



# THE AFRICA eJournal

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A NEWSLETTER BY  
CORPORATE COUNCIL ON AFRICA



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# PRESIDENT'S MESSAGE

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**A**s we conclude a busy March and April, our attention is focused on the need for U.S.-Africa public-private collaboration to strategically address the impact of the Ukraine war on Africa, its agricultural sector, and people. Recognizing the importance of this issue, CCA organized on April 20th an in-person event for the 2022 Africa Finance Forum on the sidelines of the World Bank spring meetings entitled “Disruptions in Global Agribusiness Supply Chains: Impact in Africa and Need for Collaborative Action.”

African countries, which continue to be impacted by the COVID pandemic, are now faced with another economic shock from the war in Ukraine. Increases in global commodity prices, and especially oil which rose above decade-long highs of more than \$100 a barrel shortly after Russia invaded Ukraine on February 24, are inflicting heavy costs to many African governments, their agricultural sectors, farmers, and vulnerable food-dependent citizens. The conflict in Ukraine is severely impacting food security globally, and especially in many African countries that rely on key agricultural imports. Russia and Ukraine are among the top exporters of wheat (almost one-quarter of global wheat exports) as well as barley, sunflowers, and maize while Russia is a key producer of fertilizer. Hence, war-induced disruptions in the agricultural sector in Ukraine and heavy economic sanctions on Russia are raising the price of wheat, fertilizer, and other agricultural products.

Rising consumer prices are likely to impact the countries that are most heavily dependent on agricultural imports from Russia and Ukraine. African countries imported agricultural products worth \$4 billion from Russia in 2020. Wheat accounted for nearly 90% of imports, while sunflower oil accounted for 6%. Egypt accounted for nearly half of these imports, followed by Sudan, Nigeria, Tanzania, Algeria, Kenya, and South Africa. Russia is the third largest exporter of potash, a key ingredient in fertilizer, after Canada and Belarus. That's the difficult food import picture.

When we look at this issue from the internal lens of African farm productivity, we see that Africa's hundreds of millions of smallholder farmers, who already face challenges in accessing and using the latest and best technology to increase productivity, are now being hit by additional challenges.



• We are excited that  
• 2022 will be topped  
• off with a much-  
• welcomed CCA  
• U.S.-Africa Business  
• Summit to be held  
• in partnership with  
• the Government of  
• Morocco, on July 19 -  
• 22 in Marrakech. We  
• look forward to seeing  
• you all at the Summit  
• and to providing CCA  
• members and other  
• stakeholders with the  
• access, connections,  
• and insights needed  
• to take advantage  
• of the positive  
• developments in  
• trade and investment  
• in Africa.

Fertilizer prices across Africa are rising rapidly and out of the reach of many African farmers. For example, in Kenya fertilizer prices have doubled from about \$30 a bag last year to roughly \$60 a bag today. Farmers in Kenya's agricultural zones are complaining that this dramatic increase will significantly push up their production costs. Moreover, the hike in fuel prices will also impact the ability of African farmers to use farm machinery and transport, further reducing their ability to grow sufficient crops this year. This scenario playing out all across the continent will likely lead to smaller crop yields, further impacting food prices, food security, and could potentially fuel social and political tensions.

All this is happening at a time when countries in the East Africa and Horn regions are facing food insecurity due to low rainfall. The United Nations estimates that 20 million people in Ethiopia, Kenya, Somalia, and Djibouti face hunger due to the longest drought in four years, which has killed livestock and ruined harvests. There is a strong probability that the Russia-Ukraine conflict will have negative and long-lasting multiplier effects on African economies and impede their efforts to relaunch as most governments no longer have the fiscal space to retain or even expand their safety nets.

Despite these challenges, CCA has high hopes for 2022 and beyond. While AfCFTA implementation and phase 2 negotiations proceed on the African side, we also anticipate that the Biden Administration will set a path for a stronger, reenergized U.S.-Africa relationship – advancing the Prosper Africa Build Together Campaign and Build Back Better (B3) World projects in Africa, soon announcing an Africa national security strategy, launching a Digital Africa initiative, and making plans to host the Africa Leaders Summit (last held in 2014). On March 10, CCA was delighted to host Deputy Assistant Secretary of State Akunna Cook and Prosper Africa Acting Chief Operating Officer Leslie Marbury for a webinar entitled “Prosper Africa's View from the Ground.” The event served as an opportunity to

highlight their recent trip to Nigeria, Kenya, South Africa, and Namibia as part of the first in a series of Prosper Africa Economic Diplomacy tours led by the U.S. Department of State. Prosper Africa enables the U.S. Government to speak in one voice across 17 participating departments and agencies about our shared commitment to an economic partnership with countries across the African continent. Their visit focused on increasing U.S. investment in the creative industries, ICT and digital technologies, infrastructure, and energy. The delegation engaged with entrepreneurs, business leaders, and government officials to remove barriers to U.S. trade and investment, to drive transactions forward, and to promote market opportunities.

In March and April, CCA hosted events focused on infrastructure, investment, and SMEs – highlighting their critical roles, respectively, in supporting greater U.S.-Africa trade. On March 8, CCA held “The U.S. - Kenya SME Trade Initiative Program Launch” with the Kenyan Private Sector Alliance (KEPSA). The initiative recognizes the critical role that SMEs play in U.S. and Kenyan trade, and it seeks to expand trade and investment between American and Kenyan SMEs through partnership, information sharing, training, logistics, financing, and more. The program will provide support to U.S. and Kenyan minority, women, youth, and diaspora owned businesses to access the Kenyan and U.S. markets.

On April 25, CCA hosted a discussion with the Hon. Raila Odinga, African Union High Representative for Infrastructure Development and former Prime Minister of Kenya. The program served as an opportunity to discuss Africa's infrastructure agenda, the significant gap in financing of infrastructure projects in Africa – whether rail, road, and airports, green and renewable energy, or digitization of the African economy. Hon. Odinga also shared his views on Kenya and the significant opportunities for U.S. companies seeking to expand business in the East African regional market.

On the same day, CCA held a roundtable discussion entitled “Engaging U.S. Investors to Facilitate U.S. Investments in Africa” including speakers

## President's Message Continued:

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from the World Bank and IFC looking to leverage their investments into Africa with those of institutional and private equity investors. The discussion highlighted growing opportunities for U.S. institutional investors – including pension funds – to make profitable and relatively low risk investments – particularly for projects using “blended finance” platforms.

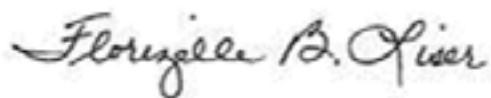
Another highlight in April was the signing of a Memorandum of Understanding between CCA and the Confederation of Tanzania Industries (CTI) to work together to enhance U.S.-Tanzania trade and investment and to cooperate in areas of trade promotion and private sector development. As we return to in-person events, it was a special delight to host an Iftar dinner with H.E. Samia Suluhu Hassan, the President of Tanzania celebrating distinguished women leaders in global affairs.

As we plan for the July 19-22, U.S.-Africa Business Summit, I traveled to Morocco, on March 17-25 to meet with senior government officials as well as Moroccan and U.S. private sector groups. In Rabat, I was delighted to meet with H.E. Nasser Bourita, Minister of Foreign Affairs, African Cooperation and Moroccan expatriates, H.E. Ryad Mezzour, Minister of Trade and Industry, Mr. Obaid Amrane, CEO, Ithmar Capital, as well as the intergovernmental committee coordinating the organization of the U.S.-Africa Summit.

I also met with the senior leadership and a number of U.S. and Moroccan companies such as OCP, Citi, Attijariwafa, Mazars, Banque of Africa, Gilead Sciences, Banque Populaire, Maroc Telecom and trade associations, CGEM and AmCham Morocco. I was privileged to meet with Mr. David Greene, U.S. Charge d'Affaires in Rabat and Mr. Lawrence Randolph, Consul General in Casablanca. These meetings reinforced the choice of Morocco as the Summit host and demonstrated the full commitment of both government and private sector actors to make the U.S.-Africa Business Summit a resounding overall success.

We are excited to be partnering with the Government of Morocco on this much anticipated Summit and we look forward to seeing you there and providing CCA members and other stakeholders with the access, connections, and insights needed to take advantage of the positive developments in trade and investment in Africa.

Sincerely,



Florizelle Liser  
President & CEO  
Corporate Council on Africa



H.E. Ryad Mezzour, Minister of Trade and Industry & Florie Liser, President & CEO, CCA during her Moroccan tour in preparation for the U.S.-Africa Business Summit in July 2022.



Wafaa Settar, Communication and Strategy Director, Moroccan Investment and Export Development Agency (AMDIE) & Florie Liser, President & CEO, CCA



# ROUNDTABLE DISCUSSION WITH H.E. ANNE WIAGURU, GOVERNOR OF KIRINYAGA COUNTY, REPUBLIC OF KENYA



Governor Anne Wiaguru

On Thursday, March 3, 2022, Corporate Council on Africa (CCA) held a private dialogue with members to discuss the ongoing economic conditions in Kenya. The session featured H.E. Anne Wiaguru, Governor of Kirinyaga County and Dr. David Ndi, economist, as well as other members from the Kenyan government. The session allowed CCA members to hear about the continuous efforts focused on bottom-up economic development under Deputy President William Ruto.

Opening remarks were provided by Witney Schneidman, Senior Policy Advisor and Head of Africa Practice for Covington & Burling LLP. He welcomed H.E. Wiaguru and her delegation and began by asking about the economic policies advocated in Deputy President Ruto's upcoming election campaign.

H.E. Wiaguru stated her commitment to pursuing a bottom-up economic model, targeting those in the lowest part of the economic pyramid rather than large infrastructure projects with benefits that "trickle down." Examples of Safaricom using microbusinesses to distribute products as well as a current initiative supporting farmers to create cooperatives for value addition were cited to support the bottom-up model. The campaign also placed heavy emphasis on job creation along with increased access to technical and vocational training.

A large focus of the session was on the need for economic policies to shift from capital intensive investments to greater support of small and medium enterprises (SMEs). In Kenya, SMEs contribute to approximately 30 percent of the

country's GDP and account for 83 percent of employment. With such a sizable portion of the economy in SMEs, the campaign advocated for increased capital for these enterprises to promote greater productivity. Additionally, SMEs also require an enabling environment, a legal environment in which they can function, business support services, and social protections— all of which are of high priority to the campaign.

The question-and-answer section featured questions on infrastructure from CCA members such as Caterpillar, Citi, Manchester Trade, and Google. The campaign stated its commitment to investment in production that utilizes and eventually pays for infrastructure development.

Witney Schneidman provided closing remarks and expressed CCA's continued mandate to support the economic development of African nations by continuing to provide a platform for discussions on engagement opportunities on the continent as well as U.S.- Africa collaboration for economic growth.



Hon. Kimani Ichungwa, Parliament of Kenya



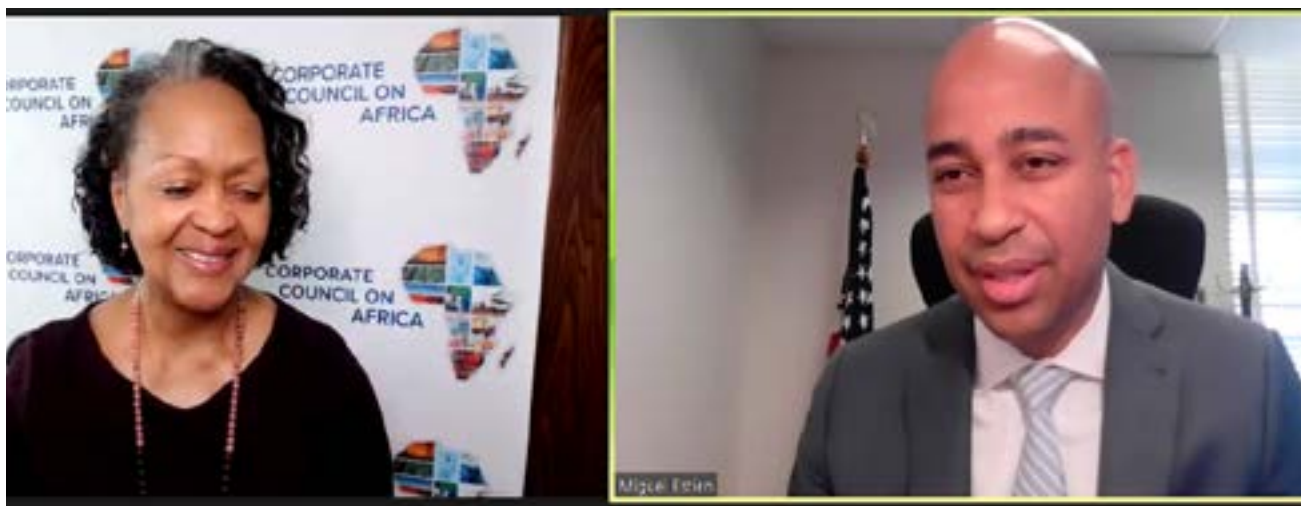
**Left to Right:** Dr. David Ndi Gov. Salim Myurya, Governor Anne Waiguru, Witney Schneidman, Governor Jophat Nanok, Korir Sing'Oei, and Hon. Kimani Ichungwa



**Left to Right:** Dr. David Ndi, Witney Schneidman

# KENYAN PRIVATE SECTOR ALLIANCE: THE U.S. - KENYA SME TRADE INITIATIVE PROGRAM LAUNCH

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Florie Liser, President & CEO of CCA and Miguel Estien, National Director for the Minority Business Development Agency

On Tuesday, March 8, 2022, the Corporate Council on Africa (CCA) held “The U.S. - Kenya SME Trade Initiative Program Launch” with the Kenyan Private Sector Alliance (KEPSA). This event represents the official launch of the U.S. - Kenya SME Trade Initiative. The initiative recognizes the critical role that SMEs play in U.S. and Kenyan trade, and it seeks to expand trade and investment between American and Kenyan Small and Medium Enterprises (SMEs) through partnership, information sharing, training, logistics, financing, and more.

Florie Liser, President and CEO of the Corporate Council on Africa, delivered the opening remarks. She detailed the overarching goal of the U.S. - Kenya SME Trade Initiative, “to provide a unique platform to facilitate American and Kenyan SME business linkage and partnerships. The program will provide support to U.S. and Kenyan minority, women, youth, and diaspora-owned businesses to access the Kenyan and the U.S. market.”

Remarks were also provided by KEPSA CEO Carole Kariuki, who emphasized KEPSA’s role as the apex body of the private sector. KEPSA represents over one million businesses, a substantial proportion being SMEs. Ms. Kariuki stressed the role SMEs play in the Kenyan economy, which employ over 80% of the working population in Kenya and contribute to 33% of the gross domestic product. With SMEs accounting for 83.6% of total employment created in 2019, the initiative aims to provide SMEs with the technical and financial resources to develop and grow their business ventures in the United States.

Also present at the event was Jaswinder Bedi, Chairman at Kenya Export Promotion & Branding Agency (KEPROBA) and Vice-Chair KEPSA; Sam Mwale, KEPSA Advisor and US Representative; Miguel Estien, National Director for the Minority Business Development Agency (MBDA); and SMEs among other attendees from Kenya and the United States.



## KEPSA Discussion Continued:

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Mr. Bedi, Chairman of KEPROBA, reinforced the key role SMEs play in the Kenyan economy. Despite the United States being the third largest export market for Kenya, there is still a trade imbalance of \$83 million dollars as of 2019 between the two countries. He emphasized the importance of SMEs in decreasing this imbalance and KEPROBA's ongoing efforts to ensure products are export ready for the US market.

The initiative will initially select 25 SMEs from the U.S. to provide them with information on opportunities in Kenya and the broader East African market. They plan to introduce them to U.S. programs (like MBDA's Export Centers, SBA, Exim bank, DFC, and others) that can provide them with the technical and financial resources to develop and grow their business ventures in Kenya. Vice versa will be done for 25 SMEs from Kenya with respect to the American market.

Mr. Estien, National Director of MBDA, explained MBDA's four export centers and their mandate to connect minority businesses in the U.S. to larger markets and provide them with technical assistance. The MBDA continues to offer the necessary resources for international trade, as minority businesses are four times more likely to export than non-minority firms.

In her closing remarks, President and CEO Liser expressed CCA's continued mandate to support the economic development of African nations by continuing to provide a platform for discussions on U.S. - Africa collaboration for economic growth. She thanked KEPSA for their partnership and stressed the importance of this initiative to scale up U.S. - Kenya trade, investment, and business through the power of SMEs.



Jaswinder Bedi, Chairman at Kenya Export Promotion & Branding Agency (KEPROBA) and Vice-Chair KEPSA



Sam Mwale, KEPSA Advisor and US Representative

# PROSPER AFRICA'S VIEW FROM THE GROUND

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Leslie Marbury, Chief Operating Officer at Prosper Africa

On March 10, 2022, the Corporate Council on Africa in partnership with Prosper Africa held a webinar entitled “Prosper Africa’s View from the Ground.” The event featured Akunna Cook, Deputy Assistant Secretary of State of African Affairs at Department of State and Leslie Marbury, Chief Operating Officer at Prosper Africa.

The webinar served as an opportunity for DAS Cook and Ms. Marbury to highlight their recent trip to Nigeria, Kenya, South Africa, and Namibia as part of the first in a series of Prosper Africa Economic Diplomacy tours led by the U.S. Department of State. The U.S. Government officials briefed the audience on their trip and highlighted key findings and opportunities to deepen U.S. and Africa economic ties.

Florie Liser, President and CEO of the Corporate Council on Africa delivered the opening remarks

and moderated the webinar. She introduced DAS Cook and Ms. Marbury, inviting them to speak on key findings and opportunities to deepen U.S. - Africa ties in sectors such as ICT, creative industries, digital technologies, infrastructure, and technology.

The delegation led by DAS Cook and Ms. Marbury engaged with entrepreneurs, business leaders, and government officials to remove barriers to U.S. trade and investment, to drive transactions forward, and to promote market opportunities.

DAS Cook emphasized that there is a “lot of hunger and yearning for private sector investment on the continent.” She spoke of the need to modernize the tools the U.S. Government has for deploying economic diplomacy and the need for it to be a priority across the different agencies, not just Prosper Africa. Prosper Africa is composed of seventeen different agencies with seventy different tools including financing, matchmaking, and development. DAS Cook spoke of the need to make it easier for the private sector to navigate the available resources.

Another opportunity for the private sector exists in terms of engagement when working with African governments. Businesses could do more to highlight the value they add to the local economy in terms of economic return, job creation, technical transfer, and skills and capacity building. With the African Continental Free Trade Area (AfCFTA), DAS Cook expects the enabling environment for the private sector to improve over time, assisting the private sector.

## Prosper Africa Continued:

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**Top left to Bottom right:** Florie Liser, President & CEO of CCA; Leslie Marbury, Chief Operating Officer at Prosper Africa; Akunna Cook, Deputy Assistant Secretary of State of African Affairs at Department of State; and Jacob Flewelling, U.S. Development Finance Corporation

COO of Prosper Africa, Leslie Marbury, echoed DAS Cook's excitement about the AfCFTA, explaining that Prosper Africa serves as a one stop shop that is ready to engage with investors and offer spoke services to the continental market the AfCFTA provides. Ms. Marbury placed a heavy emphasis on Prosper Africa's development of strategic partnerships to assist engagement on the continent. She also shared the importance of cost-effective financing and Prosper Africa's flexibility to work at a continent level with foreign assistance funding in a variety of sectors such as digital health care, climate, and value-added manufacturing. Prosper Africa is also working to scale up capital available to SME's which present huge investment opportunities.

One method in which capital is being deployed is through the recent joint launch by the U.S. Development Finance Corporation (DFC) and United States African Development Foundation (USADF) of the African Small Business Catalyst. Jacob Flewelling of DFC spoke of the DFC – USADF partnership which is currently calling for applications that will provide partners with grants, mentoring, and training for their business in Africa.

Closing remarks were provided by Florie Liser who expressed CCA's continued mandate to support the economic development of African nations by continuing to provide a platform for discussions on U.S.- Africa collaboration for economic growth.

# AFRICA FINANCE FORUM: “DISRUPTIONS IN GLOBAL AGRIBUSINESS SUPPLY CHAINS: IMPACT IN AFRICA & NEED FOR COLLABORATIVE ACTION”



**Left to Right:** Dr. Beth Dunford, Vice President, Agriculture, Human and Social Development of African Development Bank; Dr. Mima Nedelcovych, Chairman of AfricaGlobal Schaffer;

On Wednesday, April 20, 2022, Corporate Council on Africa hosted an event at DLA Piper for the 2022 Africa Finance Forum entitled “Disruptions in Global Agribusiness Supply Chains: Impact in Africa and Need for Collaborative Action.” The Forum served as an opportunity to discuss challenges and opportunities in agribusiness in Africa, moderated by Dr. Mima Nedelcovych, Chairman of AfricaGlobal Schaffer. Speakers included Dr. Hanan Morsy, Deputy Executive Secretary and Chief Economist for the UN Economic Commission for Africa; Dr. Doyin Salami, Chief Economic Advisor for Nigerian President Muhammadu Buhari; Mr. Fatai Yusufu, Founder, CEO, President and Chairman of the Board of Fayus, Inc; and Dr. Beth Dunford, Vice President, Agriculture, Human and Social Development of African Development Bank.

Naana Frimpong, a partner at DLA Piper, provided the introduction, setting the stage for the event on agribusiness and identifying key areas such as wheat, maize, and sunflower oil heavily impacted by the war in Ukraine.

Florie Liser, President and CEO of the Corporate Council on Africa, delivered the opening remarks. Ms. Liser set the scene for the Forum, explaining the heavy economic shock African countries are facing with prices rising dramatically in oil, wheat, fertilizer, barley, and other agricultural products. She stressed the need for U.S.-Africa public-private collaboration to strategically address the impact of this crisis on Africa, its agricultural sector, and people. Dr. Nedelcovych explained the proximity of growing season in the next couple of weeks, with a hike in fuel prices impacting the ability to use farm

machinery and transport. With hundreds of millions of African smallholder farmers already facing challenges in accessing and using the latest and best technology to increase productivity, increased global commodity prices make things even more difficult.

Dr. Morsy began the session with statistics, as Ukraine and Russia account for 37% of Africa’s wheat imports, and 30% of its maize/corn imports. This has immediate impacts on food supply for a number of countries; specifically, 17 countries in Africa import 50% or more of their wheat from those two countries. The affected countries account for 50% of Africa’s population and 65% of its GDP. Russia’s invasion of Ukraine also disrupted some peripheral but important supplies of products, like sunflower oil. Ukraine currently produces 74% of the world’s supply of this increasingly important product.

She also noted that the impact on Africa goes well beyond just access to food supply, which is worrying enough, stating the large impact of food insecurity and political instability in Africa. The Russian invasion is also disrupting supplies of fertilizer to Africa, which relies on Russia, Ukraine, and Belarus for access to 40% of its fertilizer supplies. Dr. Morsy noted that this twin economic shock is coming on top of the impact of COVID 19 disruptions and economic downturns. She noted that UNECA is looking to build on the platform that ended up serving as a vaccine procurement effort to help coordinate food procurement, and more



## KEPSA Discussion Continued:

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importantly, fertilizer. African countries are working now to sort out the specific details.

Dr. Dunford noted that the AfDB is working to put in place a \$1.5 billion financing facility to help countries make emergency food purchases, particularly noting that this crisis has driven prices up considerably. She also noted that fuel prices are more expensive for farmers, which will also impact prosperity and their ability to plant. Dr. Salami spoke at great length about the importance of the federal and state governments in Nigeria working with farmers to figure out how best to help them weather this current crisis and set the stage for longer term security. He stressed that solutions must come as agro-industry, not just growing food. He stressed that agriculture needs to generate more jobs, and that supply chains need to be more local to reduce the prospects for these kinds of external supply shocks.

Mr. Yusufu spoke extensively about the cost of freight, imploring governments to provide assistance. He also raised the topic of waste, which all panelists agreed is shocking in Africa, with at least 30% of crops grown getting lost on the way to market. Mr. Yusufu also spoke in depth about the need for local value-added

production instead of shipping products overseas, listing cashews grown in Africa but processed in Vietnam as an example.

The Forum featured members from CCA and the Africa development community. Attendees included CCA Chairman Jeff Sturchio, AfricaGlobal Schaffer, Development Finance International, Citi, Manchester Trade Limited, Cohen and Woods International, DLA Piper, and more.

Topics addressed in the question-and-answer section included the need to spur more African fertilizer production, opportunities to cut down on waste, the impact of AfCFTA on agribusiness trade, and the need to build capacity in proximity to production.

Florie Liser, President and CEO of the Corporate Council on Africa, delivered the closing remarks, emphasizing Africa's agribusiness progress. She expressed CCA's continued mandate to support the infrastructure development of African nations by continuing to provide a platform for discussions on U.S.- Africa collaboration for economic growth.



**Left to Right:** Dr. Mima Nedelcovych, Chairman of AfricaGlobal Schaffer; Dr. Hanan Morsy, Deputy Executive Secretary and Chief Economist for the UN Economic Commission for Africa; Mr. Fatai Yusufu, Founder, CEO, President and Chairman of the Board of Fayus, Inc; and Dr. Beth Dunford, Vice President, Agriculture, Human and Social Development of African Development Bank; Dr. Doyin Salami, Chief Economic Advisor for Nigerian President Muhammadu Buhari;

# IFTAR DINNER HONORING H.E. SAMIA SULUHU HASSAN & DISTINGUISHED WOMEN LEADERS IN GLOBAL AFFAIRS

On Friday, April 22, 2022, Corporate Council on Africa hosted an Iftar Dinner with Tanzanian President, H.E. Samia Suluhu Hassan. The event was hosted at the Ritz Carlton in partnership with the Tanzanian Embassy and Tanzanian Ambassador Elsie Kanza.

The Iftar dinner was one of the many events H.E. Samia Suluhu Hassan held while on her multi-week trip to the United States. Her trip to the United States has generated nearly \$1 billion in new investments from companies in the United States. The trip has contributed to the economic growth and jobs both in Tanzania and in the United States.

The event was held as a “sisterhood dinner,” with sixty women in attendance. Attendees included members of the private sector and U.S. Government devoted to African development as well as a delegation accompanying H.E. Samia Suluhu Hassan. The delegation included private and public sector officials from Tanzania.



H.E. Dr. Elsie Sia Kanza, Ambassador of the United Republic of Tanzania to the United States



Left to right: Carla Benini, Safia Mohamoud, Dana Banks, Enoch Ebong, Alice Albright, H.E. Samia Suluhu Hassan, Reta Jo Lewis, Leslie Marbury, Camille Richardson, Chidi Blyden, Molly Phee, Alexander Whittaker



Left to right: Florie Liser, Hon. Amb. Pindi Chana, H.E. Liberata Mulamula, H.E. Hajia Alima Mahama, Ambassador Mathilde Mukantabana, H.E. Samia Suluhu Hassan, Amb. Hilda Suka-Mafudze, Amb. Margaret Mensah-Williams, H.E. Dr. Elsie Sia Kanza, Zeineb Benthila, Fatima Mbarouk Kharmis



Left to right: Brionne Dawson, Google; Akaego Okoye, DLA Piper; Dr. Hanan Morsy, UNECA; Brenda Mbathi, GE East Africa; Mimi Alemayehou, Mastercard; Florie Liser, CCA; H.E. Samia Suluhu Hassan; Marysue Shore, Global Business Strategies; K. Riva Levinson, KRL International; Rahama Wright, Shea Yeleen; Mima Stith, The Pula Group; Jahaan Johnson, Citi; Catherine Robinson, Pfizer

## IFTAR Dinner Continued:

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H.E. Samia Suluhu Hassan, President of the United Republic of Tanzania



Jendayi Frazier, President, Member of Trade Advisory Committee on Africa

In a speech to the distinguished guests, H.E. Samia Suluhu Hassan spoke of the need to join together as women and promote development in Tanzania. Tanzanian Minister for Foreign Affairs and East African Cooperation, Liberata Mulamula, also spoke of the importance of empowering strong and passionate female leaders.

The event included Alice Albright, Chief Executive Officer for the Millenium Challenge Corporation; Dana Banks, Special Assistant to the President and NSC Senior Director; Molly Phee, Assistant Secretary of State for African Affairs; Reta Jo Lewis, President and Chair of the Export-Import Bank; Enoch Ebong, Director of the United States Trade and Development Agency; Leslie Marbury, Chief Operating Officer for Prosper Africa, and more.

CCA Members in attendance included Brionne Dawson of Google, Jahaan Johnson of Citi, Riva Levinson of KRL International, Brenda Mbathi of GE East Africa, Akaego Okoye of DLA Piper, Catherine Robinson of Pfizer, Mimi Stith of The Pula Group.



Grace Nelson with the National Prayer Breakfast



Vivian Lowery Derryck, Founder & President Emerita, Former Assistant Administrator, USAID Bureau for Africa



## IFTAR Dinner Continued:

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[Click here](#) for more photos from the event.



# ROUNDTABLE DISCUSSION WITH RT. HON. RAILA ODINGA



Jeff Sturchio, Chairman of CCA, Rt. Hon Raila Odinga, African Union High Representative for Infrastructure Development in Africa, Florie Liser, President & CEO of CCA

On Monday, April 25, 2022, Corporate Council on Africa hosted the “Roundtable Discussion with Rt. Hon. Raila Odinga, African Union High Representative.” The Roundtable served as an opportunity to discuss Africa’s infrastructure agenda and its relationship to trade and investment on the continent. Rt. Hon. Raila Odinga, African Union High Representative for Infrastructure Development in Africa and the Former Prime Minister, Republic of Kenya also shared his views on Kenya and the East Africa regional market.

Opening remarks were provided by Florie Liser, President and CEO of the Corporate Council on Africa. During her remarks, she stressed the impact of the Ukraine-Russia War on global food security. With Ukraine and Russia accounting for over a third of Africa’s wheat imports and 30% of its maize/corn imports, Ms. Liser emphasized the need to promote more intra-African trade and close the infrastructure gap.



Agreeing with Ms. Liser, Rt. Hon. Odinga explained that despite Russia and Ukraine only accounting for \$100 million in exports for Kenya, the country and the African continent are still feeling high effects, with rising costs of energy, wheat, sunflower oil, maize, and more. However, he identified the crises as an opportunity to promote intra-African trade with the African Continental Free Trade Area (AfCFTA).

As the African Union High Representative for Infrastructure Development, Rt. Hon. Odinga shared some of the key interventions with which the African Union is approaching infrastructure development. He explained the six-prong approach of development with trans-African highways, high speed rail networks, open skies, energy creation, fiber optic cable connections, and water transport—going into detail of developments in each prong, such as the bridge being built from Congo-Brazzaville to Kinshasa.

However, the most important gap Rt. Hon. Odinga identified is the financing gap, with more than \$170 billion needed to finance infrastructure development. He explained the importance of setting up African infrastructure funds, using sovereign funds, insurance funds, and pensions funds to help develop major infrastructure projects on the continent.

Rt. Hon. Odinga identified obstacles in the implementation of infrastructure projects, stressing the need to go beyond feasibility studies to concrete action. He stressed the importance of creating public private partnerships, which require simplification in the structure of deals throughout the continent.

## Rt. Hon. Odinga Continued:

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He spoke highly of the structure of the AfCFTA, praising the headquarters in Accra for their action in facilitating cross-country development.

The roundtable featured members from CCA and the Africa development community. Attendees included CCA Board Member Kip Ward, CCA Chairman Jeff Sturchio, Citi, Albright Stonebridge, ExxonMobil Corporation, Manchester Trade Limited, Cohen and Woods International, CrossBoundary, GE Africa, GE Health, and more.

Topics addressed in the question-and-answer section included strategies to address the

financing gap in infrastructure, the transition of projects from feasibility to bankability, creation of cross-country product standards across the region with the AfCFTA, and more.

Florie Liser, President and CEO of the Corporate Council on Africa, delivered the closing remarks, emphasizing Africa's infrastructure progress and improved connectivity across the continent. She expressed CCA's continued mandate to support the infrastructure development of Kenya and other African nations by continuing to provide a platform for discussions on U.S.- Africa collaboration for economic growth.



**Left to right:** Walter Kansteiner, ExxonMobil; Rt. Hon Raila Odinga, African Union High Representative for Infrastructure Development in Africa

# ROUNDTABLE DISCUSSION: ENGAGING U.S. INVESTORS TO FACILITATE U.S. INVESTMENTS IN AFRICA

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Continuing with the program, Bintou Kabor introduced the first speaker Sérgio Pimenta, who went into depth about the products the World Bank currently offers in the realm of investing, blended finance, and private sector entities. Pimenta shares that there are many projects underway which include affordability with international investors and sustainable means in Africa. He also discussed the financial side of the business in terms of ensuring funding consistencies across all laterals to create a bigger, positive impact on future investment projects throughout.

On Monday, April 25, 2022, Corporate Council on Africa held a roundtable discussion titled “Engaging U.S. Investors to Facilitate U.S. Investments in Africa.” The conversation focused on investment operations and private investor markets within the regions. The session featured speakers Sérgio Pimenta, Regional Vice President for Africa-IFC, and Chris Clubb, Managing Director-Convergence. It was open dialogue for members of CCA to understand and gain valuable information about the banking and investment industry as they move to secure the market.

The opening remarks were made by CCA’s President and CEO, Florizelle Liser and representatives from the World Bank Group, Alphonse Ibi Kouagou, Executive Director and Evangelia Bouzis, the U.S. Executive Director. Both parties touched on the partnership that the U.S. is continuing to create by strengthening the information that is provided to companies, increasing opportunities within the network, and properly training them on how to work with the World Bank in the future.



Sérgio Pimenta, Regional Vice President for Africa-IFC.



# PRIVATE MEETINGS & EVENTS

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## Uganda - U.S. Business Breakfast

March 3, 2022





Private Meetings & Events Continued:

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**Left to right:** Florie Liser, President & CEO of CCA; Ambassador Mahama of Ghana



**Left to right:** Cynthia Djokoto, Head of Trade and Investments; Florie Liser, President & CEO of CCA; H.E. Hajia Alima Mahama, Ambassador of the Republic of Ghana to the United States of America.



**Left to right:** Emilio Bunge, Managing Director, Development Finance International, Inc; Jahaan Johnson, Citi; Ambassador Mahama of Ghana; Florie Liser, President & CEO, CCA; Biova Kabine, Senior Program Manager, CCA

## Alliance for a Green Revolution in Africa (AGRA) Meeting

March 31, 2022



**Left to right:** Biova Kabine, Senior Program Manager, CCA; Aruna Amirthanayagam, Senior Advisor, CCA; Kellen Cody, Project Coordinator, AfricaGlobal Schaffer; Florie Liser, President & CEO, CCA; ; H.E. Hailemariam Desalegn, Former Prime Minister of Ethiopia, Chair of the Board of Directors of AGRA; Vanessa Adams, Vice President, Strategic Partnerships & Chief of Party, AGRA; Nahom Abera, Chair of the Board Personal Assistant

## CCA - Confederation of Tanzanian Industries MOU Signing

April 22, 2022



**Left to right:** H.E. Samia Suluhu Hassan, President of the United Republic of Tanzania; Hon. Silvestry Koka, Representative of CTI; Florie Liser, President & CEO, CCA; H.E. Dr. Elsie Sia Kanza, Ambassador of the United Republic of Tanzania to the U.S.



CCA'S NEW DIRECTOR,  
CONFERENCES & EVENTS

# Welcome to the Team



*Jo Melissa  
Gonzalez*

Jo Melissa is a Certified Meeting Professional with over fifteen years of experience in the Hospitality and Meetings Industry. She started her meeting planning career in 2006 when she migrated to the United States from the Philippines. She has worked for top luxury hotels in the DC Metro Region, such as The Hay-Adams Hotel, The St. Regis Hotel and W Hotel. Prior to joining CCA, Jo Melissa worked at the United States Institute of Peace (USIP) where she had eleven years of experience in planning high-level events (Heads of States, Foreign Ministers and Senior government officials) and has an in-depth knowledge of Meeting Protocol.

Jo Melissa is also a Certified Government Meeting Professional (CGMP), a member of Society of Government Meeting Professionals and Meeting Professionals International Potomac Chapter.

**CONTACT INFORMATION**

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# PRESS RELEASE



Corporate Council on Africa (CCA) will organize the next edition of the U.S.-Africa Business Summit on July 19 – 22, 2022 in Marrakech, Morocco. The Summit will build on the momentum of last year’s virtual Summit, which focused on the unique opportunity for the new U.S. Administration and its African partners to reset and redefine their relationship as they work together to shape the path for economic recovery needed as a result of the COVID-19 pandemic. After 2 years, CCA will return to the continent this July for the 14th iteration of its flagship conference.

“We are delighted to co-host and partner with the Government of the Kingdom of Morocco to bring the 2022 Summit to Marrakech. The 2021 Summit was a tremendous success and the caliber of engagement by U.S. and African business and government leaders was outstanding. The partnerships forged, investment opportunities identified, and deals closed are still being cited by attendees. We believe the 2022 Summit in Morocco will be even more successful and serve as a significant opportunity to expand and deepen the U.S.-Africa trade, investment, and business relationship” said Florizelle Liser, President and CEO, Corporate Council on Africa.



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Following a strategic selection process, CCA's Board of Directors selected the Kingdom of Morocco as the host for the 2020 Summit, but due to the global pandemic, it was canceled. Having signed the African Continental Free Trade Agreement (AfCFTA) and a leading investor in Africa, Morocco has demonstrated its commitment to promoting economic development in the continent, making it an ideal destination for the 2022 Summit and the first time CCA will organize the Summit in North Africa.

Her Highness Princess Lalla Joumala, Ambassador of the Kingdom of Morocco to the United States, urged businesses to take advantage of the unique opportunities that will be presented at the Summit in 2022. "As the gateway to Africa, Morocco is committed to increasing business and investment on the continent and is pleased to partner with the Corporate Council on Africa to host the 2022 U.S.-Africa Business Summit in Marrakech."

This year's Summit - themed "Building Forward Together" - will explore the U.S. and African public and private sectors' renewed commitment to building stronger trade and investment ties during unprecedented health and economic challenges.

Since its inception in 1997, CCA's Summit has been considered as the essential conference on U.S.-Africa business and investment. With over 1200 attendees representing

65 countries, the 2021 virtual Summit witnessed a remarkable level of engagement, including participation by 6 African heads of state, 22 senior African officials, 3 U.S. Government Cabinet Level officials, 12 senior U.S. government officials and an exceptional line-up of global business leaders from a variety of sectors.

#### ABOUT THE U.S.-AFRICA BUSINESS SUMMIT

The U.S.-Africa Business Summit serves as a platform for African and U.S. private sector and government representatives to engage on key sectors including agribusiness, energy, health, infrastructure, trade facilitation, ICT and finance. Summit participants can network with key private sector and government officials, explore new business opportunities, meet potential business partners, and forge new business deals. The Summit also serves as an opportunity to shape and advocate for effective U.S.-Africa trade and investment policies.

Over the last 23 years, CCA has hosted more than 50 U.S. and African Heads of State and over 15,000 participants at its Summits.

[Click here to view video](#)

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#### Interested in Sponsorship?

Contact [summit@corporatecouncilonafrika.com](mailto:summit@corporatecouncilonafrika.com)

# UPCOMING EVENTS

MAY 2022

**May 11**

**Taxation: Promoting Economic Recovery and  
Inclusive Growth in Africa**  
16:00 - 17:30 CAT | Virtual

**WELCOME  
NEW CCA MEMBERS**

**Amazon  
Trinity Energy**

WANT TO BE A MEMBER?

Contact Melton Rembert, Director of Member Relations  
[mrembert@corporatcouncilonafrika.com](mailto:mrembert@corporatcouncilonafrika.com)

## SPECIAL OFFER FOR CCA MEMBERS & PARTNERS

There is still time to register for the Africa CEO Forum  
and receive 20% off registration!



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