

U.S.-AFRICA BUSINESS CENTER

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# 2019 ANNUAL REPORT

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BUILDING LASTING PROSPERITY  
FOR AMERICANS AND AFRICANS  
THROUGH JOB CREATION AND  
ENTREPRENEURIAL SPIRIT



**U.S. CHAMBER OF COMMERCE**  
U.S.-Africa Business Center



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# 2019 TIMELINE OF EVENTS

## JANUARY

### AfCFTA Briefing · 1/17:

The U.S.-Africa Business Center (USAfBC) hosts an in-depth briefing on the African Continental Free Trade Agreement and U.S. involvement in ongoing negotiations featuring Mary Beth Leonard, U.S. Ambassador to the African Union.

### Nigeria Private Business Roundtable · 1/18:

The center organizes an off-the-record roundtable with H.E. Atiku Abubakar, Nigerian presidential candidate, where he shares his vision and plans for U.S. private sector engagement in Nigeria.

## FEBRUARY

### Africa Forum on Corporate Social Responsibility · 2/14:

The USAfBC organizes the U.S. launch of the inaugural report on corporate social responsibility (CSR) in Africa titled *Purpose and Prosperity: How U.S. Businesses are Creating Impact in Africa*. The report features case studies on how private corporations are contributing to economic growth, job creation, and poverty reduction outcomes on the continent.



### 2019 South Africa Outlook and Pre-election Briefing · 2/19:

The USAfBC hosts a private discussion with Ambassador Ebrahim Rasool to discuss South Africa's economic and political outlook in light of the upcoming 2019 elections.

## MARCH

### Tea with the Ambassador of Senegal · 3/4:

The USAfBC hosts a roundtable discussion with Ambassador Momar Diop to facilitate direct engagement between U.S. business leaders and Senegal to discuss economic opportunities in the country.

### Roundtable with Zimbabwe's Minister of Finance · 3/6:

The center organizes a roundtable discussion with the Hon. Dr. Mthuli Ncube, Zimbabwean Minister of Finance, to speak about economic reforms that enable a positive environment for foreign investment.

### Business Briefing on Prosper Africa · 3/12:

The USAfBC organizes an exclusive interagency briefing on the U.S. government's Prosper Africa Initiative, which aims to increase investment in Africa and identify barriers that the U.S. private sector views as critical to overcome.



### Morocco Clean Energy and Technology Workshop · 3/29:

The center, in collaboration with the State Department's Bureau of Energy Resources, organizes a half-day program to support the Moroccan clean energy technology sector and expand opportunities for U.S. and Moroccan businesses to work together in the market.

## APRIL

### DRC Business Roundtable · 4/3:

The USAfBC, in partnership with the Corporate Council on Africa (CCA) and the Initiative for Global Development (IGD), organizes a high-level private roundtable featuring H.E. Felix Tshisekedi, President of the Democratic Republic of the Congo, to discuss opportunities for foreign investment in the country.



**U.S.-Morocco Trade & Investment Forum · 4/4:**

The USAfBC, in partnership with the Embassy of the Kingdom of Morocco, hosts the fifth edition of the U.S.-Morocco Trade Forum to provide a platform for experts, government officials, and stakeholders to discuss the development of trade between the U.S. and Morocco and explore opportunities to enhance commercial ties.



**Kenya Commercial Policy Briefing & Luncheon · 4/8:**

On the margins of the spring IMF-World Bank meetings, the USAfBC hosts the Hon. Peter Munya, Cabinet Secretary, Ministry of Industry, Trade and Cooperatives, Republic of Kenya, to discuss updates on commercial policy in Kenya and showcase market opportunities that promote bilateral trade and investment.

**Central African Republic Presidential Roundtable · 4/8:**

On the margins of the spring IMF-World Bank meetings, the USAfBC, in collaboration with IGD, hosts H.E. Faustin-Archange Touadera, President of the Central African Republic, to discuss investment opportunities in the country.



**Briefing on Angola's Recent Economic Landscape · 4/11:**

On the margins of the spring IMF-World Bank meetings, the USAfBC, in partnership with AmCham Angola, organizes the U.S.-Angola Executive Business Roundtable to discuss efforts underway to restore Angola's economy and untapped opportunities for U.S. companies.

**U.S.-Ghana Executive Business Roundtable · 4/12:**

On the margins of the spring IMF-World Bank meetings, the USAfBC, in partnership with AmCham Ghana and the Ghana Investment Promotion Center, organizes a private roundtable featuring the Hon. Ken Ofori-Atta, Ghanaian Minister of Finance. The Minister discusses how private sector investors can unlock new opportunities in priority sectors, including energy, transport, agriculture, digital economy, industry, and finance.



**U.S.-Côte d'Ivoire Executive Business Roundtable · 4/12:**

On the margins of the spring IMF-World Bank meetings, the USAfBC, in collaboration with IGD and the Embassy of Côte d'Ivoire, hosts an executive roundtable featuring H.E. Amadou Gon Coulibaly, Prime Minister of the Republic of Côte d'Ivoire, to highlight opportunities in agriculture, education, sanitation, infrastructure, and energy in light of the country's *Emergence 2020* development agenda.

### **Mandela Centennial Business Forum · 4/26:**

The center, in collaboration with the Mandela 100th Steering Committee, honors Nelson Mandela's life, legacy, and vision for inclusive global economic growth. The forum features Graça Machel, Humanitarian and Global Advocate for Women and Girls and widow of Nelson Mandela as well as former Secretary of State Madeleine K. Albright.



### **MAY**

#### **Ethiopia Policy Dialogue to Build the Future · 5/16:**

The USAfBC, in partnership with AmCham Ethiopia, hosts an off-the-record roundtable with business executives and policy decision makers from the U.S. and Ethiopia to highlight regulatory, policy, and operational updates to unlock Ethiopia's infrastructure potential and "Build the Future." The roundtable features remarks from Mamo Mihretu, Senior Adviser on Policy Reforms to the Prime Minister and Chief Trade Negotiator for Ethiopia.



#### **Briefing on Angola's Recent Economic Landscape · 5/20:**

The center hosts a strategic insight briefing on Angola's economic outlook in partnership with Standard Bank. The briefing focuses on the implementation of the country's Macroeconomic Stability Program and the National Development Plan.

### **JUNE**

#### **U.S.-Africa Hill Meetings · 6/19-20:**

The USAfBC hosts its first-ever consolidated Hill briefings with four congressional offices. The meetings enable private sector members of the center to provide insight into U.S.-Africa trade and investment priority matters to members of Congress and high-level staff.

### **JULY**

#### **Board Meeting and CSR Report Africa Launch · 7/10-11:**

The USAfBC hosts its annual board meeting in Addis Ababa, Ethiopia, featuring over 20 board member company representatives. Board members meet with more than 10 high-level Ethiopian government officials to discuss opportunities for foreign direct investment in the market. In addition, the USAfBC board meets with the African Union leadership for updates on the African Continental Free Trade Area Agreement. On the margins of the board meeting, the USAfBC partners with AmCham Ethiopia, the Ethiopian Jobs Creation Commission, the U.S. Embassy in Ethiopia, and several companies to publish a CSR companion document on how *U.S. Businesses are Creating Impact in Ethiopia*.

#### **2019 Africa Business Forum · 7/25:**

The USAfBC organizes the Africa Business Forum, bringing together global business leaders, academic partners, and 100 Mandela Washington fellows to discuss the business environment in Africa and opportunities for spurring economic growth, good governance, and investment. The forum focuses on workforce development on the continent and features fellow cohorts from four universities.



### **SEPTEMBER**

#### **Health PPP Forum · 9/5:**

The center organizes a high-level panel on *Achieving Private Partnerships for Health* during the World Economic Forum in South Africa to explore the role of public-private partnerships in the health care sector.

**International Visitors Leadership Program Delegation Workshop: Best Practices in Global Trade Policy · 9/11:**

The Chamber, in partnership with CCA, convenes global trade experts on intellectual property, competition, investment, and digital economy matters for an interactive workshop to preview private sector views on Phase II African Continental Free Trade Area Agreement (AfCFTA) issues, bringing together over 30 representatives from the AU Commission and the private sector.

**Algeria Tea with Ambassador · 9/12:**

The center hosts Ambassador John Desrocher, U.S. Ambassador to Algeria, as part of the Tea with an Ambassador series, to facilitate direct engagement between U.S. business leaders and current diplomats. Ambassador Desrocher provides an update on the Algerian market, and a preview on electoral developments.

**U.S.-Africa Leadership Forum · 9/23:**

In collaboration with CCA, the center hosts a forum in New York City, New York that brings together African Heads of State, senior government officials, U.S. and African private sector executives, as well as international investors to engage in the U.S.-Africa Trade and Investment relationship. The forum features H.E. Mahamadou Issoufou, President of Niger; H.E. Hage Geingob, President of Namibia; H.E. Daniel Kablan Duncan, Vice President of Côte d'Ivoire; and Secretary Wilbur Ross, U.S. Secretary of Commerce. The forum takes place on the margins of the 2019 U.N. General Assembly.

**Senegal Executive Business Roundtable · 9/23:**

The center hosts H.E. Macky Sall, President of Senegal, for an Executive Roundtable in New York City, New York on the margins of the 2019 U.N. General Assembly.

**CEO Roundtable Discussion on Investment Opportunities in Kenya · 9/24:**

The USAfBC organizes a private CEO roundtable on investment opportunities in Kenya featuring H.E. Uhuru Kenyatta, President of the Republic of Kenya, on the margins of the 2019 U.N. General Assembly.



**OCTOBER**

**U.S.-Africa Trade Update · 10/4:**

In partnership with CCA, the USAfBC hosts Albert Muchanga, African Union Commissioner for Trade and Industry, for a briefing on AfCFTA.

**U.S.-Africa Forum on Agriculture Technology · 10/15:**

The USAfBC hosts a daylong conference in Des Moines, Iowa, on the margins of the World Food Prize's Borlaug Dialogue. The conference brings together stakeholders from government, business, academia, and multilateral institutions to take stock of the agriculture sector in Africa and identify opportunities to enhance efficiency, productivity, and sustainability.



**Breakfast Briefing on Ethiopia's Economic Reform Agenda · 10/18:**

The center hosts the Hon. Ahmed Shide, Ethiopian Minister of Finance and Economic Development, to offer an update on fiscal and economic reform measures underway in the country and discuss partial privatization.

**Diplomatic Briefing: Perspectives on U.S.-South Africa Commercial Cooperation · 10/21:**

The center hosts U.S. Ambassador to South Africa Lana Marks to discuss her priorities for strengthening the bilateral commercial relationship between the U.S. and South Africa.

**NOVEMBER**

**AmCham Business Summit, Nairobi, Kenya · 11/4–5:**

In partnership with the American Chamber of Commerce in Kenya, the USAfBC honors H.E. President Kenyatta with the Distinguished Leaders Award, in recognition of his exemplary regional, diplomatic, and economic leadership in Africa. The summit gathers more than 600 participants from across the East African region to cement the bilateral commercial relationship between the U.S. and Kenya, spur investment, and enhance regional trade ties.

**Launch of the U.S.-South Africa Business Council · 11/6:**

The USAfBC launches the U.S.-South Africa Business Council (US-SABC) during the South Africa Investment Conference in Johannesburg, South Africa.



**African Union Roundtable Discussion · 11/14:**

The USAfBC, along with the President’s Advisory Council on Doing Business in Africa (PAC-DBIA) and CCA, hosts H.E. Albert Muchanga, Commissioner for Trade and Industry, for a roundtable discussion on Prosper Africa priorities regarding AfCFTA.

**DECEMBER**

**South Africa Breakfast Briefing · 12/6:**

The center organizes a breakfast briefing featuring the Hon. Ebrahim Patel, Minister of Trade and Industry of the Republic of South Africa, to discuss South Africa’s economic reform agenda and trade and investment priorities. The center highlights the recent launch of its US-SABC.



**Digital Economy Conference · 11/8:**

As part of its Digital Economy Task Force, the USAfBC organizes a conference to enable digital transformation in South Africa at the University of Pretoria, Future Africa Campus. In collaboration with Microsoft, the conference convenes private sector, U.S., and South African government officials, as well as thought leaders to highlight digital economy drivers across Africa and identify policy best practices in the Information and Communications Technology (ICT) sector to enable digital transformation in South Africa. The event brings together public- and private-sector representatives and features a keynote address by Minister Stella Ndabeni-Abrahams, Minister of Communications and Digital Technologies.



## EXECUTIVE SUMMARY

A decade ago, the U.S. Chamber of Commerce initiated its first-ever division dedicated to deepening the commercial ties between the U.S. and the diverse economies across the African continent. Since its establishment, the U.S.-Africa Business Center has been recognized as the leading advocacy organization focused on the policy and regulatory environment that is shaping Africa's commercial links with the world. 2019 proved to be a seminal year across Africa. We saw once-in-a-generation political transitions in markets that were once considered dictatorships. Democratic movements by youthful populations in Algeria and Sudan, for example, created new openings for popular dissent. While we largely consider these changes good for business in the long term, it is still unclear how they will impact our members' ability to invest in these markets amid uncertainties in political leadership. Among these political upheavals, the continent has shown its resilience by gathering enough signatories to ratify the African Continental Free Trade Area. Its entry into force creates new openings for unleashing business opportunities estimated at \$5 trillion by 2025, improving intra-African trade, and modernizing trade and investment mechanisms throughout the continent. In the U.S., the Trump administration launched its Prosper Africa initiative with the goal of making it easier to access U.S. government trade and investment support services. We have also seen the first steps made by the Africa office of the U.S. Trade Representative toward a possible Free Trade Agreement (FTA) with a sub-Saharan African nation, with Kenya as a leading contender.

With these milestones as a backdrop, the USAfBC continued to expand its impact on U.S.-Africa relations. We hosted 7 heads of state and 11 ministers and launched new bodies of work in corporate citizenship, highlighting the positive impact our members have on communities across the continent. To mark the centennial of 20th century icon Nelson Mandela, we hosted a business summit and fireside chat with former Secretary of State Madeleine K. Albright and Head of International Affairs Myron Brilliant at the U.S. Chamber of Commerce, followed by a gala dinner where President Barack Obama delivered remarks. The center convened its annual board of directors meeting in Addis Ababa, Ethiopia, where our board had the opportunity to engage with President Sahle-Work Zewde, meet with representatives of the African Union, and discuss the business climate in Africa's third most populous country. We hosted our first-ever Agriculture Technology (AgTech) body of work at an event in Des Moines, Iowa, at the World Food Prize with our partners at the World Bank and the African Development Bank. We also relaunched the U.S.-South Africa Business Council, the only U.S.-based organization dedicated to increasing investment and facilitating deeper trade ties between the U.S. and South Africa.

The center's policy work in Washington, D.C., and throughout the continent continued to ease the cost of doing business for our members. Task forces focused on digital economy, supply chain and trade facilitation, and life sciences and wellness. Through the industry coalitions we convened, we raised and resolved policy and regulatory issues, delivering a substantial return on investment to our members and policy wins on a wide range of matters, including through shaping the Prosper Africa initiative. We witnessed governments in Ghana, Kenya, South Africa, and Nigeria react to our comment letters and in-person interventions. We released a seminal report titled *Purpose and Prosperity: How U.S. Businesses Are Creating an Impact in Africa*, as well as a companion document on corporate citizenship in Ethiopia. Also, we rereleased an updated version of our report titled *Digital Drivers: Enabling the Growth of the Digital Economy in Africa*.

The USAfBC will continue to be forward leaning in seeking opportunities to engage members of Congress, administration officials, and African government decision makers on new initiatives and U.S. government policy priorities. In 2020, the center will focus on areas of excellence in the policy space by doubling down on its leadership role in the trade, digital economy, and life sciences and wellness areas. We will continue to build out the US-SABC and have a keen eye toward Algeria, Nigeria, and Kenya. The center will expand its reach outside of Washington, D.C., developing an online-based membership platform, and engaging policymakers at all levels of government in the U.S. and across Africa.



# 2019 SPOTLIGHTS

## CSR REPORT

The U.S.-Africa Business Center board asked for support in rebranding the image of multinational companies in Africa by documenting the efforts that member companies deliver to benefit shareholders and a return on investment to governments, civil society, and communities.

Following a yearlong partnership that includes companies, as well as the Harvard Kennedy School's Center on Corporate Citizenship, the U.S. Chamber released an inaugural report on corporate citizenship titled *Purpose and Prosperity: How U.S. Businesses Are Creating Impact in Africa* in February 2019. Building on case studies from nearly 25 companies, the report showcases how foreign direct investment by multinationals is improving corporate citizenship and creating shared value across the continent. The report's objectives are twofold:

1. Highlight best practices in the following thematic areas:
  - Education
  - Women and Girls Empowerment
  - Health and Wellness
  - Skills Transfer and Workforce Development
  - Economic Empowerment
2. Showcase the strengths of multinational companies' model of doing business in Africa through workforce and supplier development efforts, life cycle value, and project completion.

During a U.S. Chamber event with nearly 250 attendees from the public and private sectors, the USAfBC highlighted how African economies offer untapped potential for companies to adapt and create new business models that are inclusive of and responsive to the tremendous opportunities and potential that exist on the continent. Africa boasts one of the world's fastest-growing middle-class populations, an increased role in shaping global peace and security, a young and entrepreneurial population, and promising economic growth trajectories. Companies are making an important contribution toward economic growth, job creation, and poverty reduction outcomes which, in turn, strengthen communities and create more robust and competitive economies on the continent.

The Chamber's work in corporate citizenship highlights the benefits of investment in host countries to include tax generation, job creation, technology transfer and adaptation, infrastructure investment, as well as the production of local goods and services. Corporate citizenship efforts also highlight how sustained and mutually accountable relationships between American

companies and African governments, businesses, financial institutions, and nonprofits benefit America's economic growth, job creation, and national security.

Following the launch, the center partnered with the American Chamber of Commerce in Ethiopia (AmCham Ethiopia) to publish a companion document on *How U.S. Businesses Are Creating Impact in Ethiopia*. The report was released during the Chamber's board meeting in July in collaboration with the Ethiopian Jobs Creation Commission, the U.S. Embassy in Ethiopia, and the delegation of companies representing the local and international private sectors.

In 2020, the USAfBC will build on this body of work by launching at least three more corporate citizenship documents across the continent in partnership with the U.S. Chamber's AmCham network in 14 African countries. The U.S. Chamber is committed to supporting companies to maximize shareholder value, while managing risks and positively influencing the communities in which they operate.

## UNGA 2019

In September, the USAfBC hosted a number of high-level events featuring African Heads of State on the margins of the U.N. General Assembly Meetings in New York City, New York. On Monday, September 23, in collaboration with CCA, the USAfBC hosted the U.S.-Africa Leadership Forum: Strengthening the Future of U.S.-Africa Trade and Investment. This forum featured H.E. Mahamadou Issoufou, President of Niger; H.E. Hage Geingob, President of Namibia; H.E. Daniel Kablan Duncan, Vice President of Côte d'Ivoire; and Secretary Wilbur Ross, U.S. Secretary of Commerce. The forum offered a unique platform for business executives to provide valuable insight and discuss strategies to bolster the U.S.-Africa trade and investment relationship. The same day the USAfBC hosted a private U.S.-Senegal Executive Business Roundtable featuring H.E. Macky Sall, President of Senegal. President Sall shared his development goals with private sector attendees and outlined how companies can be involved in his agenda for economic transformation toward an Emerging Senegal (PES) by 2025. The following day, the USAfBC hosted another private CEO Roundtable on Investment Opportunities in Kenya featuring H.E. Uhuru Kenyatta, President of Kenya. President Kenyatta offered his perspectives on how U.S. companies can further existing partnerships and strengthen new relationships to spur his *Big Four Agenda* through enhanced manufacturing, food security, expanded healthcare coverage, and better access to affordable housing. The leadership forum offered an opportunity to highlight Kenya as a hub for regional economic growth and development and promote Kenya's

particular attributes as a favorable trade and investment destination as one of the fastest-growing economies on the continent. Building on this engagement, the U.S. Chamber honored President Kenyatta with its *Distinguished Leaders Award* in recognition of his exemplary regional, diplomatic, and economic leadership in Africa during the AmCham Business Summit in Nairobi in early November.



## AGTECH FORUM

The U.S.-Africa Agtech Forum on Agricultural Technology (U.S.-Africa AgTech Forum) took place on the margins of the World Food Prize Borlaug Dialogue International Symposium in Des Moines, Iowa, on October 15. The U.S. Chamber partnered with The World Food Prize, the World Bank, the African Development Bank, the Chicago Council on Global Affairs, and Cultivation Corridor to bring together over 150 attendees, including U.S. and African governments, to discuss the nexus of technology and agriculture. In addition to a substantive daylong program of panels and keynote speeches by subject matter experts, private sector attendees had the opportunity to meet with representatives from seven different African countries to discuss investment opportunities. By bringing together a diverse range of stakeholders, the forum identified opportunities to boost efficiency, productivity, and sustainability by incorporating technology across agricultural value chains in Africa.



## RELAUNCH OF THE US-SABC

In 2019, South Africa took on a new life and renewed investor interest from the U.S. Given the increased demands by our members to focus on the market, the USAfBC took a conscientious look at how to engage. On November 6, under the observance of South African President Cyril Ramaphosa and Minister Ebrahim Patel, the Chamber formally relaunched the US-SABC. The premier Washington-based organization dedicated to strengthening the economic relationship between the U.S. and South Africa, the council's primary goals are to enrich investment and trade between the U.S. and South Africa, serve as a platform for commercial engagement at the most senior levels of business and government, and enhance investment in the Southern African region by U.S. and South African companies. As the year ended, the Chamber hosted Minister Patel for a robust dialogue on the South Africa post-African Growth and Opportunity Act (AGOA), with a goal to drive greater investment toward the region and overcome barriers for doing business in the market.

In preparation for the launch of the council, the center celebrated the life and legacy of 20th century icon and former President of South Africa Nelson Mandela (affectionately known as Madiba). The USAfBC hosted a full-day conference focusing on Madiba's economic influence and partnered with the Mandela Centennial Steering Committee to host a gala at the National Museum of African American History and Culture, where former President Barack Obama addressed an audience of over 500 people.

# REGIONAL PROGRAMS

## NORTH AFRICA

In 2019, the North African region witnessed dramatic changes, most notably in the political arena through various regime changes. The center took both bilateral and regional approaches to address commonly faced issues and promote opportunities for trade with the region. In June, the center hosted its first North Africa AmCham fly-in, which brought together AmChams from Morocco, Tunisia, Libya, and Egypt to raise awareness on the economic opportunities for U.S. companies in the region on Capitol Hill and with the USTR, Commerce, and USAID. The center was also instrumental in bringing its members to advise the Prosper Africa team on program rollout and implementation in the region and supported the AmChams to host Prosper Africa activities in the market.

### Algeria

The most important development in Algeria during the first half of 2019 was the abdication of power by long-standing President Bouteflika after widespread protests erupted across the country. His resignation was followed by an onslaught of arrests of key political and business leaders across the country—alleged to be participants in corruption schemes. This change resulted in significant implications for U.S. entities in Algeria that are waiting to see how the trade and investment landscape will change as the country's leadership transitions. The USAfBC kept members abreast of Algeria's political transition with frequent briefings by Algeria watchers and U.S. government representatives. In this new phase of Algeria's political upheavals, the center will be active in building a positive American business brand in the country, underscoring opportunities for economic diversification and capacity building that the protest movement has been advocating.

### Libya

Early in 2019, prevailing faction between the Libyan National Army (LNA) leader President Serraj and Government of National Accord (GNA) leader General Heftar came to a head when General Heftar stormed Tripoli. The resulting warfare has continued longer than anticipated with no clear winner in sight.

In June, USAfBC staff organized a fact-finding mission to Tunis for briefings with the U.S. diplomatic team and to build relationships with interlocutors in preparation for future country engagement. The center provided strategic insights to members doing business in the market and kept relationships fresh hoping that a relatively peaceful solution will present new opportunities for U.S. engagement in Libya.

### Tunisia

The USAfBC has proactively bolstered its leadership in the Tunisian market this year. In May, the U.S. government held its second bilateral U.S.-Tunisia Trade & Investment Framework Agreement (TIFA) discussion. The center submitted a robust set of comments drawn from input across the center's membership on the specific challenges U.S. companies are facing in the market. Similarly, in June, the USAfBC hosted business leaders, as well as the Minister of Commerce in Washington, D.C. for the U.S.-Tunisia Joint Economic Commission (JEC). Following these engagements, the USAfBC staff took a fact-finding trip to the country in mid-June to speak at the Tunisia Investment Forum and represent U.S. business interests at the country's largest public forum. The trip also served as an opportunity for USAfBC staff to check in with member offices and support AmCham Tunisia at its 30th Anniversary Celebration.

### Morocco

In February, the center partnered with the Moroccan Embassy to host the annual U.S.-Morocco Trade Forum in Miami, Florida. The forum gathered around 350 businesses of all sizes from South Florida to learn about market opportunities and the tools available to support trade and investment. The forum resulted in the signing of a Memorandum of Understanding (MOU) between the Chamber and the Moroccan Agency for Investment and Exportation Development (AMDIE) with the intention of supporting small and medium-size U.S. companies doing business in the market. Also in February, the center hosted a delegation of Moroccan renewable energy companies for a meeting at the Chamber to understand U.S. criteria for partnership. Center members engaged with regulators leading the delegation to discuss barriers inhibiting their success and policy measures to support them overcoming these hurdles.

## WEST AND CENTRAL AFRICA

In the West and Central Africa region, the USAfBC focused its activities on a number of countries with great potential and of keen interest to its member companies, including Nigeria, Ghana, Angola, Senegal, and CEMAC, which represent over 75% of the region's GDP.

### Nigeria

In February, President Muhammadu Buhari and the All Progressives Party won a second term to lead Nigeria's economy. Since then, a number of regulatory and policy issues have emerged that are relevant to potential investors and trade partners interested in the Nigerian market. One such issue is forced localization, evident in the recently passed Nigerian Data Protection Bill and localization measures taken by the National Agency for Food and Drug

Administration and Control (NAFDAC). The Data Protection Bill requires the localization of data within Nigeria by foreign technology companies and penalizes individuals who violate this requirement. The bill has and will have the potential to impact key sectors in the Nigerian market, including oil and gas, agriculture, retail distribution, financial services, and insurance. The Chamber actively advocates against forced localization measures and has collaborated with other groups, including the American Business Council (ABC) in Nigeria, to submit a position paper to the Nigerian government explaining the potential negative consequences of these actions.

Other issues of concern to the Chamber and its members are the recently passed Plastic Prohibition Bill, as well as the Nigerian Postal Service Bill, passed in 2018. The first prohibits the use, manufacture, and importation of plastic bags used for commercial and household purposes in Nigeria. The second requires turnover of profit by licensed operators and exclusive power of the Public Postal Operator over postal articles weighing up to 1 kg. As with the Nigeria Data Protection Bill, the USAfBC sent position papers to the appropriate Nigerian government representatives in response to both of these bills. The Chamber has and will continue to advocate against government measures, such as forced localization and profit sharing, that ultimately dissuade foreign investment in and trade with Nigeria. As Nigeria remains one of the strongest economies in Africa, the Chamber will continue to advocate for the government to promote private sector economic involvement.

### **Ghana**

Two years after President Nana Akufo-Addo's election into office, his administration has recorded some successes in stabilizing the Ghanaian economy, making the country one of the fastest-growing economies in Africa. In March, the country completed its four-year IMF-funded credit support program after successfully achieving significant macroeconomic gains, including single-digit inflation, fiscal consolidation, and banking sector cleanup. The *Ghana Beyond Aid* agenda, aimed at shifting the focus from international aid funding to financial self-reliance using Ghana's abounding natural resources, and the *One District, One Factory* industrial program, have been the cornerstone of the country's development agenda.

Although these reforms have contributed to boosting investors' confidence in the Ghanaian market, some policies implemented by the government have raised concerns among the U.S. business community operating in the country. This includes mandatory cargo tracking in the retail, supply chain, and trade facilitation sectors, stamp duties to boost government revenue, and forced localization efforts in the payments sector. The center has been proactive in addressing these issues, specifically by working through its

affiliate AmCham Ghana, to accommodate importers from the U.S. and through policy advocacy campaigns. The Chamber engaged with the Ministry of Finance to address these issues during the Minister's visit to the U.S. in April.

### **Angola**

In Angola, President João Lourenço's administration has been pursuing policy reforms aimed at improving governance and fighting corruption while focusing on the country's economic diversification agenda. In a bid to attract foreign direct investment, the government has launched initiatives such as a new online registration mechanism for companies, a new private investment law, and eased visa restrictions. In the oil and gas sector, the government has created the National Oil and Gas Agency (ANPG) to take over the concessions responsibilities from the national oil company Sonangol, in line with its effort to eliminate conflict of interest and increase transparency and efficiency. Current programs, such as those implemented by the IMF and the World Bank, will help lay the foundations for sustainable private sector-led economic diversification in sectors such as agriculture, water, and electrics and an improved macroeconomic stabilization program.

To support these efforts and ensure that member companies take advantage of the development in Angola, the USAfBC has intensified its engagement with the Angolan government. The center is also considering constituting a Washington, D.C.-based working group focused on doing business in Angola. This group would bring together companies from diverse sectors to discuss ways to enter the market or expand their presence in the country. It would also serve as a U.S.-based platform for all private sector-led initiatives focused on this bilateral relationship.

### **Senegal**

During the United Nations General Assembly meetings in New York City, New York the center hosted the President of Senegal, H.E. Macky Sall, for an Executive Business Roundtable to discuss investment opportunities to strengthen U.S. and Senegal commercial ties. This event provided an opportunity for the President to share his development goals with U.S. private sector executives and discuss how their businesses can contribute to his agenda for economic transformation toward *Emerging Senegal* targeted to be accomplished by 2035. The President made a strong appeal to the American business community to invest in Phase II of the *Emerging Senegal* plan (PSEII), which gives a prominent role to the private sector in infrastructure, energy, agriculture, tourism, health, and education, as well as other key projects. He also emphasized the importance of AfCFTA to further reinforce the U.S.–Senegal commercial ties.

## CEMAC Region

A high-level dialogue was held with the Honorable Abbas Mahamat Tolli, Governor, Bank of Central African States (BEAC) of the Economic and Monetary Community of Central African States (CEMAC), composed of Cameroon, the Central African Republic, Chad, Equatorial Guinea, Gabon, and Congo Brazzaville.

The meeting provided an opportunity to discuss the new Foreign Exchange Regulation (adopted in December 2018), which came into force on March 1, with a six-month grace period requiring compliance by September 1, 2019. This regulation requires companies, mostly in the oil and gas industries, to deposit forex from their proceeds into the Central Bank. However, this regulation and the ensuing 11 instructions issued in June 2019 (to facilitate the implementation of the regulation), do not consider the peculiarity of the oil and gas sectors and a number of provisions granted to these companies under the existing production sharing contracts (PSC) arrangements. This situation presents serious challenges to both the CEMAC region and the extractive industry, as it would affect the ability of companies to undertake timely procurement operations, access skilled labor, and cause additional credit risk exposures in the industry. This would also affect trade and investment in the region and adversely impact the CEMAC region, which derives 90–95% of export revenues from the sector.

The USAfBC, in cooperation with CCA, facilitated a constructive dialogue between BEAC and the U.S. private sector that helped all parties explain their positions. As a takeaway, the Central Bank Governor agreed to extend a grace period to allow for additional consultation with the oil and gas industries to find an amicable and workable solution.

## EAST AND SOUTHERN AFRICA

Since the last annual report, the East and Southern African region experienced a number of changes, most notably in the form of political and policy reforms in pivotal markets.

### Kenya

Kenya remains East Africa's largest, most diversified economy boasting a young and entrepreneurial population. It stands as a celebrated pioneer of innovation and financial inclusion, a vibrant global tech hub, and one of the fastest-growing economies in Africa. As evidenced by Kenya's ranking as the third-most improved country globally in the World Bank's Ease of Doing Business Survey, the country is well poised for further growth.

As President Kenyatta seeks to solidify his legacy, the Chamber has intensified its efforts to strengthen U.S.-Kenya commercial ties through business-led dialogue and engagement on key investment priorities, including the

country's *Big Four Agenda*, to achieve universal health, grow manufacturing, improve food security and increase affordable housing. In 2018, the Chamber partnered with the American Chamber of Commerce in Kenya to host the AmCham *Big Four* Summit in Nairobi during the PAC-DBIA Fact-Finding trip. In 2019, AmCham Kenya hosted its second annual Business Summit where the U.S. Chamber awarded President Kenyatta with the Distinguished Leaders Award in recognition of his exemplary leadership in economic engagement and empowerment in the East Africa region.

The U.S.-Kenya commercial relationship was elevated to a Strategic Dialogue in 2018, and Kenya continues to be a strategic partner on counterterrorism and security cooperation and mutually beneficial trade and investment across the agriculture, ICT, and infrastructure sectors. The center hosted the Trade and Investment Working Group and engaged on Kenya's Data Protection Bill in 2019. Further, the working group offered insights to alleviate barriers to trade and supported members to increase their commercial engagement and unleash market potential.

The U.S. government continues to view Kenya as a possible FTA partner. At the same time, Kenya government officials continue to press for enhanced utilization of AGOA, while expressing tacit support for a future bilateral trade and investment framework. The U.S. Chamber will continue supporting the renewed emphasis on the country's commercial relationship with the U.S. by contributing to the implementation of the MOU signed during the PAC-DBIA and embracing President Kenyatta's plan to create an investment-led, growth-oriented economy and shore up his legacy. The Chamber sees continued scope for cooperation on Kenya's Digital Economy Blueprint policy implementation, alleviating barriers to trade, fostering dialogue on the benefits of an FTA, and promoting commercial dialogue to address rule of law and leveling the playing field for U.S. investors in the market.

### Ethiopia

Over the past few years, the leadership of Abiy Ahmed, Ethiopia's Prime Minister, has ushered in political and economic reforms that have been emphatically embraced by the USAfBC and the broader business community. The Prime Minister won the Nobel Peace Prize as the 100th Nobel Peace Prize winner, the first Ethiopian and only the 12th winner from Africa to receive the accolade. Abiy was honored for his work promoting reconciliation, solidarity, and social justice, and for his efforts to resolve border conflict with neighboring Eritrea and enhance peace and stability in the region. Abiy joined ranks with Desmond Tutu, Nelson Mandela, F.W. de Klerk, Kofi Annan, Wangari Maathai, Mohamed ElBaradei, Leymah Gbowee, and Ellen Johnson Sirleaf, among other African winners in previous years.

Seismic shifts in political and economic thinking by the government have paved the way for a new era of market-oriented growth as evidenced by the government's announcements to partially privatize the telecommunications and aviation sectors and implement its Growth and Transformation Plan II, leveraging the successes of its industrial park model. These strategies have the potential to substantially grow trade and investment and improve the business climate. However, an easing of foreign exchange restrictions, bureaucratic red tape, procurement transparency, and highly centralized decision making remain significant impediments to doing business in Ethiopia. The State Department-led Ethiopian Partnerships Forum held in 2019 provided a welcome opportunity for the government of Ethiopia to signal that the private sector is a key partner in the government's transformation agenda.

The U.S. Chamber, in partnership with AmCham Ethiopia, has built on the 2018 PAC-DBIA trip to Addis Ababa, which brought more than 20 companies to the Ethiopian market and continues to introduce new market entrants. The Chamber led a delegation to Ethiopia during its July 2019 board meeting building on sustained progress to increase commercial cooperation. An MOU signed in 2018 between the U.S. and Ethiopia committed the U.S. government to work with U.S. businesses and the government of Ethiopia to encourage economic reforms to diversify Ethiopia's economy, work toward WTO accession, and enhance market competitiveness. The delegation engaged President Sahle-Work Zewde on these issues, as well as the homegrown reforms process. During the trip, the Chamber also met with the Ethiopian Finance Minister and Ministries of State for Foreign Affairs, Energy and Agriculture, encouraging ongoing dialogue to build commercial cooperation. Implementation of the partial privatization process and ease of doing business reform measures, procurement transparency, fiscal reforms to ease forex restrictions, and clarity on investment incentives are key issues to monitor as the country heads toward 2020 elections.

### **South Africa**

Elections in May ushered in new leadership under President Cyril Ramaphosa, offering an opportunity to reverse a legacy of economic distress, poor performance of the country's state-owned enterprises, high levels of unemployment, and substantial public debt experienced under the last 10 years of President Jacob Zuma's presidency. The country faces significant economic and political challenges, including a reversal of a decade of corruption that occurred in different government agencies. President Ramaphosa has been aggressively working to attract \$100 billion of foreign direct investment, implement a reform agenda to boost confidence in the economy, and root out corruption. He also pledged to provide greater certainty on measures to spur growth.

In November, the U.S. Chamber relaunched the US-SABC to offer a platform for engagement with the private sector and timely insights into South Africa's economy. The council represents America's leading companies doing business with South Africa and in the Southern Africa region, and it is made up of senior executives of U.S. companies from every sector investing in South Africa. The council seeks to enrich investment and trade between the two countries; serve as a platform for commercial engagement at the most senior levels of business and government; and enhance investment in the southern African region by U.S. and South African companies.

By advocating for clarity on issues such as work permit processing, intellectual property reforms, land reform, workforce and skills development measures, and Broad Based Black Economic Empowerment (BBBEE) implementation, the council is poised to grow South Africa's economy via private sector involvement. The council was relaunched during South Africa's Second Annual Investment Conference, which was widely documented in the press. Through the council, the center will continue to advocate for South Africa's leadership on digital economy issues, as well as involvement in AfCFTA to spur regional integration and job creation.

# TASK FORCE UPDATES

## DIGITAL ECONOMY

In 2019, the Digital Economy Task Force proactively leveraged high-level events to drive policy advocacy on cross-border data flows, data localization, data protection, cybersecurity, connectivity, FinTech, and blockchain technology. The task force expanded its body of work beyond the 2018 soft launch of the report on *Enabling the Growth of the Digital Economy in Africa* in Kenya to include the launch of a second iteration of the report in Pretoria, South Africa, covering 12 strategic recommendations to promote business environments that foster innovation and the seamless flow of data.

On November 8, the U.S.-Africa Business Center, in partnership with the University of Pretoria and the Digital Economy Task Force, organized a conference to enable the growth of Africa's Digital Economy. Gathering more than 100 public and private sector thought leaders, the event focused on private sector support to build skills and enhance productivity through tech upskilling and workforce development. This event also highlighted policy best practices in cybersecurity, emerging technologies and the future of work, and enabling digital trade. A coding workshop targeted to women and girls and an expo also highlighted investments companies are making in emerging leaders.

Guest speakers included representatives from the Digital Economy Task Force, the South African Minister of Communication and Digital Technologies, the Honorable Stella Ndabeni-Abrahams and Deputy Chief of Mission David Young. Building from the success of this event, the task force will pursue a similar event in Nigeria in the coming year.

## RETAIL, SUPPLY CHAIN & TRADE FACILITATION

Since the World Trade Organization (WTO) officially ratified the Trade Facilitation Agreement (TFA), the task force developed a draft roadmap on trade facilitation in East Africa. Leveraging the pace of regional integration and our partnerships with the East African Community and Common Market for East and Southern Africa (COMESA) Business Council, the Chamber is planning to convene regional bodies to accelerate trade facilitation implementation efforts and help countries advance toward their economic growth goals as spelled out in their regional agenda. In a significant step toward promoting intraregional trade, the African Union's (AU's) March 2018 adoption of the African Continental Free Trade Area (AfCFTA) includes the following legal instruments:

- Agreement Establishing the AfCFTA
- Protocol on Trade in Goods
- Protocol on Trade in Services
- Protocol on Rules and Procedures for the Settlement of Disputes.

Full adoption of these legal instruments by African Union member states requires further consultations and ratification. The Chamber will continue tracking developments and leverage opportunities to lobby government officials to fast-track customs modernization processes across the continent. At the same time, the U.S. government announced the establishment of a bilateral free trade agreement with an African country.

The task force continues to engage U.S. government agencies, including the U.S. Agency for International Development (USAID) and the U.S. Trade Development Agency (USTDA) to host a workshop with customs officials to support TFA implementation and will continue to be strategic in the implementation of activities. For example, the center followed up on recommendations emerging from the PAC-DBIA report on customs modernization in Ghana during the PAC-DBIA fact-finding trip to Ghana in 2018.

## LIFE SCIENCES & WELLNESS

The Life Sciences & Wellness task force focuses on how countries can improve their health sector, specifically through increased U.S. investment in lifesaving medicines, medical devices, and pharmaceuticals markets. In 2019, the task force kept members up to speed on regulatory changes affecting pharmaceutical and medical device companies in the task force's priority markets: Algeria, Kenya, Morocco, Nigeria, and South Africa.

In the fall, the task force put on a first-of-its-kind forum on Public-Private-Partnerships (PPPs) for Health on the margins of the African World Economic Forum in Cape Town. The program explored the role of PPPs in the health care sector and featured a panel of experts on health care financing and successful PPPs in Africa. Panelists discussed best practices for review and implementation of PPPs, case studies in success, and opportunities for technical capacity building. The forum resulted in the identification of foundational pillars for successful PPPs, which the task force will continue to build out in the coming year.

## INFRASTRUCTURE, ENERGY SOLUTIONS & MINING

The Infrastructure, Energy Solutions & Mining Task Force provides members with access to opportunities in these sectors and leads policy engagement and procurement reforms with key government agencies. This year members benefited from an Africa-focused briefing on the Better Utilization of Investment Leading to Development (BUILD) Act, which was signed into law by President Trump on October 5, 2018. The act is seen as a game changer as it combines the Overseas Private Investment Corporation (OPIC) and USAID’s Development Credit Authority (DCA) into a new agency known as the U.S. International Development Finance Corporation (USDFC). Among tangible benefits expected, the BUILD Act provides the USDFC with the authority to incur a maximum contingent liability of \$60 billion—more than twice OPIC’s total authorized exposure limit of \$29 billion.

Considering the \$60 billion amount pledged by China to African countries during the Forum on China-Africa Cooperation (FOCAC), members of the task force expressed

the need to develop models for dealing with the Chinese infrastructure influx in Africa. The BUILD Act and ongoing discussions for the establishment of the USDFC are timely and will help U.S. companies compete for infrastructure investment in Africa. Members of the task force encouraged the Chamber and the U.S. government to reinforce the message of superior quality of U.S. products and advocate for procurement processes, which rely on the “best value method” rather than the “least cost evaluation method”.

Moreover, the USAfBC, through the infrastructure task force, attended the 5th annual Powering Africa Summit in Miami and the 50th edition of the Offshore Technology Conference (OTC) in Houston, where it facilitated member companies’ engagement with government officials in key markets of interest. The task force will continue to provide members with opportunities to share information and monitor the impact of policy changes in the infrastructure, energy, and mining sectors.

## 2020 PROSPECTIVE CALENDAR

DATE	ACTIVITY	LOCATION
Jan	World Economic Forum	Davos-Klosters, Switzerland
Jan	Africa Business Conference - Johns Hopkins University	Baltimore, MD
Jan	33rd African Union Summit	TBC
Jan	Georgetown Africa Business Conference 2020	Washington, DC
Jan	Hill Engagement	Washington, DC
Jan	2020 U.S.-South Africa Business Council Kickoff Event	Washington, DC
Jan	Launch of 2020 AmCham Body of Work	Washington, DC
Jan	Monthly Tea with an Ambassador Meeting	Washington, DC
Jan	Monthly Task Force Calls	Washington, DC
Feb	Prosper Africa Conference	Tunis, Tunisia
Feb	CID Nigeria Roundtable Featuring Nigerian Governors	Washington, DC
Feb	SME Roundtable Featuring H.E. Uhuru Kenyatta, President of the Republic of Kenya	Washington, DC
Feb	Africa Tech Summit	Washington, DC
Feb	Launch of Africa Trade Alliance Task Force	Washington, DC
Feb	National Model African Union Conference—Howard University	Washington, DC
Feb	Monthly Tea with an Ambassador Meeting	Washington, DC
Feb	Monthly Task Force Calls	Washington, DC
Mar	AmCham Pan-African Summit	Johannesburg, South Africa



DATE	ACTIVITY	LOCATION
Mar	Roundtable with H.E. Felix Tshisekedi, President, Democratic Republic of the Congo, & Investment Guide Launch	Washington, DC
Mar	Monthly Tea with an Ambassador Meeting	Washington, DC
Mar	Monthly Task Force Calls	Washington, DC
Apr	Spring IMF World Bank Meetings	Washington, DC
Apr	Regional World Health Summit	Kampala, Uganda
Apr	Monthly Tea with an Ambassador Meeting	Washington, DC
Apr	Monthly Task Force Calls	Washington, DC
May	AFSIC- Investing in Africa	London, UK
May	Monthly Tea with an Ambassador Meeting	Washington, DC
May	Monthly Task Force Calls	Washington, DC
Jun	USAfBC Board Meeting, West Africa Investment Forum, & CSR Ghana Launch	Accra, Ghana
Jun	PAC-DBIA Market Anchor Events	TBC
Jun	Hill Engagement	Washington, DC
Jun	Monthly Tea with an Ambassador Meeting	Washington, DC
Jun	Monthly Task Force Calls	Washington, DC
July	Launch of Investor Confidence Indicator 2.0	Washington, DC
July	US-SABC Board Meeting	South Africa (TBC)
July	Monthly Tea with an Ambassador Meeting	Washington, DC
July	Monthly Task Force Calls	Washington, DC
Aug	Monthly Task Force Calls	Washington, DC
Sept	U.N. General Assembly Meetings	New York City, NY
Sept	Monthly Tea with an Ambassador Meeting	Washington, DC
Sept	Monthly Task Force Calls	Washington, DC
Oct	Fall IMF World Bank Annual Meetings	Washington, DC
Oct	AgTech Forum 2.0	TBC
Oct	AmCham Kenya Conference plus Trade Mission	Nairobi, Kenya
Oct	Monthly Tea with an Ambassador Meeting	Washington, DC
Oct	Monthly Task Force Calls	Washington, DC
Nov	U.S. Presidential Elections	Washington, DC
Nov	US-SABC Investment Conference	South Africa (TBC)
Nov	Monthly Tea with an Ambassador Meeting	Washington, DC
Nov	Monthly Task Force Calls	Washington, DC
Dec	Monthly Tea with an Ambassador Meeting	Washington, DC
Dec	Monthly Task Force Calls	Washington, DC

**KEY:**

U.S.-Africa Trade and Investment-Related Events

U.S.-Africa Business Center Events

# U.S.-AFRICA BUSINESS CENTER TEAM



**SCOTT EISNER**

President  
U.S.-Africa Business Center  
Senior Vice President, U.S. Chamber of Commerce  
**Email:** [seisner@uschamber.com](mailto:seisner@uschamber.com)



**GUEVERA YAO**

Senior Director, West and North Africa  
U.S.-Africa Business Center  
U.S. Chamber of Commerce  
**Email:** [gyao@uschamber.com](mailto:gyao@uschamber.com)



**BRIONNE DAWSON**

Senior Director, East and Southern Africa  
U.S.-Africa Business Center  
U.S. Chamber of Commerce  
**Email:** [bdawson@uschamber.com](mailto:bdawson@uschamber.com)



**KRISTEN FOLKERTS**

Coordinator  
U.S.-Africa Business Center  
U.S. Chamber of Commerce  
**Email:** [kfolkerts@uschamber.com](mailto:kfolkerts@uschamber.com)





**U.S. CHAMBER OF COMMERCE**  
U.S.-Africa Business Center

1615 H STREET NW | WASHINGTON, DC 20062