



NOV/DEC 2018 EDITION

THE AFRICA eJOURNAL

A NEWSLETTER BY THE
CORPORATE COUNCIL ON AFRICA



PRESIDENT'S MESSAGE

BY FLORIZELLE LISER

December was a busy month at CCA, providing a fitting end to a busy and productive year. We were honored that Chairman Ed Royce was our inaugural speaker in our new High Level Dialogue series. It was a great opportunity for CCA members to thank him personally for his many years of leadership and vision in supporting closer ties between the United States and African countries.

It was also great to hear how passionate he is about the potential to strengthen those ties in the future, including through the ongoing

transformation of the Overseas Private Investment Corporation into the US Development Finance Institution.

Continuing in the same spirit, we were delighted to host USTR's Assistant US Trade Representative for Africa, Connie Hamilton, in an off-the-record briefing for members. While I can't share the details, I can share that her comments conveyed a real optimism about what 2019 has in store for the U.S.-Africa trade and investment relationship. On the same day, National Security Adviser John Bolton unveiled the Administration's Africa Strategy, which places a welcome priority on expanding trade and investment ties with Africa. CCA is already following up with Cabinet Agencies to see how we can help implement this strategy.

We're also hard at work planning for 2019, which will be a busy year. On January 14, CCA will co-host, along with our friends at BCIU, a reception for U.S. Chiefs of Mission from across Africa to meet with companies as part of the State

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Department's global Chiefs of Mission Conference. We've also opened registration for the U.S.-Africa Trade and Investment Forum in Addis Ababa on February 11-12. The Forum will be held on the sidelines of the African Union (AU) Summit, and will build on the successful event we held in January 2018 - bringing together top

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INNOVATION: THE KEY TO AFRICA'S 21ST CENTURY INFRASTRUCTURE



From L to R: GE Africa President Farid Fezoua, Standard Bank Africa CEO Sola David-Borha, Acrow Bridge CEO Bill Killeen, Caterpillar General Manager for MENA David Picard, and USAID Assistant Administrator for Africa Ramsay Day

For the past two decades, increased investment in infrastructure has been one of the main drivers behind Africa's economic growth. However, it is still insufficient to meet the infrastructure needs. Ramsay Day of USAID noted that reducing the infrastructure gap in Africa must be a critical part of any long-term economic growth strategy. Day noted that the World Bank estimates that closing the gap between the global average level of infrastructure development would boost African GDP by 2% a year.

South Africa's Presidential Investment Envoy, Phumzile Langeni described South Africa's steps in removing investment impediments - making it easier to obtain visas, reducing the cost of doing business through addressing prices for electricity, gas and water, improving performance in the health sector and stabilizing government finances.

Following Langeni's speech, CCA President Florie Liser chaired a panel that included: Acrow Bridge CEO Bill Killeen, Standard Bank Africa CEO Sola David-Borha, GE Africa President Farid Fezoua, Petrolin CEO Samuel Doussou-Aworet, Caterpillar General Manager for MENA David Picard and USAID Assistant Administrator for Africa Ramsay Day. Each panelist gave his/her perspective on what their organizations are doing to close the infrastructure gap.

Acrow can install 100 bridges in the time it would take to complete two or three 'normal' bridges by deploying pre-fabricated and modular structures.

Standard Bank innovations in financing bankable projects is evidenced by the \$5.1 billion rail project to create a transportation corridor between Malawi and Mozambique, and the first commercial financing of off-grid solar generation in Kenya.

GE cited their work with the Kenyan Government where they run and maintain hospital equipment and provide training to staff - helping to increase access to medical services by 50%, reduce costs for services like x-rays by 30%, and reduce expensive referrals to Nairobi for consultations by 35%.

Petrolin described their \$6 billion Backbone project in Benin to open a transportation corridor to Niger, which will service both oil and commercial products. This project is already helping reshape the region's infrastructure and spurring growth in several sectors.

Caterpillar has designed purpose-built products for its African customers, while also bringing in a new company, Caterpillar Finance, to address specific needs. Cat has also set up an e-learning program, Technicians for Africa, which has more than 20,000 people enrolled in 27 countries.

RENEWABLE ENERGY: GROWTH OF ENERGY STORAGE IN AFRICA



From L to R: Jacob Flewelling, Africa Business Development Manager, U.S. Trade and Development Agency, John DeBoever, UniEnergy Technologies, Rakesh Maharaj, Primus Power, Julian Oteng, Xago Africa, Bertie Strydom, Industrial Development Corporation

The moderator, Jacob Flewelling, started the session discussion by sharing what the U.S. Trade and Development Agency (USTDA) does and how the agency is uniquely positioned to support energy, transport and ICT projects in emerging markets by connecting them to leading U.S. solutions. Mr. Flewelling set the scene for the discussion by talking about how energy storage in South Africa – and by extension, the rest of sub-Saharan Africa, is on the cusp of “arriving.” There is a recognition in the energy industry that there is a larger role for energy storage in Africa in the coming years. His questions to the technology experts on the panel touched mostly on how their solutions were the right fit for Africa; how energy storage advanced electricity access on the continent; and the monetization of service delivery.

John DeBoever shared how energy storage has the potential to accelerate Africa’s socioeconomic transformation and that it could possibly be the most effective response to the continent’s increasing demand for electricity. Mr. DeBoever shared how UniEnergy Technologies’ provided green solutions.

Rakesh Maharaj talked about Primus Power’s lasting solutions and its resilience to ambient conditions making their products appropriate for the market. Julian Oteng shared Xago Africa’s experience on the continent, the company has a number of solar and hydro projects in Kenya and Zambia. Offering a government’s perspective, Bertie Strydom echoed the panel’s sentiment about the sector having the potential to spur economic growth and talked about how

IDC is supporting and nurturing energy storage by working with developers and service providers to establish capacity and lower costs.

It is clear that energy storage technology is a game-changer for widespread adoption of renewable energy throughout Africa because countries will need to double their electrical power output to meet rising demand. The growing interest on the continent in this type of technologies is allowing countries to review and affect policy to allow for market penetration and adoption. While this is positive, policy and regulation discussions are not happening fast enough to allow industry to create revenue streams and price services and utilities.

ECONOMIC DIVIDENDS OF AIR CONNECTIVITY



From L to R: Sean Smith, President-Africa, Honeywell, Vuyani Jarana, Chief Executive Officer, South African Airways, Adefunke Adeyemi, Regional Head, Member and External Relations, Africa And Middle East, International Air Transport Association (IATA)

The moderator, Adefunke Adeyemi, set the scene by talking about the evolution of aviation and how far the industry had come. From hot air balloons in the 18th Century to drones and pilotless planes in the 21st century. Today, we can travel from one end of the world to the other in 24 hours. In 2017, aviation transported 4.4 billion people globally and supported 35% of global trade. Yet despite industry advances, air connectivity, weak infrastructure, high ticket prices, and visa restrictions make aviation in Africa a very elitist industry.

Speaking for companies directly involved in the sector, Vuyani Jarana and Sean Smith talked about their companies were working with different countries to increase connectivity and reducing costs for customers. Speaking for South African Airways on visa restrictions and high-ticket prices, Mr. Jarana talked about how governments need to see aviation as a catalyst, and thus should moderate how they approach airlines on the various fees they incur.

Governments should optimize and improve their overall aviation systems, consider functionality and sustainable solutions over challenges associated with national airlines. Echoing Mr. Jarana's sentiments, Sean Smith shared how Honeywell supports airports and airlines, to ensure streamlined airport operations, increase capacity and meet the evolving needs of airlines and their passengers.

Unfortunately, customers end up having to pay for governments overtaxing airlines, thus perpetuating the impression that aviation is an elitist industry.

It is clear, despite the many challenges, this sector will continue to evolve. It is estimated that by 2035, Africa will see an extra 192 million passengers a year for a total market of 303 million passengers traveling to and from African destinations. For African countries to meet this demand and reap financial rewards from increased passenger traffic, governments need to consider relaxing visa restrictions; form public-private partnerships to modernize infrastructure and operations; consider air transport liberalization. According to IATA, liberalization alone can lead to increased air service levels and lower fares, translating in increased traffic volumes, tourism promotion, enhanced trade and investment.



Petrolin CEO Samuel Doussou-Aworet participating in the opening plenary at CCA's Infrastructure Conference

LEVERAGING TECHNOLOGY TO IMPROVE AFRICAN HEALTHCARE INFRASTRUCTURE



From L to R: Peter Mehlahe, Regional Director, Medtronic, Bramuel Mwalo, Business Development for Africa and Kenya Country Director, Kountable, Ernest Darkoh Ampem, Co-Founder, BroadReach, Dr. Jeffrey Sturchio, President & CEO, Rabin Martin

Health infrastructure is an important building block for inclusive growth and sustainable development in Africa and its access continues to be a major challenge in Africa. Due to the inefficiencies in the way that health data is utilized, the equivalent of billions of dollars is lost every year. Better access to state-of-the-art facilities, medical equipment, secure health data and data analytics will empower health providers, lower costs and improve outcomes.

Additionally, as a result of the severe shortage of healthcare workers, Africa is forced to be radically creative with fewer resources. Healthcare workers can no longer spend 9-12 months to access data on the populations that they serve, the epidemiology of their diseases and where to deploy much needed equipment. They must have access to current information so that they can answer key questions in almost real time. Dr. Ernest Darkoh Ampem outlined how Broadreach technology could make this possible.

Not only does data need to be supplied in real time but the practice of procuring the equipment also needs scrutiny. 80% of products that are sourced are 20-40% more expensive than they should be - making medical care inefficient. Medical facilities do not have data that aggregates the type and numbers of equipment that are being sold. Kountable has created a system that does just that - giving the procurement personnel more power to source affordably, more power to organize their procurement which will allow them to use their additional resources on other products.

Finally, and according to Peter Mehlahe, there is a shortage of specialists in Africa with the training to run the equipment. Companies like Medtronics are unable to deploy equipment without doctors and technicians able to operate them. If we solve the problem of closing the healthcare gap with real time data for healthcare providers and procurement personnel, then additional funds could be reallocated for the training of physicians.

CATCHING THE BROADBAND WAVE

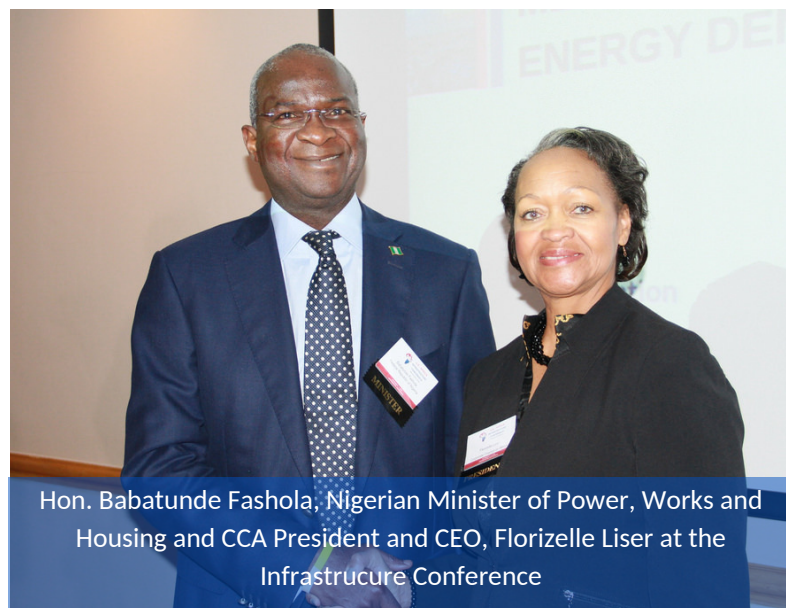


The Infrastructure Conference featured an ICT Plenary to discuss how broadband connectivity is reshaping Africa's ICT sector. Panelists included Charmaine Houvet, Public Policy Director Africa, Cisco South Africa; Pierre Guislain, Vice President, Private Sector, Infrastructure and Industrialization, African Development Bank; Mohale Ralebitso, CEO and Co-Founder, Ralco Investments and Yonas Maru, Managing Director, BCS Group; and Anu Sing, Executive Strategic Business Operations, MTN Group.

The session, moderated by Kalidou Gadio, Co-Chair Africa and MENA Practice, Manatt, Phelps & Phillips, LLC emphasized the importance of connecting the continent and how technology will need to evolve to provide affordable and broad-reaching access. This can be achieved by taking a more nuanced approach by leveraging various technologies based on the market and region.

Ms. Sing of MTN Group discussed the cost and reliability of satellite noting that it is becoming much more affordable. Given it does not require any wires, Satellite is ideal for more challenging and rural markets where broadband connection is not available. The Panelists also underscored the need for increased public-private collaboration and innovation.

Mr. Guislain of African Development Bank noted that "the internet is global, and technology is global. Regulation is still national, and Africa has 54 markets that are not particularly well integrated." Mr. Guislain continued by offering solutions such as encouraging African governments to come together and adopt common regulatory frameworks on a regional level. This will create more opportunities for increased private sector engagement and investment in the industry.



CCA HOSTS HEALTH FORUM ON BRIDGING THE GAP IN NIGERIA'S HEALTHCARE SYSTEM



A cross section of delegates at the CCA Health Forum



H.E. Dr. Zainab Bagudu, First Lady, Kebbi State addresses delegates at the CCA Health Forum

Corporate Council on Africa (CCA) convened a high-level Health Forum themed "Bridging the Gap in Nigeria's Health System" sponsored by Gilead Sciences on November 7, 2018, in Abuja, Nigeria.

The CCA Health Forum featured roundtable discussions on Healthcare Financing Solutions delivered by Gilead Sciences and on Innovations in Healthcare Service Provision delivered by DAI Global Health. The sessions highlighted strategies and social impact models focused on addressing effective healthcare financing to reduce 'out of pocket payments,' best practices for treating/preventing communicable and non-communicable diseases (NCDs), and innovative solutions for strengthening Nigeria's healthcare sector.

Chairman of the Board of Directors of CCA, and President & CEO of Rabin Martin, Dr. Jeff Sturchio, highlighted the importance of partnerships while Mr. Ekenem Isichei, Country Director, Nigeria, CCA,

stressed the importance of human capital development in the health sector. Mr. Olumide Okunola, Senior Health Specialist, IFC/World Bank spoke about the funds available to the Federal Government through the Basic Health Care Provision Fund (BHCPF) in the health sector and the First Lady of Kebbi State, Dr. Zainab Bagudu provided a great perspective on the health reforms in Kebbi state and recent partnerships with the private sector.

During the discussions several common themes were emphasized; collaborating with the private sector to improve the outcomes of current initiatives, such as the BHCPF, aimed at strengthening primary healthcare; prioritizing cost-effectiveness in the development of Public-Private Partnerships; adopting home-grown solutions in responding to issues within the sector; approaching healthcare in a holistic manner; and finally leveraging existing technology solutions. The Forum was attended by key government and private sector stakeholders including Sen. Lanre Tejuoso, Senate Committee Chair on Health;

Ben Akabueze, Director-General, DG, Budget Office of the Federation, Brent Omdahl, Commercial Counsellor US Embassy; Obinnia Abajue, CEO, Hygeia; Dr. Ogbe Oritsewegimi, Head of Health Financing, Nigeria's National Primary Health Care Development Agency (NPHCDA); Azuka Okeke, Director, Resource Center, Private Sector Healthcare Alliance of Nigeria; Dr. Oniyire Adetiloye, Country Director, Nigeria Jhpiego; Dr. Enoma Alade, Partner, Anadach Group; Njide Ndili, Country Director, Pharmaccess Nigeria; Chinedo Ugwu, Commercial Leader, Primary and Referral Care Africa GE Healthcare; Papa Salif Sow, Vice President, Program Development and Management Africa/Geneva, Gilead Sciences; Jirair Ratevosian, Executive Director, Government Affairs, Gilead Sciences; Dr. Joe Abah, Nigeria Country Director, DAI Global; Annie Baldrige, Senior Global Practice Specialist, DAI Global Health; Dr. Jeff Sturchio, President and CEO, Rabin Martin; and representatives from Wellbeing Foundation Africa, Future Assured, Drugstoc etc.

CCA LAUNCHES ITS NEW HIGH-LEVEL DIALOGUE SERIES



On Thursday, December 6, 2018, CCA launched its new High-Level Dialogue Series! This new event series will be held in Washington D.C. and exclusively feature senior American and African government as well as private sector officials discuss the latest U.S.-Africa trade and investment policies, trends, and developments.

U.S. Representative Ed Royce inaugurated the Corporate Council on Africa's High-Level Dialogue with a vibrant session discussing his vision for the U.S. and Africa's economic and political relationship as he retires from Congress. He began by telling the packed room that he was delighted to see so many old friends who had testified at the first hearings he held 19 years ago to talk about launching the African Growth and Opportunity Act (AGOA). The Chairman noted AGOA has accomplished a lot, arguing that it has been a force for good in strengthening the rule of law and encouraging civil society, as well as tripling trade between the U.S. and Africa.

Looking to the future, the Chairman was very pleased to have helped pass the BUILD Act, which will be a force multiplier in standing up the U.S. Development Finance Corporation.

He was particularly pleased that DFC will be able to lend in local currency, and take equity stakes in positions, which in turn will bring private sector capital with it.

In the question and answer session, Chairman Royce was asked what can be done to help get the word out to African companies, all too many of whom don't seem to be fully aware of the potential to ship more than 6000 goods duty-free to the U.S. over AGOA's almost 7 remaining years of eligibility. Chairman Royce thought that the Trade Hubs could do more to help get the word out, including using the internet. He also thought that Congressional delegations could do more to highlight the program on their trips to the continent.

Chairman Royce stressed repeatedly that one of the best things about AGOA is that it helps justify greater regional economic integration in Africa, as well as liberalization of African trade policies and markets, both of which in turn help encourage more businesses to invest and grow. In this regard, he stressed the importance of creating regional value chains, and noted that he has a different view than USTR on the wisdom of pursuing a bilateral FTA with one country,

versus trying to encourage greater integration. That said, he also agreed that it is critical to persuade African countries to reduce barriers to two-way trade and encouraged them to think about how they could help create a level playing field vis-à-vis some of American companies' greatest competitors, such as European companies, which rely on the tariff concessions in the Economic Partnership Agreements.

The Chairman was also asked about China's influence in Africa. He opined that China is selling a different idea than the U.S. on several important issues, including the value and stability of open and democratic societies, independent courts, and sole source contracts. Chairman Royce argued forcefully that African countries would enter a developmental 'cul de sac' if they decided to move to a model of having one person make all the important decisions, undercutting decades of work to develop greater economic empowerment.

Rep. Royce has played a pivotal role in U.S.-Africa relations. As the Chairman of the Subcommittee on Africa, Rep. Royce led bipartisan efforts to support African growth and development and spur greater U.S.-Africa trade and investment

U.S. VIEWS ON TRADE ISSUES WITH AFRICA



A cross-section of delegates at the working group on U.S Views on Trade Issues with Africa with guest speaker Constance Hamilton, Assistant U.S. Trade Representative for Africa, Office of the U.S. Trade Representative (USTR)

Ms. Hamilton discussed U.S. policy towards trade and investment with Africa. She explained how and why the U.S. supports greater African regional economic integration, as well as how U.S. pursuit of a bilateral Free Trade Agreement with an African country can serve as a model for pursuing broader engagement. Africa is set to become an increasingly important market for U.S. firms, based on its sustained economic growth rates and steadily increasing population. Greater U.S. engagement on trade issues with Africa now will be in the best interests of both America and Africa.



Season's Greetings from the Corporate Council on Africa!

We are deeply thankful for your support and commitment to CCA in 2018 and look forward to working with you in 2019. In an era of shifting policy and changing markets, CCA stayed committed to championing business and investment between the U.S. and Africa.

We wish you a Happy Holiday Season and a Prosperous New Year!

SAVE THE DATE

CORPORATE COUNCIL ON AFRICA (CCA)
AND THE U.S. MISSION TO THE AFRICAN UNION

U.S.-AFRICA FORUM ON TRADE AND INVESTMENT



February 12, 2019
Addis Ababa, Ethiopia
Sheraton Hotel

PRESIDENT'S MESSAGE...continued from front page

from the African Union and various African Heads of State together with senior leaders from the U.S. Government and both U.S. and African companies to talk through how the US can support greater African economic integration under the African Continental Free Trade Agreement (AfCFTA). A key theme of these discussions will be how African countries can factor in greater partnerships with American companies to support their integration efforts as they negotiate key chapters of this landmark agreement, and how we can work together to strengthen the U.S.-Africa trade and investment relationship beyond AGOA. The timing couldn't be better as 14 of the 22 countries needed to bring the AfCFTA into force have already ratified the agreement, and the AU has targeted crossing that threshold by March 2019. We've also started planning for CCA's signature U.S.-Africa Business Summit, which will take place in Mozambique on June 18-21. We'll be focusing on several important sectors, including energy, health, ICT, infrastructure and finance. We look forward to sharing more about the Summit and our plans to host as many as 1,000 U.S. and African government officials and private sector executives and others. Along the way, we'll also be continuing our monthly High Level Dialogue,

where we will look to bring prominent speakers to help members make sense of how best to navigate the opportunities and challenges of doing business in Africa's rapidly growing economies.

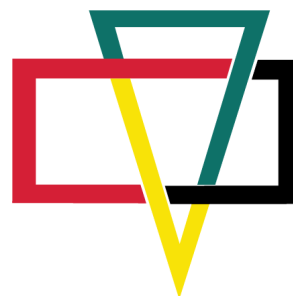
Next year will be another active one on the continent, as several countries will hold elections, including Nigeria, South Africa and the Congo (delayed from the scheduled December date). We're optimistic that several countries will continue to implement some of the economic reforms from 2018 that helped open up significant new opportunities in places like Ethiopia, Angola, Ghana, and South Africa.

We're also excited about expanding CCA's ongoing cooperation with partners from Kenya and Nigeria to create more opportunities for members. CCA will continue to focus on specific sectors that proved so productive in 2018, including health and infrastructure.

The more these sectoral sessions dig into details, the more we find examples of innovative opportunities.

The more people we can involve in these conversations, the more successful our initiatives will be. Across our platforms, we'll be looking to get more current members involved, as well as reaching out to attract new ones. We look forward to hearing from you, and wish you Happy Holidays and the very best for a prosperous and Happy New Year.

U.S.-AFRICA
BUSINESS SUMMIT
2019



SAVE THE DATE

JUNE 18 - 21. 2019 | MAPUTO, MOZAMBIQUE

2019

CALENDAR OF EVENTS

JANUARY

TBC | Washington, DC
High-Level Dialogue (on U.S.-Africa Strategy)

14 | Washington, DC
Africa Chiefs of Mission Reception

FEBRUARY

TBC | Washington, DC
High-Level Dialogue (on U.S. Development Finance Corp

12 | Addis Ababa, Ethiopia
U.S.-Africa Forum on Trade and Investment

MARCH

TBC | CCA Members Meeting
Washington, DC

TBC | Addis Ababa – Nairobi
Ethiopia – Kenya Trade Mission

APRIL

TBC | Africa Finance Forum
Washington, DC

APRIL

TBC | Washington, DC
High-Level Dialogue (Finance Minister on the margins of IMF/WB spring meetings)

JUNE

18 - 21 | Maputo, Mozambique
U.S.-Africa Business Summit

JULY/AUGUST

TBC | Abidjan, Cote d'Ivoire
AGOA Private Sector Forum

SEPTEMBER

TBC | New York, NY
Special Events on the sidelines of the UNGA meetings

OCTOBER/NOVEMBER

TBC | Luanda – Windhoek
Angola – Namibia Trade Mission

TBC | Nairobi, Kenya
CCA Health Forum

WORKING GROUPS

CCA will host working group meetings on the continent and in the U.S. on key issues in the following sectors: Agribusiness, Capacity Building, Energy, Finance, Health, ICT, Infrastructure, Security, Tourism and Trade.

TRADE MISSIONS

CCA will host trade missions and reverse trade missions during the course of the year



For more information, please visit www.corporatecouncilonafrika.com

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