

JULY  
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# The AFRICA e-JOURNAL

## President's Message

### AGOA Women's Program Shows Promise, Challenges

This year's AGOA Forum includes an innovative feature that demonstrates one promising approach of the U.S. government to engaging the private sector. By any definition, the African Women's Entrepreneurship Program (AWEP) is a breath of fresh air in the annals of the AGOA Forum, which has too often been fraught with problems, including a perceived marginalization of both the African and American private sectors. AWEP, working through the U.S. embassies in each AGOA-eligible African country, has identified a fascinating group of nearly 40 women business leaders who will be in Washington and Kansas City in late July and early August to see firsthand how they and others in their home countries could take better advantage of AGOA.

CCA will host luncheons in honor of the group in both Washington and Kansas City, and a number of CCA member companies, including Chevron, Export Trading Company, ExxonMobil and the law firm of Polsinelli Shalton Flanigan and Suelthaus, have generously offered to financially support various components of the AWEP program. When I first learned of this program I was immediately struck by the insight shown by the State Department in choosing to put a singular focus on women, who, as we all know, form the backbone of African society and a large portion of the continent's economy. On its surface, the program presents great opportunity to link these women business leaders with American potential business partners. Even a few such long term partnerships would represent a huge step in the right direction.

The challenge at the core of this program will be the follow-up. It is all well and good to bring the women over to introduce them to U.S. government views of development and doing business, and, to the extent possible, have them

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FEATURE

## Conference to Highlight Successes of African Women Entrepreneurs

In commemoration of the ten year anniversary of the signing of The African Growth and Opportunity Act (AGOA) by President Clinton in 2000, the United States' State Department is conducting a program for African women entrepreneurs in Washington, D.C. and Kansas City, Missouri from July 25 to August 7, 2010. AGOA has served as a basis for boosting the economies of Sub-Saharan Africa and strengthening economic ties between the United States and the continent. It also allows for trade preferences to the United States from AGOA-participating countries. As part of the State Department's program, the importance of women's roles in African society is being promoted through entrepreneurship, with the official name of the upcoming program being the African Women's Entrepreneurship Program (AWEP).

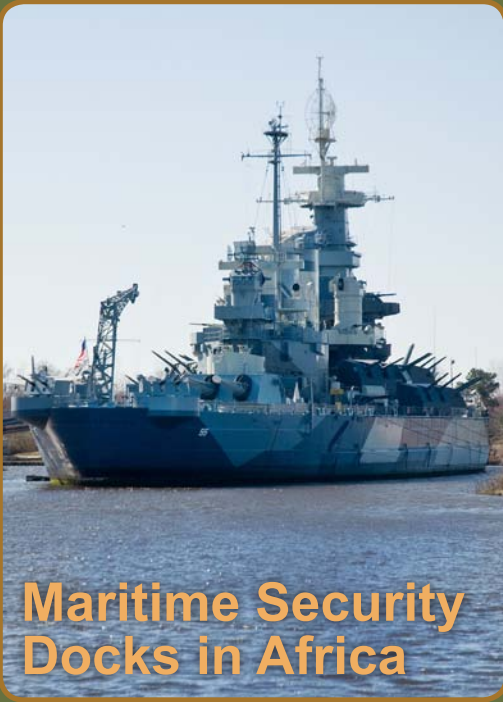
Women entrepreneurs have been selected from each of 38 AGOA-eligible countries in Africa to participate in the program. These women were selected based on their positive contributions in business practices and entrepreneurship in their respective home countries. The last week of July, the women will participate in workshops that will provide strategies and opportunities that will allow them to navigate more knowledgeably

through business within their respective African spheres. The following week, these women will attend forums in Washington and Kansas City presented by, but not limited to, the U.S. Trade Representative, U.S. Department of Energy, U.S. Department of Commerce, U.S. Department of Transportation, U.S. Department of State, U.S. Department of Agriculture and United States Trade and Development Agency, among others.

CCA is hosting a luncheon in honor of the African women entrepreneurs on August 3 at the JW Marriott in Washington. The event is by invitation and is to include the African businesswomen, other AGOA forum participants, members of Congress, African ambassadors, and corporate members of CCA, among others. The luncheon is being supervised and driven by a hosting committee whose goal is to provide the businesswomen with further allies for networking and business strategy. The host committee was personally selected by CCA staff to create a well-rounded and highly-qualified group of individuals in the realms of African business and politics.

*Cover Photo: Fashion designer Nora Bannerman aspires to bring Ghana-made clothing to bigger markets throughout Africa and the United States. [www.usaid.org](http://www.usaid.org)*





## Maritime Security Docks in Africa

CCA's Security Working Group presented a briefing on the next deployment of Africa Partnership Station with Rear Admiral Gerard Hueber, the Deputy Chief of Staff for Strategy, Resources, and Plans, U.S. Naval Forces Europe-Africa; Captain Cynthia Thibault, Commodore, Destroyer Squadron SIX ZERO; and Captain Jimi Osinowo, Deputy Commodore, Destroyer Squadron SIX ZERO, Nigerian Navy. Africa Partnership Station is an international initiative with the mission of enhancing maritime security throughout Africa. Rear Admiral Hueber began by presenting Africa Partnership Station's most recent missions and their results. Recently, Africa Partnership Station has attempted a variety of deployment missions, which have evolved from a fast-paced visit to a large number of ports into a more broad-based regional hub approach. They understand that with their limited resources, they must focus on key issues: counter-piracy, counter-trafficking, and the prevention of illegal, unregulated, or unreported fishing. Three other pressing issues discussed were finances, communication, and the African Union's inattention towards maritime security. Their efforts stress that a comprehensive governmental approach is necessary to effectively increase Africa Partnership Station's visibility. A highlight of their efforts in the past year was a coordinated response to the crisis in Haiti. African sailors returned home with a new understanding of the importance of maritime security.



## CCA First U.S. Business Organization to Sign Memorandum of Understanding with the African Union

Photo by Natty Dread

CCA and the African Union (AU) signed a memorandum of understanding on July 23 during the AU Private Sector Forum, held in Kampala, Uganda. The memorandum calls upon both organizations to work together more actively and directly in developing the private sector in Africa. There is an understanding that several concrete programs between the two organizations will be developed over the next two years and beyond. (L-R) CCA Board member Jeff Hoffman; Chairman of the AU Commission, Jean Ping; Chairman of the Board Michael Dignam; U.S. Ambassador to the AU, Michael Battle; and CCA East Africa Director and new Liaison Officer to the African Union, Asfaw Alemayehu.

## Bridging the Gap: Bilateral Meetings Between U.S. and South African Private Sector

On August 2, 2010, CCA's U.S.- South Africa Business Forum (USSABF) convenes a roundtable discussion with a high level business delegation from South Africa led by Business Unity South Africa's CEO Jerry Vilakazi. The South African delegation is touring the U.S. to discuss the African Growth Opportunity Act (AGOA) and the current investment environment in South Africa. In addition, they will be meeting with CCA member companies and CCA leadership to continue dialogues on partnering on the African continent. The delegation will represent diverse industries notably; agribusiness, automotive, mining/energy, textiles and timber. The roundtable discussion will be followed by a luncheon with special guest, Southern Africa Director for the U.S. Department of State, Sue Brown. The USSABF will also convene a private meeting between the leadership of the U.S. Department of Commerce, the delegation and CCA leadership.

In early July 2010, the USSABF convened a meeting with African



Jerry Vilakazi

Development Bank's Procurement Division Manager, Yacine D. Fal, who informed participants about the procurement best practices for ensuring that your company is compliant with the bank's loan approval process. Fal also noted that the AfDB concentrates approximately 80 percent of its infrastructure portfolio into energy, transportation and financing. Other USSABF programs recently held include a meeting with South Africa's Minister of Water and Environmental Affairs Buyelwa Sonjica; a discussion with U.S. government on South Africa, led by the director of the Office of Southern Africa at the Department of State; and the 2nd U.S.- South Africa Business Forum Meeting in Johannesburg.

Photo: <http://www.southernafricantrust.org>

## G20 Business Leaders Conference Anchored by S. Africa and Nigeria Presidents



South African President Jacob Zuma engages John Gravelle of CCA member and conference sponsor PricewaterhouseCoopers during luncheon.

In conjunction with the 2010 G20 Summit, the leading private sector organizations of Africa and of countries investing on the African continent met in Toronto on June 23-24. The meeting, attended by nearly 200 business leaders from Africa, North America, Europe and Asia, was organized by CCA and the Canadian Council on Africa, in association with the European Business Council for Africa and the Mediterranean, the French Council of Investors in Africa-CIAN, Business Unity South Africa, the Federation of Indian Chambers of Commerce and Industry-FICCI, Komatsu Research & Advisory (Japan), the Nigerian Economic Summit Group and the Chamber of Commerce of Tenerife (Spain). CCA sponsors for the event were Chevron, Exxon Mobil, PricewaterhouseCoopers and Standard Bank.

The meeting's goal was to identify further ways and the most effective means to stimulate private investment in Africa through better cooperation between the private sector, governments and aid agencies. To this effect, the group had

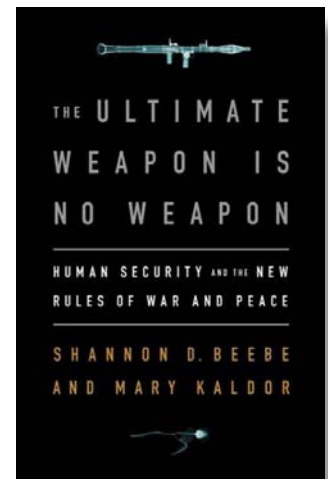
extensive interactions during the meeting with President Jacob Zuma of South Africa and President Goodluck Jonathan of Nigeria, as well as a wide range of public and private sector leaders from Africa and elsewhere, including Canadian Former Prime Minister Joe Clark. A communiqué was issued at the end of the conference. Visit [www.africacncl.org](http://www.africacncl.org) for the full conference communiqué and program.

The organizations reaffirmed their collective commitment to the need to abide by existing international agreements and to be respectful of the social and environmental requirements of Africa. The conference called on G20 and African governments to target their efforts at improving the business environment by reducing trade barriers, upgrading transport and energy infrastructure, enhancing value chains, strengthening capital markets, and increasing local participation. Going forward, the group will meet on a regular basis to follow up on the meetings held in Washington, D.C., in September 2009 and in Toronto to measure progress.



Peter Kent, Canadian minister of state for foreign affairs, delivers remarks at G20 Business Leaders Conference.

## CCA Hosts Book Launch



CCA's Security Working Group presented a book launch of Lieutenant Colonel Shannon D. Beebe's new book entitled, "The Ultimate Weapon is No Weapon: Human Security and the New Rules of War and Peace." Lt. Col. Beebe's findings revealed that Africans have a very different view of security than Americans, as they focus on poverty reduction, health, security sector reform, and climate change. He explained that the world has changed: it has become multi-polar; economies have shifted from state-based to an uneven globalization; and most importantly, there is a rise of the age of the individual taking place, brought about by the proliferation of information. These changes call for a redefinition of security for the 21st century.

Lt. Col. Beebe concluded his presentation by discussing the opportunities for the U.S. in Africa. He urgently underlined that there are real possibilities for the U.S. military to work with the private sector. He also stressed the importance of telecommunications, explaining the benefits of leveraging the technology for uses such as mobile banking, mobile health, and mobile governance.

The most concerning point the Beebe highlighted was that present-day Africa has choices; the continent no longer must rely on the U.S. because competitors such as India, China, and Brazil are there to fill the void. Although Africa would like to do business with America, they cannot wait, and will take action with or without us. As a result, the U.S. must make strides to be a presence economically in Africa or we will slowly lose spheres of influence to countries like China.



## Call for Nominations

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## Something Borrowed, Something New: Feed the Future and the U.S. Government's Take on Agricultural Development

In May 2010, the U.S. government (USG) launched Feed the Future, an agricultural initiative targeting global hunger and food security. The program's premise is that "agricultural development is a springboard for broader economic development and food security is the foundation for peace and opportunity, and therefore, national security." The initiative grew out of President Obama's \$3.5 billion pledge to agricultural development and food security over three years made at the 2009 G8 Summit. That pledge has subsequently helped to generate more than \$18.5 billion from other donors in support of a common approach.

A main principle of the initiative is that it be country-led and country-owned. Twelve African countries are listed among the initial 20 potential focus countries: Ethiopia, Ghana, Kenya, Liberia, Malawi, Mali, Mozambique, Rwanda, Senegal, Tanzania, Uganda, and Zambia. However, in his remarks on the initiative at the May 20 Chicago Council on Global Affairs' Symposium on Agriculture and Food Security in Washington, USAID Administrator Rajiv Shah mentioned expected investment plans in 15 African countries by the end of 2010. These potential focus countries are tasked with committing to a comprehensive plan in return for a commitment to "bring the global community together to support its execution."

In that vein, the initiative identifies partnering with multilateral institutions, NGOs, and the private sector as critical to its success. The Feed the Future

website describes the private sector as a source of "necessary financial and technical resources, human capital, market access, cutting-edge business practices, and in-country networks." Much like the Millennium Challenge Corporation's (MCC) new Agribusiness Development Initiative (described in the July 1, 2010 issue of the Africa Business Report) the idea is that investments made by Feed the Future will help create enabling policy environments and the physical infrastructure necessary to facilitate private sector investment, and that the private sector investment will help increase the program's effectiveness and impact.

In attempting to differentiate this initiative from past agricultural development efforts, Shah stressed that Feed the Future will seek and incorporate feedback from the private sector, align its investments with private sector priorities, and make concerted efforts to increase business investments. At the conclusion of his remarks on May 20, Shah made a direct appeal to the U.S. private sector: "Tell us what countries and donors can do to reduce constraints on business operations. And please explore with us whether our tools to encourage investment would help you make the commitments to invest greater resources in these specific value chains and countries."

*This is an excerpt from the original article that was recently featured in CCA's Africa Business Report, which is produced twice monthly and is available in its entirety to members online by clicking [HERE](#).*

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## Supplier Diversity: A Past U.S. Success and Current South African Imperative



### entrepreneur's corner

Supplier diversity is the proactive business strategy of sourcing products and services from previously under-used suppliers. This process helps to sustainably and progressively transform a corporation's supply chain to reflect the demographics of the community in which it operates. The concept of supplier diversity started in the United States in 1968 when the first minority procurement fair brought major buying organizations and minority businesses together to explore doing business. The concept was accelerated in 1969 when the Nixon administration signed an executive order that required government agencies and their contractors to contract minority owned companies and report the results for comparison with pre-established targets. During the 1970s progress was slow as most corporations

relegated their supplier diversity programs to their compliance, public relations, or charitable divisions for which there was little leadership support or involvement and no relationship with overall corporate strategy.

Over the years there have been several milestones that have helped supplier diversity move from a task to a core business strategy of many leading U.S. corporations. These include: the creation of the U.S. Small Business Administration authorizing loans for MBEs, the creation of the Office of Minority Business Enterprise (OMBE) now MBDA, Public Law 95-507 (procurement quotas in government contracts), the creation of minority enterprise small business investment companies, and the advent of the National Minority Supplier Development Council. As these organizations lobbied for MBE integration into corporate supply chains, the number and economic clout of American minorities continued to increase.

Today over 100 million Americans consider themselves minorities, and their

*Continued on next page...*



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total buying power is estimated at \$1.86 trillion.

The availability of tools and organizations facilitating supplier diversity, coupled with minorities' current financial clout, has changed supplier diversity from a compliance and public relations issue to a profitable business imperative. Companies that fully embrace supplier diversity (by spending over one billion dollars p/year with minority suppliers) include Procter & Gamble, IBM, Boeing and Microsoft.

The arguments for supplier diversity in the U.S. make even more sense in South Africa. Since the passage of the Broad-Based Black Economic Empowerment statute in 2003, South Africa has begun the process of incorporating previously under-used suppliers into mainstream

procurement networks. However, considering that more than 75% of South Africa's population is black, the need to create viable black-owned suppliers is even more pressing than it was in the U.S. circa 1969.

The business case breaks down as follows: Diversifying your supply base usually increases innovation and lowers costs, provided your suppliers all meet quality standards. Second, sourcing from suppliers within a target community of consumers (sourcing from black suppliers while trying to sell to black consumers) creates an important feedback loop within that target community.

Suppliers can provide real-time intelligence on consumer preferences, discretionary income levels and products

needs, and might also suggest innovative products designed to service their communities. Companies vigorously pursuing procurement opportunities with black suppliers can also expect an increase in brand equity in those communities.

**About SAIBL:** SAIBL is supported by the **United States Agency for International Development (USAID)**. The program is implemented by the **Corporate Council on Africa, ECIAfrica** and the **National Business Initiative** under a strategic partnership agreement with the **Department of Trade and Industry**. In addition, the U.S.-based **National Minority Supplier Development Council** has signed an agreement with the **National Business Initiative** to provide technical assistance and support to the **South African Supplier Diversity Council**.

## Member Profile

# DENHAM CAPITAL

Denham Capital is an energy-focused global private equity firm with over \$4.3 billion under management. Denham makes direct investments in all segments of the energy value chain, including natural resources, conventional and renewable power and energy-related infrastructure and services. The firm's reach extends globally through six offices world-wide as well as investments in the U.S., Canada, South America, Europe, Africa, Asia and

Australasia.

With economic development expanding across the African continent, Denham continues to focus on providing capital, operational expertise and value-added insights to energy-related growth companies. Currently, Denham is an active supporter of BioTherm Energy Pty Ltd, a developer of power generation assets in South Africa, focused primarily on waste energy and other clean power solutions. In

addition to power investments other areas of interest include the mining and oil & gas sectors in the Sub-Saharan region.

Denham Capital typically targets equity investments between \$50 million and \$200 million. The firm invests across the capital structure and across all stages of the corporate and asset lifecycle, from development projects to mature, operating businesses. Once engaged in a company, Denham's investment professionals align with management as partners to achieve long term objectives.

For more information, please visit [www.denhamcapital.com](http://www.denhamcapital.com).

## June Events

- 6/3:** CCA's Security Working Group presents "A Conversation with Vice Admiral Robert T. Moeller Deputy for Military Operations, U.S. Africa Command"
- 6/4:** CCA and the Embassy of the Republic of Kenya host a farewell reception in Honor of the Outgoing Kenya Ambassador to the United States Peter N.R.O. Ogego
- 6/8:** CCA's Congo Working Group presents "The Congo's Troubled Waters" with Tony Gambino
- 6/10:** CCA's Monthly Agribusiness Breakfast Forum Presents "Whole of Government Approach and the Role of the Private-Sector in U.S. Food Security Policy"
- 6/14:** Briefing on the next deployment of Africa Partnership Station (APS) - A discussion of the next deployment of APS as well issues on maritime security in Africa
- 6/17:** CCA's Security Working Group presents the Book Launch of The Ultimate Weapon is no Weapon: Human Security and the New Rules of War and Peace, by Lt. Col. Shannon D. Beebe
- 6/23-24:** CCA and CCAfrica co-organized event "G20 Business Leaders: Partnering with Africa's Dynamic Markets"

## President's Message *...continued from front page.*

interact with the private sector as potential business partners. However, if there is no mechanism in place to help them develop the relationships they begin here, it will be hard to define the program as a success. Too many in the U.S. government tend not to really understand the challenges of the private sector, both in Africa and the United States. We often still look at Africa as a basket case, or better put, see Africa in the eyes of traditional development needs. Ambassadors and government civil servants are where they are for many reasons. We must acknowledge the fact that, among these reasons, is a lack of interest in the private sector, and/or a disdain for the private sector, just as some in the private sector have a disdain for civil servants. There is little any of us can do to change that. However, this lack of interest or prioritization of private sector needs and interests by some in the U.S. government is a key reason why the U.S. is losing out in Africa to our competition. In the case of our major competitors, their governments are actively working with and supporting their respective private sectors interests in Africa. We do not yet have that same spirit of cooperation necessary to insure that the US private sector becomes more heavily invested in Africa.

I am not talking simply about China, but Japan, Britain, France, India and the Middle Eastern businesses now investing in Africa enjoy a greater variety of support from their respective governments than the U.S. government provides its own citizens who are engaged in business on the continent. We argue strongly that unless the U.S. private sector is much more engaged in Africa, our long-term interests will suffer, as African nations will inevitably become more reliant upon those countries that are bringing investment to their countries.

The AWEP program is an important step in the right direction. While we work on strengthening women's ability to be leaders in the private sector, the relationships that also need to be built are with the women who are the major players in the economy. We also need them working with us if we are to effectively compete with China and India, to name two examples. As a recently released McKinsey report has shown, Africa is moving a lot faster than we in the U.S. seem to understand. We are still focused on development programs that reinforce our view of the Africa of the recent past.

Africa needs private sector development most of all and that development comes through private sector investment and building partnerships. We need the private and public sectors working together if we are to successfully promote our shared values and interests with Africa.

The AWEP program, creatively designed by the State Department, (although we would like to have seen more interaction with the private sector built into the program) is an important step forward. However, we need mechanisms built in this program that help insure that the women entrepreneurs can be more successful as a result of their experience in the United States. Even more importantly, in order to help the American economy, and support the President's Export Initiative, we need to insure that American partners are successfully engaged with these women. The obstacles that many of these women will be facing when they return home will be significant, and we need U.S. partners in place and supported here as well, to insure that a part of the necessary links are already in place.

One of AWEP's goals is to make sure that business happens beyond the meetings in Washington and Kansas City. If such transactions do not occur, the program will be a failure, although most will go away feeling good about it all. We need public and private sector cooperation to insure that this program is successful.

If AWEP is to realize its potential – which is enormous – we must be serious about follow-up and support of these women. I don't believe that many of these women are in the power structures of their country. In some ways this is what I admire about the program. However, because these women are "on the outside", and because others who are "on the inside" were not chosen, some of these women may find it more, not less, difficult to do business with America when they return home. We are very good at raising the hopes of people, but too often leave them stranded when something else trendier comes along or a new priority comes. AWEP deserves to be a long term program. We owe it to these women, just as we owe it to ourselves to understand the complexities that must be addressed if the women are to be successful and if we are to use this unusual opportunity to develop jobs for the American men and women who can partner with these women.

## Transitions

CCA welcomes new member companies **American Cancer Society; Colgate-Palmolive; Denham Capital; FreefallNet Inc.; GrainPro Inc.; and Morrell Agro Industries.**



## About Us

The Corporate Council on Africa (CCA), established in 1993, is at the forefront of strengthening and facilitating the commercial relationship between the United States and the African continent. CCA works closely with governments, multilateral groups and business to improve the African continent's trade and investment climate, and to raise the profile of Africa in the U.S. business community.

CCA members believe that Africa's future success depends upon the ability of its entrepreneurs and business people to create and retain wealth through private enterprise.

CCA programs are designed to bring together potential business partners and raise Africa's investment profile in the U.S. by developing critical contacts and business relationships and providing a forum for the exchange of information and ideas.

*For more information about The Africa e-Journal, please contact Tim McCoy at [tmccoy@africacncl.org](mailto:tmccoy@africacncl.org).*



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Universal Leaf Tobacco Company  
United States Soybean Export Council  
ViaSat  
WambiaCapital  
Whitney, Bradley & Brown, Inc.  
World Cocoa Foundation  
Zephyr Management