understudied areas around the world.

*The Smithsonian/Shell partnership is more productive than I think any of us imagined it would be when we embarked on our collaboration six years ago. From the science standpoint, an enormous wealth of information is*



*Exotic wildlife in Gabon*

*now available in previously understudied areas. And there is no doubt that the partnership is shaping up as a model for conservation and resource development agreements around the world."*

*Francisco Dallmeier, Director, SI/MAB*

### Gabon—a natural first choice

Shell and the Smithsonian Institution's MAB selected the Gamba Complex in southwest Gabon as the first site to be studied under the partnership agreement. Located on the Atlantic coastal plain south of Port-Gentil, the 11,000 square kilometre Gamba Complex is the primary source of Gabon's hydrocarbon supplies. Oil companies have operated here for over 40 years. Besides its productive oil reserves, the Complex is known for its biological diversity and its international conservation importance. The coastal plain's extensive lagoons, lakes, and open savanna give way to dense rainforest and watersheds further inland. Gaining scientific information on the biodiversity value of the Gamba Complex is essential to devise better long-term conservation and development strategies.

A special environment

- The Gamba Complex comprises an area of semi-protected enclaves - Petit Loango, Plaine Ouanga,

Moukalaba, Monts Doudou, Iguéla, Ngové-N'Dogo and Setté-Cama. This mosaic of tropical forest, aquatic systems and savanna nurtures significant biological richness and important habitats for wide-ranging and migratory species. But this storehouse

of biodiversity remains largely unexplored.

MAB and Shell Gabon convened a workshop in November 2000 that brought together 35 participants representing 19 of the key agencies and organisations with an interest in the Complex. The results of the initial consultations, workshop, and follow-up meetings led to formation of the Gamba Complex Biodiversity Project.

Research findings will also be disseminated through a dedicated Smithsonian Institution website ([www.si.edu/simab](http://www.si.edu/simab)) and through the Shell Foundation's website ([www.shellfoundation.org](http://www.shellfoundation.org))

Shell has been active in Gabon since 1960 and operates 3 onshore fields: Gamba/Ivinga found in 1963; Rabi/Kounga discovered in 1985, the biggest field ever found in Gabon; and Toucan found in 2001. Shell is also partner of Total Fina Elf and Amerada Hess in other onshore and offshore permits. The company is the country's second oil producer. Its head office and terminal is located in Gamba, south west of Gabon. ●

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## Combating the Threat of HIV < By Tamela Hultman >

The good news about HIV/AIDS in Africa is that the tide can be turned. The question is whether proven programs will be scaled up to necessary levels. This will be expensive, but the cost of delay will be higher.

Parts of sub-Saharan Africa have already lost the economic ground gained over recent decades. Reports prepared for the 15th international conference on HIV/AIDS in July suggest that neither governments nor the private sector have recognized the magnitude of the economic and social threat. Without that recognition—and aggressive action in response—there is much worse to come.

New terms, such as “de-schooling” and “child-headed households,” hint at the underlying systemic effects of HIV. Life expectancies in southern Africa have plummeted by decades. Over 40% of Malawi’s educational personnel will be lost by 2005. The cost of replacing teachers in Swaziland will soon exceed the national budget. As many as half the nurses in the city of Lusaka will die within the next four years. Women everywhere are especially vulnerable, putting added strains on families. Stephen Lewis, the UN Special Envoy for HIV/AIDS in Africa, points out that 75% of HIV-positive Africans between the ages of 15 and 24 are women and girls.

Every workplace will feel the impact. Despite predictions for rapid rises in prevalence rates in India, China and Russia over the next ten years, six out of ten workers unable to hold jobs will be African. Companies of all sizes will see rising costs, declining productivity and falling revenues.

Seven African countries already have more than a million HIV-positive workers. Twelve million children have lost parents, leaving them orphaned and destitute. Nearly 2.5 million working-age men and women in sub-Saharan Africa will die of AIDS next year. By then, over 25% of working-age people in the region will be HIV positive.

Prevention is equally urgent. Without effective prevention, says Dr. Helene Gayle of the Bill and Melinda Gates Foundation, “we will continue to fall further and further behind, with more and more people getting infected—and be totally inadequate in our ability to provide treatment for the larger numbers of people who will need antiretroviral therapy.”

This all gives added urgency to corporate efforts to encourage prevention as well as to develop treatment programs. A Gates Foundation grant is enabling CCA to help its members develop workplace programs. AllAfrica Global Media, a CCA member, is assisting that effort by compiling, indexing and disseminating CCA’s information.

The collaboration is part of an initiative called HealthAfrica, which will use the reach and reputation of AllAfrica to forge alliances, aggregate and display data and support efforts to fight HIV/AIDS, malaria, tuberculosis and other diseases in Africa. Participants include corporations, government agencies, faith-based communities, international organizations and civil society groups.

Building upon the foundation of the web-site [allafrica.com](http://allafrica.com), which posts 800-1000



*HIV-positive African workers, like this Johannesburg father, are increasingly calling for treatment so they can live long enough to provide for their children.*

articles daily, hosts a searchable archive approaching one million documents, and serves over 12 million monthly page views to a global audience, HealthAfrica will fill a gap for easy-to-find information that is both topical and current. The initiative will:

- produce country barometers to track progress
- provide current news
- produce and distribute locally appropriate information
- inform and involve policy makers
- engage communities, particularly high-risk youth and women, and
- work with media to increase and improve coverage.

The CCA/AllAfrica partnership will also develop an online toolkit to help companies learn about best practices, design their own workplace programs and communicate with each other. It is an ambitious effort, but the stakes are high—for Africa and for the companies that do business there. ©

*Tamela Hultman is Chief Strategy and Content Officer for All Africa Global Media. For additional information contact [thultman@allafrica.com](mailto:thultman@allafrica.com).*

# An Enduring Vision

Sunday, October 10th, 2004

You are invited to be a part of our 3rd annual concert, hosted by Sir Elton John and the Elton John AIDS Foundation.



This intimate concert for friends will include a reception, an exquisite dinner and a private performance by Sir Elton John, all at The Bluffs at Pelican Hill in Newport Beach, California.

Proceeds will benefit the grantmaking programs of the Elton John AIDS Foundation and support the National AIDS Fund and its twenty- nine U. S. Community Partnerships. In addition, a special grant will go to support a collaboration with the Corporate Council on Africa.

Please mark this date now on your calendar, because this is one night you will never forget. A formal invitation will be forthcoming. For more information, contact Neel Lattimore at [nlattimore@afriacacncl.org](mailto:nlattimore@afriacacncl.org) or (202) 263-3521

## TCC Group

For over twenty-five years **TCC Group** has developed strategies and programs to enhance the efficiency and effectiveness of corporate community involvement/social responsibility programs, non-governmental organizations (NGOs), nonprofits and philanthropies — domestically and internationally.

We understand the impacts of globalization at the community level and can help companies build partnerships with NGOs and others to promote development and a greater quality of life while achieving business goals. For NGOs, this means devising effective strategies for fulfilling their missions, strengthening their capacity, and effectively delivering the services needed to play a significant role in development.

The firm is working to develop a Community Engagement strategy for ChevronTexaco to guide its initiatives in Africa and elsewhere around the world. TCC is also working with ICRISAT, the agriculture research center for the Sahel, and partners in creating business alliances for the development and export of tree crops.

TCC's staff have created organizations from the ground up and continue to serve as volunteer board members for a variety of nonprofit organizations, both national and international. The firm's multidisciplinary staff and global affiliates include professionals with diverse backgrounds and areas of substantive knowledge such as economic development, organizational development, governance, institution-building, human services, arts and culture, youth development, self-sufficiency and education.

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## ThirdWave Networks Holdings, Inc.

**ThirdWave Networks Holdings, Inc.**, a technology venture holding company, develops telecommunications assets and properties in emerging markets through its wholly-owned operating company, ThirdWave Management, LLC. Established in October 2000, ThirdWave creates synergistic values by acquiring, developing and holding interests in properties with some common market characteristic using a cohesive business model. In that model, voice communications remain the dominant revenue stream. However, data, especially high-speed data is rapidly becoming an attractive service for targeting new markets. In the data communications service market, the demand for high-data rate services will increase rapidly, including Internet access, data transfers, wireless and multimedia applications. This will differentiate service offerings, creating new areas for competition and additional revenue generating opportunities.

The company's vision is to provide first world wireless voice and data products and services to our customers in emerging markets to enhance their social, business, learning and entertainment opportunities.

ThirdWave is comprised of senior level telecommunications professionals with extensive experience in the management and deployment of technology networks in Africa, the Caribbean, Europe, South America, the Middle East and Asia.

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*For additional information, contact Mr. Charles Oshunremi, CEO and Chairman, at (202)261-3532 or [info@thirdwavenetworks.com](mailto:info@thirdwavenetworks.com) or visit the company's website at [www.thirdwavenetworks.com](http://www.thirdwavenetworks.com).*

## Fannie Mae

**Fannie Mae** is a private, shareholder-owned company that works to make sure mortgage money is available for people in communities across America. We do not lend money directly to homebuyers. Instead, we work with lenders to make sure they don't run out of mortgage funds, so more people can be home owners.

Housing finance is a major component of today's capital markets and understanding the intricacies of this sector is essential for long term, stable wealth creation. Fannie Mae's International Housing Finance Services (IHFS) provides valuable advisory and training services to entities around the world.

IHFS advisory services help entities develop solutions to specific impediments to housing finance market development through short-term assignments. Advisory services include market assessments, advice on business development, operational development, and technology development. IHFS has provided services to entities in more than 30 countries.

IHFS also offers tailored trainings, study tours of our business and an International Housing Finance Symposium Series in which participants learn about housing finance, including the details of U.S. primary and secondary mortgage markets and affordable housing. The Symposium Series profiles the U.S. mortgage finance system; however, "best practices" from around the globe and country case studies facilitate the sharing of international perspectives.

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*For more information about Fannie Mae's International Housing Finance Services contact Nicole A. Lester, Project Manager, IHFS, tel: 202-752-4618, fax: 202-752-7325 or [nicole\\_lester@fanniemae.com](mailto:nicole_lester@fanniemae.com). Visit us on the web at [www.fanniemae.com/ihfs](http://www.fanniemae.com/ihfs).*



## Coming Together For AGOA 3 < By Rosa Whitaker >

Something stunning happened on the Senate floor on the evening of June 24th, but it probably went right past even the most diehard C-SPAN junkie. There's very little hint of it in the Congressional Record.

Future chroniclers will find it very easy to miss just how much was on the line:

- In the immediate term, the livelihoods hundreds of thousands of newly employed workers in Africa—mostly women—and their dependents, hung in the balance.
- For millions in future generations, at stake was, quite possibly, the difference between ongoing poverty, hunger and disease, and a real chance to pursue happiness free from want.

But none of this was clear from the tableau that played out in a matter of seconds on the Senate floor that night. Majority Leader Bill Frist got up and asked for unanimous consent that HR 4103 be read a third time and passed, and the presiding officer replied simply "without objection it is so ordered."

With that, without discussion or debate or any other fanfare, history was made. Never has a trade measure of the significance of the African Growth and Opportunity Acceleration Act of 2004 moved through both House and Senate with such oratorical economy.

Of course, there was a huge back story to that brief exchange on the all but empty Senate floor. Getting to those glorious words "without objection it is so ordered" took a lot of hard work. It took commitment. It took imagination. It took skill. And it took political courage and a willingness to come together in a season that makes coming together on hot button issues like trade, especially hard.

Let's be honest, no one would have suffered politically if AGOA 3 had been allowed to die this year—while letting it

pass unamended was a risk, or at least a lost opportunity, for quite a few. So a lot of educating had to be done.

And to do the educating, a coalition had to be built. We had to show that the constituency for bringing Africa and Africans into the sustaining mainstream of the global

economy was as broad and deep and bipartisan as it was four years ago when we came together on the original AGOA—if not broader and deeper.

And that's exactly what we did in forming the AGOA 3 Action Committee in June last year—and we were proud to have to Corporate Council on Africa join us, along with individual companies like ChevronTexaco and Coca Cola.

The intervening year has been quite a rollercoaster. Just a few weeks ago, the Washington Post noted in a July 14 editorial, passage of the AGOA 3 looked "almost impossible". The editorial continued:

"But an imaginative coalition proved the impossible possible. The business lobby—the standard source of advocacy for trade liberalization—made common cause with surprising partners: religious groups such as Bread for the World, anti-poverty spokesmen such as the rock star Bono, and the Congressional Black Caucus. Thanks to this coalition, the Africa deal, which gives preferential access to the U.S. market, went through the Senate unopposed."

But even the most imaginative of coalitions could have achieved nothing without steadfast support and leadership on both sides of the aisle



Senator Chuck Grassley, Chairman of the Committee on Finance, standing with Rosa Whitaker and Cynthia Philips of Data, holds up a shirt made with fabric that can now enter the US duty free as a result of the African Growth and Opportunity Acceleration Act.

and at each end of Pennsylvania Ave, and the dedication and determination of Africans themselves as represented by their tireless diplomatic corps.

There is not space here to even begin giving everyone the due they deserve. NGO's like World Vision played in indispensable role, as the Post noted.

Extending AGOA has been always part of President Bush's Africa agenda, an agenda that includes the Millennium Challenge Account and a serious commitment to fighting AIDS.

On Capitol Hill, Congressman Charlie Rangel deserves a special mention for his extraordinary political skills. He repeatedly saved the day when others thought it lost. We would not have not have made it to first base without House Ways and Means Committee chairman Bill Thomas.

The message of AGOA is that we are united as a nation both in our determination to join with African as they work to build a brighter future, and in our understanding of how we can make the most effective contribution. Africa's importance is no longer a matter of partisan debate in this country. ☉

Rosa Whitaker, president and CEO of The Whitaker Group, is co-chair of the AGOA 3 Action Committee.

## Eco-tourism: Investing in Africa's Natural Resources < By Mary Sue K. Shore >

It has long been conventional wisdom that conservation was a luxury developing countries could ill afford. A country struggling to meet its most basic needs had little time for concerns with little or no immediate economic or social returns.

In recent years, we have started to see a significant shift in this thinking as countries recognize conservation of their natural assets can generate long-term benefits. Ecotourism-nature-based travel that promotes equally environmental conservation and community development-is beginning to play an essential role in developing countries' economic growth.

With its wealth of flora and fauna and its rich cultural heritages and traditions, sub-Saharan Africa is uniquely positioned to benefit from the opportunities offered by ecotourism.

Countries that have made ecotourism an intrinsic part of their economic strategy—Costa Rica, Thailand and Botswana—are already feeling the positive impact. For 2004, it is estimated that tourism will represent approximately 13% of Costa Rica's total GDP and will generate 189,000 new jobs. Thailand estimates tourism will represent 12% of its total GDP and will generate 3 million new jobs.

Botswana has one of the highest economic growth rates in the developing world. While the mining industry contributed 35% to the country's GDP, tourism is considered an important underpinning to this growth-contributing an estimated 10% to the GDP in 2004 and creating 33,000 new jobs.

This new focus opens tremendous opportunities for investment. Lodges will need to be developed and services provided. Airports will need upgrading and roads built. It is estimated that \$19 billion dollars of capital investment will be needed over the next ten years. And OPIC can play an important role in



*Elephants in Mozambique*

mobilizing that investment.

A US government agency, OPIC facilitates US private investment in developing economies by providing project financing through direct loans and loan guarantees; political risk insurance; and through the support of independently-managed equity funds. Since 2001, OPIC has committed over \$1.3 billion to new investments in Africa.

OPIC recognizes that a country's commitment to conservation and tourism will only be sustained if there are tangible signs of economic growth and community development.

In May, OPIC and the US State Department co-hosted an investors' conference on ecotourism in Gabon. This conference was a direct result of the strong commitment made by Gabon's President El Hadj Omar Bongo in setting aside 11% of the country and establishing a network of 13 national parks. The idea behind this conference was to provide a window to interested parties into the investment opportunities in Gabon. Just as importantly, it also provided key decision makers in Gabon with insights into what attracts investors and what they look for when deciding on where to do business

Examples of direct project support by OPIC include Granton Safaris in South Africa and the Vilanculos Coastal Wildlife Sanctuary in Mozambique.

OPIC provided \$742,500 in political risk insurance to Granton Safaris for the acquisition and conversion of an existing cattle ranch in KwaZulu Natal

Province in South Africa to a game park area with guest lodges for game viewing. In addition to the lodges, game, including zebra, eland, hartebeest and warthog, will be introduced for game viewing.

South Africa has great tourist potential, most notably within its game and nature reserves. This project helps to develop that potential, to the benefit of the rural population in KwaZulu Natal.

The Vilanculos Coastal Wildlife Sanctuary consists of some 30,000 hectares of marine and terrestrial game sanctuary in the Bazaruto Archipelago in Mozambique. OPIC provided \$10 million to develop its tourism potential through the addition of new lodgings.

As noted earlier, conservation and community development are essential component of ecotourism. This project created an estimated 275 jobs for local residents as well as established new educational, housing and health facilities in this remote area. In addition, successful development of the Sanctuary will serve as an important role model for the preservation of other ecologically sensitive areas of the world.

OPIC looks forward to supporting greater numbers of ecotourism projects throughout Africa, precisely because of their unique ability to preserve the continent's invaluable ecosystems and at the same time generate economic development and skills training that will ultimately enable African countries themselves to determine the optimal use of their abundant natural resources. ©

*Marysue K. Shore currently serves as Senior Advisor to the President and Director of African Affairs at the Overseas Private Investment Corporation*

*For additional information on OPIC, please visit their web-site at [www.opic.gov](http://www.opic.gov)*

## GABON: Conservation by Design —A Novel Approach to Ecotourism

< By John A. Gwynne and Katherine Lemcke >

In September 2002, Gabon's longtime President, El Hadj Omar Bongo, designated 11% of this Central African nation's land to become national parks. Since then, the Wildlife Conservation Society (WCS) has been hard at work with other NGO's, including National Geographic, World Wildlife Fund, Conservation International, and Smithsonian, to provide technical assistance to President Bongo and his new head of parks, Rene Adiahen. The goal is to use proven and innovative means to develop a sustainable tourism plan for Gabon parks. The President's advisory team from WCS includes designers based at the Bronx Zoo's famed Exhibition & Graphic Arts Department, and ecotourism developers with expertise in rainforest tourism and green architecture. Combined efforts between designers, architects and scientists in Gabon provide the expertise necessary to advise the President on plans for tourism development.

Gabon's innovative plan brings together the best of conservation and veterinary science, coupled with WCS's award-winning interpretive programming and graphic design. The plan will also adopt state-of-the-art "green" construction for tourist facilities. These will become economically profitable for ecotourism investors, while creating jobs and providing training, so that the Gabonese people will also profit.

Gabon has rare advantages in ecotourism, offering nature experiences that cannot be found anywhere else on Earth. It is the epicenter of the largest wild forest block left in Africa—still full of forest elephants, rainforest gorillas, African buffaloes and the complete complement of Central African birds, fish, and amphibian and reptile species. It has vast expanses of Atlantic beaches that are amazingly still pristine, with hippos in the surf, elephants on the sand—and what may become the most

important refuge for Leatherback Turtles, now suffering global 90% population loss. Gabon's rare wild rivers such as the Djidji (in Ivindo National Park) offer special places for water tourism and adventure exploration with wild animals in view.

Bringing the President's ecotourism plan to life will require public and private partnerships. With the potential to become the next great nature travel destination, tourism development in Gabon provides a unique opportunity for investors both within Africa and around the globe.

Creating powerful nature experiences in untouched areas presents a challenge. How can one bring in tourism without destroying the pristine nature that tourists will go there to see? For example, Langoue Bai, in Ivindo National Park, is an unusual clearing of land, in otherwise unbroken forest. Rainforest gorillas, elephants and other animals gather in the bai at different times during the day, a phenomenon that provides opportunity for a potentially magical experience for tourists. But forest elephants are sensitive to human scent on their ancient trails that can alter their daily movements. Innovative design plans from the WCS team propose respecting the elephants with elevated walks and treetop ledges for visitors to the bai.

WCS has a long history of ecotourism innovation in Africa. In 1974, it leveraged a tripartite agreement between the Maasai Nation and the Government of Kenya to create a novel kind of national park in Africa, in which the Maasai derive income from tourism. In the late 1970's, WCS helped the Government of Rwanda develop Mountain Gorilla Tourism in Parc Volcav, which became one of the nation's premier sources of foreign income.

It takes a special combination of creative opportunity, hard science, and viable economics to create an ecotourism system that includes powerful



*Lodges like this (proposed for Bateke National Park) fit the demand for sustainable building with respect to both nature and economics. Using termites as local experts on thermoregulatory housing, proposed architecture builds into hills where the earth and the uphill breezes cool the living space. Buildings visually disappear in a powerful but vulnerable landscape where even one building on the horizon will diminish the visitor's experience of being in a place that is forever wild.*

educational experiences, "green" infrastructure, and profitable investments. Tourism plans, including everything from park towers and lodges, to birding trails and guided journeys, are being crafted to protect wildlife and respect, even enhance, the land, for the long-term benefit of the Gabonese people.

In the next year, President Bongo will finalize his vision for parks. His plan builds on other nations' success stories, while blending local economic opportunity, with the best of modern green architecture and with new ways of creating potent and science-based visitor experiences. In bringing visitors to Gabon's great wild places, the President will ensure that those places stay wild forever. Because of this, Gabon has the potential to become the planet's new model for sustainable ecotourism. ●

*Mr. John A. Gwynne is Vice President, Chief Creative Officer of the Exhibition and Graphic Arts Department of the Wildlife Conservation Society at the Bronx Zoo. Ms. Katherine Lemcke is Project Coordinator for the Gabon Ecotourism Project in the same department.*

*For more information, contact Katherine Lemcke at [klemcke@wcs.org](mailto:klemcke@wcs.org).*

## Peace and Prosperity through Conservation < By W. Frank Fountain >

The Gaza-Kruger-Gonarezhou Transfrontier Park, currently under development in southern Africa, is one of the most exciting cross-border initiatives in the world. The Park will manage as an integrated unit some of the best and most established wildlife areas in the subcontinent.

Crossing three international boundaries, the Park will bring together distinctly different regions — South Africa's world-famous Kruger National Park, with its abundance of wildlife and established infrastructure and tourism base; the stunning geological splendor of the Gonarezhou Park in Zimbabwe, and the undeveloped tourism potential of Mozambique.

This initiative has flourished through the support and leadership of the Peace Parks Foundation, founded in 1990 by Dr. Anton Rupert, one of Africa's most successful businessmen, former President Nelson Mandela of South Africa, and Prince Bernhard of the Netherlands. The Peace Park's mission is to advance sustainable economic development, support the conservation

of biodiversity, and encourage regional peace and stability.

The concept of Transfrontier Conservation Areas, or Peace Parks, is now accepted both in and outside of Africa as the most appropriate way of achieving two previously mutually exclusive goals: managing the land to benefit its residents and preserving the natural environment. As a result, Africa is beginning to realize the economic benefits from eco-tourism that transcontinental preserves like the Park can provide.

In the continent of Africa, home of many wars, one could not think of a more noble cause than the establishment of Peace Parks. Through its commitments to support sustainable economic development and the conservation of biodiversity in an environment of regional peace and stability, the Peace Parks Foundation is realizing its mission to maintain the delicate balance between man and beast—and between nature preservation and economic progress.

Peace Parks is a phenomenon that not only preserves the natural environment, but also provides a



means for preserving peace and harmony in the subcontinent. I implore the world conservationist community to not only herald and celebrate the Peace Parks movement, but to materially support it as well. ☉

*W. Frank Fountain is Senior Vice President, Government Affairs for DaimlerChrysler and President of the DaimlerChrysler Foundation. Mr. Fountain is also Chairman of the Board of Directors of The Corporate Council on Africa.*

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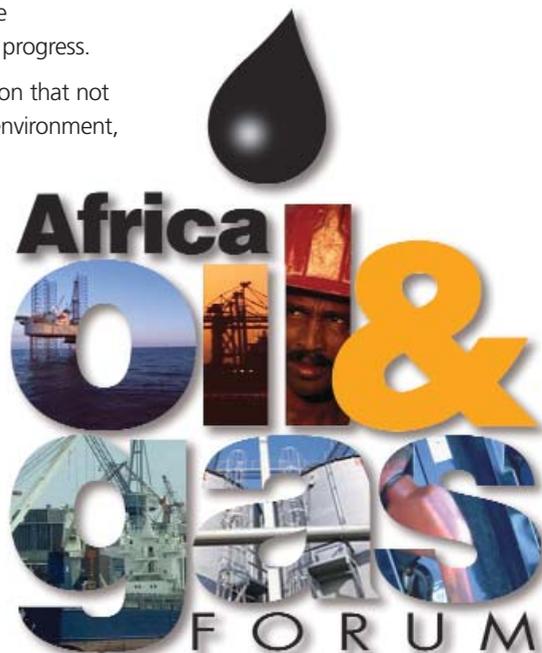


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## Zambia— A Land of Possibilities in the Heart of Timeless Africa

< By Kathleen Wells >

**Zambia** can be described as the lost treasure of southern Africa. It is the “true” Africa, as the Zambia National Tourist Board claims, where wildlife can be found undisturbed and many different ethnic groups still peacefully live traditional lifestyles, untouched by the modernity that exists in the bustling capital of Lusaka. Despite its reputation as a sleepy city, Lusaka has much to offer and its inhabitants are more often busy than not.

All visitors fly into the Lusaka International Airport and travel down the Great East Road to reach the city center. Along the way, you’ll catch a glimpse into the world of a city resident. The Great East Road offers sights of Zambians going about their daily activities: walking, biking, catching the local blue minibuses, and selling what seems like endless amounts of tomatoes, avocados, oranges and all the necessary gadgets that you might need in a day—cell phone cases, belts, and shirts to name just a few.

Arcades is a hangout for locals and visitors alike. There is an open courtyard where performances are sometimes held and the Miracle of Life Pentecostal Church is also within the complex and provides Sunday meals to the street kids that are the customary performers.

Fine handicrafts are hard to come by in this city. *Kubu Crafts* in Manda Hill sells high-end Zambian handicrafts including beautiful Teak furniture. The monthly market at the Dutch Reform Church, held on the last Saturday of every month, is one of the best places to find Zambian treasures to take home, along with items from Congo and food from all over the region, as well as China.

There’s great food to be found in Lusaka, Chinese and Indian being some of the best. The rich flavors of the Far East can be a much needed break from

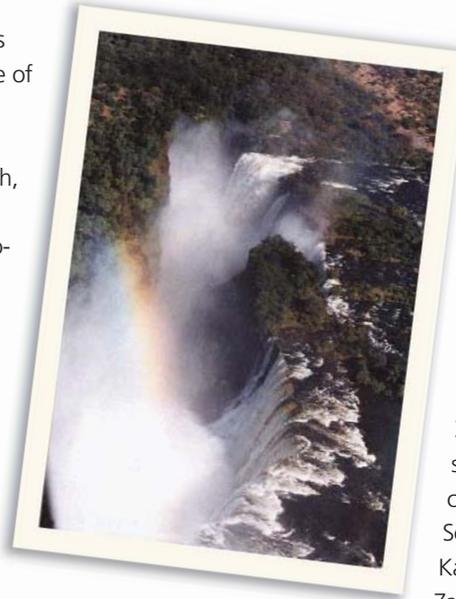
*Nshima*—Zambia’s staple dish made of mealy-meal and served with chicken, fried fish, or t-bone and a usually a tomato-based sauce. However, one must definitely not forget to indulge in the local dish to get a real feel for the place, and any Zambian will tell you that no

meal is ever complete without a side of their beloved *Nshima*.

Even beyond the city of Lusaka, Zambia is a quite a wonder. Throughout the country, 72 different languages are spoken. There is diverse wildlife that is still untouched by the poaching that has affected many other countries in the region and beyond. Zambia is home to the famous Victoria Falls, the world’s largest waterfall.

Victoria Falls is situated on the outskirts of Livingstone. Named for the legendary Dr. Livingstone, the town is noted for its outdoor adventure of which, whitewater rafting, horseback riding, bungi jumping, microlighting & helicopter flights over the Falls are the most popular. The Falls themselves are an awe-inspiring sight and well worth the five-hour drive from the capital.

On your way to Livingstone it is possible to stop and enjoy Kariba Dam. The Dam has been a point of controversy since building began in the 1950’s. Its presence has displaced many of the Batonga people that traditionally lived in the area. Developers insist that Zambians will see great benefits from the tourism industry. Lake Kariba, as it is now called, provides tourists and



Victoria Falls

residents alike, excellent fishing, bird watching and boating opportunities. Don’t forget a visit to the dam wall, which upon its completion in 1960, was the largest man-made dam ever built.

Zambia’s best kept secrets are its first class game reserves. South Luangwa, Kafue, and Lower Zambezi are the most notable and each offers

some of the most spectacular game viewing on the globe. All three parks, as well as the many others throughout the country, provide tourists with world-class safaris.

Heading north of Lusaka you will find one of Africa’s most amazing sights, Lake Tanganyika. Lake Tanganyika is the largest fresh water lake in the world and borders Zambia, Tanzania, Burundi, and the Democratic Republic of Congo. This lake is well known for excellent fishing opportunities.

If you’re looking for a dream African travel destination Zambia is a great place to start. So, after a long fruitful adventure, I would suggest spending your last night in Zambia at a local disco where you can listen to Zambia’s fine rhythms and do a little dancing so that you’ll be tired for the long trip home. As you cross the Atlantic, you’ll find yourself dreaming of the wonders that you’ve just discovered in a land of limitless possibilities in the heart of timeless Africa. ☺

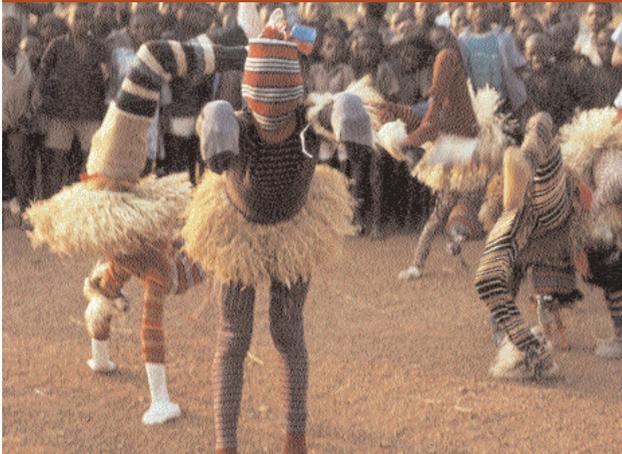
*Kathleen Wells is the Corporate Council on Africa’s Summit Manager. She recently returned from a four-month project in Lusaka, Zambia.*



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