



CORPORATE
COUNCIL ON
AFRICA

NOV/DEC 2019 EDITION

THE AFRICA eJOURNAL

A NEWSLETTER BY THE
CORPORATE COUNCIL ON AFRICA



PRESIDENT'S MESSAGE BY FLORIZELLE LISER

As I reflect on the past year and look forward to the new year, I am pleased to say that enhancing U.S.-Africa trade and investment, which African and U.S. government and business leaders often tout as a goal, is now much more than a lofty aspiration; it's an exciting reality.

In my nearly three years as President and CEO of the Corporate Council on Africa (CCA) (and for many years before when I served in U.S. government), we often hear from the Africans "where are the Americans? Why are they not coming to Africa and investing in Africa the way

others are?" It is not true that American companies are not in Africa. Many CCA member companies have been investing in and operating in Africa for many years - for example, GE and Caterpillar have been in Africa for over 100 years, Citi and Procter and Gamble for over 50 years, and even "newcomers" like Google are doing business across the continent. However, U.S. companies - which could certainly do more in Africa's growing and lucrative market - have not had the visibility nor the support that competitors from around the world enjoy. Those companies (whether Chinese, French, Japanese, or German) benefit from national policies and initiatives that target Africa and are rolled out with much fanfare. They also have institutions that provide tools and tangible support to their private sectors to invest in and export products to the African market.

In the past year, the United States has announced and launched Prosper Africa - a new initiative that aims to substantially increase two-way trade and investment between the U.S. and Africa, and brings together the full range of U.S. government agencies

IN THIS ISSUE



AN INAUGURAL WORKING GROUP ON INCREASING U.S. INVESTMENT IN AFRICA'S ICT SECTOR - P.2



FIRST MALARIA VACCINE IN AFRICA: PARTNERSHIP OPPORTUNITIES TO EXPAND VACCINE ACCESS - P.3



CCA HIGH-LEVEL DIALOGUE WITH H.E. ABDALLA HAMDOK, PRIME MINISTER OF SUDAN - P.4

and resources to connect U.S. and African businesses with new buyers, suppliers and investment opportunities. Corporate Council on Africa was pleased that Prosper Africa was rolled out - and with much fanfare - at our signature U.S.-Africa Business Summit in Maputo, Mozambique in June 2019. Nine African Heads of State or Government, ministers from over 26 countries and some 1300 participants including CEOs ...[continued on page 7](#)

AN INAUGURAL WORKING GROUP ON INCREASING U.S. INVESTMENT IN AFRICA'S ICT SECTOR



A cross section of delegates at the Inaugural Working Group on Increasing U.S. Investment in Africa's ICT Sector



From L to R: Scott Ticknor, CCA, Florizelle Liser, CCA, James O'Connor, USTTI, Heather Lannigan, USDA

On Wednesday, November 20, 2019, CCA relaunched an ICT working group, featuring speakers from Google, Flutterwave, the U.S. Telecommunications Training Institute (USTTI) and the U.S. Trade and Development Agency (USTDA), with the following highlights:

Titi Akinsanmi, Policy and Government Relations Lead, West and Francophone Africa, Google discussed opportunities and challenges in the ICT sector.

Opportunities: Africa's large youth population and high unemployment/low productivity makes the potential of digital transformation crucial to the future of the continent. Some of this is already happening – e-commerce is predicted to grow 40% by 2025 in Africa – and some sectors show great promise, such as fintech.

Challenges: African leaders/governments do not fully value the potential of ICT. There are worrying trends of legislation and regulations that restrict investment and growth in the sector. There is a persistent digital divide between Africa (29% Internet penetration) and the rest of the world (49%), with Africa trailing in anticipated ICT sector growth. Many Africans lack ICT skills – there is a need for training and investment in this area.

Omosalwa Adeyemi, Head of Global Partnerships and Expansion, Flutterwave, a U.S. based Nigerian payment platform that seeks to

harmonize and facilitate payment processes across Africa and between Africa and the rest of the world, also shared her insights on opportunities and challenges in the ICT sector.

Opportunities: Africa's large youth and urban population represents one of the world's largest potential markets for ICT, with a population trending toward greater ICT use. Africa is leapfrogging technology – for example, an ACH transfer takes about 15 seconds in Africa versus 3-5 business days in the United States. ICT is contributing to the creation of an African middle class that itself is generating demand for new ICT services.

Challenges: The African market is fragmented. Doing business requires an understanding of multiple different market environments. While infrastructure has been developing, there is still a large unmet need for ICT infrastructure. The ICT sector is moving faster than the regulators. Regulations often restrict/punish rather than facilitate growth. There is a strong need for education and training for regulators. U.S. and European business people often lack an understanding of Africa, especially as it relates to ICT. Potential investors need to do more due diligence than in other markets.

James O'Connor, President of USTTI, and

Heather Lanigan, Regional Director for Sub-Saharan Africa for USDA explained how their programs develop Africa's ICT capacity through training (USTTI) and reverse trade missions/workshops (TDA). O'Connor explained that African regulators have generally not kept up with technological change and are poorly coordinated. There is often a lack of high level political understanding and support for ICT in Africa, resulting in punitive and restrictive policies.

Moderator Florie Liser asked: Why are some African leaders not supportive of more liberal ICT policies? The group flagged several possible reasons:

- Governments fear that ICT will mean revenue losses as fewer transactions flow through formal channels. In response, there is a strong case to be made that ICT shifts revenue sources rather than reduces overall revenues. An ICT-enabled economy will grow faster, creating jobs and revenue from other kinds of businesses.
- Governments do not want to lose control – social media in particular is seen as a forum that encourages criticism of the government and can lead to less government control of society.
- Governments are responding to protectionist pressures and the lack of trade harmonization across Africa.

The working group identified possible future engagements, focused on training, improved policy and technical coordination and building more senior-level support for ICT within Africa.

FIRST MALARIA VACCINE IN AFRICA: PARTNERSHIP OPPORTUNITIES TO EXPAND VACCINE ACCESS



From L to R: Dr. Kwaku Poku (KP) Asante, Kintampo Health Research Centre, Dr. Ashley J. Birkett, PATH, Dr. Opokua Ofori-Anyinam, GSK Vaccines, Dr. Mary Hamel, WHO, Mozambican Amb. Carlos Dos Santos



From R to L, (seated at table): Sally Ethelston, PATH, Florizelle Liser, CCA, Morayor Essieh, CCA

On Tuesday, November 19, 2019, Corporate Council on Africa (CCA) hosted a health working group meeting, First Malaria Vaccine in Africa: Partnership Opportunities to Expand Vaccine Access. Panelists discussed the opportunity for improved malaria control with the new RTS,S/AS01 vaccine as well as the implications of the vaccine for African countries.

President and CEO of CCA, Florizelle Liser opened the event with welcome remarks followed by a panel discussion moderated by Sally Ethelston, Director of Resource Mobilization and Outreach, Malaria Vaccines, PATH. The panelists included Dr. Kwaku Poku (KP) Asante, Director of the Kintampo Health Research Centre, Dr. Ashley J. Birkett, Director of PATH's Malaria Vaccine Initiative, Dr. Mary Hamel, Lead of Malaria Vaccine Implementation Program, WHO, and Dr. Opokua Ofori-Anyinam, Director of Clinical Development, GSK Vaccines.

Dr. Hamel shared updates on WHO's flagship Malaria Vaccine Implementation Program. So far, the pilot introductions of the vaccine are limited to Kenya, Malawi, and Ghana and a decrease in the number of malaria cases has been observed. The vaccine supplements increased government and community dedication to combating malaria. Some of the modes of malaria treatment discussed include

insecticide-treated nets, indoor residual spraying, and intermittent preventive treatment (IPT), all of which are not individually 100% effective but together go a long way.

Dr. Hamel highlighted that when the vaccine is used alongside the aforementioned intervention methods, it tends to be more effective. She stated that vaccine introductions will continue through 2023, but emphasized the need for investment, and for more African countries to decide whether they want to include the vaccine in their respective country's malaria strategy.



H.E. Carlos Dos Santos, Ambassador of Mozambique addresses delegates

The panel discussed the broader challenges, opportunities, and needs of the pilot program. Dr. Ofori-Anyinam stressed the necessity of an end-to-end model that ensures that those who need the vaccine have access to it, as well as the importance of finding partners that will help them share the risk of the program.

According to Dr. Asante, there is a need to break down communication for community education, and better modes of recording and managing data on the continent. Dr. Hamel presented three important needs of the program including, \$6 million to complete the pilots, countries accumulating data to make decisions on whether or not to implement the vaccine, and support for long-term access to the vaccine.

Liser closed out the event by stressing the importance of partnering with African companies to improve campaigning and marketing. 'With corporate support, we can aid the fight against malaria in Africa', she said.

CCA HIGH-LEVEL DIALOGUE: A DIALOGUE WITH H.E. ABDALLA HAMDOK, PRIME MINISTER OF SUDAN



From L to R: Florizelle Liser, CCA, H.E. Abdalla Hamdok, Republic of Sudan, Kalidou Gadio, Manatt, Phelps and Phillips, LLP

On December 5, 2019, CCA hosted a High-Level Dialogue with visiting Sudanese Prime Minister Abdalla Hamdok. The luncheon included Sudan's Ministers of Religious Affairs and Endowments, Defense, Justice, and Youth and Sports, as well as senior U.S. government officials and fifteen representatives from U.S. companies. The luncheon was hosted at Manatt, Phelps and Phillips, LLP.

Prime Minister Hamdok hailed Sudan's revolution as a "new dawn" and a major world event. Sudan needs international support and, to attract businesses and is working to improve its business climate, including reforming regulations and investment codes. PM Hamdok underscored Sudan's strategic location and opportunities in the oil, mining, infrastructure, energy, tourism, and services sectors. Agriculture was also a priority and Sudan's recent ban on exports of agricultural raw materials was designed to promote value addition.

PM Hamdok acknowledged that he inherited many challenges, as well, including an economy saddled by debt, excessive subsidies, and inadequate social safety nets. He was pleased with his reception in the United States and with the announcement that the U.S. and Sudan would exchange ambassadors for the first time in 23 years. He hoped Sudan's designation as a state sponsor of terrorism would be rescinded and that remaining U.S. sanctions would be removed.



Private Sector Representatives from Boeing, Shell Oil, Caterpillar Inc., Bechtel, Manatt, Phelps and Phillips LLP, APR Energy, AT&T and other officials with PM Hamdok



African Union Commissioner for Trade and Industry, Hon. Albert Muchanga addresses delegates



A cross section of delegates at the PAC-DBIA Roundtable with AU Commissioner for Trade Albert Muchanga

PAC-DBIA ROUNDTABLE WITH AU COMMISSIONER FOR TRADE ALBERT MUCHANGA

On November 14, 2019, CCA and the U.S. Chamber of Commerce collaborated in organizing a roundtable with African Union Commissioner for Trade and Industry Albert Muchanga, hosted by the President's Advisory Council on Doing Business in Africa (PAC-DBIA). The event took place at GE on the margins of the U.S.-African Union High Level Dialogue, with a group of about 30 U.S. government and private sector representatives, as well as AU officials.

Commissioner Muchanga offered his vision of the African Continental Free Trade Area (AfCFTA). He and his team are working on continental payment systems, rules of origin, agreements to liberalize services, the creation of a trade observatory and other preparations – all of which should be ready by the implementation of the AfCFTA starting on July 1, 2020.

Muchanga highlighted the opportunities offered by a continent-wide market with harmonized systems, commenting that he needed to do more to explain AfCFTA to the private sector. He hoped the U.S. government would provide the AU with technical assistance.

According to Muchanga, Africa's Regional Economic Communities (RECs) are collaborating closely on the creation of the AfCFTA. He stressed the need for active private sector engagement in the formation of AfCFTA rules and policies. The AU is working on a digital strategy and wants to build capacity in e-commerce.

The Commissioner addressed questions about fighting corruption, developing value chains, and clarifying the rules for trade in services.

CCA HIGH LEVEL DIALOGUE: A DIALOGUE WITH MCEBISI JONAS, FORMER DEPUTY MINISTER OF FINANCE, SOUTH AFRICA



From L to R: Mcebisi Jonas, Republic of South Africa, Witney Schneidman, Covington and Burling LLP



Eric H. Holder Jr., 82nd Attorney General of the United States addresses delegates

On November 13, 2019, CCA hosted “A Dialogue with Mcebisi Jonas” at Covington & Burling LLP. Covington’s Witney Schneidman opened the event, followed by remarks from Eric H. Holder Jr., 82nd Attorney General of the United States. Schneidman moderated the dialogue with Mcebisi Jonas, a former South African Finance Minister and parliamentarian, currently serving as an Investment Envoy for President Ramaphosa and Chairman-Designate of MTN. He and three other new presidential envoys aim to attract \$100 billion in investment to South Africa.

Jonas highlighted the need to reverse longstanding suspicions of the private sector and to improve the business climate in South Africa. This included reducing regulations and strengthening prosecutorial authority. South Africa had been too slow to address state capture and was inadequately

addressing the problems of unemployment and poverty. Jonas further addressed the state of the ANC, connecting its loss of credibility to corruption within the party. South African leadership is realizing the need to improve the investment climate, drive prosecutions, and rehabilitate the state. Jonas was hopeful that the Ramaphosa administration would address these “existential” challenges and noted that the private sector would be a critical partner. Jonas then answered a series of questions from the audience.

On MTN, Jonas viewed population growth in Africa as an opportunity for market growth. Challenges include an inconsistent regulatory environment across the continent, data protection issues and the need to increase fintech.

On South Africa’s electricity utility, he stated that ESKOM needed to be opened up to the private sector. Its biggest challenge in the next 3-6 months will be improving efficiency to reduce debt and restructuring to emphasize renewables.

On the Africa Continental Free Trade Arrangement (AfCFTA), Jonas noted the difficult road ahead and stressed the need to focus first on increasing the harmonization of Africa’s bigger economies.

Jonas concluded by emphasizing that sustainable growth in Africa depends on solutions that involve the private sector and prosecute acts of corruption. Africa’s youth needs more sources of inspiration and improved educational outcomes.

CCA HOSTED MR. WUBIE KASSA, HUMPHREY FELLOW & DEPUTY SECRETARY GENERAL OF THE ETHIOPIAN CHAMBER OF COMMERCE AND SECTORAL ASSOCIATIONS (ECCSA)



During the week of November 18th-22nd, 2019, CCA hosted Mr. Wubie Kassa, visiting the United States as part of the Humphrey Program for Economic Development at Duke University. Mr. Kassa is the Deputy Secretary General of The Ethiopian Chamber of Commerce and Sectoral Associations (ECCSA), a reputable business organization that works in business development and advocates for the rights of the private sector. The ECCSA aims to promote a conducive business environment to invest and create trade links with Ethiopian products and services to other markets. It facilitates capacity building opportunities for members, influences policy-making efforts towards job creation, and opens the economy to privatization and directing investment opportunities.

During his placement with CCA, Wubie attended meetings with personnel from various organizations including Fred Stewart, Director, Office of Africa, U.S. Department

of Commerce, Stephan Dreyhaupt, Principal Economist for Eastern and Southern Africa, IFC, Raphael Sambou, Bureau of Economic and Business Affairs, U.S. Department of State, and Jeremy Streatfield, Director of African Affairs, United States Trade Representative. These meetings were significant in shedding light on the U.S. economic policy framework and U.S. perspectives on development models to increase investment opportunities.

Mr. Kassa has immense experience working at both the regional and federal levels of government, and his expertise ranges from agriculture to micro-enterprises to cooperatives. His experience was showcased during the meetings where he elaborated on how the ECCSA functions in regards to trade and investment, capacity building, and advocacy policy.

Mr. Kassa also had the opportunity to learn about the work that CCA does to promote U.S.-Africa trade and investment. He met with Florie Liser, CEO and President of CCA, and attended CCA Health and ICT working groups. With the knowledge gained from his time here in Washington DC, Mr. Kassa hopes to play a stronger role in initiating dialogue with key government and non-government stakeholders in Ethiopia.

As his professional affiliation hosts, CCA is delighted to have hosted Mr. Wubie Kassa and found his time with us very productive and informative.

and other business executives attended the Summit. The Prosper Africa launch featured the Deputy Secretary of the U.S. Department of Commerce, the USAID Administrator, the Assistant Secretary of State for Africa, the Director of USTDA and officials from nearly a dozen U.S. government agencies, including OPIC, Exim Bank, USTR, and others who are committed to working together in a coherent and proactive way to advance Prosper Africa's goals. Since then, "deal teams" have been established at embassies across the continent to provide practical assistance to those companies navigating new partnerships, ventures and investments in Africa.

In addition, a new executive agency of the U.S. federal government – the U.S. International Development Finance Corporation (USIDFC or DFC) has been launched to provide foreign assistance through the financing of private development projects. Consolidating the Development Credit Authority (DCA) of USAID with the Overseas Private Investment Corporation (OPIC), the new DFC will raise the spending cap of investments to \$60 billion (more than double the \$29 billion of OPIC) to provide loans, loan guarantees and insurance to companies that invest or operate in developing countries. DFC's newly appointed CEO (Adam Boehler) has already visited Africa – confirming the agency's commitment that Africa will be a key target and focus for DFC. Just a few days ago – on December 19th and 20th – Congress approved and President Trump signed legislation fully funding and thereby launching DFC – only one of several important steps that takes us from aspiration to reality in terms of enhancing the U.S.-Africa economic relationship. I am also excited about the full funding and seven-year reauthorization of the Export-Import Bank of the United States (EXIM). This too was a result of legislation passed by Congress and signed by the President which grants EXIM the longest-ever reauthorization and the ability to provide the necessary export credit to African (and other) purchases of U.S. goods and services – something that EXIM was hampered from doing for over two years.

In my capacity as CCA President and a member of the EXIM sub-Saharan Africa Advisory Committee (which only recently became functional again), I see this as one of the most concrete ways to level the playing field, while giving visibility to U.S. partnerships and projects in Africa and the needed financing for such projects. CCA was pleased to host EXIM President and Chairman Kimberly Reed at our CCA Annual Members meeting and as part of our High-Level Dialogue series. She noted then that EXIM (even while under short term authority) was already paving the way for what will likely be record financing of new projects across Africa – approving recent loans to Mozambique (\$ 5 billion for a gas project) and Senegal (\$ 86 million preliminary commitment for electrical and renewable energy projects).

CCA has also focused on the African side – from developments in individual countries to market opportunities that will result from implementation of the African Continental Free Trade Area (AfCFTA) Agreement. While there are many we could mention, I was especially pleased that CCA organized events and High-Level Dialogues featuring President Bio of Sierra Leone, President Tshisekedi of the DRC, and most recently Prime Minister Hamdok of Sudan. 2019 also saw CCA events featuring Ambassador Fitsum of Ethiopia, three Nigerian Ministers (Finance, Budget and Planning, and Trade and Investment) as well as Governors of several Nigerian States, and most recently the African Union (AU) Trade and Industry Commissioner Albert Muchanga and Mcebisi Jonas, a South African Investment Envoy and former Finance Minister. From nations small to large and for the continent as a whole, all made clear that there is no better place to invest and do business than in Africa.

On both the U.S. and the African side, we are at a time when we are moving from hopes and aspirations for an enhanced U.S.-Africa economic relationship to clear pathways and platforms for realizing that vision.

Finally, I cannot talk about CCA's goals for the future without also mentioning key sectors in which CCA is doing some new things that we believe will promote growth and prosperity for both Africa and America. Under CCA's Health Working Group, we have worked with our members in the health sector to focus on the private sector's role and partnerships with government to address both communicable and non-communicable diseases in Africa. We are dedicated to a reality – not just an aspiration – to promote the investments needed in this critical sector. And on ICT, we relaunched CCA's ICT Working Group, drawing a large crowd to discuss the challenges as well as opportunities and reflecting how important this sector is in supporting African competitiveness and widespread growth. Looking forward to 2020, there is more excitement to come. CCA, in partnership with the Kingdom of Morocco, will be hosting the 13th U.S.-Africa Business Summit in Marrakech, Morocco on June 9-12. This will be the first time we've done Summits on the continent two years running and the first-ever Summit in North Africa. I recently returned from a trip that took me to Rabat, Casablanca and Marrakech to meet with government officials and the private sector and to experience the sights and sounds of the Summit venue. We have selected a beautiful venue and the Moroccans are very enthusiastic about hosting us!

CCA looks forward to continuing to help the U.S. and African private sectors succeed on the continent. In 2020, we will support Prosper Africa to reach its full potential. We especially look forward to working with the new U.S. International Development Finance Corporation (DFC) as it gets off the ground and with EXIM as it takes advantage of its long term reauthorization to provide the very real tools and support U.S. and African businesses need to succeed in Africa. We are thankful to our members, and to our supporters and partners in the U.S. and African public and private sectors who have been there with CCA throughout 2019 and will be with us in 2020 to promote the vision and reality of stronger trade, investment, and business ties between the United States and the nations of Africa. Happy Holidays and may the New Year be a successful and prosperous one.

UPCOMING EVENTS

JANUARY 2020

2020 Africa Economic Outlook Briefing
TBA | Washington, DC

FEBRUARY 2020

CCA High Level Dialogue
TBA | Washington, DC

MARCH 2020

U.S.-Africa Trade and Investment Forum
TBA

2020 Africa Tour and Summit Roadshow
TBA | West and East Africa

APRIL 2020

Africa Finance Forum
TBA | Washington DC

JUNE 2020

U.S.-Africa Business Summit
TBA | Marrakech, Morocco

WORKING GROUPS

CCA will host working group meetings on the continent and in the U.S. on key issues in the following sectors: Agribusiness, Capacity Building, Energy, Finance, Health, ICT, Infrastructure, Security, Tourism and Trade.



For more information, please visit www.corporatecouncilonafrika.com

1100 17th Street, NW, Suite 1200 * Washington, DC 20036, U.S.A
Tel: 202.835.1115 * Fax: 202.835.1117 * www.corporatecouncilonafrika.org
The Corporate Council on Africa is a nonprofit 501 (c)(3) organization