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CORPORATE COUNCIL ON AFRICA

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PRESIDENT'S MESSAGE

BY FLORIZELLE LISER

As October draws to a close, CCA is reflecting on our long-awaited “coming out” – organizing for the first time in nearly eighteen months a number of in-person and “hybrid” high-level meetings during the 76th United Nations General Assembly (UNGA) in September. It felt great to go beyond the virtual world and to actually hold live meetings with African Heads of State, Ministers, and to have CCA member company executives join us. Although we were careful to limit the numbers and follow the COVID-19 protocols still needed, we experienced the excitement of convening U.S. and African government and private sector stakeholders – a hallmark of CCA.

As we look to shape the CCA 2022 calendar, we recognize that this is a particularly important time in trade and investment relations between Africa and the United States, as well as the relaunch of many companies’ Africa business strategies. There is heightened collaboration on African vaccine access, production, COVID testing and medications, with important contributions from the USG and U.S. companies like Pfizer, Moderna, Abbott, Gilead, and Johnson and Johnson. African countries are also making important policy changes to support economic recovery from the COVID pandemic and to cope with once-in-a-generation changes in global supply chains. Africa is, moreover, on the cusp of finalizing the first phase of the African Continental Free Trade Agreement (AfCFTA), which will be the largest free trade area since the formation of the WTO when it goes into full effect. The prospects for a more integrated, harmonized market with innovative dispute settlement and payments mechanisms is already catalyzing companies to ramp up investments in a range of sectors. There are also important opportunities and potential changes on the U.S. side. AGOA in its current form is set to expire in 2025, and Congress is beginning to think through what approaches would make most sense for the future. The U.S. Government is also working on its broader Africa strategy, taking important steps on the Prosper Africa initiative, holding the first AGOA Forum during the Biden Administration,

and looking to build on the President’s commitment that Africa will be an important part of its global Build Back Better program. These are all part of a dialogue on what approach the U.S. should take to promote U.S.-Africa trade and investment, including whether to continue the negotiations begun under the previous administration on a Free Trade Agreement with Kenya.

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UPCOMING EVENTS

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As I said, CCA was delighted to host a series of in person country-focused events on the sidelines of this year's UNGA meetings. The theme for the 2021 UNGA was "building resilience through hope – to recover from COVID-19, rebuild sustainably, respond to the needs of the planet, respect the rights of people and revitalize the United Nations." We kicked off our series of events by hosting a "Nigerian Governors Dialogue" on September 14 featuring a distinguished panel of four Governors from Ekiti, Plateau, Edo and Sokoto States. They noted the critical importance of state governments in facilitating economic engagement in Nigeria.

Later that week we hosted the "Doing Business in Kenya Road Show" in partnership with the Government of Kenya which served as an opportunity to discuss challenges and opportunities in doing business in the country. A highlight of our UNGA events was co-hosting with the Tanzanian Private Sector Foundation, H.E. President Samia Suluhu Hassan of Tanzania – the only female African Head of State – at our "U.S.-Tanzania Business Roundtable" on September 22. President Hassan praised the event, stating that "this forum compliments our desire to put trade and investment at the forefront of our bilateral relations between Tanzania and the United States." On September 23, we were pleased to meet with H.E. Hakainde Hichilema, the President of the Republic of Zambia since his notable opposition party victory in August. Joined by several key ministers, President Hichilema highlighted that much had been lost in the country over recent years and that he welcomed CCA and its members thinking about what has been done in other countries to successfully promote trade and investment that we could now replicate in Zambia.

Nigerian Governors Dialogue



Left to right: H.E. Simon Bako Lalong, Governor of Plateau State; H.E. Dr. Kayode Fayemi, Chairman, NGF and Governor of Ekiti State; Florie Liser, CEO & President, CCA; H.E. Aminu Waziri Tambuwal, Vice Chairman, NGF and Governor of Sokoto State; H.E. Godwin Obaseki, Governor of Edo State; Mr. Asishana Okauru

Our fifth event on the margins of UNGA was a "U.S.-Namibia Business Roundtable" on September 27 which featured remarks by prominent members of the Namibian government led by H.E. President Hage Geingob. CCA members attending both in person and virtually heard about Namibia's plans in developing a more diversified economy, going beyond mining to include green and renewable energy, health, infrastructure, and agriculture.

The final event we hosted during UNGA was the "African Development Bank Private Sector Dialogue" on September 29 which served as an opportunity to discuss opportunities and challenges in private sector engagement on the continent. In his opening remarks, African Development Bank (AfDB) President Adesina emphasized the need for AfDB and CCA to work collaboratively on deals, ensure the mitigation of risk, and work with governments to improve the doing business environment for investment.

Building on our UNGA events, CCA was pleased to organize several country-focused forums on the sidelines of the fall World Bank/IMF meetings as part of our Africa Finance Forum series. On October 5, we met in person with Senegalese Minister of Economy, Planning and Cooperation Amadou Hott and discussed ways that the USG and private sector could creatively use SDRs to finance key infrastructure projects in Africa. In our "Relaunching the Angolan Economy" forum, we were pleased to feature Angolan Minister of Finance Vera Daves de Sousa and Angolan National Bank Governor José deLima Massano who shared the opportunities in a number of Angola's growth sectors, and the policies the Government of Angola has implemented to facilitate U.S. and other FDI into the country.

On October 11, CCA held a high-level event in New York with H.E. President Uhuru Kenyatta of Kenya who witnessed the launch of the U.S.-Kenya SME Trade initiative conceived by CCA in collaboration with the Kenya Private Sector Alliance (KEPSA). The initiative's three core objectives are to support greater U.S.-Kenya trade under AGOA and any future U.S.-Kenya trade arrangement by providing training and support to scale up SMEs in both countries;

promote SME-driven Kenya-U.S. trade and investment as envisioned by the U.S. Prosper Africa Build Together campaign; and to develop a database and online market of trade opportunities to connect Kenyan and U.S. SMEs with potential buyers, suppliers, and partners. We were inspired by the remarks of President Kenyatta who highlighted the critical role that women and women-owned entrepreneurs play in Kenyan economic development, and his call for the U.S. to continue the negotiation of a U.S.-Kenya Free Trade Agreement (FTA) that will provide longterm certainty to the U.S.-Kenya trade and investment relationship.

On October 19, CCA hosted the AGOA Private Sector Forum which brought together a distinguished panel of government and private sector leaders to think creatively about how best to use all available tools to create a stronger U.S.-African trade and investment partnership that supports both African and U.S. companies, creates jobs, and promotes economic transformation on both sides of the Atlantic – something that is a core goal of the Prosper Africa Build Together campaign. CCA captured key observations and recommendations from the discussion and provided them as formal input into the meeting of U.S. and African ministers, the Virtual African Growth and Opportunity Act (AGOA) Ministerial, that followed over the next two days.

I'll wrap up my message by sharing my incredible surprise and honor in receiving the Lighthouse Award of the Washington International Trade Association (WITA) at the annual WITA trade "prom" on October 20. The Lighthouse Award is given in recognition of the contributions an individual has made over the course of their career to trade policy, the understanding of global trade, or expanding the benefits of global trade. I have been touched by the many people – near and far – who have reached out to congratulate me and to say how much my brief (and unprepared) remarks on how trade impacts the lives of Africans and others around the world touched them.

I look forward to working with the CCA Board of Directors and the incredible staff to ensure that CCA continues to be that strong voice and advocate promoting a U.S.-Africa economic relationship that makes a difference in the lives of people in the U.S. and across the African continent.

CORPORATE
COUNCIL ON
AFRICA



UNGA 2021 SPECIAL SESSIONS

CCA hosted a series of country-focused sessions on the margins of the United Nations Global Assembly

NIGERIAN GOVERNORS DIALOGUE

On Tuesday, September 14, 2021, Corporate Council on Africa (CCA) hosted the “Nigerian Governors Dialogue.” This event was the first session of CCA’s country-focused events on the sidelines of the 76th United Nations General Assembly (UNGA) meetings and the first in-person event that we hosted since February 2020.

The dialogue featured a panel of four Nigerian Governors: H.E Kayode Fayemi, Governor of Ekiti State; H.E Simon Lalong, Governor of Plateau State; H. E Godwin Obaseki, Governor of Edo State; H.E Aminu Tambuwal, Governor of Sokoto State.

Florie Liser, President and CEO of the Corporate Council on Africa, delivered welcoming remarks, stating that CCA is looking forward to opportunities to reinvent engagements as we return to more in-person activities. She expressed CCA’s commitment to promoting business engagement between the U.S. and Nigeria. Ms. Liser also noted the critical importance of the state government in facilitating economic engagement in Nigeria.

John Olajide, CCA Member and CEO of Axxess, provided the opening remarks. He spoke of a recent visit to the Ekiti State in Nigeria and his interest in business engagement on a sub-national level.

H.E Fayemi echoed that sentiment, as “the bulk of investment and engagement occurs on the state level.” He explained that through the Nigerian Governors Forum, a coalition of the elected Governors of the country’s 36 states, sub-sovereigns are able to lead initiatives and attract various types of investments in their states such as energy, fintech, agriculture, or healthcare. H.E. Obaseki highlighted the need to move beyond areas of petrol in Nigeria to other spheres of investment, arguing that in “no other time has healthcare become so critical.”

Additionally, the Governors discussed the ways COVID-19 accentuated the need for investment in health infrastructure and the opportunity to do so in an innovative manner. H.E Lolong noted the key moment for private health systems to deliver healthcare in a more accessible manner, rather than waiting for tertiary systems. The session covered opportunities for these investments in partnerships in multiple sectors including healthcare and agrobusiness at the state level.

H.E Tambuwal stressed that despite the political differences between states, they are “very ready to provide an enabling environment for businesses to grow.”

John Olajide, President and CEO of Axxess, provided a key example of the enabling environment as he highlighted Axxess’ commitment to investing in Nigeria. He revealed that the company has invested \$20 million dollars in the Ekiti State for an Agro Project, providing the first of “many investments.”

Attendees included Citi, CCA Board Member Temitope Iluyemi of Proctor & Gamble, B360, the Nicky Okoye Organization, CCA Board Member Witney Schneidman of Covington & Burling LLP, the Bizzell Group, and more. Topics addressed in the question-and-answer section included organizing principles of U.S.- Nigeria relations, ways to strengthen the global health system through sub-national engagement.

In his closing remarks General William E. Kip Ward, noted the growth, challenges and opportunities in the Nigerian economy and the importance of increasing U.S.- Africa business partnerships for economic resiliency.





DOING BUSINESS IN KENYA ROADSHOW

On Thursday, September 16, 2021, Corporate Council on Africa (CCA) hosted the “Doing Business in Kenya Road Show” in partnership with the Government of Kenya (GOK), Ministry of East African Community & Regional Development through the Department of Business Reforms & Transformation. The Roundtable served as an opportunity to discuss challenges and opportunities in doing business in Kenya and featured Hon. Adan Mohamed, Cabinet Secretary, Ministry of East African Community and Regional Development.

The Government of Kenya delegation also included Dr. Kevit Desai, Principal Secretary for the State Department of East African Community, Mr. John Mwendwa, Head of the Department of Business Reforms & Transformation, and Ms. Anne Mutahi, Small and Medium-Sized Enterprises (SME) Advisor for the Office of the President.

In CS Mohamed's opening remarks, he emphasized the need to look beyond a single country focus to that of Kenya's role in the East African region. Current ongoing efforts to improve the competitiveness of the region cited by Mohamed included the improvement of connectivity throughout the region through roads and railroads. Despite the impact of the COVID-19 pandemic, CS Mohamed pointed out that the ongoing free flow of goods reflects the success of border customs and demonstrates Kenya's trade success.

During the dialogue, CS Mohamed discussed the ways in which cooperation can be enhanced across the region in terms of trade structure and regulation. He also emphasized the increasing role of businesses working in multiple countries in assisting governments to create cross-country standards in terms of trade.

Ambassador Amayo also spoke of the creation of standards of engagement through trade agreements such as the Free Trade Agreement (FTA). The implementation of the FTA between the United States and Kenya has further enhanced the ongoing partnerships between the two countries. He stressed Kenya's obligations to the African community and the ability to honor both the commitments to the AfCFTA and the FTA in a manner that is beneficial to all parties.

The dialogue featured members from CCA and the Africa development community. Attendees included Citi, CCA Board Member James Winkler of Creative Associates International, Dennis Petrosky of Axxess, CCA Board Member Witney Schneidman of Covington & Burling LLP, Johnson & Johnson, CCA Chairman Jeff Sturchio of Rabin Martin, Development Finance International, Prosper Africa, and more.

Topics addressed in the question-and-answer section included development of ecommerce strategy, creation of cross-country product standards across the region, the growth of SMEs, and more.

Advisor Mutahi stressed the need to work to ensure SMEs are able to flourish through sustainable partnerships. The creation of local business centers has proven fruitful for the creation of more enduring partnerships for SMEs.

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

Featured image from left to right: Jeff Sturchio, Chairman of CCA; Hon. Adan Mohamed, Cabinet Secretary, Ministry of East African Community and Regional Development; Florie Liser, CEO & President, CCA; Amb. Lazarus Amayo, Ambassador of the Republic of Kenya





U.S.-TANZANIA BUSINESS ROUNDTABLE

On Wednesday, September 22nd, Corporate Council on Africa (CCA) held the “US-Tanzania Business Roundtable.” The event was co-hosted with the Tanzanian Private Sector Foundation (TPSF), an organization devoted to promoting private sector-led social and economic development in Tanzania. The Roundtable served as an opportunity to discuss opportunities for doing business in Tanzania and featured H. E. Samia Suluhu Hassan, President of the United Republic of Tanzania.

The panel also included Minister Liberata Mulamula, Foreign Affairs Minister of Tanzania and Angelina Ngalula, Chairperson of the TPSF.

Florie Liser, delivered the opening remarks, emphasizing the impressive economic growth Tanzania has made in recent years. She noted the opportunities for enhancement as “our members are invested in a number of Tanzania’s key growth sectors including tourism, energy, financial services, infrastructure, and health.”

During the dialogue, Ms. Ngalula emphasized the opportunities for growth in these industries and the need to promote market access. She stressed the importance of institutions such as TPSF and CCA in the fostering of “a strong and lasting relationship between our two [country’s] private sectors.”

These sentiments were echoed by Minister Mulamula stating that the current climate in Tanzania of rapid economic growth and a stable market make now the “right and opportune time to energize the business community in the United States.” She then introduced President Hassan to speak further on the ongoing friendship between Tanzania and the United States.

In her opening remarks, President Hassan praised the event, stating that “this forum compliments our desire to put trade and investment at the forefront of our bilateral relations between Tanzania and the United States.” She emphasized the role of the private sector, referring to it as the “engine of the modern economy.”

President Hassan described the opportunities to do business between the two countries as “enormous.” She expressed her “readiness and desire to improve the economic ties with the USA to a greater height,” thanking CCA for holding

the event which provided “the opportunity for the business communities of our two friendly countries to meet and explore ways of improving investment and trade.”

Land and geography were identified by President Hassan as two of Tanzania’s greatest assets and opportunities for greater improvement in investment and trade. In terms of land, she promoted increased cultivation of the more than 30 million hectares of available land in the country. As for geography, Tanzania has access to over 360 million people in Southern Africa through the Southern African Development Community and more than 175 million people in the East African Community, along with access to the Indian Ocean.

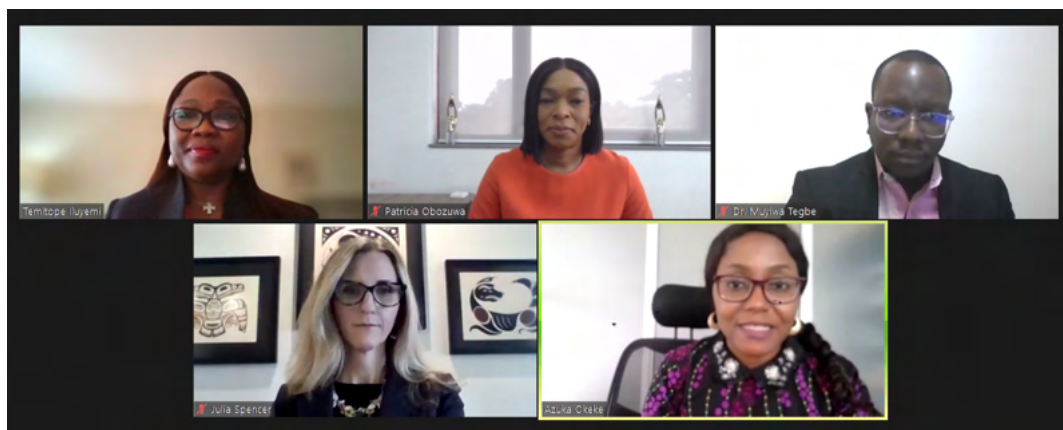
The dialogue featured members from CCA and the Tanzanian Private Sector Foundation. Attendees included the Bizzell Group, Lockheed Martin International, GE, CCA Board Member Witney Schneidman of Covington & Burling LLP, Johnson & Johnson, Bechtel Energy, Standard Bank, ExxonMobil Corporation, and Manchester Trade.

In her closing remarks, Liser expressed CCA’s continued mandate to support the economic development of Tanzania and other African nations by continuing to provide a platform for discussions on U.S.- Africa collaboration for economic growth.



Left to right: H.E. Samia Suluhu Hassan, President, United Republic of Tanzania; Ambassador Liberata Mulamula, Foreign Affairs Minister of Tanzania; Florie Liser, CEO & President, CCA

Featured image from left to right: Angelina Ngalula, Chairperson, Tanzania Private Sector Foundation; H.E. Samia Suluhu Hassan, President, United Republic of Tanzania; Florie Liser, CEO & President, CCA



ENGAGING THE PRIVATE SECTOR TO IMPROVE LOCAL HEALTH SERVICE DELIVERY IN A PANDEMIC

On Monday, September 27th, Corporate Council on Africa (CCA) held “Engaging the Private Sector to Improve Local Health Service Delivery in a Pandemic.” The event was part of CCA’s Health Security and Resilience Initiative (HSRI). The Roundtable served as an opportunity to discuss opportunities and challenges in the public health supply chain and the role of the private sector in advancing healthcare needs.

Moderated by Temitope Iluyemi, Senior Director for Global Government Relations in Africa for Proctor and Gamble, the Roundtable highlighted the role of partnerships and collaborations in advancing supply chain management (SCM) through capacity-building opportunities and innovations in regulatory mechanisms in health.

Panelists included Azuka Okeke, CEO of Africa Resource Centre for Excellence in Supply Chain Management; Julia Spencer, Associate Vice President of Global Vaccine Policy for Merck & Company; Patricia Obozuwa, Vice President for Public Affairs, Communications and Sustainability for Coca-Cola; and Dr. Muiwa Atebe, Director Primary Health Care for PATH.

Using a mix of case studies and lessons learned, panelists recognized the importance of addressing upstream and downstream supply chain management issues. A multi-pronged approach is necessary to address both upstream and downstream issues, including addressing the human capital and infrastructure needed to support robust supply chain management for resilient health systems in Africa.

Azuka of the Africa Resource Centre for Excellence in Supply Chain Management focused on the need to expand supply chain management training, citing the multiplier effect across sectors which comes from strengthened human capacity in supply chain management in the health sector. Similarly to other panelists, she stressed the vitality in preparing the private sector to engage with governments to create enabling environments for Private-Public Partnerships.

Obozuwa of Coca-Cola touched on the importance of resilient systems and the role of the private sector. Through Coca-Cola’s network, the company was able to leverage their distribution and system network and apply it to strengthening health systems. She emphasized the need to capitalize on the assets of the private sector such as strategic marketing strategies or data collection through technology to promote more robust engagement between the private sector and government.

When sharing key lessons learned by Merck & Co., Spencer emphasized the need to encourage incremental vaccine innovations that promote simpler and efficient supply chains. She emphasized the role of regulatory processes in streamlining production and distribution of vaccines. Through regulatory harmonization, manufacturers can ship vaccines from one country to another or repackage easily and reduce wasted doses.

Dr. Atebe of PATH stressed the importance of digital health in order to provide a people-centered approach to primary health care. He echoed the sentiments of Spencer at Merck & Co., on the need for improvement of regulatory environments to enable more private sector engagement and innovation in supply chain management.

The need for robust supply chain management to ensure existing cold chain capacity, adequate distribution of vaccines and health services, and equitable access of services is paramount for the optimization and improvement of local health service delivery.

Each panelist provided key insights and ideas as to the role and necessity of strategic, effective private sector engagement. As African governments seek to advance their health care systems, particularly the public health supply chain, private sector engagement can significantly impact and accelerate the meeting of patient needs and improving the availability of health commodities.

This event was part of HSRI’s convening of major U.S. and African leaders, corporations, multilateral organizations, foundations, and other stakeholders to collaborate on developing policy recommendations, promoting strategic partnerships, providing critical Africa health-related information, and facilitating investment to strengthen Africa’s health systems security and resilience.



U.S. - NAMIBIA BUSINESS ROUNDTABLE

On Monday, September 27, 2021, Corporate Council on Africa (CCA) hosted the “US-Namibia Business Roundtable.” This event was the fourth in a series of country-focused events on the sidelines of the 76th United Nations General Assembly (UNGA) meetings.

This session focused on Namibia and featured remarks by prominent members of the Namibian government. The Namibian delegation was led by H.E. Dr. Hage G. Geingob, President of the Republic of Namibia; Honorable Netumbo Nandi-Ndaitwah, Deputy Prime Minister and Minister of International Relations and Cooperation; and H.E. Margaret Mensah-Williams, Namibian Ambassador to the United States.

Florie Liser kicked off the meeting stating that CCA is looking forward to continuing in-person, COVID-safe events while remaining accessible through providing a digital option to attend. Ms. Liser also noted the critical importance of Namibia’s commitment to transparency and accountability in development.



President Geingob began by stressing the importance of creating a conducive environment for investors through the use of constructive leadership. He emphasized the need for “unity and inclusive governance” and how the private sector benefits greatly from regulated systems and institutions. He highlighted his team of scholars in his delegation, calling on all to report on their respective sectors.

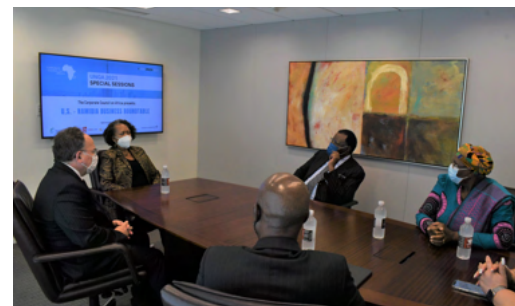
Minister of Finance Ipumbu Shiimi, spoke of the need to diversify the Namibian economy beyond minerals and other commodities such as fishing. He identified five areas of strength in the country worthy of greater investment: agriculture, logistics, energy, chemical production, and the ICT sectors. Through the pursuance of these five areas Namibia “can be a hub for trade in Southern Africa.” Honorable Tom Alweendo, Minister of Mines and Energy, echoed that sentiment, emphasizing the network of roads within the country and available seaport and airport for trade.

Drawing on themes touched on by Ministers Alweendo and Shiimi, Deputy Prime Minister Nandi-Ndaitwah stressed that “Namibia is not an island. We are part of the global village [and] we have to make sure that we always remain relevant in the international community.” Economic diplomacy has been at the forefront of Namibia’s international policy and rests heavily on international stability. She stressed the need to mitigate the impact of climate change and increase sustainable investments.

The interactive session featured members both in Zoom attendance and in person. Attendees included Citi, CCA Board Member Dr. Mima Nedelcovych of AfricaGlobal Schaffer, Axxess, Lockheed Martin, CCA Board President Dr. Jeffrey Sturchio of Rabin Martin, the Bizzell Group, and more. Topics addressed in the question-and-answer section included green hydrogen investment and green bonds, youth deployment, the future unveiling of public sector assets through an IPO this December, and more.

In her closing remarks, President and CEO Liser expressed CCA’s continued mandate to support the economic development of Namibia and other African nations by continuing to provide a platform for discussions on U.S.- Africa collaboration for economic growth.

Featured image from left to right: Tom Alweendo, Minister of Mines and Energy; Minister of Finance, H.E. Margaret Mensah-Williams; Ambassador of the Republic of Namibia to the United States; H. E. Hage Geingob, President, Republic of Namibia; Florie Liser, CEO & President, CCA; Jeff Sturchio, Chairman of CCA, States Honorable Netumbo Nandi-Ndaitwah; Deputy Prime Minister and Minister of International Relations and Cooperation



Left to right: Jeff Sturchio, Chairman of CCA; Florie Liser, CEO & President; CCA, H. E. Hage Geingob, President; Republic of Namibia; States Honorable Netumbo Nandi-Ndaitwah, Deputy Prime Minister and Minister of International Relations and Cooperation



AFRICAN DEVELOPMENT BANK PRIVATE SECTOR DIALOGUE

On Wednesday, September 29th, Corporate Council on Africa (CCA) held the “African Development Bank Private Sector Dialogue.” The event was the final special session of CCA’s UNGA 2021 Special Sessions. The Roundtable served as an opportunity to discuss opportunities and challenges in private sector engagement on the continent and featured African Development Bank (AfDB) President, Dr. Akinwumi A. Adesina.

Florie Liser, delivered the opening remarks, emphasizing the UNGA themes of economic recovery from the pandemic and the urgency of collective action, particularly related to redoubling our efforts towards combatting climate change. She noted the need for close collaboration between the private and public sector and between African and non-African shareholders.

Dr. Mima Nedelcovych, Chairman of AfricaGlobal Schaffer introduced Dr. Adesina calling him a “champion” and the “voice of new Africa.” He stressed the common business interests between the African continent and the United States.

In his opening remarks, Dr. Adesina noted that CCA stands for,

“not just the Corporate Council on Africa, but the Corporate Council with Africa.”

~ Dr. Akinwumi A. Adesina

He emphasized the need for the AfDB and CCA to work collaboratively on deals, ensure the mitigation of risk, and work with governments to improve the legal environment for investment. A key component of his remarks included the need to make travel across borders easier and develop infrastructure to facilitate greater movement.

“Infrastructure is the heart of investment” Dr. Adesina said, stressing the importance of ease in the flowing of goods, services, and people.

He spoke of the opportunities for investment on the continent, citing that food and agriculture would be worth \$1 trillion by 2030 and touching base on the rapid digitization on the continent. With an expected over 600 million smartphone users across Africa by 2025, digital infrastructure is paramount. Despite the global recession and disruption in African markets because of COVID-19, Dr. Adesina referenced that the financial technology (fintech) sector actually grew during the pandemic.

The dialogue featured members from CCA both digitally and in person. Attendees included Lockheed Martin International, GE, CCA Board Member Witney Schneidman of Covington & Burling LLP, Citi, AfricaGlobal Schaffer, Axxess, Development Finance International, Abbott, Manchester Trade, and more.

Topics addressed in the question-and-answer section included the need for interoperable payment systems across the continent, the importance of land reform for land tenure, and the importance of comparative advantage to ensure the pursuance of value-added production with commodities, rather than solely exporting raw goods.

In closing, Ms. 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.



Left to right: Dr. Mima Nedelcovych, Chairman of AfricaGlobal Schaffer; Florie Liser, CEO & President, CCA; Dr. Akinwumi A. Adesina, President of African Development Bank

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UNGA 2021 BILATERAL MEETINGS

Minister Amadou Hott & Senegal Officials



Left to right: Minister Amadou Hott, Minister of Economy, Planning & Cooperation; Florie Liser, CEO & President, CCA; Amb. Mansour E. Kane, Ambassador of the Republic of Senegal to the United States

On October 5th Minister Hott discussed leveraging special drawing rights that will increase U.S. investment in Senegal.

President Hichilema of the Republic of Zambia



Left to right: Florie Liser, CEO & President, CCA; H.E. Hakainde Hichilema, President of the Republic of Zambia

On September 23, President Hichilema discussed the urgency to make economic reforms that improve the business environment and attract investors in key Zambian economic sectors. President Hichilema renewed his commitment to deliver results to Zambian citizens.

C.S. Adan Mohamed & Kenyan Officials



Left to right: Dr. Kevit Desai, Principal Secretary, State Department of East Africa Community; Ms. Anne Mutahi, SME Advisor to the President; Florie Liser, CEO & President, CCA; Hon. Adan Mohamed, Cabinet Secretary, Ministry of East African Community and Regional Development; H.E. Lazaurus Amayo, Kenyan Ambassador to the U.S.; John Mwendwa, Head Business Reforms, Head, Department of Business Reforms & Transformation, Ministry of East African Community & Regional Development; Robert Ngonga, Kenyan Embassy

H.E. Adan Mohamed and the Kenyan Officials visit Florie Liser at the corporate office of the Corporate Council on Africa following the "Doing Business in Kenya Roadshow."

Special thanks to our Sponsors

The CCA UNGA Special Sessions were generously sponsored by AfricaGlobal Schaffer, Axxess, the Bizzell Group, Flutterwave, Google, Jean Boule Group and Lockheed Martin International.

SIGNING THE U.S.-KENYA SME TRADE INITIATIVE



On Monday, October 11, 2021, H.E. Uhuru Kenyatta, President of the Republic of Kenya witnessed the signing of the Corporate Council on Africa (CCA) and Kenya Private Sector Alliance (KEPSA) U.S.-Kenya SME Trade Initiative. The initiative recognizes the critical role that SMEs play in U.S. and Kenyan trade, and 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, delivered the opening remarks, detailing the three goals for this initiative.

First, to support greater U.S.-Kenya trade under the African Growth and Opportunity Act (AGOA). On the Kenyan side, Kenyan SMEs will be provided background and training on AGOA market opportunities, including sector-specific market information. Second, the aim of the initiative is to promote SME-driven Kenya-U.S. trade and investment as envisioned by the U.S. Prosper Africa Build Together campaign and initiative by capitalizing on and creating business relationships between Kenyan and U.S. entrepreneurs. The third goal is to develop an online tool that will allow Kenyan and U.S. SME's to connect with potential buyers, suppliers, and partners.

A key component of the initiative is to empower Kenyans SMEs to take full advantage of the African Growth and Opportunity Act (AGOA) and be prepared to effectively leverage any future trade agreement between the U.S. and Kenya. President Kenyatta spoke of importance of SME's in fostering the resilience of the Kenyan economy. "That resilience comes from our small and medium enterprises. It comes from what you refer to as the informal sector, what many in Kenya refer to as the *Jua Kali*," the President said.

CCA and KEPSA will collaborate to harness needed support from the Kenyan and U.S. governments, including under the U.S. Prosper Africa Build Together campaign. In addition, the initiative will seek to link Kenyan and U.S. SMEs – especially women, youth, minority, and diaspora-owned – to the regional and global value chains of multinational companies that are members of CCA and KEPSA.

KEPSA CEO Carole Kariuki stressed the importance of connecting Kenyan SME's with stores in the US and helping them access the market. "Many of the SMEs do not know how to access AGOA (African Growth and Opportunity Act)-the training, the logistics, the financing and that is what we want to do."

The launch event included a select group of U.S. and Kenyan SMEs and multinationals active in Kenya-U.S. trade and investment, including Flutterwave, Kentegra, Pfizer, Talanton Impact Fund, Visa Foundation, BizSolutions 360, and Swahili Village, among others.

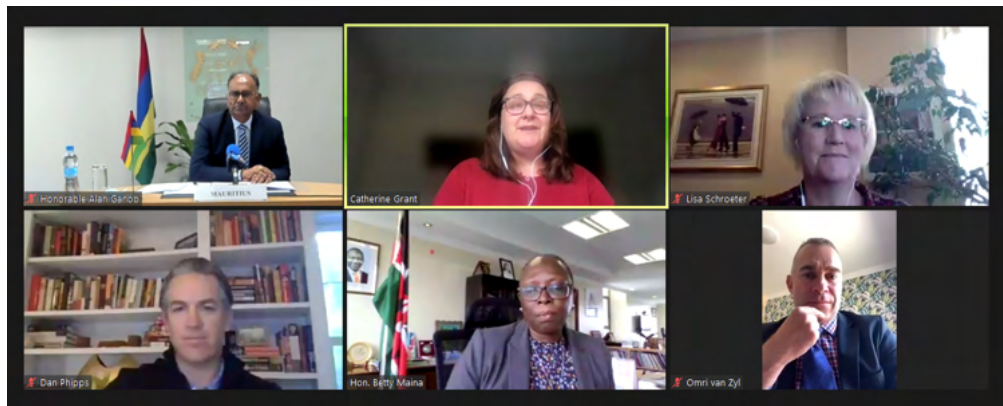
CCA and KEPSA were also honored to have a high-level Kenyan delegation participate in the initiative's launch event, including President Kenyatta's Senior Economic Advisor, Cabinet Secretaries of Foreign Affairs and Industrialization and Trade, and Ambassadors to the United States and the United Nations.

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.

Pictured in the far left. Top Row: Jeff Sturchio, Chairman of CCA; Hon. Betty C. Maina, EGH, Cabinet Secretary, Ministry of Industrialization, Trade and Enterprise Development; Samuel Mwale, KEPSA US Representative

Bottom Row: Florie Liser, CEO & President, CCA; H.E. Uhura Kenyatta, President of the Republic of Kenya; Carol Kariuki, CEO, Kenya Private Sector Alliance

Pictured in the far right. Left to Right: Florie Liser, CEO & President, CCA; H.E. Uhura Kenyatta, President of the Republic of Kenya; Carol Kariuki, CEO, Kenya Private Sector Alliance

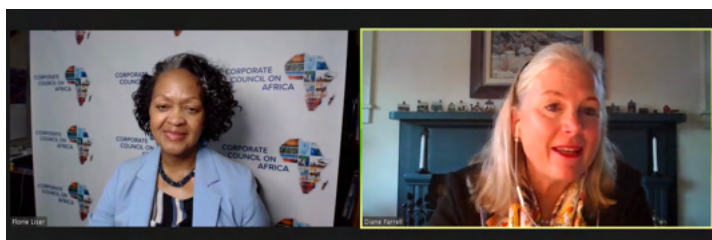


AGOA AND BEYOND

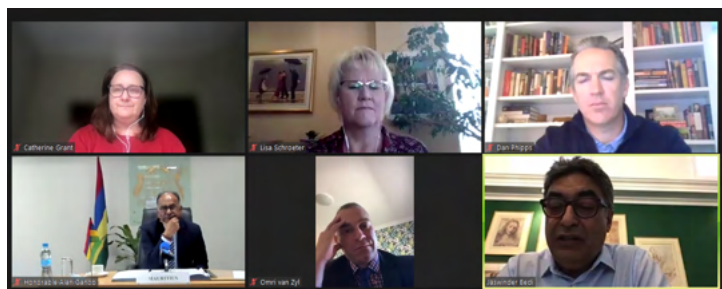
On October 22, CCA hosted the first session of this year's AGOA Private Sector Forum, entitled "AGOA and Beyond." This session featured senior government representatives from Mauritius, Kenya and Rwanda along with American and African companies discussing their recommendations for how African countries can make better use of existing market access provisions under the African Growth and Opportunity Act (AGOA). A number of practical steps were suggested, including expanding AGOA to include services, particularly transportation and logistics as well as finance and tourism. Other suggestions included efforts to harmonize standards for manufactured and agricultural goods, and more market intelligence to help African companies better understand what American buyers require. Several panelists also advocated that the U.S. amend AGOA to support the economic integration taking place under the African Continental Free Trade Agreement by adopting rules of origin that are closer to the 'made in Africa' rules under AfCFTA. Panelists also discussed how to strengthen the U.S.-African economic relationship beyond the expiry of AGOA in its current form in 2025.

There was broad consensus that the U.S. and African governments should find ways to make trade and investment provisions more predictable and clear. While several panelists suggested the clearest way would be through concluding Free Trade Agreements, it was understood that a range of policy tools, employed in a phased approach, could also work well. There was also a clear sense that African countries are looking for more American foreign direct investment to accelerate their transformation into higher value added sectors, and that there are significant unexploited opportunities that American and African companies should explore together.

Featured image top row: Hon. Alan Ganoo, Minister of Land Transport & Light Rail, Minister of Foreign Affairs & Regional Integration and International Trade for Mauritius; Catherine Grant, Director of Tutwa Consulting Group; Lisa Schroeter, Global Director of Trade & Investment, Dow
Bottom Row: Dan Phipps, CEO of Red River Foods; Hon. Betty Maina, Cabinet Secretary, Ministry of Industrialization, Trade & Enterprise Development for the Republic of Kenya; Omri Van Zyl, CEO of Agri Enterprises



Left to right: Florie Liser, CEO and President, CCA; Diane Farrell, Acting Under Secretary and Deputy Under Secretary for International Trade U.S. Department of Commerce



Congrats!

FLORIE LISER



Washington International Trade Association
2021 Lighthouse Award Recipient

The Lighthouse Award is presented in recognition of the contributions an individual has made over the course of his/her career to trade policy, the understanding of global trade, and expanding the benefits of global trade.



[Click Here](#) to watch the video

UPCOMING EVENTS

NOVEMBER 2021

CCA'S Health Security and Resilience Initiative Event:
Lessons Learned from COVID-19 to Accelerate Patient Access to Medicines & Vaccines
November 9 | 10:00 am - 11:30 am EST
Virtual

Zambia Trade & Investment Forum
November 30 | 9:00 am - 10:30 am EST
Washington, DC

DECEMBER 2021

CCA'S Health Security and Resilience Initiative 1st Anniversary Celebration
Date TBA | Virtual



For more information, please visit www.corporatecouncilonafrika.com

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