President’s Message

With the High-Level United Nations Summit on Noncommunicable Disease (NCDs) this coming September in New York, NCDs are gaining global recognition as a threat and burden to low-income countries’ economies and development. NCDs—namely cardiovascular disease, cancer, and diabetes—kill more people than AIDS, TB, and malaria combined. In Africa, the WHO estimates that chronic diseases will surpass infectious diseases as the leading cause of death in many African nations by 2020, and, in recent years, as high as 80% of deaths from NCDs have been in low- and middle-income countries. More members of the policy community and the private sector need to be made aware of this fact. Chronic, noncommunicable diseases can no longer be considered as “diseases of the wealthy.” The historic UN High Level Meeting on NCDs presents a tremendous opportunity to mobilize Heads of Government and world leaders, civil society and the business community around the challenge of preventing, treating and controlling NCDs in developing countries, including the nations of Africa.

For many African countries and other low-income nations, this is not an emerging issue but an epidemic that needs urgent attention. In April, the WHO/AFRO Region’s leadership and the continent’s Ministers of Health produced the Brazzaville Declaration, which expressed their deep concern for the rising prevalence of NCDs on the continent, declaring it a “significant development challenge.” This is why CCA has endorsed the policy recommendations document published by the Global Health Council, entitled “Global Leadership, Local Solutions: Mobilizing for NCDs”, and will dedicate a workshop to this topic at our upcoming U.S.–Africa Business Summit. This is not the first time our organization

Ghana Rated Star Performer in Africa

The Overseas Development Institute (ODI) has rated Ghana as a star performer in Africa, while other countries were rated as surprise performers and potential performers across the continent for their progress in various areas, including growth, agriculture, healthcare, education and sanitation.

In its Mapping Progress report, the U.K.-based institute stated that: “Government-led reforms of the domestic cocoa market have driven a tremendous record of agricultural growth—averaging over five percent for the last 25 years. “Ghana is on track to meet Millennium Development Goal 1—halving rates of poverty and malnutrition by 2015. Having raised food production per capita by more than 80 percent since the early 1980s, Ghana is largely self-sufficient in staple foods.”

Star performers, such as Ghana, have shown sustained progress for more than two decades. By diversifying products and services they have added considerable value to national performance. Star countries display a more mature level of development and are now beginning to face challenges more common to developed countries such as environmental degradation, aging populations and non-communicable diseases, the report added.

The report identifies the crucial role of effective leadership, smart policies, proper institutional foundations and international partnerships in driving development and calls for a new outlook on development in Africa.

ODI Director Alison Evans said: “Looking across all of these tremendous examples we can see that the most transformative and sustainable developments have occurred when the commitment to change
Expectations for the 2011 AGOA Forum: Briefings from USTR

On May 11, CCA hosted the event “Expectations for the 2011 AGOA Forum: Briefings from USTR” with Ambassador Demetrios Marantis, Deputy U.S. Trade Representative, and Florie Liser, Assistant U.S. Trade Representative for Africa. The distinguished guests highlighted the importance of the 2011 AGOA Forum in Lusaka, Zambia and the need to enhance AGOA as the continued centerpiece of U.S. trade and development policy toward Africa. Accomplishments of AGOA were first outlined, including success of technical assistance from regional trade hubs and value-addition growth, before the conversation turned to the future of AGOA and the 2011 AGOA Forum. Regional integration, technical capacity building, and extension of AGOA were all discussed as priority areas to be focused on in Lusaka. AGOA extension was declared a top priority and both representatives acknowledged the importance of predictability for investors and governments to benefit most from AGOA over the long-term. It was against this backdrop of AGOA extension that Ambassador Marantis and Representative Liser ended their discussion with an emphasis on the need for “re-energizing” the organizations and participants that helped pass the AGOA legislation in 2000.

ODI which is Britain’s leading independent think tank on international development and humanitarian issues. With a mission to inspire and inform policy and practice which lead to the reduction of poverty, the alleviation of suffering and the achievement of sustainable livelihoods in developing countries.

Smart policies—Progress has involved a changing role for government away from controlling (markets and prices) to facilitating and enabling (investment and production), and, in the best cases empowering citizens. Policies have been built on clear vision or national strategy and have been evidence based.

Smart institutions—In many countries, progress has been achieved through governance reforms that have decentralised and strengthened local institutions. Reforms have not only led to improved service delivery but also enabled more effective revenue collection and management of public finances.

Smart friends—Effective international partnerships can be important catalysts for progress. These partnerships can take various forms beyond aid, including the transfer of knowledge and technology, international trading relations and diplomatic interventions.

Ethiopia (Surprise Performer)
Since emerging from civil war in 1991, Ethiopia has significantly improved access to education for its population. Primary school enrolment rates have risen by more than 13 million since 2005. A sustained Government commitment matched by increased spending, allowing the removal of school fees, has triggered this astonishing rise.

The need for a broad-based coalition with strong representation from the American organizations and participants that helped pass the AGOA legislation in 2000. The need for a broad-based coalition with strong representation from the American private sector was declared necessary for the future of AGOA and the guests expressed hope that such an energized coalition could begin to take shape in Lusaka.

Surprise performers such as Ethiopia have delivered progress against the odds, often recovering from crisis and war or dealing with ongoing conflict, challenging political situations and highly inaccessible topography. The surprise elements of progress in these countries often lie in the speed of recovery, sometimes allowing them to eclipse previous levels of development, indicated.

Malawi (Potential Performer)
Malawi has the potential to deliver significant progress towards its development over the next decade according to a newly published global research project. The country’s recent progress in providing economic stability has begun to have a positive effect on development indicators, placing Malawi in the top 20 performers on several of the Millennium Development Goals.

Growth of over seven percent per year for most of the last decade and a steady fall in rates of inflation suggest a bright future for the country. Potential performers such as Malawi have shown recent examples of progress, often achieved over a short period of time.

Progress may be limited to individual sectors or regions. While these countries have already produced impressive results, they now need to sustain them into the future. Other potential performers report mentioned include Benin, Malawi and Burkina Faso.

This article was provided by CCA member allAfrica.com. AllAfrica Global Media is a multi-media content service provider, systems technology developer and the largest electronic distributor of African news and information worldwide.
American SMEs Explore African Business Opportunities at AGOA Forum

During the 2011 AGOA Forum in Lusaka, Zambia, held on June 7-10, ten American small and medium sized enterprises (SMEs) received in-depth introductions to a wide range of business opportunities in the Southern Africa region. The companies were participating in the Small Business Partnerships (SBP) program of CCA’s U.S.-Africa Business Center. The program was designed so that the SMEs could benefit from the presence at the AGOA Forum of numerous business and government leaders from across Africa and the United States. Funded by the U.S. Agency for International Development, the program provided the companies unique access to Africa-focused networking and business development opportunities in a way never seen before at an AGOA Forum.

The program consisted of day-long seminar held one day before the AGOA Forum’s Private Sector/Civil Society Session that saw the SMEs briefed by leading experts and practitioners on U.S.-African trade. Topics discussed included the growing interconnectedness and economic growth of Regional Economic Communities (RECs), opportunities for companies to take advantage of AGOA trade preferences, and large incentives given to companies by the Zambian government for land development. Before engaging in sector-specific meetings about business deals and partnership opportunities, participants enjoyed a special luncheon where they heard remarks from Mark C. Storella, U.S. ambassador to Zambia; Sheila Siwela, Zambia’s ambassador to the United States; and Glyne Michelo, director of market development at the Zambia Development Agency.

In partnership with the Africa Trade Office of Prince George’s County (Maryland) and the COMESA Business Council, the USABC also carried out a computerized B2B matchmaking service for the American SMEs and other businesses attending the AGOA Forum Private Sector Session. No fewer than 120 such matches were made by the service. Other partners to USABC in designing the program in Lusaka included the Zambia Association of Manufacturers and the Montana World Trade Center. Participation in the SBP program was followed by full access for the SMEs to the AGOA Forum Private Sector/Civil Society Session and the ministerial sessions that occurred on June 9-10, culminating in major policy speeches by U.S. Secretary of State Hillary Clinton and Zambian Minister of Commerce, Trade and Industry Felix C. Mutati.

The U.S.-Africa Business Center is made possible by the support of the American people through the United States Agency for International Development (USAID) and by CCA. The contents of this document are the sole responsibility of CCA and do not necessarily reflect the views of USAID or the United States Government.
CCA Staff Profile: Jennifer Wright

Jennifer Wright recently joined the Corporate Council on Africa as Director of Special Projects and Events. Jennifer will serve as director of the biennial U.S.-Africa Business Summit and other major CCA events and conferences. In addition to managing the logistics for the Summit and other events, Jennifer will lead the event sponsorship program, collateral development, vendor management and show production.

Jennifer is a nonprofit event specialist with more than eight years of experience in event planning, production, marketing and communications. Her nonprofit event experience includes the planning and execution of a wide-range of conferences and events, ranging in scale from 150-person intimate luncheons to 2,000-guest galas. These events have included annual fundraising breakfasts, town hall performances, fundraisers, auctions and awards ceremonies, as well as numerous business and philanthropy forums including a panel discussion with Warren Buffet and Bill and Melinda Gates. Jennifer recently relocated to Washington D.C. from the Pacific Northwest. Prior to joining CCA, Jennifer directed Fred Hutchinson Cancer Research Center’s Hutch Holiday Gala, Seattle’s single largest fundraising event, which raised more than $5.6 million for cancer research in 2010. She also served as Event and Marketing Manager for the largest United Way in the country, directing a year-round event program focused on community development and improvement. Jennifer holds a Bachelor of Fine Arts from the University of Memphis and is driven by a long-standing passion for helping nonprofit organizations bring community members and business leaders together to create positive change.

B-BBEE Equity Equivalent Programs: Creativity Meets Compliance

In the last Africa e-Journal SAIBL discussed the proposed changes to South Africa’s B-BBEE legislation placing more emphasis on preferential procurement and enterprise development as opposed to equity transfer. This evolving regulatory environment should lead domestic and foreign companies to consider Equity Equivalents as a means of B-BBEE compliance.

Multinational companies unable or unwilling to comply with the ownership requirement of B-BBEE solely through the transfer of equity may request government approval to undertake Equity Equivalent (EE) contributions. The spirit and purport of the EE is consistent with that of B-BBEE; to create broad based, sustainable growth and development with a particular interest in enterprise creation and development. The EE program specifications provide greater flexibility than BEE equity transfer, as programs may take the form of enterprise creation and development, economic development or knowledge and technology transfer. Recently, foreign and domestic corporates have been innovatively exploring EE programs as a means of compliance. The first such proposal approved by the South African government was HP’s Business Institute in 2007; the institute provides training to historically disadvantaged workers in the ICT sector. This has been followed by a number of high profile Equity Equivalent programs including Ford Motor Company’s automotive incubator in Gauteng, and Microsoft South Africa’s R475 million investments in four black owned software companies. Most EE programs involve similar blends of workforce training, mentorship and preferential procurement.

As the B-BBEE legislation continues to evolve in favor of preferential procurement and enterprise development, EE programs will become an increasingly important mechanism for corporations to participate in South Africa’s economic transformation.

For more information on developments of B-BBEE legislation, please contact cgodfrey@africacncl.org.

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.

The U.S. Department of Commerce’s Market Access and Compliance (MAC) division identifies and overcomes trade barriers, resolves trade policy issues, and ensures that our trading partners fully meet their obligations under our trade agreements. The Office of Africa in MAC focuses on the 48 countries in Sub-Saharan Africa. The Office of Africa’s country desk officers are experts on the commercial, economic and political climates in their assigned countries. They focus on resolving trade complaints and market access issues on behalf of small and large companies, such as: intellectual property and piracy, quotas, standards, customs, transparency and contract sanctity, national treatment, and good governance.

Please contact us if you are encountering any foreign market barriers and we will quickly evaluate and address your concerns. The Office of Africa is here to help! Please contact us at (202) 482-4928 or email us at laqaunda.brown@trade.gov.
CCA Member Walmart Enters Africa with Massmart Acquisition

Walmart’s $2.4 billion acquisition of 51 percent of South African retailer Massmart received a nod of approval from South Africa’s Competition Tribunal despite initial fears about the effect it will have on supply chains and labor practices. Over the course of numerous hearings, Walmart pledged to not cut any jobs for two years and create a $14.5 million fund to cultivate local businesses to become Walmart suppliers.

The deal required approval from six countries: South Africa, Tanzania, Malawi, Swaziland, Zambia and Namibia. The agreement between the states has strong implications, especially with the administration of South Africa’s labor-backed president, Jacob Zuma, who has promised to create 5 million jobs over the next decade. Zuma’s backing is a clear signal that Walmart’s unrivaled logistics system and aggressive growth strategy will address the nation’s high unemployment.

The new jobs Zuma has promised in the near-term are just as important as laying the groundwork for long-term economic development: agricultural practices that do not erode the soil or produce unhealthy food, fishery models that do not deplete stocks, and recycling and repurposing systems that eliminate waste.

Walmart has pioneered tools for transparency with its Sustainability Index, an initiative that asks suppliers to measure the sustainability of their own supply chain. Walmart then creates a database that reports the results, and provides the information to customers in an easy-to-understand format that assists them as they shop.

Walmart’s Sustainability Index is only one sign of their commitment to conducting business in a socially responsible and environmentally friendly manner. Walmart is not only cataloging information to inform consumers, but is also assisting their suppliers to improve their business practices.

Seven-thousand of Walmart Brazil’s suppliers signed a Sustainability Pact, pledging to use wood products certified by the Forest Stewardship Council and packaging made from recycled materials. Asking African suppliers to meet these standards serves as the basis of a sustainable economy.

Established practices foreshadow great benefits to African farmers. In other developing countries, Walmart improved livelihoods through its Direct Farm program, which has pledged to sell $1 billion worth of food products worldwide from 1 million small- and medium-sized farmers who have been trained in sustainable techniques by Walmart. Walmart China engaged nearly half a million farmers in the Direct Farm program, and 15% of the vegetables sold last year by Bharti Walmart (its Indian arm) were purchased through the Direct Farm program.

As the largest retailer in the world, Walmart’s stringent supplier requirements will have industry-wide effects.

The scale of Walmart’s buying decisions will have dramatic impact on the management of African forests, farms, and fisheries beyond their own supply chain. Their accomplishments in China, Latin America, and India demonstrate their commitment to carry out their organization’s best practices from around the world and cultivate a strong economy in the sub-Saharan region.

Mirroring these initiatives in Africa will finally deliver the agricultural productivity increases that have been the focus of international development organizations, as well as set Africa on the path for sustainable economic growth.

On June 22, 2011, Rob Walton, Chairman of Walmart, received the Good Steward Award from CCA member the International Conservation Caucus Foundation (ICCF) in recognition of his lifetime of personal leadership as a good steward of the environment. Walmart is a member of ICCF’s Conservation Council, the strongest collaboration of public and private sector representatives dedicated to international conservation. ICCF achieves top-down conservation solutions by unifying corporate leaders, NGOs, and policymakers with a common agenda and promotes sustainable resource utilization around the globe.
Located in Zambia’s South Luangwa National Park, Lion Camp is an 18 bed independent safari lodge which offers exclusive and abundant game viewing with personalised service in luxurious surroundings.

Zambia is a safe, friendly and politically stable country and South Luangwa is its premier national park. As one of Africa’s great wildlife sanctuaries, South Luangwa supports prolific concentrations of game including lion, leopard, elephant, buffalo, the endemic Thornicroft giraffe, and arguably Africa’s highest populations of hippo and Nile crocodile.

Lion Camp is the most remote lodge in the park and offers inclusive packages with guided game drives and/or walking safaris. Accommodation is in ensuite canvas and thatch chalets each built on a raised wooden platform with a private game viewing deck. An infinity pool, central bar, library and plenty of secluded lounge areas comprise the main area.

As a responsible operator Lion Camp has made a commitment to enrich the lives of the local communities, the lodge has strong links with the South Luangwa Conservation Society (SLCS) and Chipembele Wildlife Education Centre.

SLCS is a non-profit organization involved in wildlife rescue, human-wildlife conflict mitigation, law enforcement, anti-poaching and community awareness and education. The Chipembele Wildlife Education Centre educates children living within close proximity to the wildlife on its value, wonder and rarity and demonstrates the unique benefits that it brings to the local community.

For booking enquiries and more information please visit www.lioncamp.com or contact Emma Robinson at info@lioncamp.com.

Lion Camp served as a sponsor of the 2011 AGOA Forum Private Sector/Civil Society Session.

**South African Airways**

South African Airways (SAA) is South Africa’s national carrier and Africa’s most awarded airline, with a mission to bring the world to Africa, and take Africa to the world. SAA features the most service from the U.S. to South Africa, with daily morning non-stop departures from New York JFK and afternoon direct service from Washington Dulles (with a stop in Dakar, Senegal) that offer travel convenience and award-winning service. Travelers in Premium Business Class enjoy 180° fully flat-bed seats, and in Economy Class enjoy the most legroom versus competitors. Every seat on board offers an individual on-demand entertainment system, plush pillow, warm blanket and amenity kit. SAA’s unrivalled network, featuring seamless connections to nearly 20 destinations within South Africa, and more than 25 cities across the rest of the continent, makes the airline the savvy traveler’s “gateway to Africa.” To complement this network, a world of privileges awaits those who join Voyager, South African Airways’ premier mileage program. As a Star Alliance member, South African Airways is able to offer its customers 1,160 destinations in 181 countries and more than 21,000 flights daily, including convenient connections from more than 25 cities in the U.S. through code share service with Star Alliance member United Airlines. Members of United’s, US Airways’ and Air Canada’s frequent traveler programs are able to earn and redeem miles on all SAA flights. Code share service with JetBlue offers even more travel convenience. For more information on South African Airways, please call (800) 722-9675 or visit www.flysaa.com.

**Boeing Delivers First 777-300ER to TAAG**

On June 14 Boeing delivered the first 777-300ER (extended range) to Angola flag carrier TAAG Linhas Aereas de Angola (Angola Airlines). The airplane is the first purchased, owned and operated by an African carrier.

“This is a proud day for Angola and its people,” said TAAG Chairman Dr. Antonio Luis Pimentel Araujo. “Taking possession of this airplane and being the first in all of Africa to buy, own and operate the airplane further confirms TAAG’s commitment to leadership and innovation in African aviation.”

This delivery is the first of two airplanes ordered by TAAG in October 2009. TAAG will use the airplanes for route expansion to destinations including direct routes to Rio de Janeiro, Sao Paulo, Lisbon and Oporto. The airline is also preparing its application to fly into the United States with its new 777-300ERs.

“Boeing’s relationship with TAAG began more than 30 years ago when the first Boeing 737 arrived in Angola in 1976,” said Marlin Dailey, vice president, Sales & Marketing, Boeing Commercial Airplanes. “Since that time, Boeing and TAAG have enjoyed a partnership built on continuous advancement in technology and innovation, evident in TAAG’s selection of the 777-300ER. Boeing looks forward to continuing its lasting partnership and proud history with TAAG.”

The Boeing 777-300ER is 19 percent lighter than its closest competitor, greatly reducing its fuel requirement. It produces 22 percent less carbon dioxide per seat and costs 20 percent less to operate per seat. TAAG will configure its 777-300ERs to carry 293 passengers in a three class configuration.

TAAG Angola Airlines was founded in 1938 and is based in Luanda - Angola’s capital city. TAAG is dedicated to expanding its services and improving the customer experience by acquiring state-of-the-art airplanes, improving its booking system and instituting a customer loyalty program.

**Member Profile**
President’s Message ...continued from front page.

has addressed this issue. In 2010, in partnership with CCA member the American Cancer Society (ACS), CCA organized a three-part forum series focused on NCDs in Africa that drew attention to the forthcoming U.N. Summit and the challenge of preventing, diagnosing and treating NCDs in Africa. The forums focused on private sector solutions and opportunities for engagement on NCDs that also enhance companies’ business presence on the continent. The forums resulted in a series of recommendations produced by CCA and ACS. We also addressed the topic in a plenary session at our U.S.–Africa Private Sector Health Conference in October of 2010. We are pleased to commend and support the work of the NCD roundtable of the Global Health Council, whose President and CEO, Dr. Jeffrey Sturchio, is CCA’s Chairman Emeritus. What do NCDs mean for business? There are tremendous implications for workforce productivity and your bottom line. In the 2010 Global Risks Report by the World Economic Forum, NCDs were identified as one of the four top threats to the global economy. Companies working in Africa have a vested commercial interest in fostering healthy workforces and local populations, which are essential for building a strong consumer base and sustaining one’s investments.

A few companies are starting to recognize and address this problem in their African operations. CCA member Chevron has already rolled out cardiovascular health programs for its Nigerian and Angolan workforce. There are also many business opportunities for the healthcare industry. Medical technology companies can provide life-saving devices and technologies, and several are looking into delivery models that expand greater access to their solutions in low-income countries while maintaining commercial viability. While the global health community’s focus on NCD prevention is laudable, there must be simultaneous efforts to expand control, treatment and care for those already living with NCDs. A robust NCD response in Africa would also offer opportunities for technology firms that offer health information solutions, insurance schemes, pharmaceutical distribution and supply chain management or those that offer innovative models and competencies for improving healthcare delivery. NCDs are a cross-cutting issue, with implications for agriculture, food security, the food and beverage industries and others. Particularly in Africa, it is important that these players are at the table with policymakers and offer their perspectives and potential solutions.

The international community does not have to start from scratch in mobilizing a multi-sectoral response to address NCDs. To use resources as efficiently as possible, stakeholders should draw upon the lessons learned from the HIV/AIDS and tobacco control responses. The rise of NCDs in Africa is an urgent health challenge, and we applaud the efforts of CCA partners and friends, such as the Global Health Council, the American Cancer Society, and the AFRO Regional Office of the WHO. I encourage all CCA members to learn more about this historic and rapidly growing global effort to combat NCDs, and explore ways to lend their technologies, core competencies and resources to help control and mitigate their impact in Africa. I do not doubt that they will find new business opportunities and strategic partnerships in doing so.

CCA welcomes new member companies Novel Commodities and Star Building Systems. CCA is pleased to announce that Jennifer Wright has been hired as CCA's Director of Special Projects and Events, and to welcome the following team of interns: Zane Adoum, University of Maryland; Afi Akolly, Thunderbird School of Global Management; Ona Egesi, University of Maryland; Beulah Erhiawarien, University of Toronto; Phillip Klopfenstein, University of Missouri; Naeun Lee, Georgetown University; Thembi Losi, University of Cape Town; and temporary staff member Patrick Omeke, Columbia University School of Law.

May Events

5/5: “Opportunities in Zambia for American Companies at the 2011 AGOA Forum” teleconference with The Economic Office of the U.S. Embassy in Lusaka

5/11: “Expectations for the 2011 AGOA Forum: Briefings from USTR”

5/16: CCA and The Embassy of Nigeria host the Washington, D.C. leg of the Nigerian-American Chamber of Commerce’s annual trade mission to the U.S.


About Us

The Corporate Council on Africa, established in 1993, is at the forefront of strengthening and facilitating the commercial relationship between the United States and the African continent.

For more information about The Africa e-Journal, please contact Tim McCoy at tmccoy@africacncl.org.
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