

The AFRICA e-JOURNAL



President's Message

This past month CCA undertook two major overseas missions. The first, the trade mission of U.S. power companies to five African nations is arguably one of the most important U.S. trade missions ever undertaken to Africa. The second, an exploratory mission to China may also have long-term implications for U.S. companies in Africa.

The purpose of the power mission was to engage the U.S. power industry far more deeply in a sector vital to African interests and in so doing, begin to compete more effectively with other nations doing business in Africa. There is not a country in Africa meeting its current power needs, with power needs expected to double in the next twenty years. If U.S. companies can become the key players in this vital sector, then other U.S. companies are likely to follow, both in support of the power companies as subcontractors, but also because a key infrastructural need vital to doing business anywhere, a consistent power supply, is readily available. The IT sector will be able to expand more readily, and various sectors such as agribusiness will also be able to accommodate new investment in Africa far more easily than it can now. This mission was also an unprecedented example of public-private cooperation, with the mission led by Assistant Secretary of State Carson, and the companies recruited by CCA. The trip itself was jointly organized by State and CCA. We need more missions as collaborative as these.

Regarding the China trip, the potential results of this program are more long-term and hypothetical. It is no secret that China is now dominating investment in Africa. It has become a major competitor for America and a serious worry for those concerned about global trading balances. The mission to China included six cities, with meetings with high government officials and the private sector in each of the cities. It should surprise no one that the picture of China's trade with Africa is far more complex than presented in the general media. There are giant

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FEATURE

Nigeria: Transforming Agribusiness through Investment

To recapture Nigeria's former status as West Africa's breadbasket, the Embassy of the Federal Republic of Nigeria in Washington, D.C., and The Corporate Council on Africa are co-hosting "Nigeria: Transforming Agribusiness through Investment", a two-day investment forum and exhibition. The first of its kind event will showcase Nigeria's Agriculture Transformation Agenda, revealing many opportunities in the agriculture sector. Participants will include a large Nigerian delegation of senior level Nigerian federal government officials, state governors and numerous Nigerian companies seeking to partner with and buy from American companies.

Agriculture represents 40 percent of Nigeria's gross domestic product and is the country's leading employer. The Nigerian government is prioritizing agricultural development with an infusion of \$3 billion in funding and the creation

of incentivized Staple Crop Processing Zones.

Nigeria is Africa's most populous nation, boasting an estimated 10 million people in its rapidly growing middle class. Nigeria is a major consumer of a range of agricultural products and seeks to dramatically increase domestic production and processing of such items through technology, capacity building and value-chain enhancement.

The forum will highlight these and other opportunities with experts from Nigeria and the U.S. Along with extensive networking opportunities, a trade exhibition will run concurrently with the forum. Day two will feature site visits to Washington area agribusiness facilities. The forum will immediately precede the annual conference of the U.S. Export-Import Bank, occurring April 12-13.

For more information, contact: Jed Leonard at jleonard@afriacacncl.org or (202) 261-3625.

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Financing Options Featured at Agribusiness Working Group

During the January meeting of CCA's Agribusiness Working Group (AWG), Diane Willkens, president and CEO of CCA member Development Finance International, Inc. detailed how American companies can use existing international financial institutions to develop agricultural projects in Africa. Announcing that there is more money available than projects, Willkens suggested that funding flows to those projects that can effectively absorb funds. She discussed initiatives currently available through the World Bank's Global Agriculture Food Security Program and provided an overview of "old world" funding flows versus "new world" funding flows. In the "old world", she explained that funding previously moved in the form of technical assistance, investment lending, sector wide approaches, development policy loans, and emergency recovery while "new world" funding takes the form of public-private partnerships, demand-driven projects and regionally integrated projects. Willkens explained the World Bank project design cycle, varying from three to five years, and walked AWG members through agricultural project examples in Cameroon and Nigeria, the latter of which operates through the West Africa Agriculture Productivity Program. The presentation ended with Willkens urging private sector companies in the agricultural sector to collaborate on international financial institution-supported projects in African agriculture. To further this discussion from a different viewpoint, the working group plans to hear from a World Bank representative later this year. CCA's Agribusiness Working Group regularly convenes leading industry and government experts in the vanguard of Africa's agricultural development to explore related business and policy issues.

Photo: <http://blogs.reuters.com>

African Companies Exporting to U.S. Face Challenges and Rewards A Small Business Perspective



Exporting of packaged food products from the Southern African region into the United States can be very profitable. Companies based in Southern Africa often have an advantage in exporting to the American market based on the uniqueness of their products, availability of raw materials, and lower labor costs. However, successfully exporting from Africa to the United States requires a long term commitment, a well structured action plan and adequate funding for a minimum of two years. Planning entry into the United States should begin long before any product is shipped. Both market and product research must be done well before a decision is made to export. Conducting business in the U.S. can be expensive and challenging due to the market's competitive landscape, with companies from around the world vying to earn their share of a \$500 billion/year supermarket industry.

While African companies should consider exporting to the U.S. to increase production, expand their market share and to create an international footprint for their products, they should do so only after they have achieved success in their local markets. Once ready to export to the U.S. market, companies might want to access support being provided by programs such as the Southern African Trade Hub (SATH), which actively works with African exporters to help market their products in the U.S. South Africa's Department of Trade and Industry provides similar services for South African exports worldwide. It can also prove extremely beneficial to utilize resources provided by local governmental agencies to present products at trade shows and use the feedback received from buyers to better the marketability of products in the U.S., especially where packaging, nutritional information, package size and unit of measurements are concerned.

Before Glx Solutions successfully exported from South Africa to the U.S., the company spent a number of months conducting local market research

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and exploring various niches in the marketplace. After identifying a product that was not properly being catered for, Glx began comparing that particular product with the local competition and evaluated what made it stand apart from the competition. The next hurdle was to present the product to buyers representing various big box store chains. Due to the large scale of these organizations, they expect the exporter to have a proper distribution channel in place before meeting with them.

Glx also found it vital to engage the services of a broker to handle sales of products. It is mandatory for these

different structures to be considered in any business plan, as they are integral in the movement of product from storage to store shelf and have a direct impact on the price point. To successfully get product on store shelves, the trade would expect various promotional deals such as free fills, introductory deals, coupons and contributing to their advertising programs. Buyers will not carry a product if there is no active and ongoing in-store sampling or demo program. African companies also need to be prepared to engage in the slow pace at which the industry moves: most buyers will not make a decision immediately. Additionally most retail stores have a structured product review calendar and will only look at adding new product during the review period. Usually samples, documentation and supporting paper work need to be submitted by certain deadlines for review. There is never any guarantee of success.

Although introducing a new product into the U.S market involves a lot of hard work and can be very expensive, it can also be extremely rewarding. Once all the markers and systems are in place, the export/import becomes almost automatic and can help ensure a lucrative source of revenue for years to come.

Glx Solutions is a California-based company that works exclusively with Southern African companies in the packaged food industry. Selva Pillay can be reached via email selva@gxlsolutions.com.



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DRC Working Group Focuses on Conflict-Free Mining



CCA's Democratic Republic of Congo (DRC) Working Group met on January 25 and hosted CCA member KEMET to discuss the company's comprehensive business plan in the DRC to provide the market with a reliable, conflict-free, and lower cost source of tantalum to the market. KEMET CEO Per Loof and his colleagues briefed members on efforts to establish a conflict-free tantalum supply chain in the DRC. They identified the challenge of selecting a reliable and experienced partner, and how they came to work with a proven mining operation—MMR-Somika (MMR)—in Katanga Province. Loof described how he visited the MMR-Somika Kisengo mine to verify its conflict-free status, and worked with MMR and local NGO, PACT, to guarantee a secure and conflict-free chain of custody from mine to smelter.

According to KEMET, monitoring the supply chain requires careful implementation of the industry standard International Tin Supply Chain Initiative (ITSCI) "Bag and Tag" scheme. The Bag and Tag program carefully documents each aspect of the tantalum supply chain to guarantee traceability. Each shipment can be traced to the site where it was mined, and even to the individual miners who delivered the ore. Kisengo is the first mine to have this scheme successfully implemented in the DRC. KEMET is confident that the stringent requirements of its monitoring system will meet and/or exceed those that will eventually be formulated by the SEC, as mandated by the Dodd-Frank Act.

Loof concluded his remarks by referring to the social accountability part of KEMET's business plan, which invests \$1.5 million over two years in the region where the company is mining. The investments focus on health, education, housing and human capital development.



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CCA Hosts Bush Institute Health Director

CCA's Health Program hosted Dr. Eric G. Bing, director of global health at the George W. Bush Institute, for a breakfast forum held at CCA's offices on January 26. Bing briefed CCA members and friends on the Bush Institute's Pink Ribbon Red Ribbon (PRRR) initiative, a new multi-sector health partnership launched by former President George W. Bush in Zambia in September 2011. PRRR will integrate cervical and breast cancer interventions into existing global health programs, primarily through leveraging the investments and infrastructure of the President's Emergency Plan for AIDS Relief (PEPFAR).

Bing started by introducing the George W. Bush Institute. In the area of global health, the institute functions as a convener of leading practitioners and experts, catalyzing these stakeholders to develop new initiatives for priority global health challenges. The institute's first major program, PRRR, works with implementing partners, PEPFAR and corporations to respond to the often overlooked cancer crisis currently impacting women in developing countries. PRRR aims to reduce cervical cancer rates in Africa by 25 percent, expand breast cancer education and develop a robust, transparent partnership model that can be scaled up.

Bing noted that the success of PRRR and related programs rests on sustained commitment from senior leadership, both globally and at the country level. He also stressed PRRR's commitment to working with corporate management to identify creative ways of engagement that help stimulate long-term demand and new markets for health products. Bing engaged forum participants in a dialogue about overcoming cancer-related stigma, drawing several comparisons to stigma challenges surrounding the HIV/AIDS crisis. Bing and attendees also agreed on the importance of having readily available treatment and care in developing countries, which is essential for giving patients both hope and dignity.

Photo: George W. Bush Presidential Center



Swaziland's Growing Indigenous Energy Industry

Currently, 70 percent of electricity in Swaziland is supplied by South Africa and Mozambique, but the increasing electricity tariffs have made imports costly. Furthermore, the power deficits in the region, inadequate mobilization of funds for investment, and insufficient flow of investment have compounded Swaziland's power issues. Still, these challenges have created an interest in electricity self-generation in the sugar, pulp, and saw mill industries that could expand the national supplies of electricity, which is about 27 percent with 40 percent in urban areas and only two percent in rural areas. These indigenous renewable energy sources lack a clear policy and regulatory framework to restrain new investment. It is estimated that if these domestic sources were appropriately encouraged, it could supply all of Swaziland's electricity needs, which stand at 200 megawatts.

The Government of Swaziland recognizes the potential of the private sector to generate electricity and the need to introduce market-oriented structures. Recently, it has prioritized reform of the energy sector including establishing and strengthening the energy regulator at the Swaziland Energy Regulatory Authority (SERA). The USAID Southern Africa Trade Hub (SATH) project is providing SERA with the necessary regulatory tools to increase the role of Independent Power Producers (IPPs) and develop indigenous renewable energy sources. SATH's efforts will also promote wider deployment of renewable energy technologies and investments by IPPs in renewable energy electricity generation.

It is expected that once the policy and regulatory framework has been approved by the Swaziland government and parliament it will form an enabling environment for Swaziland's indigenous renewable energy to flourish.



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

World Bank Prods Continent to Reform Trade



Outgoing World Bank's Vice President for Africa Obiageli Ezekwesili.

A recent World Bank report has reinforced the need for African countries to institute policy reforms that will eliminate barriers to trade and enable them to easily do business with each other.

According to the report titled 'De-Fragmenting Africa: Deepening Regional Trade Integration in Goods and Services,' the continent will only achieve full integration if it opens up its markets by having regulations that allow free cross-border movement of goods and services. "To deliver integrated regional markets that will attract investment in agro-processing, manufacturing and new services activities, policy makers have to move beyond simply signing agreements that reduce tariffs to drive a more holistic process to deeper regional integration," the report documented.

Non-Tariff Barriers (NTBs) have been cited as the biggest obstacle to trade in Africa and are said to cost the continent billions of dollars in unrealized potential.

For instance, a World Bank survey discovered that South Africa's supermarket Shoprite, spends Sh1.6 million (\$20,000 USD) per week on securing import permits to distribute meat, milk, and plant-based goods to its stores in Zambia alone.

"For all countries it operates in, approximately 100 (single entry) import permits are applied for every week; this can rise up to 300 per week in peak periods. As a result of these and other documentary requirements there can be up to 1,600 documents accompanying each truck Shoprite sends with a load

that crosses a SADC border," the findings show.

Other barriers include the cumbersome and costly customs procedures that cause long delays for both passengers and the transportation of goods.

Such restrictions not only significantly increase the cost of commodities but also render them uncompetitive.

In turn, these impediments deprive the continent of new sources of economic growth, new jobs, hence the reason why these countries have been unable to address the high poverty levels.

"It is clear that Africa is not reaching its potential for regional trade, despite the fact that its benefits are enormous. They create larger markets, help countries diversify their economies, reduce costs, improve productivity and help reduce poverty," commented outgoing World Bank Vice President for Africa Obiageli Ezekwesili.

For this reason, these countries will have to not only embark on regulatory reforms but also enhance the capacity of institutions charged with enforcing those legislation.

The report came a few days after a section of the business community in East Africa called for the implementation of legal mechanisms that penalizes countries that do not comply with measures agreed upon to eliminate the NTBs.

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CCA Staff Profile: Biova Kabine



Biova Kabine joined CCA in January as Program Manager for Member Services. A graduate of Université Paris Ouest Nanterre La Défense in Paris, France with a B.A. in Foreign Languages and International Business, Biova also holds a Masters in International Affairs from Penn State University with a focus on economic development policies, South-South cooperation, and Africa as a regional specialization. He has conducted in-depth research into the role of African security forces in economic development and democracy building, Chinese oil policy in Africa, and how the Asian Tigers' economies can serve as a blueprint for African nations. During his studies, Biova worked in different short term positions as a high technology trade assistant at the American Embassy Commercial Service in Paris, France and as a Teaching Assistant for French and Spanish. At CCA, Biova will be managing the Zimbabwe, DRC and Security Working Groups as well assisting with CCA member services. He will be working closely with CCA's Infrastructure Director to organize a successful 2012 U.S.-Africa Infrastructure Conference. Biova has a keen interest in capital raising to finance projects in Africa. He is fluent in French, Spanish, Ewe and Fon.

For more information about the Africa e-Journal, please contact Jennifer Wright at jwright@africacncl.org.

CCA Member Profile



Atlantean, LLC is a rapidly growing business whose mission is to provide the highest quality support, consulting, and training services to government and commercial business interests and to broker relationships between the U.S. government and local companies around the world, providing U.S. government contract bid and proposal support, enhancing local capacity, and supporting sustainable economic growth. Atlantean's global services focus on security training, maritime protection, risk mitigation, and life support facilitation.

Senior company personnel have extensive personal and professional experience throughout Africa. In addition to principal offices in Virginia, Atlantean also has offices in Nairobi, Kenya. Atlantean works with the Kenyan government and Kenyan investment organizations to develop commercial projects and opportunities to strengthen government capacity and international investment in various fields. Most recently, Atlantean personnel assisted the Kenyan Wildlife Service to develop new procedures for

tracking rhinoceros poachers. Atlantean is currently pursuing an opportunity to build a security training facility to support government and non-government clients in Kenya and East Africa, promoting a secure environment for international investment in the region.

Atlantean is committed to increasing African nations' governmental and commercial capacity and capabilities. Increased public-private partnerships are vital to Africa's development, security, and stability, and Atlantean is dedicated to facilitating and partnering in these ventures throughout Africa. For more information about Atlantean, please contact info@atlanteanworldwide.com.

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State-owned enterprises in most sectors of the economy but there is also a thriving and growing private sector that not only competes internationally, but also competes with the State-owned enterprises of China. The China Ex-Im Bank does give the bulk of its support to the latter. The China private sector, while encouraged to invest abroad, gets far less support from its major financial institutions than do the State-owned enterprises. U.S. companies will not easily be able to compete with the State-owned enterprises, but there are possibilities of partnerships in Africa with the private sector. I am convinced that the latter would welcome cooperation. I am not so convinced that cooperation with America is in the planning

of the State-owned enterprises, however. What the two missions had in common is that ultimately both are about developing the private sector in Africa. The key to the U.S. being competitive in Africa will be how well we are able to develop and work with the private sector. We need to focus on how we can build the private sector and the middle class in Africa. It is not only in the interests of Africa that we do so, but is in our highest economic and political interests as well. There are many ways to do this including through partnerships with the public sector as well as in cooperation with non-traditional partners. We need to look at doing business in Africa in new ways.

Transitions

CCA happily welcomes the following new members the African Leadership Development Council; Atlantean LLC; Black Rhino Group; FMR Consulting; Pike Enterprises, Inc; and West Construction, Inc. CCA welcomes new staff members Vivienne Sequiera as Director of Infrastructure and Membership, and Biova Kabine as Program Manager for Member Services. CCA bids a fond farewell to departing colleagues Tim McCoy and Efreem Fisher.

January Events

- 1/12:** Agribusiness Breakfast Forum "Tapping Into Existing IFI Funding for Agriculture and Agricultural Research"
- 1/17:** SEWOG "Security in Nigeria: Boko Haram, Removal of Fuel Subsidies, Niger Delta"
- 1/25:** DRC Working Group "Best Practices: Sourcing Conflict (Free) Minerals"
- 1/26:** CCA's Health Initiative "Innovative Partnerships for NCD Integration: Leveraging Existing Platforms to Combat Cervical and Breast Cancer"



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