



Trade & Investment with the AGOA Countries in Africa


Presentation by Rod Hirsch
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U.S. Commercial Service
U.S. Department of Commerce
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African Growth & Opportunity Act

On May 18, 2000 President Clinton signed into law the historic Trade and Development Act of 2000, containing the African Growth and Opportunity Act (AGOA).



Three-pronged approach

- Grant Sub-Saharan Africa unprecedented access to the U.S. market
- Improve Africa's "business infrastructure"
- Increase U.S. investment in Africa






The Act provides unprecedented opportunities and aims to:

- Promote increased trade and investment between the United States and sub-Saharan African countries by providing eligible African countries with unprecedented liberal access to the U.S. market. Essentially all products of these eligible countries will have quota free/duty free access to the almost 10 trillion dollar United States market.

- Promote economic development and reform in sub-Saharan Africa, moving across a wide range of industries, granting tangible benefits to entrepreneurs, farmers, and families.

- Promote increased access and opportunities for U.S. investors and businesses in sub-Saharan Africa.

The African Growth and Opportunity Act offers a wide variety of benefits to businesses, workers, manufacturers, and farmers in eligible countries. It is important to remember that the Act can only offer opportunities! African countries are encouraged to seize the opportunities provided in the Act and to create enabling environments to strengthen prospects for expanded trade and investment.



Visit www.agoa.gov to learn about the African Growth and Opportunity Act



Home
AGOA Update
About AGOA
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Opportunities
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Contact Us:
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U.S. Commercial Service



- **The U.S. Commercial Service has offices in six countries in Sub-Saharan Africa: Ghana, Kenya, Nigeria, Senegal & South Africa**
- **The U.S. Commercial Service is located in over 150 U.S. Embassies, Consulates and Trade Centers around the world.**
- **The U.S. Commercial Service has 105 Export Assistance Centers in the United States**



Products & Services

- **Market Research**
 - **Trade Counseling &**
 - **Advocacy**
 - **Gold Key Service**
 - **International Partner Search**
 - **Single Company Promotions**
 - **Commercial News USA**
 - **International Buyer Program**
 - **Trade Show Matchmaking**
 - **Catalog Exhibitions**
 - **Video Market Briefings & Matchmaking**
 - **Trade Missions**
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Gold Key Service



- DFO Enterprises President Emah Anyang receives free Gold Key Service from the Overseas Private Investment Corporation (OPIC) as part of the Global Diversity Initiative at the International Trade & Investment Seminar in June 2004.

Single Company Promotion



Single Company Promotion for NeedleZap
Dakar, Senegal - March 2005

International Buyer Program

- ▶ Delegation coordination to major trade shows in the US
- ▶ Including travel logistics and on-site business counseling



ISC West Expo Trade Delegation - April 2006

West Africa Costmetics Matchmaker July 2008



Trade Show Matchmaking



Kenya, Senegal, South Africa, etc. US TDA funded Trade Delegations - WEFTEC Trade Show October, 2006

U.S. Africa Agribusiness Conference AGOA - Bay Area Site Visits



Kenya tea producers visit Numi Tea in Oakland November 2004

Catalog Shows



“Made in USA” Catalog Show – July 27-28, 2004 in Niamey, Niger
Photo From Right to Left: U.S. Ambassador Gail Mathieu, Oakland
Export Assistance Center Director Rod Hirsch, & Côte d’Ivoire
Commercial Specialist Marie Paule Ngaleu



Photo on Right: DFO Enterprises President Emah Anyang meets Niger Minister of Commerce Seyni Oumarou & U.S. Ambassador Mathieu



Catalog Show in Ouagadougou, Burkina Faso 2004
Photo from Left to Right: Commercial Specialist Marie Paule Ngaleu,
Oakland Export Assistance Center Director Rod Hirsch, & State
Department Officer Elizabeth Bailey

Video Market Briefings

Video Market Briefing by
Côte d'Ivoire Commercial Specialists
Marie Paule Ngaleu and Victorine Kabran.



On June 2, 2004, an International Trade and Investment Seminar focused on sub-Saharan Africa took place at California State University in Hayward, California. The event was organized by the Oakland Export Assistance Center/Global Diversity Initiative, Overseas Private Investment Corporation (OPIC), and the Export-Import Bank (Ex-Im) and the National Black Chamber of Commerce.

The event promoted the "Made in USA" Catalog Shows in West Africa.

Senegal Video Wine Tasting June 2007



Trade Missions




President's Africa Tour & Commerce Trade Mission
March/April 2008



U.S. Commercial Service Central & West Africa

In general, the Central and West African market can be divided into several tiers of opportunity:

- * Cote d'Ivoire (French), Ghana (English), Senegal (French) and The Gambia (English) are generally regarded as good markets with political stability and relatively easy entry.
 - * Nigeria (English) and Cameroon (English and French) are looked at as good markets that may pose more of a challenge.
 - * Togo (French), Benin (French), Gabon (French), and Guinea (French) are good markets, generally open to U.S. products, but where entry into the market may require extra effort.
 - Markets which are developing but should not be discounted are Mali (French), Mauritania (French), Niger (French), and Cape Verde (Portuguese and French). While Chad (French) and Equatorial Guinea (Spanish and French) are developing countries with pockets of opportunity, and Liberia (English) is in the process of rebuilding its economy and infrastructure.
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U.S. Commercial Service Kenya

- East African countries covered by CS Kenya: Uganda, Tanzania, Ethiopia, Djibouti, Eritrea, Rwanda, Burundi, Central Africa Republic, Congo (DRC), Seychelles, Sudan, and Somalia
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U.S. Commercial Service South Africa

- Central & Southern African countries covered by the U.S. Commercial Service in South Africa: Angola, Botswana, Lesotho, Madagascar, Malawi, Mozambique, Mauritius, Namibia, Swaziland, Zambia and Zimbabwe.
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What do African Companies Want?

- They want American goods!
 - Reputation for quality.
- They want time to get things done.
 - Things may take longer in Africa.
- They want a long term “partner” who is willing to make a commitment.
 - Americans have a reputation for “hit and run” exporting.





Sectors that Work

- **Energy and Power**
 - Electrification, natural gas
 - **Information Technology & Telecommunication**
 - Software, Hardware, Cellular, Internet
 - **Transportation**
 - Aviation, Bus Routes, Trucks, Toll roads/bridges
 - **Health Care**
 - Management as well as Equipment/Consumables
 - **Processing of Agricultural Products**
 - Downstream Processing, Packaging, Preserving
- 



Sub-Saharan Africa Market

- South Africa accounts for largest percentage of U.S. exports to SSA. The awarding to South Africa of the 2010 FIFA World Cup Soccer championship has resulted in over \$2 billion in improvements
 - Africa is largely an under-served market.
 - In parts of Africa, warehousing and distribution for many goods are performed “offshore” and imports are of mixed containers.
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Selling to Africa



- Work with the U.S. Commercial Service
 - *Your global business partner!*
- Do some homework
 - *Know your geography, use our market reports*
- Take advantage of regional initiatives and multilateral development banks, ngos and government programs

There is no shortage of good ideas

- *What can you bring to the table?*



African Development Bank

www.afdb.org

The screenshot shows the African Development Bank website as viewed in Microsoft Internet Explorer. The browser's address bar displays <http://www.afdb.org/en/home/>. The website features a navigation menu with links for Home, Countries, Topics & Sectors, Projects & Operations, News & Events, Documents, Knowledge, English, and Français. The main content area is divided into several sections:

- Spotlight:** A section titled "AfDB President with Heads of MDs in Tunisia" featuring a photograph of a group of men in suits. Below the image are two bullet points: "MDB Heads Meet in Tunis" and "AfDB Alternate Governor for France Visits Bank Group".
- Topics & Sectors:** A section titled "Fighting Hunger" featuring a photograph of a woman in a field. Below the image are four bullet points: "Infrastructure", "Education", "Economic & Financial Governance", and "Private sector development".
- Selected Projects:** A section titled "Education & Development" featuring a photograph of a young girl. Below the image are three bullet points: "Eritrea-Support to the Education Sector Development Programme (ESDP)", "Burundi-Electricity Infrastructure Rehabilitation and Extension Project", and "Tunisia-Classified Road Network Development-III".
- Explore our activities across Africa:** A section with a map of Africa and text describing the Bank Group's efforts to reduce the debts of regional member countries under various initiatives like HIPC and MDR. It includes a dropdown menu labeled "Please select a country".
- Our Initiatives:** A section listing several initiatives: "African Peer Review Mechanism", "Extractive Industries Transparency Initiative", "Middle Income Countries Initiative (MICS)", "NEPAD", "Multidonor Water Partnership Program", "African Water Facility", and "Rural Water Supply & Sanitation Initiative".
- Resources:** A section with links to "Publications", "Statistics", "Interviews", and "Current vacancies".
- Quick Links:** A section with links to "Procurement", "Financial products", "Operations evaluation", and "Compliance Review".
- Anti Corruption:** A section with a scale of justice icon and text stating "The Bank has expressed its intention to further position itself as the center of excellence".
- Dakar May 13-14 mai 2009 Senegal Annual Meetings:** A section with a logo for the annual meetings.
- Latest news:** A section with a list of recent news items, including "18/02/2009 - Boards Meeting", "18/02/2009 - Senegal: Nearly One Million People to Benefit from Rural Water and Sanitation Programme Supported by the AfDB Group", "18/02/2009 - Nigeria-The AfDB offers US\$ 100 million Line of Credit to Intercontinental Bank Plc", "16/02/2009 - Nigeria, AfDB launches 2009 Heads of Development Partners Meeting in Abuja", and "12/02/2009 - President Kaberuka Opens Roundtable on the Effect of the Financial Crisis on African Private Finity".

The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 9:04 AM on 2/18/2009.



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