

AGOA

African Growth and Opportunity Act

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UNITED STATES OF AMERICA



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Director of U.S. Foreign Assistance
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Welcome to the Fifth African Growth and Opportunity Act (AGOA) Forum, “The Private Sector and Trade: Powering Africa’s Growth.” As the first Director of U.S. Foreign Assistance – serving concurrently as Administrator of the U.S. Agency for International Development – I stand with you during this unprecedented time in the history of Africa. Through leadership, partnership and true innovation, our African partners and friends are experiencing real, groundbreaking achievements in gaining access to the global marketplace.

The U.S. continues to be a strong partner in these international trade and investment endeavors. We value collaboration with African governments, businesses, and the individual men and women who are working to create economic opportunities for themselves and generations to come.

In Africa, many economies are vibrant and growing. Where governments provide rule of law, active civil society, democratic governance and a free and fair market economy, the private sector will thrive.

As the world’s largest single donor of foreign assistance, the U.S. is fully engaged in supporting Africa’s future and prosperity. The African Growth and Opportunity Act is one central part of this U.S. commitment. AGOA empowers the leadership and citizens of Africa by helping to reduce barriers to trade, increase exports and create jobs.

Last July, President George W. Bush strengthened America’s commitment even further when he announced the African Global Competitiveness Initiative (AGCI). Today, AGCI and AGOA are working to foster a private sector that is globally competitive and will ultimately allow Africa to achieve its full economic potential.

The Private Sector and Trade: Powering Africa's Growth

International trade is an essential component of sustainable economic growth in the developing world. Still, many countries lack the capacity to trade on an international level - a problem that is further compounded by trade barriers. Sub-Saharan Africa is no exception, and in 2000 the U.S. Government launched the African Growth and Opportunity Act (AGOA) to help the people of Africa realize their vast economic and human potential.

AGOA is a progressive U.S. trade and investment policy toward sub-Saharan Africa that provides trade preferences to countries that are making progress in economic, legal and human rights reforms. AGOA offers technical assistance to help countries take advantage of these trade preferences.

By reducing barriers to trade, increasing exports, and creating jobs, AGOA opens opportunities for Africans to build better lives. AGOA is a clear measure of the Bush Administration's commitment to fostering prosperity and good governance in Africa.

This commitment has paid off. The steady increase of two-way trade and the diversity of

products being traded under AGOA have served as an engine for African economic growth and development, translating into thousands of new jobs in some of the poorest countries in Africa and hundreds of millions of dollars of new investment in the region. AGOA has provided a powerful incentive and reinforcement for African efforts to improve governance, open markets, and reduce poverty.

The United States recognizes the need to build on the extraordinary success of AGOA by helping Africa make the most of the opportunities that AGOA offers. In July 2005, President Bush announced the new African Global Competitiveness Initiative (AGCI), which is to provide \$200 million over the next five years to greatly expand trade-capacity building, economic growth, and AGOA-support efforts.

Fostering prosperity and good governance in Africa is an ongoing process. The following pages highlight AGOA-related successes that illustrate the importance of broad-reaching policy reform, enterprise development and infrastructure investments, while revealing the profound impact that open trade policy can have on the lives of ordinary Africans.

Flowers are prepared for export in Uganda. Under AGOA, Uganda flower exports rose to \$36 million in 2005.



The African Global Competitiveness Hubs

Since 2001, four regional African Global Competitiveness Hubs have been established in Botswana, Ghana, Kenya, and Senegal, acting as the principle implementors of technical assistance under the African Global Competitiveness Initiative (AGCI). These Global Competitiveness Hubs, managed by the U.S. Agency for International Development (USAID), are working to enhance the competitiveness of African goods and services, while helping eligible countries exploit the preferential trade benefits under AGOA. In addition to AGOA-related assistance, the African Global Competitiveness Hubs implement other U.S. Government trade development programs as part of an overall strategy to increase competitiveness in both global and regional markets.

Each Global Competitiveness Hub responds to region-specific needs and serves as a central point where African and U.S. Government agencies, donor and civil society organizations, and the private sector can find information and technical assistance on trade, investment, and business activities in the region, including training

opportunities. Current activities underway in each Hub include: promoting exports of agricultural commodities to the United States; establishing business contacts and generating opportunities for African exports; and removing or otherwise addressing policy and infrastructure constraints that hamper trade. The Hubs have also established AGOA resource centers in many countries to provide information and technical assistance on AGOA and to help African firms establish commercial relationships with U.S. businesses.

For more information on the African Global Competitiveness Hubs, please visit www.africatradehubs.org.



Photo credit: Ryan Washburn, USAID/Rwanda

A coffee importer visits a coffee washing station in Rwanda. AGOA-related assistance has helped East and Central African coffee growers gain access to western markets.

“AGOA is helping talented men and women of Africa to realize their natural potential for prosperity.”

— Secretary of State Condeleeza Rice

PROMOTING ECONOMIC POLICY REFORM

A better policy and regulatory environment that more efficiently supports the growth of enterprises will both improve exports and stimulate domestic growth and foreign investment

Policy Reform - Integrating Southern Africa

Standardizing Customs in Southern Africa

U.S. assistance has helped to both reduce customs costs and speed the flow of goods along the Trans-Kalahari Corridor, which cuts across Botswana, Namibia, and South Africa. With USAID support, more than a dozen customs forms have been reduced into a single customs declaration made in the originating country. This and other simplified customs procedures are the result of technical assistance from the Southern Africa Global Competitiveness Hub. With Hub technical assistance, the Single Administrative Document (SAD 500) is now being expanded to the major corridors throughout the region, starting with the Maputo Corridor, which runs through Mozambique and South Africa. The Mozambican Customs Administration has finished modifying and aligning their customs forms with the SAD 500, and is in the process of implementing the SAD 500, which will speed up transit and shipping along the Maputo Corridor, reducing the cost of moving goods across international frontiers.



Simplifying customs procedures in Southern Africa reduces costs and speeds up delivery time.

Photos courtesy of Southern Africa Global Competitiveness Hub

Making Textiles Competitive in Southern Africa



Workers in Lesotho produce yarn and fabrics destined for southern African manufacturers.

With the help of the Southern Africa Global Competitiveness Hub, southern African apparel manufacturers are now able to source more of their yarn and fabric from the region. Increased regional sourcing will be crucial for maintaining these firms' competitiveness once AGOA's Third Country Fabric Rule expires in September 2007. As a result of assistance provided by the Hub, Lesotho plans to export \$1.2 million per year of yarn to a South African textile manufacturer, who will use the yarn to make textiles for AGOA apparel exports. The Hub continues to promote regional sourcing as part of its strategy to enhance long-term trade competitiveness in the textile and apparel sectors.

Photo courtesy of Southern Africa Global Competitiveness Hub

PROMOTING ECONOMIC POLICY REFORM

Strengthening the Beef and Cattle Sector in Botswana

Technical assistance from the Southern Africa Global Competitiveness Hub has helped the Botswana cattle sector cope with recent difficulties due to declining exports. In December 2005, the Botswana Meat Commission (BMC) increased the prices that it pays to producers by an average of 40 percent. In addition, the government is currently considering additional policy amendments that will further stimulate growth and increase exports in the sector. These developments are a direct result of the Hub's policy work, technical assistance and continued

support to cattle producers in lobbying for changes to Botswana's beef export policies. This support included the preparation of a study, published in 2005, which identified the low prices paid by the state-owned BMC as one of the main impediments to the economic viability and expansion of the sector. The cattle sector is the mainstay of Botswana's rural economy, with an estimated 20-25 percent of households involved in cattle rearing as owners or employees.



Photo courtesy of Southern Africa Global Competitiveness Hub

The cattle sector is a mainstay of the Botswana economy.

Ugandan Flowers Blooming with 2005 AGOA Eligibility

Rosebud Ltd., Uganda's largest flower producer, delivered its first shipment of 500,000 roses to the United States in early February 2006. Before 2005, the company only shipped to the Netherlands - but that was before Ugandan flowers became eligible for export to the United States under AGOA.

Total Ugandan flower exports grew to \$36 million in 2005, a 13 percent jump from 2004. An estimated 10,000 Ugandans will be employed in the flower sector by 2007. For Uganda, this means increased incomes, especially for women, who make up 60-80 percent of workers on flower farms.

Uganda Benefits from U.S. Interagency Cooperation on Pest Regulations

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) strengthens export regulatory systems by training regulatory officials both in Africa and in the United States. APHIS also has two pest risk advisors in Africa to conduct pest evaluations and recommend control methods for produce exports.

APHIS recently focused its attention on Uganda, Africa's fifth largest flower exporter. APHIS and USAID's SCOPE (Strengthening the Competitiveness of Private Enterprise) project provides assistance to Ugandan flower exporters on U.S. entry regulations, export documentation, and the preparation of certificates of origin. SCOPE also helped the Uganda Flower Exporters Association draft a business competitiveness plan for the entire industry.

HELPING THE PRIVATE SECTOR ACCESS MARKETS

Improvements in the business skills of enterprises and increased access to new technologies contributes to more efficient and productive agriculture and manufacturing sectors

Rwandan Coffee Makes Inroads into U.S. Specialty Coffee Market

With its wide range of altitudes and appropriate soils, Rwanda is ideal for growing some of the world's best coffee – Rwandans have been planting the high-quality Bourbon Mayaguez Arabica variety since colonial times. Yet only five years ago, Rwanda, still recovering from the civil war that killed more than half a million in 1994, had almost stopped growing coffee altogether.

With the support of USAID, the Rwandan coffee industry went from producing no specialty coffee in 2001 to producing 1,200 tons last year, yielding approximately \$3 million in sales mainly to the United States through buyers such as Green Mountain Coffee Roasters of Vermont, Community Coffee of Louisiana, Starbucks, Sustainable Harvest, Bull Run Coffee Roasters, Intelligentsia, Thanksgiving Coffee, and others.

coffee outlets during March and April of 2006.

Specialty coffee earns top prices for the coffee growers. The results from the increase in income are evident in coffee farming communities – children are going to school, homes are being repaired, schools are being built, farmers have health coverage, and people are working together for the common good of the community. An estimated 40,000 coffee farmers and their families have doubled their income because of USAID support.

Exports of specialty coffee from Rwanda are projected at \$6 million in 2006 – a more than seven-fold increase in only three years. USAID's efforts in the coffee sector have been widely acclaimed in the press, by the farmers, and by the industry.

“We are not only celebrating a success story of a meaningful cooperation, but also the dividends of reconciliation and stability in Rwanda.”

-Rwandan Ambassador to the U.S., Zac Nsenga

USAID has invested more than \$10 million to rebuild local infrastructure and develop coffee washing stations, organize cooperatives, furnish financing opportunities, and train Rwandan farmers and coffee tasters (“cuppers”). The Seattle-based retailer Starbucks has provided coffee expertise and training to support this effort, highlighting Rwanda's award-winning “Rwanda Blue Bourbon,” in 5,000 Starbucks



Photo credit: Ryan Washburn, USAID/Rwanda

Women sorting coffee at a washing station in Rwanda. USAID assists in the development of washing stations and trains Rwandan farmers and coffee tasters.

HELPING THE PRIVATE SECTOR ACCESS MARKETS

Ghanaian Clothing Maker Breaks into U.S. Market

When Berty Fong had the chance to meet buyers from Wal-Mart at a U.S. trade show, he made the most of it. As the chief executive of Belin Textiles International Ltd. in Accra, Ghana, Fong now oversees the production of specialized hunting clothing for Wal-Mart, employing 107 workers to produce 10,000 pieces per month. The jackets, shirts and pants are made with patented ScentBlocker® fabric that keeps animals from smelling their stalkers.

Besides hunting gear, Belin sells up to 70,000 t-shirts every month to Wal-Mart and other customers. The West Africa Global Competitiveness Hub also introduced Fong to Prabhu Dorai, a garment producer in Nigeria who has since joined Belin. Together, they plan to double their production capacity.



Photo courtesy of West Africa Global Competitiveness Hub

Berty Fong with samples of his specialized hunting clothing at the ASAP Trade Show.

"We have been able to explain more clearly about our operations in Africa and the AGOA advantages, and built up confidence."

- Ghanaian merchant Berty Fong, on the importance of face-to-face contact at trade shows

Ethiopia Doubles Annual Exports of Garments to U.S. After ASAP Show

The Apparel Sourcing Association Pavilion (ASAP) global sourcing trade show in Las Vegas, Nevada, is the world's largest and most important sourcing show, with buyers and exhibitors from all over the world. USAID/Ethiopia sponsored six Ethiopian textile, garment and handicraft companies to attend the 2005 ASAP show and promote their products in U.S. and international markets. The participating companies garnered \$10 million in confirmed orders.

Ethiopian exports under AGOA, though still small compared with some AGOA-eligible countries, are expected to increase significantly. The U.S. and Ethiopian governments are partnering to help Ethiopian companies take even greater advantage of AGOA.



Photo courtesy of East and Central Africa Global Competitiveness Hub

Ethiopian textiles on display at a 2005 trade show

HELPING THE PRIVATE SECTOR ACCESS MARKETS

Kenana Knitters Reach Global Markets

Until recently, Kenana Knitters in Nakuru, Kenya, had produced just enough woolens to support its 80 employees. In spite of efforts to strengthen its product line and begin exporting, Kenana Knitters simply lacked the right information about marketing and export design.

Recognizing the company's potential, the East and Central Africa (ECA) Global Competitiveness Hub provided in-field technical assistance on product design and marketing, and sponsorship to attend the SOURCES trade shows in New York in 2004 and 2005.

Since the ECA Hub's first assistance to the company, Kenana Knitters has exported products to the United States totaling \$750,000, fielded orders from buyers in Canada, Europe and Japan, and now employs 204 workers.



Kenana's increasing sales and employee benefits are helping its employees climb out of poverty.

Photo courtesy of East and Central Africa Global Competitiveness Hub

Progressive sales for a progressive company

Along with its sales, Kenana Knitters has also increased services to employees. A self-run clinic at the factory offers monthly HIV/AIDS counseling and testing, and family planning services for employees. The company recently purchased two second-hand computers to upgrade employee skills. Additional social services for the workforce have recently been introduced, including enhanced eye and health care programs.

INCREASING ACCESS TO FINANCIAL SERVICES

The private sector's increased access to financing will lead to an expansion of competitive enterprises, contributing to increased trade and investment

Improving Financing in West Africa

Financing – whether of investments or working capital – is one of the biggest obstacles businesses face in West Africa. Complex rules, punishing interest rates and frequent corruption often put a damper on entrepreneurial spirit. Yet through a combination of confidence, creativity and organization, enterprises sponsored by the West Africa Global Competitiveness Hub are finding ways to fund their dreams of expanding and exporting.

Venture Capital in Benin

Gilles Adamon had been financing the operations of his company, Natura Sarl of Benin for years when he attended the 2005 Natural Products Expo West trade-show in Anaheim, California. Finding new financing options was not on his mind when the West Africa Hub sponsored him to attend the show - he was looking for buyers of his shea butter soaps and cosmetics.



Gillies Adamon smiles about the future of Natura Sarl.

Photo courtesy of West Africa Global Competitiveness Hub

–continued on next page

INCREASING ACCESS TO FINANCIAL SERVICES

Venture capital in Benin, continued

And yet, Adamon found himself with an investment partner when he met Victor Lulla, owner of California Inside & Out Inc. Lulla was looking for a partner to help him expand his range of organic products.

After several months of negotiations, Lulla bought a soap-making machine and raw materials for Natura's factory in Benin, where Adamon is adding shea butter to the mix and producing 200,000 bars of soap a month for distribution under Lulla's label in California.

Accounting Lessons in Cameroon

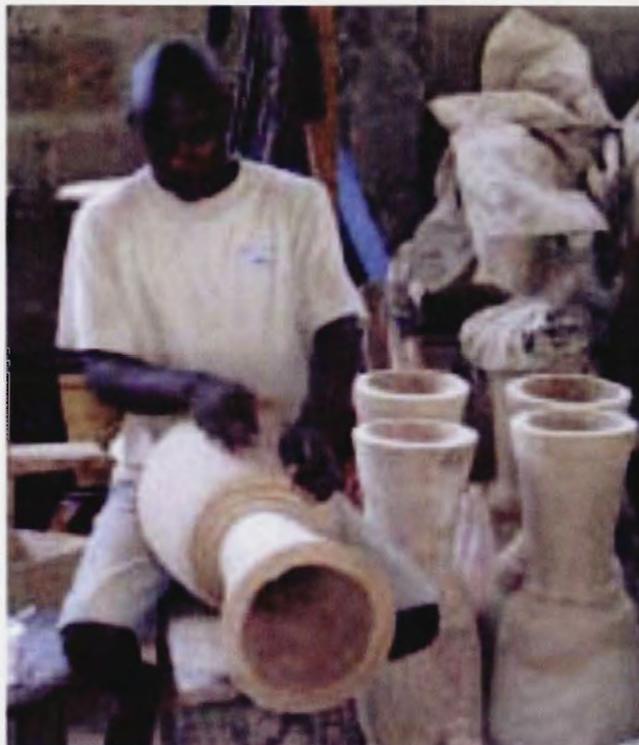
Photo courtesy of West African Global Competitiveness Hub



Left: Kendem-Sack with buyers at the ASAP trade show

Caroline Kendem-Sack's factory in Cameroon previously churned out swimsuits and lingerie for the local market and for export to France. That changed at the recent ASAP Global Sourcing Show when she found an American buyer who wanted her company, Brodwell Garments, to make medical uniforms and knit polo shirts. But there was a catch – she had to pay for the necessary apparel equipment. Working through a U.S.-based bank, she borrowed 80 percent of the needed funds at five percent interest. Most banks in West Africa charge between 14 and 27 percent or more, plus fees.

Still, the loan took 10 months for approval, as international lenders require a much higher level of organization and transparency than do most local banks. Kendem-Sack learned the importance of bookkeeping the hard way. "They check each and every single line," she said. "You need to have all your audited financial statements ready. Have your accountant ready to answer questions at a moment's notice." With accounting help from the West Africa Global Competitiveness Hub financial consultant, her financing options are rapidly improving.



A craftsman works in Accra - AGOA has helped Ghana become a leading exporter of handicrafts.

Photo courtesy of West African Global Competitiveness Hub

Financing Optimism in Ghana

In 2004, Robert Ellis financed his company's biggest sale of furniture and home décor to U.S.-based Target. But with success came a painful story of high interest rates and rising debt. Reflecting on his mistakes, he said, "Sometimes, we threw money away."

Yet Ellis, founder of Fritete African Works of Ghana, didn't get discouraged by his mistakes, and enlisted the help of the West Africa Global Competitiveness Hub. A Hub financial consultant, based in Accra, advised the company on negotiating the letter of credit terms, managing expenditures and identifying a bank that would provide a lower interest rate and faster disbursement for the enterprise's future export working-capital loans.

A year later, Fritete shipped a second order for Target and is working on orders for other companies in the U.S., Italy and the Netherlands. Though still paying off last year's loan, he acquired additional financing this year, and with improved accounting practices will get more favorable terms in the future.

FACILITATING INVESTMENTS IN INFRASTRUCTURE

Facilitating investments in infrastructure will lead to lower costs and better access to markets, which will improve competitiveness, investment, and trade

Spotlight on the Northern Corridor

The Northern Corridor is the main artery of transport facilities and infrastructure linking landlocked countries in the Great Lakes region of East and Central Africa to the sea port of Mombasa, Kenya. The Corridor accounts for annual cargo volumes in excess of 10 million tons and combined transit and trans-shipment traffic of more than two million tons. USAID works to address infrastructure and regulatory challenges that constrain the movement of traffic and trade along the Northern Corridor.

Information Technologies (IT) and the Northern Corridor

The development of an IT infrastructure along the Northern Corridor will greatly facilitate customs harmonization and reduce cargo clearance. The Revenue Authorities in Kenya, Rwanda, Tanzania, and Uganda are upgrading and deploying a variety of customs-focused management information systems and the East and Central Africa Global Competitiveness (ECA) Hub is working with these agencies to ensure that standardized customs procedures are incorporated in the applications. The result is a common interface between the Kenyan and Ugandan systems to share and store information that meets the international standards required by the World Customs Organization rules in the Revised Kyoto Convention.

Data transmission between Kenyan and Ugandan customs and revenue authorities will give advance notice of goods in transit; enable customs to assess, in advance, containers arriving which may require examination; encourage the development of risk assessment techniques; facilitate the early discharge of customs bonds and guarantees; and reduce transit delays at border crossings.



New computers at the Malaba Border Post will facilitate the development of a Northern Corridor IT infrastructure.

Photo courtesy of East and Central Africa Global Competitiveness Hub



A "one-stop border post" at the Kenya-Uganda border will ease delays and congestion.

Malaba – Creating a One-Stop Border Post

Delays in cargo clearance have been cited as one of the major non-tariff barriers that affect trade in the East and Central Africa Region and along the Northern Corridor. The East and Central Africa Global Competitiveness Hub has been working with the Revenue Authorities of Uganda and Kenya to develop and adopt a "one-stop border post" at Malaba (on the Kenya-Uganda border) that simplifies border processes and facilitates joint customs operations to reduce transaction costs and opportunities for corruption. Phase I, the refurbishment of the railway crossing, has been completed, and the facility was handed over to the Kenya Railway Corporation by the U.S. Ambassador to Kenya in May 2006. The Kenya Customs Service and Uganda Customs Service are now carrying out joint inspections on cargo entering Uganda. Delays of up to three days have been reduced to thirty minutes for cargo released without inspection; and three hours for full inspections, resulting in a savings of \$600 per container.

Photo courtesy of East and Central Africa Global Competitiveness Hub

FACILITATING INVESTMENTS IN INFRASTRUCTURE

Gas Pipeline Fuels Growth in West Africa

Cheaper, cleaner fuel has long been viewed as a fundamental component of expanding trade and investment in West Africa. For the last several years, USAID has been working with the governments of West Africa to build a gas pipeline that will soon deliver natural gas from Nigeria to Benin, Togo, and Ghana. This regional natural gas grid will supply clean and lower cost energy to growing markets, encouraging the economic integration of the region. The first pipes of the West Africa Gas Pipeline (WAGP) were laid in August 2005, and its completion is expected in December 2006.

USAID's role in the construction of the pipeline has been critical. In a partnership with the Economic Community of West African States (ECOWAS), USAID provided technical assistance to draft a single treaty and concession agreement representing the interests of all four of the West African governments, and facilitated the development of an entirely new regulatory structure

The West African Power Pool: Pooling Resources for Results

The West African Power Pool (WAPP) is an ECOWAS project aimed at providing a reliable and competitively-priced supply of energy to stimulate regional economic growth and competitiveness. The project also aims to increase the trade in energy among member states and to promote foreign investment in the sector. A regional approach to meeting the demand for power could result in an estimated savings of \$3-5 billion over 20 years.

USAID has taken the lead among the donors in providing technical and financial assistance to the WAPP. A key achievement was the signing of the ECOWAS Energy Protocol by Heads of State in December 2003. The Energy Protocol calls for the swift elimination of cross-border barriers to trade in energy, and encourages



Photo courtesy of USAID/ West Africa Regional Program

WAGP is key to the economic integration of the West Africa region

for the pipeline, called the West Africa Gas Pipeline Authority (WAGPA). USAID also funded engineering, environmental, and regulatory expertise.

investment in the energy sector by providing investor-friendly terms. USAID also provides a broad range of assistance to help address the complex technical, regulatory, and institutional requirements for maintaining an international energy grid.



Photo courtesy of USAID/ West Africa Regional Program

A barge lays pipes for the WAGP. The WAPP complements the WAGP, enabling the region to develop its natural resources, particularly hydropower and gas.

Second West African Global Competitiveness Hub Opened for Business

The African Global Competitiveness Hubs will continue to be a focal point of trade capacity building under the African Global Competitiveness Initiative (AGCI). The second West African Global Competitiveness Hub opened in November 2005 in Dakar, Senegal. This new Hub builds upon and expands the work already underway in the Accra, Ghana Hub, which generated more than \$1 million in new exports to the United States in 2005, and an estimated \$9 million of exports for 2006.

The new Hub will greatly expand West Africa's capacity to improve regional trade capacity and policies; provide information and training through AGOA Resource Centers in 15 countries; and help national governments and the private sector comply with AGOA visa and certification requirements.



The Dakar Hub opening ceremonies

Photo courtesy of West African Global Competitiveness Hub

AGOA and AGCI: Looking to the Future

By any measure, AGOA has been a success. Two-way trade between the United States and sub-Saharan Africa increased 36.7 percent in 2005. As the stories on the previous pages illustrate, building trade capacity yields real results in the lives of Africans. Customs harmonization reduces the cost of trade; training in product design and marketing gives rise to lucrative sales at trade shows; and the construction of a gas pipeline promises to contribute to regional economic integration. These are just a few of the many successes of AGOA.

While the economic growth in Africa has been impressive, there is potential for AGOA to spur even greater growth under the African Global Competitiveness Initiative (AGCI). With the groundwork laid by U.S. Government trade capacity building activities and technical assistance programs, AGCI will promote the export competitiveness of enterprises in sub-Saharan Africa to expand African trade with the United States, with other international trading partners, and regionally within Africa.

By helping eligible countries take advantage of AGOA's trade benefits, AGCI further strengthens the U.S. commitment to economic growth and good governance in Africa.

FOCUS AREAS OF AGCI:

- 1) Policy, legal, and regulatory reform
- 2) Private sector enterprise development
- 3) Increased access to financial services
- 4) Expanded investments in infrastructure

Over its five-year implementation, AGCI will increase the competitiveness of Africa's products and services in regional and international markets, stimulating trade and private sector-led growth. As this growth continues, Africa will see tangible results in the form of new jobs, an increase in household incomes, and the development of a vibrant and dynamic economy.

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