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Excellence in Building
U.S.-Africa Business



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UPCOMING EVENTS

JANUARY, FEBRUARY & MARCH 2024

January, 16, 2024

Trade and Investment Issues in South Africa – the View from Cape Town
4 pm - 5:30 pm ET | Washington, DC/Virtual
Invite-only

January 17, 2024

A Guide to the AfCFTA for U.S. Companies
a Regional Economic Community expert
view on AfCFTA implementation
9 am ET | Virtual
[Click here](#) to register

February 2024

2024 Nigeria Trade & Investment Mission
More details to come

March 13-14, 2024

Workshop on Regulatory Convergence for
Healthcare Products in Southern Africa
Radisson Blu Gautrain Hotel, Sandton,
Johannesburg
[Click here](#) to register

PRESIDENT’S MESSAGE

The last months of 2023 – CCA’s 30th anniversary year since its founding in 1993 – provided a productive and rewarding finish to a stellar year under our anniversary theme of driving “Excellence in Building U.S.- Africa Business”.

Many know my passion for U.S.-Africa trade, honed over many years leading USG efforts to enhance trade and investment under the African Growth and Opportunity Act (AGOA). It will not, therefore, surprise you that I was thrilled to have CCA once again host the AGOA Private Sector Forum in Johannesburg, South Africa – an official part of the AGOA Forum and Ministerial meetings on November 3-5, 2023. Though I have attended many AGOA Forums over the years, I must say that this was one of the most impressive – featuring an exhibition of products manufactured on the continent and shipped from more than 20 eligible sub-Saharan African nations for duty-free access to the U.S. market under AGOA. CCA was pleased to work with the USG (including staff of key Members of Congress and Congressional Committees), the Government of South Africa and other SSA governments, and U.S. and African companies to discuss the importance of AGOA trade as well as its renewal as soon as possible before its expiration in 2025. Here’s a [video](#) that captures the essence of the AGOA Forum. I also want to share a link to the [readout of the AGOA Private Sector Forum](#) that CCA provided at the Forum which includes our key recommendations regarding AGOA and its renewal.

CCA is pleased to be a part of the AGOA Renewal and Enhancement Alliance (AREA) that is meeting with members of Congress, their staffs, the African Diplomatic Corps, think tanks, and other U.S.-Africa trade stakeholders to encourage an aggressive push (initially in 2023 and now in 2024) to get AGOA renewed and enhanced, if possible.

I am also pleased to share that CCA’s U.S.-Africa Health Security and Resilience Initiative (HSRI) is continuing to bring key U.S. and African government and private sector stakeholders together to collaborate and address gaps in African health systems, including ways to harmonize regulations to improve access to medicines and medical equipment, including from U.S. suppliers. On November 13-14, 2023, CCA – under a U.S. Trade and Development Agency (USTDA) initiative and grant – held the first of five workshops on regulatory convergence for healthcare products. The first workshop focused on East and Central Africa and was held in Nairobi, Kenya. The two-day program included one day dedicated to pharmaceuticals and the second dedicated to medical devices. The event convened a select group of key stakeholders including decision makers from five African Health Regulatory Authorities, leadership from the U.S. Food and



December was the “icing on the cake” for CCA’s 2023 year of events and initiatives. On December 1st, CCA held the 30th Anniversary & Awards Gala at the Waldorf Astoria Hotel in Washington, DC, which was a grand celebration of the organization’s rich history and three decades of influential contributions to U.S.-Africa trade, investment, and business relationships.

Drug Administration and more than 100 pharmaceutical and medical device companies.

CCA was honored to host the Liberian President-elect Hon. Joseph Boakai for a Business Roundtable at CCA's office in December. The session offered an opportunity to jump-start a relationship with the President-elect and his team of senior advisors to promote private sector business relationships. Ms. Liser provided to Boakai a letter of invitation to attend Corporate Council on Africa's U.S.-Africa Business Summit in Dallas, Texas. "Liberia and America are together," emphasized Pres.-elect Boakai.

December was the "icing on the cake" for CCA's 2023 year of events and initiatives. On December 1st, CCA held the 30th Anniversary & Awards Gala at the Waldorf Astoria Hotel in Washington, DC, which was a grand celebration of the organization's rich history and three decades of influential contributions to U.S.-Africa trade, investment, and business relationships. The event brought together executives from CCA's more than 120 U.S. and African member companies, affiliate organizations, the African Diplomatic Corps, U.S. government dignitaries and close friends of CCA with CNN International Anchor, Zain Asher, serving as the Mistress of Ceremonies.

The Gala recognized four important groups represented at the event. First, past leaders – co-founders of CCA, past Presidents & CEOs, and past Chairmen of the Board and other Board members. Second, CCA's member companies, "for whom CCA works hard every day to advance their interests." The third group included the African diplomatic corps represented by dozens of African Ambassadors and representatives from DC-based embassies, with keynote remarks by Her Excellency, the Ambassador of Rwanda, Mathilde Mukantanbana, as Vice Dean of the African Diplomatic Corps, and Her Excellency Hild Suka-Mafudze, African Union Ambassador to the United States.

The focus of the evening was to honor past Presidents and Board leaders, including CCA

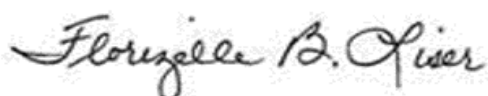
Co-Founder and Past Executive Director, David Miller, and well-deserved kudos to outgoing CCA Board of Directors Chairman Dr. Jeffrey Sturchio, and retrospective remarks by former Chairpersons of the Board of Directors Percy Wilson and Paul Hinks, and CCA President Emeritus Steve Hayes. Additional honorees, although not present, were acknowledged, including Maurice Templesman, Frank Fountain, and Mike Dignam.

As we successfully conclude CCA events and initiatives of 2023, I look forward with great anticipation to 2024 and a year of CCA initiatives and events that I believe will significantly advance the U.S.-Africa trade, investment, and business relationship. In particular, I am excited about CCA hosting its 16th U.S.-Africa Business Summit in Dallas, Texas on May 6-9, 2024. Under the theme "U.S.-Africa Business: Partnering for Sustainable Success," this Summit will be an important opportunity to bring U.S. and African public and private sector leaders to America's heartland – a region that is experiencing remarkable growth in U.S. and international business activities and is home to a large African diaspora community living in the Dallas and Houston area.

I hope you will not only join CCA in Dallas at our U.S.-Africa Business Summit to advance the U.S.-Africa economic relationship – driven by trade, investment, and business, but will be our partners, collaborators, believers in the promise of Africa that benefits all of you – all of us. I hope you enjoy as I did the article on the [top ten African trends and developments to watch in 2024](#).

Best wishes for a healthy and prosperous New Year!

Sincerely,



Florizelle Liser
President & CEO
Corporate Council on Africa

2023 AGOA PRIVATE SECTOR FORUM

Corporate Council on Africa (CCA) organized the AGOA Private Sector Forum, in partnership with the U.S. Department of Commerce, the South African Department of Trade, Industry and Competition and the South African business organizations. More than 600 companies attended this year's Private Sector Forum. Attendees and speakers focused on the importance of AGOA being renewed before the expiration of its current authorization in 2025, with a strong consensus that it should be renewed as early as possible for at least ten years. Companies noted that this AGOA renewal is different from previous renewals, in that this is the first since the advent of the African Continental Free Trade Agreement (AfCFTA). There was consensus that AGOA's renewal will help accelerate AfCFTA's implementation by encouraging the formation of regional value chains. Sessions during the forum looked at lessons learned from the textile and apparel sectors, as well as agribusiness. Companies also flagged evolving opportunities to expand trade under AGOA, including by making better use of ICT and digital trade platforms. The forum concluded with a robust set of practical recommendations, including some suggested amendments to AGOA to harmonize eligibility reviews with other U.S. Government trade preference programs (like GSP), modify graduation criteria

for AGOA countries and allowing cumulation of products from all AU member states that have ratified the AfCFTA (with the practical effect of including products from North Africa). Attendees also recommended that the U.S. and African governments develop stronger partnerships beyond AGOA to support the development of sectors like ICT and critical minerals. CCA provided a summary of the recommendations from the Private Sector Forum to the U.S. and South Africa Governments for inclusion in the deliberations of the official Forum, held November 4-5. A number of companies commented that this was the best AGOA Private Sector Forum that they have attended based on the breadth of sectors represented and applauded the organization of the program for fostering a very rich and timely discussion of important themes. CCA will continue these discussions throughout 2024 as we work with our partners to encourage the renewal of AGOA. CCA will also pick up many of these themes at the U.S.-Africa Business Summit in Dallas on May 6-9, 2024.

For the full readout of the Forum, [click here](#).

Click the links to watch the [video recap](#) and view the [event pictures](#) from the AGOA Private Sector Forum.



Left to Right: Ebrahim Patel, Minister of Trade, Industry and Competition, South Africa; Florie Liser, President & CEO, CCA



Don Graves, Deputy Secretary of Commerce, U.S. Department of State





THE U.S. TRADE & DEVELOPMENT AGENCY & CCA PRESENT:

REGULATORY CONVERGENCE FOR HEALTHCARE PRODUCTS & MEDICAL DEVICES IN EAST/CENTRAL AFRICA



Heather Lannigan, USTDA Regional Director for Sub-Saharan Africa

On November 13-14, 2023, USTDA held the first of five meetings organized by Corporate Council on Africa (CCA) on regulatory convergence for healthcare products. The first workshop focused on East and Central Africa and was held in Nairobi, Kenya. The two-day program included one day dedicated to pharmaceuticals and the second dedicated to medical devices. The event convened a select group of key stakeholders including decision makers from five African Regulatory Authorities, leadership from the U.S. Food and Drug Administration and more than 100 pharmaceutical and medical device companies.

USTDA Regional Director for Sub-Saharan Africa, Heather Lannigan, opened the conference, noting how important promoting regulatory harmonization is for USTDA's broader portfolio of promoting health programs in Africa. She explained this is the first in a series of four regional and one continental workshops on this theme, designed to highlight best practices and promote harmonization between regions, as well as address specific issues related to pharmaceuticals and medical devices. She also thanked the senior officials, Dr. Fred Siyoi, CEO the Pharmacy and Poisons Board Kenya (PPB), Mr. Salvator



Sindyayigaya, Pharmacist, Director of Human Medicines, The Burundian Regulatory Authority for Medicines for Human Use and Food (ABREMA), Mr. Laurent Patern Tshimpaka K. Regulatory Affairs HOD, Congolese Pharmaceutical Regulatory Authority (ACOREP), and Mr. Jackson Kiberenge, Tanzania Medicines, and Medical Devices Authority (TMDA) for their participation in the inaugural workshop.

The program included discussions on lessons learned from EAC harmonization, private sector recommendations on how to advance regulatory convergence and reliance for medicines as well as medical devices, the importance of distinct regulatory frameworks for medical devices and strategies needed for countries to transition to harmonization. The next workshop will be held in Johannesburg, South Africa on March 13-14, 2024.

[Click here](#) to view the pictures from the medical devices workshop.

[Click here](#) to view the pictures from the pharmaceuticals workshop.

Africa Regulatory Convergence for Healthcare Products Workshop Series Continued:



COP 28 IN EXPO2020 CITY, DUBAI

The Corporate Council on Africa (CCA) played a prominent role during its participation in COP 28, held at Expo2020 City in Dubai on December 4 – 6, 2023. On Day 1, CCA attended the Sustainable Trade Africa Program launch in partnership with Sustainable Trade Africa, where CCA had discussions with notable figures such as H.E. Wamkele Mene, Secretary General of the AfCFTA, Dr. Benedict Oramah, President of Afrexim Bank and Mr. Walid Alfalahi, CEO of Sustainable Trade Africa. CCA's attendance at COP28 reflected the organization's dedication to addressing crucial African trade and energy transition issues.

During Day 2, CCA attended several high-level sessions at the COP, focusing on energy transition in Africa, underscoring the organization's dedication to fostering meaningful connections and addressing Africa's energy challenges.

On Day 3, CCA continued its impactful participation at the Sustainable Trade Africa Luncheon

and moderated a panel with representatives from UNEP, Afrexim, Infinity Power, and Majd Energy. The panel discussion revolved around critical topics such as innovation, inclusion, sustainable financing, and partnerships. The panelists shared great insights on sustainable working models being utilized across the continent and CCA highlighted its contributions to energy transition efforts.

In addition to its participation in COP28 sessions, CCA also visited the Nigeria Pavilion and attended a session with Hon. Rita Joe Lewis, Chair and President of EXIM Bank, who shared the renewable energy project in Angola, demonstrating EXIM's commitment to fostering partnerships that contribute to Africa's sustainable development. Overall, CCA's presence at COP28 showcased its dedication to advancing sustainable trade and energy transition in Africa and solidified its role as a pivotal advocate for positive change on the Continent.



Hon. Rita Joe Lewis, President and Chair of EXIM Bank and panelists



Left to right: Ekenem Isichei, Program Director, CCA; Dr. Benedict Oramah, President of Afrexim Bank



Left to right: Ekenem Isichei, Program Director, CCA; H.E. Wamkele Mene, the Secretary General of the AfCFTA Secretariat

U.S.-LIBERIA BUSINESS ROUNDTABLE WITH PRESIDENT-ELECT JOSEPH BOAKAI

In coordination with CCA member KRL International, Corporate Council on Africa was privileged to host the President-elect of the Republic of Liberia Mr. Joseph Boakai for a Business Roundtable in the CCA office on December 19th. Boakai, who was declared the winner of Liberia's presidential election on November 20th, defeated incumbent President George Weah in a hard-fought campaign with 50.64% of the vote. Weah conceded defeat on November 18th in a call to Boakai, who will be inaugurated on January 22, 2024.

In her welcoming remarks, CCA President & CEO Florie Liser remarked that Mr. Boakai's campaign platform included important promises to "transform Liberia for the good of all its citizens, including specific reference to foundational reform across multiple business sectors" in which the private sector representatives at the meeting were engaged. "The United States and Liberia are inextricably intertwined," noted Ms. Liser, and "U.S. business is eager to see reforms that create incentives to make Liberia a more attractive destination for capital, for investment."

President-elect Boakai thanked Corporate Council on Africa for hosting the event and underscored his intent to create a more business friendly investment climate. "We are together, Liberia and the United States," said Boakai. "It is a priority for my administration to improve the business climate – a big part of that is improving our infrastructure – road and transportation networks; sanitation and water systems; energy and telecommunications; and of course, our education system – building opportunities for our youth."

Co-Vice Chairman of the Board at CCA, General (retired) William "Kip" Ward noted that he had traveled to Liberia many times, and agreed with

President-elect Boakai's emphasis on creating better conditions for the Liberian people. "I'm encouraged you emphasized the young people – creating something that I call the 'horizon of hope' through economic and social advancement is so important – I look forward to supporting those objectives," remarked Co-Vice Chair Ward.

Special Representative for Commercial and Business Affairs at the U.S. Department of State, Sarah Morgenthau, underscored the Biden Administration's commitment to promoting private sector-led trade and investment between the United States and Africa. "At the heart of this is the simple notion that American and African business shares a spirit of entrepreneurship, a willingness to take risks, and the ability to innovate that will shape a quintessential 21st century partnership," said Morgenthau.



H.E. Joseph Boakai, President-Elect, Republic of Liberia

In sum, this closed-door session offered an opportunity to jump-start a relationship with President-elect Boakai and his team of senior advisors to promote private sector business relationships. Ms. Liser provided to Boakai a letter of invitation to attend Corporate Council on Africa's U.S.-Africa Business Summit in Dallas, Texas, May 6-9, 2024. "Honorable President-elect, I and my team would be delighted to work with you and your administration to leverage the Summit to promote your vision for reform, and for attracting investment," said Ms. Liser while handing the letter to the President-elect.

With a population of 5.2 million and a large Liberian diaspora community in the United States, historical connections with the United States as well as notable natural resources, the potential for profitable investment relationships exists. Liberia offers opportunities for investment, especially in natural resources such as mining, agriculture, fishing, and forestry, but also in more specialized sectors such as energy, telecommunications, tourism, and financial services. CCA looks forward to working with the Government of Liberia, and the Liberian, broader African, and U.S. business communities and governments to advance sustainable, mutually-beneficial trade and investment relationships



Left to Right: Sarah Morgenthau, Special Representative for Commercial and Business Affairs at the U.S. Department of State; General Kip Ward, Co-Vice Chairman of the Board, CCA; Florie Liser, President & CEO, CCA; Riva Livingston, President & CEO, KRL International



Left to Right: H.E. Joseph Boakai, President-Elect, Republic of Liberia; Amb. Jeff Gongor Dowana, Embassy of the Republic of Liberia



Left to Right: Cynthia Blandford, International Focus Magazine; McDella Cooper, Republic of Liberia; Amara Konneh, Republic of Liberia

CCA'S 30TH ANNIVERSARY & AWARDS GALA

The Corporate Council on Africa's 30th Anniversary & Awards Gala, held on December 1, 2023, at the Waldorf Astoria Hotel in Washington, DC, was a grand celebration of the organization's rich history and three decades of influential contributions to U.S.-Africa trade and investment relationships. The event brought together esteemed member companies, affiliate organizations, the African Diplomatic Corps, U.S. government dignitaries and close friends of CCA with CNN International Anchor, Zain Asher, serving as the Mistress of Ceremonies.

The Gala commenced with a warm welcome from CCA President & CEO Florie Liser, who acknowledged the presence of distinguished guests, including members of the President's Advisory Council on Doing Business in Africa (PAC-DBIA), the Trade Advisory Committee on Africa (TACA), like-minded partners from the U.S. Chamber of Commerce, numerous other Africa-focused institutions such, and other esteemed attendees. Drawing on her nearly four decades in U.S. government to working to advance US-Africa trade relations, and nearly seven years at CCA, Ms. Liser noted that Africa is a "powerhouse in the making, with a continental market of 1.3 billion people and a total GDP of \$3.4 trillion." In her remarks, Florie expressed her appreciation for the hard work of the CCA team – both current and former members, as well as to her family for their unwavering support.

Outgoing CCA Chairman Dr. Jeff Sturchio was honored for his decades of dedicated service as a CCA member and twice Chairman, emphasizing the significance of CCA and its 30-year history in building U.S.-Africa business. Dr. Sturchio stated that the goal for the Gala was to recognize four important groups represented at the event. First, past leaders – co-founders of CCA, past Presidents & CEOs, and past Chairmen of the Board and other Board members. Second, CCA's member companies, "for whom CCA works hard every day to advance their interests." The third group Dr. Sturchio asked to stand were members of the African diplomatic corps as representatives of the dozens of African governments with which CCA has partnered over the decades to define and advance shared goals. And finally, U.S. government partners were asked to be recognized for the collaborative and productive partnerships that had advanced U.S. strategic goals to benefit both the United States and African nations, and our peoples.

Her Excellency, the Ambassador of Rwanda, Mathilde Mukantanbana, as Vice Dean of the African Diplomatic Corps, delivered remarks in recognition of the event and the exceptionally strong and collaborative relationships that CCA consistently maintains with each African embassy, renewing those ties as new Ambassador and Trade Counselors come and go.



Florie Liser, President & CEO, Corporate Council on Africa



Zain Asher, Anchor, CNN International

A highlight of the evening was the acknowledgment of CCA's impactful partnership with the African Union, particularly through initiatives like the Health Security & Resilience Initiative (HSRI) and the Africa Continental Free Trade Agreement implementation (ATI/AfCFTA) project. African Union Ambassador Hilde Suka-Mafudze commended CCA for its achievements to date and the tremendous future potential in strengthening U.S.-Africa trade and investment relationships in partnership with the African Union.

The audience was treated to a captivating live performance by StepAfrika!, adding a vibrant cultural element to the gala, and formalities were followed by a packed dance floor as DJ Pompey played upbeat hit after hit.

The focus of the evening was on honoring past Presidents and Board leaders, including CCA Co-Founder and Past Executive Director, David Miller, with retrospective remarks by CCA President Emeritus Steve Hayes, and former

Chairpersons of the Board of Directors Percy Wilson, and Paul Hinks.

Additional honorees, although not present, were acknowledged, including Maurice Templesman, Frank Fountain, and Mike Dignam.

The gala concluded with remarks from incoming Chairman John Olajide, who along with the CCA staff surprised President & CEO Florie Liser with a special award to recognize her strong leadership and renewal of CCA's vibrancy in her nearly six years at the helm. Olajide emphasized the tremendous opportunities for prosperity-enhancing engagement by and between African and American businesses, governments, and engaged organizations. He particularly noted the 2024 U.S.-Africa Business Summit scheduled for May 2024 in his adopted hometown of Dallas, Texas.

The night was a memorable tribute to CCA's legacy and its commitment to fostering strong trade and investment ties between the United States and Africa. As said in its slogan for the year, "Thirty Years of Excellence in U.S.-Africa Business." Here's to the next thirty!

[Click here](#) to watch the 30th Anniversary video.

[Click here](#) to view the photos from the evening.



Ambassador Mathilde Mukantabana, Ambassador of the Republic of Rwanda to the U.S. Deputy Dean of the African Diplomatic Corps



Judd Devermont, Special Assistant to the President and Senior Director for African Affairs, National Security Council, The White House

CCA's 30th Anniversary & Awards Gala Continued:



Ambassador Hilda Suka-Mafudze, Ambassador of the African Union to the United States



Percy Wilson, Former CCA Board Chairman 1994 - 1999



Left to Right: Florie Liser, President & CEO, CCA; Paul Hinks, Former CCA Board Chairman 2013 - 2016



Left to Right: Dr. Jeffrey Sturchio, CCA Chairman of the Board; Florie Liser, President & CEO, CCA



Kyung Cho-Miller, Wife of David Miller, Founder of CCA and Past Executive Director and President 1993 - 1999



Stephen Hayes, Former President and CEO , CCA 1999 - 2017



John Olajide, Founder & CEO, AXCESS & Incoming CCA Chairman of the Board



Left to Right: Zain Asher, Anchor, CNN International; Florie Liser, President & CEO, CCA; William Ward, Co-Vice Chair of the Board





U.S.-Africa Business: Partnering for Sustainable Success

May 6-9, 2024
Dallas, Texas



Registration Opening Soon!

The **U.S.-Africa Business Summit**, hosted by Corporate Council on Africa, is the premier conference promoting U.S.-Africa trade, investment, and commercial engagement. It will bring together more than 1,500 U.S. and African public and private sector leaders including African Heads of State, institutional investors, U.S. and African government officials, and multilateral stakeholders over the course of the 3-day Summit. The objective is to provide a high-level platform for U.S. and African government and private sector decision makers to engage on key sectors and issues impacting the U.S.-Africa economic relationship, and to drive U.S.-Africa sustainable business partnerships.

For more information visit www.usafricabizsummit.com

