



*Special edition*

# U.S.-AFRICA BUSINESS SUMMIT 2022

## THE AFRICA eJournal

MAY/JUNE/JULY 2022

A NEWSLETTER BY  
CORPORATE COUNCIL ON AFRICA

CORPORATE  
COUNCIL ON  
AFRICA



# CCA RETURNS TO THE CONTINENT AFTER 2 YEARS TO HOST THE 2022 U.S.-AFRICA BUSINESS SUMMIT

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- U.S. Vice President, Kamala Harris provides remarks & announces the U.S.-Africa Leaders' Summit during the Opening Ceremony.



## Official Statement & Remarks by U.S. President Joe Biden & Vice President Kamala Harris

[Click here](#) to read the remarks by Hon. Kamala Harris from the U.S.-Africa Business Summit and [President Biden's Statement](#) on the U.S.-Africa Leaders' Summit.



This year's Summit featured an **African Head of State**, **30 African Ministers & Senior Officials**, as well as many prominent **U.S. Government officials** and a host of **U.S. and African CEOs and senior business executives**. Over **2,200 public and private sector leaders** from across the United States and Africa participated in the Summit to discuss the range of policies and strategies to ***Building Forward Together*** the economic partnership between the United States and Africa.

[Click here](#) to view the full program.



Over 2,200 Participants



1 African Head of State  
20 African Ministers  
14 Senior African Officials



55 U.S. Government Officials



25 Countries Represented



Over 250 Speakers



85% Private Sector  
Participation

## DAILY RECAP VIDEOS

Watch the videos to see what happened on each day at the Summit.



Wednesday, July 20, 2022



Thursday, July 21, 2022



Friday, July 22, 2022





# PRESIDENT'S MESSAGE

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On July 19-22, 2022, CCA was excited to welcome 2,200 participants from more than 50 countries to the 14th U.S.-Africa Business Summit in Marrakech. We were honored by the High Patronage of His Majesty King Mohammed VI and we extend our deep gratitude to the Kingdom of Morocco for being our national host for this Summit, which acknowledges the commitment of Morocco to the development of its home continent, and also underscores the strong, strategic and historical partnership that links the Kingdom of Morocco with the United States. The 2022 Summit was honored to have His Excellency President Mokgweetsi Masisi of the Republic of Botswana, six Foreign Ministers and over 20 ministers representing different sectors from across the nations of Africa, in addition to representatives of U.S. and African government agencies, CCA Board Members, member companies and CEOs and senior executives from the U.S. and African private sectors. We were privileged to host a high-level U.S. Government delegation led by Alice Albright, the CEO of the Millennium Challenge Corporation.

CCA was honored that the Opening Ceremony of our U.S.-Africa Business Summit provided a platform for U.S. Vice President Kamala Harris to announce the U.S.-Africa Leaders' Summit dates of December 13-15, 2022, with the U.S.-Africa Business Forum as an official part of the Summit. As President Biden announced later the same day, the Leaders' Summit "will demonstrate the United States' enduring commitment to Africa and will underscore the importance of U.S.-Africa relations and increased cooperation on shared global priorities." The fact that the U.S.-Africa Business Forum is an official part of the Leaders' Summit is a signal to African and U.S. private sector and government leaders of the U.S. Government's vision and plans for a stronger U.S.-Africa trade, investment, and business partnership that benefits the people of Africa and the United States.

This year's Summit in Marrakech– entitled "Building Forward Together" – explored a renewed commitment by both public and private sector stakeholders to building stronger U.S.-Africa trade, investment, and commercial ties as we emerge from unprecedented health and economic challenges. More than 80% of the Summit participants were from the private sector and around



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40% were women. The event was divided into 42 sessions dealing with such critical issues as building a sustainable food ecosystem, Africa's production of medical products, net zero energy transition, building infrastructure, narrowing the digital divide, bringing African stories to the global streaming audience, and investing in women and youth to name just a few. There were also special sessions on investing in Botswana, Ghana, Morocco, and Cameroon, as well as opportunities to pitch to U.S. Institutional investors, and to learn about USG initiatives like Prosper Africa

We had a very busy June in the lead up to the Summit with a number of events and programs. On June 8, CCA hosted African Ambassadors whose Heads of State were invited to the Summit for a briefing and reception. This was an excellent opportunity to network and discuss important trade and investment issues. The following day, CCA held a Roundtable on "Strengthening Health Supply Chains to Improve Access to Quality Care." This program allowed CCA to showcase and advance our Health Security and Resilience Initiative (HSRI) which establishes partnerships to promote U.S.-Africa trade and investment in Africa's health sector. Continuing the health theme, on June 17, CCA partnered with PEPFAR, BCIU, the U.S. Global Leadership Coalition, and Meridian to host a reception to honor and celebrate Ambassador-At-Large John Nkengasong serving as the U.S. Global AIDS Coordinator and Special Representative for Health Diplomacy. At the end of June, CCA partnered with Coca-Cola in the first in a series of three virtual roundtables to discuss major economic issues in Africa. The June 28 program focused on the key role played by taxation in African economies and the importance of including the private sector at the early stages of formulating tax policies and laws.

I also had the opportunity to travel to the continent in June to advance CCA's priorities. At the Afreximbank Annual Meeting in Cairo,

I spoke on a panel on "Empowering the African Youth to Realize the AfCFTA Potential in the Post-Pandemic World." Finding ways to help companies find and train the workers they need will become an even more urgent problem as meaningful trade under AfCFTA gets underway this year. Creating the right framework to allow companies to partner with governments and other partners to fill this gap will be enormously helpful.

I was also privileged to speak at the inaugural event of the Africa Sovereign Investors Forum (ASIF) in Rabat on June 20. At CCA, we share ASIF's commitment to building the fiscal means for investment in economic and entrepreneurial development as a core element of growing wealth and prosperity across Africa, and between the United States and the continent.

Meeting the United Nation's Sustainable Development Goals has been estimated to require upwards of \$700 billion U.S. dollars annually – and that was an estimate from several years ago, prior to the pandemic-related inflation that has only been exacerbated by the Russia-Ukraine conflict. Given limited resources either from domestic revenue sources or the donor community, the criticality of tapping into long-term private finance to meet Africa's needs is evident.

CCA has in recent years turned its attention to supporting the interests of institutional investors as they explore opportunities on the African continent and seek to become a key part of meeting the development finance needs. Institutional investors – globally – represent over one hundred trillion dollars in investments, and institutional investors from the United States account for upwards of 45 percent of that total. This of course is not "free money" – as is the case with any investors, institutional investors' principal objective is to grow assets that benefit their clients, be they public and private pension funds, or personal retirement accounts, or high wealth individual investors.

But to access this source of tremendous capital, it's crucial to understand the key factors that drive

analysis of such investors, among them the ability to have faith and confidence in a legal and regulatory environment that ensures the transparency of and access to systems of justice and redress of grievances, and to benefit in the long-term from their investments – to include expatriation of capital specifically to benefit their long-term goal of growing asset value.

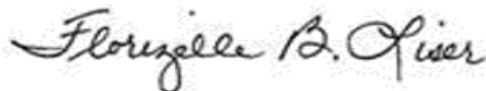
Among those reforms driving greater investment in Africa are both banking and finance reforms, as well as justice sector capacity building to hear and resolve business disputes in accordance with the rule of law. On the first, the ability to move funds into and out of investments quickly and easily is a critical one, as is the capacity of the banking and financial sectors to support access to capital for private sector companies and business, as well as individual citizens needing access to longer term loans than are often available in Africa. In parallel, strengthening the legal environment to provide liberalization of access for foreign businesses, while reasonably addressing domestic business activity concerns is important for building confidence in the safety and sanctity of invested funds.

Because, as I noted previously, institutional investors are seeking long term investments with long-term returns – “thirty-year money” – to help finance large projects that otherwise would result in either increased debt or reliance on bilateral or multilateral development assistance, the nature of necessary reforms must incorporate a long-term vision as well. A core element of the underlying philosophy should be the catalyze the private sector – the domestic private sectors of individual countries in Africa – to ensure that such investments in infrastructure have the maximum beneficial effect on long-term economic potential – to include, importantly, leveraging African companies and African employees, artisans, and engineers and trades persons to ensure these investments lead to augmented skillsets across the range of talents needed for future,

indigenous economic growth. Only by doing so can Africa fully leverage the dramatic amount of untapped potential – human as well as natural resources – existing on and in the African continent. CCA looks forward to increasing our work in support of African long-term economic goals, including promoting investment opportunities on the continent to American institutional investors.

As we reflect on a very successful and productive Summit in Marrakech in July, we are deeply grateful to the Government of the Kingdom of Morocco and to our sponsors and media partners without whom we could not have organized the event. Your support – each one of you – during these challenging times highlights your commitment to CCA's mission of providing access, connections, and insights that advance U.S.-Africa trade, investment, and business, and help your businesses succeed on the continent. We anticipate a busy rest of the year where Africa will feature prominently on the international agenda. The United Nations General Assembly will take place in September, the IMF and World Bank will hold their fall meetings in October and the year will conclude with the U.S.-Africa Leaders' Summit and Business Forum in Washington in December. We look forward to being involved in all these discussions as CCA continues to advocate for stronger U.S.-Africa business and economic ties.

Sincerely,



Florizelle Liser  
President & CEO  
Corporate Council on Africa

FROM THE ENTIRE CCA TEAM

# THANK YOU TO OUR SPONSORS & THOSE WHO ATTENDED THE SUMMIT

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Corporate Council on Africa Team

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## PHOTO GALLERY

[Click here](#) to view the photos from the 2022 U.S.-Africa Business Summit.







U.S.-Africa Business Summit 2022 Continued:





U.S.-Africa Business Summit 2022 Continued:





# U.S.-AFRICA BUSINESS SUMMIT 2022

## SUMMIT SPECIAL EVENTS

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### U.S.-Africa Golf Tournament | Al Maaden Golf Resort

Tuesday, July 19, 2022

*Sponsored by Axxess*





Summit Special Events Continued:

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**Welcome Reception**

Tuesday, July 19, 2022

*Sponsored by AMIE*





## Summit Special Events Continued:

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### Kingdom of Morocco Gala

Wednesday, July 20, 2022

*Sponsored by the Kingdom of Morocco*



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## **WELCOME NEW CCA MEMBERS**

- Curtis, Mallet-Prevost, Colt & Mosle LLP
- George Health
- Charter Cities Institute
- Maroon Logistics
- FCA Corp
- Cybastion Institute of Technology
- Roudane & Partners in Association with AI Tamimi & Company

WANT TO BE A MEMBER?

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



# ROUNDTABLE ON STRENGTHENING HEALTH SUPPLY CHAINS TO IMPROVE ACCESS TO QUALITY CARE

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On Thursday, June 9, 2022, Corporate Council on Africa (CCA) held the “Roundtable on Strengthening Health Supply Chains to Improve Access to Quality Care.” The session featured Dr. Jeffrey Sturchio, Chairman, Corporate Council on Africa, Prashant Yadav, Academic Director, Africa Initiative, INSEAD, Ibnou Khadim Diaw, West Africa Regional Director, Africa Resource Centre (ARC), Laird Treber, Senior Advisor, Corporate Council on Africa, and Trip Allport, Managing Director, Africa Resource Centre (ARC). The roundtable on health supply chains allows CCA to showcase and advance its campaign titled “U.S.-Africa Health Security And Resilience Initiative” which establishes partnerships to promote U.S.-Africa trade and investment in Africa’s health sector.

Opening remarks were provided by Dr. Jeffrey Sturchio, Chairman of the Corporate Council on Africa. Dr. Sturchio’s insights highlighted that the healthcare market in Africa will be worth an estimated \$259 billion annually by 2030 as the African population will double in size by 2050 with 60% of that population being under 25. Therefore, there is an opportunity to build strong systems in Africa. There have been efforts around Continental Free Trade Agreement and Disease Control and Prevention where for example, 90% of Vaccines have been imported. With 90% of medicines, vaccines, and treatments being imported, the African Union has set a goal of achieving 60% of production by 2040. The Corporate Council on Africa has also led efforts through its U.S.-Africa Health Security and Resilience Initiative which relies on 3 pillars: Universal Health Coverage, Disease Control and Prevention, Health Sector Trade, and Investment.

Moderated by Prashant Yadav, Academic Director, Africa Initiative, INSEAD, the session addressed the issues faced by African countries regarding supply chain management and accessibility in remote areas. This problem has been especially urged after Africa experienced major challenges in distributing the COVID-19 Vaccines.

On the topic of the pandemic, a representative from the Africa Resource Centre (ARC) agreed that the COVID-19 has pushed the government to think outside of the box. There is a need for policies around supply chain which has not yet been at the core of healthcare, but it is a relatively easy process. The private sector has equally complex supply chain issues but have been able to put in place an efficient process, and so should the public sector.

Insights from Dr. Oumy Ndao, Director of Pharmaceutical Regulatory Agency, Senegal emphasized on the impact that the supply chain is having on Senegal. The country is facing institutional and political challenges including regulatory and distribution issues on the subregional,



Ibnou Khadim Diaw,  
West Africa Regional Director, Africa Resource Centre (ARC)

regional, and national levels. Dr. Ndao also agreed that COVID-19 has shifted the way African countries have been working with the health sector and has showed them the need of self-sufficiency and the urgency in reviewing pharmaceutical distribution. Senegal is currently working on the purchasing power of their purchasing units and is making efforts towards domestic policies to finance about 80% of the domestic activities.

Dr. Zakarya Yabré stressed on the need to re-enforce the distribution channels at the corporate level. Dr. Yabré emphasized on Burkina Faso's storage issues as their facilities are too old. Renovating these facilities to store the drugs is a crucial part of the initiative. In Burkina Faso, a pilot study has been carried where it could be possible for the purchasing unit to work on distributing to the very last mile, if not to the last yard. A private partner will bring the drugs from the distribution centers to the parties. This has validated the national strategy and will scale up our system. Now, the problem will be to scale it up using a mixed strategy. For the last 15 years, Burkina Faso has had security issues such as attacks in certain areas of the country. When there is a need to supply a particular health facility in an area facing these problems, planes and trucks are needed to carry out distribution which is challenging and expensive. The country also faces high employee turnover in some regions and constantly must renew the staff. Data can provide insights, IT systems and implementation of a database can help track and analyze all the data concerning storage and distribution to help us make better decisions.

Aser Minoungo, also from Burkina Faso, stressed on the importance of purchasing units to support the facilities in Africa and come together to support the local level and make it possible to make drugs available to the people.

Facilitated by Laird Treber, Senior Advisor, Corporate Council on Africa (CCA), the conversation surrounding the views from companies and associations highlighted some key points

on the healthcare issue in Africa. Laird Treber noted seven areas to focus on namely, the trust between government and private sector, the importance of data, the quality of the data acquired, infrastructure, entry of drugs, incentivizing health care workers, and strengthening laboratories and ensuring the quality of samples.

James Cordahi agreed on the fact that we are lacking trust and we have made efforts to establish a relationship of trust and the key thing is access to data. IT requires a step chain to share data and it is in everybody's mutual interest and in the interest of the patient. Establishing public-private partnerships is key and mutually beneficial.

Prashant Yadav also commented that if the government is seriously committed in attracting private capital, this will require creating predictability in the procurement process.

The third conversation on the view from international organizations and donors was facilitated by Trip Allport, Managing Director at the Africa Resource Centre (ARC). Trip provided some remarks on the dedicated budget lines from donors and how private investments should be encouraged. He noted that this discussion can focus on private investments in Africa and budgeting efficiently.

Carter Wilbur, Economic Officer, Office of Multilateral Trade Affairs, U.S. Department of State gave some points on how the United States through US Department of State is working on improving health security and working with African CDC and stakeholders. Biden hosted a global COVID-19 Summit which focused on the goal of vaccinating the world and building back better. The Department is working on immediate needs and how that looks like moving forward. Mr. Wilbur went on to also explain that he is working on 'Line of Effort 2': Bolstering supply chain resilience and focus on mechanisms to get supplies needed to end the pandemic phase of COVID. As mentioned previously, Mr. Wilbur also went over the

need to capture data and ensure a steady supply of products.

Eric Takang, a supply chain technical expert from the U.S. Department of State provided some observations: “The government is the sole owner of the supply chain, and it is recommended that the government enables the environment where stakeholders are brought to the table and participate in joined discussions and strengthen collaboration and share responsibility to create sustainability and create transparency.”

Scott Dubin from The Global Fund explained that their goal was to understand how do use business processes that would put the government in a good position. He also said that The government should communicate when it is necessary to outsource and articulate their need to the private sector.

Uyigue Omoma Idahosa, Senior Investment Officer, International Finance Corporation (IFC) joined the conversation and provided insights on the importance to focus on key health resilience initiatives and on how to scale up the availability of health services, how to support the government to scale up and how to boost local manufacturing and combine analytical study to see what the best course of actions would be. Applying

the upstream approach; Nigeria is working with Fidson and the private sector on the expansion of KPI capabilities that would work.

Sharing the risk capital with the private sector in case of risks of scaling health initiatives. In the public sector, aggregation is key, and we need to be methodical about aggregating. Procurement processes are price driven; the lowest dollar is a key factor, and we need to flip that statistic where we have scalable procurement practices to incentivize the products to be manufactured locally.

Prashant Yadav moderated the last topic of the roundtable focused on the aspects of solutions. Prashant addressed the session by giving three areas of focus; create a patient-centric model to get more patients by using new models, reimagine procurement and supply chain financing strategies, and create governance structures to improve coordination.

Eric Takang added that if there is no information on what private sector resources or expertise are available, one key activity that would help is the regional mapping of supply chain and the logistics or resources to develop a regional directory of supply chain resources and have private sector companies identify their areas of expertise.



Aser Minoungo, Burkina Faso



Bonface Fundafunda, CEO,  
Africa Resource Centre (South Africa)



A second key solution is to support a country in identifying their logistic professionals and recruit people in the community and do basic training on supply chain management.

This discussion provided a variety of solutions from different sectors. For instance, Regional economic communities such as the ministries of health can investigate regional industries and access facilities because there is a lack of knowledge of these facilities and ability to use connections. Laird Treber added that creating a system where we build a connection of data would heavily contribute to our goals. There is an opportunity to develop a trusted third-party model that opens innovation and new hacks for procurement and if we understand the scope of the problem and what the patient needs, then we can develop reality-based local production. If the private sector has that information, they will deploy and provide the need. There is a need to establish the concept of creating a sustainable market structure and setting up the market correctly where private sector will participate in the market directly. Another issue raised during this discussion was intellectual propriety. Carter Wilbur stressed on the importance of transparency and balance a company's legitimate propriety concerns. Prashant Yadav added that intellectual propriety issues are the reason why it is hard to share some information outside of the ministry

of health. The government needs to find ways to establish greater trust to make it work. James Cordahi provided insights on the intellectual property concerns raised. He added that accessing the data by a password could or automated interface between medical stool systems and multi-country center base where the supplies are accessed would improve the trust between both sectors could be a potential solution.

Prashant Yadav provided closing remarks emphasizing on the set of challenges from the private sector and international donors to address the downstream of supply chain and manufacturing to increase supply chain resilience. The government must therefore create a structure to coordinate across which could lead to the question of whether the government should focus on providing a blueprint at a national and regional and presumably at the global level.

Dr. Jeffrey Sturchio also provided some closing remarks on behalf of the Corporate Council on Africa and noted that it is crucial to establish trust between the private and public sectors. Trust must be earned through roundtables exemplified by this dialogue.



Eric Takang, Supply Chain Technical Expert,  
U.S. Department of State



Prashant Yadav, Academic Director, Africa Initiative, INSEAD

# HONORING AMBASSADOR-AT-LARGE JOHN NKENGASONG, U.S. GLOBAL AIDS COORDINATOR & SPECIAL REPRESENTATIVE FOR HEALTH DIPLOMACY



Ambassador-At-Large John Nkengasong, U.S. Global AIDS Coordinator and Special Representative for Health Diplomacy

On Friday, June 17th, 2022, Corporate Council on Africa partnered with the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), Business Council for International Understanding (BCIU), U.S. Global Leadership Coalition, and Meridian to host a high-level reception to honor and celebrate Ambassador-At-Large John Nkengasong serving as the U.S. Global AIDS Coordinator and Special Representative for Health Diplomacy.

Opening remarks were given by Ms. Nidhi Bouri, Senior Director for Development, Global Health, and Humanitarian Response (acting), National Security Council who emphasized on the White House's focus and commitment towards advancing equity and the fundamental right to a strengthened health system at the community, national, and global levels. Remarks were also made on behalf of the U.S. Vice President, Kamala Harris who wished to thank Ambassador-At-Large John Nkengasong for his expertise and

commitment to advancing equity for people affected by HIV around the world.

Dr. Jeffrey Sturchio, Chairman at Corporate Council on Africa, thanked Ambassador John Nkengasong for his tremendous successes with dealing with "mortality and morbidity" with HIV around the world. Dr. Sturchio stressed on the significance of rethinking on ways to drive progress in this HIV epidemic. He admired PEPFAR's relentless work through the shared challenges with the governments and Ambassador Nkengasong's impact with the CDC and PEPFAR over the years. "I cannot think of anybody better suited to meet these challenges than Dr. Nkengasong." Dr. Sturchio finished his remarks with his appreciation for Dr. Nkengasong's and having the privilege for working with him during his time at the African CDC.

Mr. Puru Trivedi, Vice President of External and Corporate Affairs at Meridian International Centre also congratulated Ambassador Nkengasong on his appointment as U.S. Global AIDS Coordinator. Mr. Trivedi also thanked PEPFAR, CCA, BCIU, and U.S. Global Leadership Coalition for their involvement with this event.

Mr. Peter Tichansky, President and CEO of Business Council for International Understanding acknowledged PEPFAR's impact had regarding their dealerships with the private sector. Mr. Tichansky congratulated Ambassador Nkengasong and presented his wish to helping him meet his targets.

Ambassador-At-Large John Nkengasong thanked all his supporters and sponsors that have supported this event in his

honor. "I am humble to stand in front of you as the US Global AIDS Coordinator and Special Representative for Health Diplomacy. I started so many years ago with PEPFAR and now I am back in the family and look forward to doing great things with you."

Ambassador Nkengasong promised to keep his word and keep fighting against the aids. This is a critical phase of the pandemic, and he is hoping that it ends by 2030. "You can count on me to promote the right partnerships."

Ambassador Nkengasong proceeded to thank his family. He acknowledged and appreciated former ambassadors who have worked with PEPFAR for their hard work in the past to fight against HIV. He now wants to ensure that more and more people have access to life saving HIV treatments and build community-driven solutions and partnerships.





# AFRICAN DIPLOMATIC CORPORATE BRIEFING & RECEPTION

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On June 8, 2022, Corporate Council on Africa hosted the Ambassadors whose Heads of State were invited to the U.S.-Africa Business Summit in Marrakech, Morocco. Florie Liser and our partners at the Moroccan Embassy provided the briefing followed by a reception. Those in attendance had the opportunity to network and discuss key issues related to trade and investment in their countries.



# TAXATION: PROMOTING ECONOMIC RECOVERY & INCLUSIVE GROWTH IN AFRICA



Patricia Obozuwa, Vice President for Public Affairs, Communications & Sustainability, Coca-Cola Africa

On Tuesday, July 28, 2022, Corporate Council on Africa hosted a virtual event in partnership with Coca-Cola Africa entitled “Taxation: Promoting Economic Recovery and Inclusive Growth in Africa.” It featured a diverse panel of speakers which included H.E. Nadia Fettah Alaoui who is the Minister of Economy and Finance of Morocco, Tiago Santos who is a representative of Angolan Revenue, and Ahmed Rady who is Coca-Cola North Africa’s VP of Franchise Operations. The discussion began with opening remarks by CCA’s President and CEO, Florie Liser, introducing the session’s main theme of the role taxation in African economies play on private sector companies, individual taxpayers, and governments by regulating the affiliation between these entities, implementation to enforcement, and tax policy formulations. Welcome remarks were continued by Patricia Obozuwa, Vice President for Public Affairs, Communications & Sustainability for Coca-Cola Africa.

The program featured moderator Daniel Witt of International Tax and Investment Center who introduced the speakers and generated questions to the panel to focus the dialogue. Mr. Witt began with inquiring about the balance needed for revenue and investment climates which was answered by all three panelists. H.E. Nadia Fettah Alaoui touched on Morocco’s need for strong and social solidarity which helps manage revenue and being able to keep discipline in fiscal and tax policies. Tiago Santos spoke on how the pandemic was unfortunately damaging to Angola’s ability to generate the most needed revenue that would help the government without hurting taxpayers.

He also stated that the government should start focusing on diversifying their economy and not only relying on oil but considering all business types. Ahmed Rady considered the youth population in his response. Rady discussed how short-term revenue policies are not necessarily needed, but to be most effective governments need to focus on increasing growth in all areas by increasing employment and starting with smaller business ventures while creating an economy that is constructively competing for investment resources with the rest of the world.

In regards to individual taxpayers and the current inflation issues, the speakers all took a positive and similar approach considering the people and their comfortability to taxes at the forefront of responses. Tiago Santos explored the thought of informal tax of paying for customers with consideration to decreasing taxes on food products to make it easier and more affordable for people to want to pay taxes. H.E. Nadia Fettah Alaoui also considered a parallel way to handle taxpayers by creating the solution of informal sectors with incentives and maintain clarity and communication of policies, proper timelines, and spectrum awareness on both sides of the table, taxpayers and tax collectors.

Another topic of questioning that was brought up in the program was about the economies of each country. The Minister of Economy and Finance in Morocco and Ahmed Rady decided to take this question on with H.E. Nadia Fettah Alaoui beginning by introducing the strategy of creating a



more diverse economy and negotiating with international investors for long term investment plans. H.E. Alaoui vocalized the economic strategy would create strong human capital and competitiveness which in turn would help strengthen the overall economy. Rady included Coca Cola Africa being open to providing availability for local investment and local supply chain in preference to always support locally in order to improve the local economy which helps finances larger production.

Mr. Witt continued the discussion with questioning the introduction and complication of the Organization for Economic Co-operation and Development (OECD) to Africa. Tiago Santos deliberated on the difficulty of the implementation of OECD resource constraints. He communicated that it is challenging to act as a developing nation but working with partners and global forums to gather valuable information in tax agreements and tax exchanges helps move his specific country and government forward. The program then moved onto the question-and-answer session which featured few attendees being allowed to probe problems related to taxation policies and solutions

for the relationship between taxpayers and the government, locally and nationally. One attendee, Marius van Oordt of the African Tax Institute asked about the potential for private and public sector to analyze data and any challenges that may be created in doing so. The response by a panel speaker was that getting data is complex and analyzing the data is even harder but government entities can properly exchange information if it is through the same up to date digital systems and both sides want to work equally with each other.

Closing remarks were made by CCA's President and CEO, Florie Liser, to wrap up the program with speakers and attendees being thanked for being open to the virtual discussion.



H.E. Nadia Fettah Alaoui, Minister of Economy and Finance of Morocco



Ahmed Rady, Vice President of Franchise Operations, Coca-Cola North Africa.



Tiago Santos, Angolan Revenue Administration

# VOICE OF AMERICA INTERVIEW WITH FLORIE LISER

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On Wednesday, July 11, 2022, Hayde Adams FitzPatrick, Broadcaster/Producer and Host of Straight Talk Africa with Voice of America interviewed Florie Liser at their Washington, DC studio. They discussed a number of topics including the state of U.S. engagement in Africa and the 2022 U.S.-Africa Business Summit.

[Click here](#) to watch the full interview.





## CORPORATE COUNCIL ON AFRICA



## African Organizations



## WHAT MEMBERSHIP CAN DO FOR YOU



### ACCESS

to key African and U.S. government officials via introductions, private meetings and special events.



### CONNECTIONS

to U.S. and African business leaders and decision makers looking for new business and investment opportunities.



### INSIGHT

on the most important issues affecting business on the continent today via CCA's advisory services and market intelligence.

## WHY YOU SHOULD CONSIDER BEING A CCA MEMBER

Corporate Council on Africa (CCA) is the leading U.S. business association focused solely on connecting business interests in Africa. Today, many African nations and businesses are diversifying their focus from European and Middle East markets to explore the U.S. market. African companies with a U.S.-facing focus and vision for expansion need a partner to help navigate the large and complex U.S. market. They also need to understand better the role of numerous U.S. government agencies and institutions that support U.S.-Africa trade and business ventures/partnerships, and advice on how to access technical assistance as well as financing that's available. CCA can explain and introduce African companies to key

U.S. trade and investment initiatives including Prosper Africa, B3W, as well as financing opportunities of the Development Finance Corporation, Eximbank, and USTDA. CCA also organizes trade missions bringing U.S. businesses to Africa to meet with potential African business partners, as well as reverse trade missions bringing African business owners to the U.S. to participate in trade shows. CCA is also working with regional economic community and private sector associations such as the COMESA Business Council, Kenya Private Sector Alliance (KEPSA), Confederation of Tanzania Industries (CTI), to enhance U.S. trade and investment partnerships in key countries and sectors.



# MEMBER BENEFITS

Companies join CCA to gain access, network and stay informed.



## ACCESS

- **Conferences & Special Events:** Network with African Heads of State, ministers and high-level U.S. and African government officials.
- **Working Groups:** Interact with U.S. government agencies, multilateral organizations and African officials at sector and country-focused working group meetings.
- **Trade Missions:** CCA organizes country and sector-specific trade missions enabling members to meet and network with senior government officials and explore business opportunities with local business leaders in-country.
- **Private Meetings:** Assistance with scheduling private meetings with high-level African and U.S. government officials.



## CONNECTIONS

- **Business Linkages:** Business-to-Business meetings at CCA conferences and events with U.S. and African companies ready to invest and do business.
- **Networking:** Access a trusted, vetted network of CCA member companies via private introductions facilitated on-demand by CCA Staff.
- **Partnership & Business Development Opportunities:** Discover new business partners and identify new partnership opportunities during CCA trade missions and events.



## INSIGHT

- **On-The-Ground Support:** CCA has staff members providing 'on-the-ground' support on the continent with the intention of facilitating relationships with key stakeholders in the public and private sector, as well as improving the ease of doing business in Africa.
- **Customized Advisory Services:** CCA staff provides market intelligence and advice on investment opportunities, linkages to business partners, market access and policy issues.
- **CCA Newsletter & E-Communications:** Stay up to date on the latest information on trade and investment via CCA weekly news clips and bi-monthly newsletter "The Africa e-Journal."

**JOIN CCA TODAY**

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CCA'S NEW SENIOR ADVISOR

# Welcome to the Team



*Carl Paschall*

Richard “Carl” Paschall, a career member of the Senior Foreign Service, joined the Corporate Council on Africa in May 2022 as Senior Advisor. Carl recently concluded an assignment as U.S. Ambassador to the Republic of The Gambia, where he led efforts to expanded U.S. government and private sector support to The Gambia’s democratic reform efforts launched in 2017.

This included negotiation and conclusion of a Millennium Challenge Corporation Threshold Program Agreement and USAID Development Objectives Agreement, and expansion of other bilateral programs aimed at supporting economic revitalization and entrepreneurialism, justice and security sector reform, and other elements of democratic governance. Carl has also held senior leadership positions in the Department of State’s Africa Bureau and Counterterrorism Bureau, as a senior diplomatic advisor to a U.S. military command, and in overseas posts in Africa, the Middle East, and South Asia.

A graduate of the University of North Carolina at Chapel Hill, Carl is a die-hard Tar Heel fan, and enjoys cycling, hiking, hunting, traveling, and global gastronomy. He is married to Jane Ellen Miller Paschall, a retired Colonel in the U.S. Army’s Judge Advocate General’s Corps and former USAID Foreign Service Legal Advisor.

## CONTACT INFORMATION

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