

**REPORT ON THE  
AMBASSADORIAL TRADE AND INVESTMENT MISSION  
OF ELEVEN FRANCOPHONE EMBASSIES IN THE U.S.**

**OF**

**June 11-19, 1989**

**MICHIGAN AND OHIO**

**by**

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LABAT-ANDERSON Inc.  
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## INTRODUCTION

### Purpose

The purpose of the Trade and Investment Mission to Michigan and Ohio described below was to establish new strategies for bilateral cooperation in the areas of economic development, trade, cultural and scientific promotion, and joint venture activities, between the States of Michigan and Ohio, and a group of 11 Francophone African countries: Benin, Burkina-Faso, Chad, the Central African Republic, Congo, Cote d'Ivoire, Mali, Niger, Rwanda, Togo, and Senegal.

The trip was judged a success by all the participants, for it allowed the representatives of 11 African countries here in the U.S. to explore future business opportunities with companies in Ohio and Michigan. The trip provided the participants with:

- o Opportunities for face-to-face discussion with American businesses with successful ventures in Africa and those wishing to try,
- o Opportunities for the ambassadors to answer a variety of concerns of American businesses
- o Exposure of Africa to Americans via press, radio, video and conferences.
- o Identification of specific companies with the willingness to consider the possibility of joint ventures
- o Opportunities for African ambassadors to present specific projects to be funded in their countries.

This was the second in a series of 4 such Missions. This same group traveled to Houston, Texas in February, 1989, and plans to travel to Colorado in the Fall of 1989, and California in 1990.

### Dates and Places

June 11-14 Michigan: Detroit, Ann Arbor, East Lansing  
June 15-18 Ohio: Columbus, Dayton, Wilberforce

### Sponsoring Organizations

Michigan Export Development Authority (MEDA)  
International Trade Division, Ohio Department of Development (ODOD)  
USAID/AFR/MDI  
World Africa Chamber of Commerce/Central State University, Ohio

### Background

This is the second in a series of Trade and Investment Missions planned by the group of 12 Francophone African embassies mentioned above. [Burundi is included in the group, although not represented on this trip.] Formed in 1988 with the express purpose of finding ways of creating more opportunities for encouraging American business ventures in Africa, the group is coordinated by the Ambassador of Togo, H.E. Ellom Kodjo Schuppius, and his Economic Counselor, Ms. Dela Seddoh. The group meets in Washington on a semi-regular basis under the coordination of the Togolese embassy, and has developed an approach to "marketing" their individual countries which includes packets or kits of basic information in English on doing business/investing in each country, individual videotapes geared to American businesses, details on specific projects where funding through a joint venture is being requested, and other promotional material.

The first trip to Houston was judged a success by the group. They were given a very definite impression that there was a genuine interest among American companies in doing business in Africa which has been followed by active correspondence between various companies and the respective Embassies. In the case of at least one embassy, Togo, there is talk of a joint manufacturing venture with a Houston-based American company in Togo.

Other trips include Colorado and California. The group of embassies has requested financial assistance from TDP of the Department of Commerce for these upcoming trips.

Annexes are attached to the report at the end.

## MICHIGAN HIGHLIGHTS

1. Detroit. Michigan Export Development Authority (MEDA)
  - o Press Conference with Lt. Governor, meeting with Deputy Mayor of Detroit. [Annex]
2. Ann Arbor.
  - o Briefing by the Center for Research on Economic Development (CRED), University of Michigan. Overview of activities carried out in Francophone Africa by CRED, including research on economic development, international business, natural resources, remote sensing, and short-course training in French in Economic Development. [Annex]
3. East Lansing. Michigan State University (MSU), MEDA
  - o Tour of the Michigan Biotechnology Institute (MBI). MBI is a public-private Institute of research and development created to assist companies in biotechnology related industries. MBI also trains visiting scientists from around the world. [Annex]
  - o VIP dinner hosted by MEDA, featuring a keynote address by Congressman Howard E. Wolpe, Chairman, House Foreign Affairs Subcommittee on Africa. Congressman Wolpe has been a very active supporter of Trade between Michigan and Africa. [Annex]
  - o Michigan State University (MSU) African Studies/International Center tour, featuring the Dean of the Center presenting efforts of MSU in changing the image of Africa in American society, MSU's impressive list of studies, dissertations, and technical assistance to African countries.
  - o International Business Development (IBD) Center of MSU presented an overview, including information to the delegation on how to approach American-based multinational companies with proposals for investing in Africa. A review was given of the IBD's project in Nigeria to improve training offered to business schools in Africa using a case study approach incorporating host country business executives in the classroom. [Annex]
  - o Institute for International Agriculture. An overview of the major aspects of MSU's program in Agriculture Economics, Livestock, and Food Science, including statistics on the number of African students trained here over the last 10 years (over 45 M.S. and 18 Ph.D degrees). The institute and MEDA have cosponsored a course on how to do business with Michigan companies.

o MEDA sponsored events, including: a meeting scheduled for Michigan businesses interested in doing business in Africa; a seminar discussion with MEDA and the embassies' Economic Officers on how to approach American companies and follow-up on specific proposals for projects, trade, investment and joint ventures; and a reception with the MSU community of people with interests in Africa. [Annex]

o A visit to Savonics, an energy company producing a durable set of products appropriate for Africa, i.e. portable encapsulated solar energy cells of all sizes. The firm is presently engaged in a joint venture with a company in India to manufacture and/or assemble communications equipment, lightbulbs, and water pumps, using solar energy. The African ambassadors were extremely interested in these products and have invited the president of the firm to come to Washington in the near future to talk further concerning having Savonics carry on trade with and investment in Africa. [Annex]

o A lunch with the Detroit Port Authority, including a meeting with Mayor Coleman Young where keys to the city were given; a lunch with members of the African-American business community; a tour of the city of Detroit including information on Free Enterprise Zones in Michigan; a reception in an African-owned club in Detroit. [Annex]

#### OHIO HIGHLIGHTS

1. Meeting with over 30 representatives of the city of Columbus and Ohio businesses. The meeting focussed on need for American businesses to invest time and money in marketing African countries for trade and investment opportunities. Ohio businesses with successful track records in Africa spoke, and others with interests in trying trade and investment asked questions of both the African ambassadors and other businesses.
2. Luncheon with the Columbus area Chamber of Commerce where African-American businesses were introduced to the delegation.
3. Symposium on "Africa-America and Africa: Trade and Joint Venture partners in the 1990s and beyond," moderated by Ray Miller, Ohio House of representatives.
4. Presentation on "U.S./African Trade: Countertrade Options," by professor Ebere Owundiwe, including a computerized countertrade transaction management program. [Annex]
5. Reception for Ohio State Senator William Bowen, a strong supporter for African Trade and the prime mover in the creation of the African Trade Office in Nigeria.

6. Meetings with MUCIA representatives on University cooperation, with AFRICA -1000 on wells and appropriate technology PVO-funded projects, and with the head of the African Studies Center at OSU.
7. Reception by Governor Celeste for the African delegation, with informal discussions with Ohio business representatives regarding future trade and investment in Africa.
8. Meeting and luncheon with the Mayor of Dayton and members of the Dayton Chamber of Commerce, and faculty of Central State University. Presentation of the Developing Nations Products Center at CSU [Annex].
9. Tours of Central State University, reception at President Thomas' house, participation in commencement ceremonies.

## GENERAL FINDINGS

1. There are in many states active development agencies whose express purpose is to encourage international trade and commerce. Forty-one (41) of these agencies are represented in Washington by the National Association of State Development Agencies. There is also a National Association of Foreign Trade Zones, and an American Association of Enterprise Zones in Washington. These agencies and associations can be a source of information, technical assistance, and possible financing for American-African trade and investment ventures and to MDI's mission.

2. The Michigan Export Development Agency (MEDA) and the Ohio Department of Development (ODOD) are two of the most active of these state development agencies.

2.1. MEDA is an independent body housed within the Michigan Department of Agriculture, and was legally constituted in 1986. MEDA grew out of the Africa Trade program of the Michigan Department of Commerce which was begun in 1982.

MEDA is a joint venture between the Department of Commerce and the International Marketing program of the Department of Agriculture. It was established to bridge the marketing and financial gap for small and medium-sized businesses in Michigan looking to export their products. presently has an office in Lagos, Nigeria, and has done over \$ 7 Million in business with Africa in 1988.

MEDA recently assisted a Michigan firm open a factory in Kenya to manufacture bricks; a Michigan grain silo construction business sell and construct silos in Nigeria; a Michigan rust-proofing company set up an operation with a local partner in Kenya. Pending projects include sales of tractors, aid-conditioning units and bottle filling equipment. MEDA services and activities include [See annexes]:

- o The three major service areas MEDA provides are: assistance in obtaining export financing and insurance; export organization assistance; information and counseling services.

- o BITCO, a venture capital fund that has been used by the State domestically to help a Michigan company start up a venture and can be used for international venture capital.

- o An African Office for the State of Michigan that actively markets for Michigan business trade and investment opportunities in Nigeria, headed by Dr. Okechukwu Aquwa and a full-time support staff.

- o Trade and Investment Missions of Michigan businesses. To date these missions have included Nigeria, Cameroon, Cote d'Ivoire, Ghana. Planned in the future is a T&I Mission in collaboration with UNIDO.

- o African business Trade and Investment Mission planned for visit to Michigan in 1989-90

2.2 The Ohio Department of Development (ODOD) has established a number of Trade Offices throughout the world under the leadership of Governor Richard Celeste. In 1987 the International Trade Division (ITD) of ODOD helped Ohio become the first American State to establish an office in Africa, in Lagos, Nigeria. This office is headed by Ms. Helen Berhe and services all African countries except South Africa. Its basic mission is the fostering of a mutual trade relationship between African countries and Ohio businesses. The ITD's services and activities include [Annexes]:

- o Provide a direct link between Ohio companies and African businesses seeking to establish trading relations, joint ventures, or local representations.

- o Assist Ohio companies in exploring selected African markets

- o Liaise with other international organizations to increase opportunities for private projects on the continent

- o Advise and support Ohio firms seeking exports to Africa

- o Trade and Investment Missions to Africa lead by the Governor, his Lt. Governor, and professional staff of the International Trade Office..

- o Ohio representation at Trade fairs in Nigeria and Cote d'Ivoire.

- o Trade promotion trips to Senegal and Nigeria.

3. There are faculty at the University level of business schools who are able to articulate the kinds of concerns that African businesses and governments need to address to attract American investment and who are possible resources in providing technical assistance to African countries.

4. Light industry and manufacturing possibilities exist, where small- and medium-sized American companies are producing a product that is relevant to African development needs, and who are willing to consider joint ventures to set up production sharing arrangements with African firms.

5. Other resources exist to assist in developing increased trade and commercial relations with Africa, including:



- o UNDP, providing financing to help developing countries produce promotional material for nascent companies
  - o UNIDO, which finances Trade and Investment Missions both to and from Africa
  - o TDP of the Department of Commerce, which finances Trade and Investment Missions
  - o Public Law 97290 of October 8, 1982, entitled the "Export Trading Company Development Law," providing opportunities for financial assistance under the Department of Commerce for the creation of companies for the express purpose of export promotion.
6. Trade Conferences are being held on a regular basis, both in Africa and in the U.S., where African and American businesses can meet, exchange information, and discuss commercial relations.
7. American Cities, via the Sister Cities Program, and local Chambers of Commerce are important resources for increasing business ventures with and in Africa. The city of Dayton has a Trade Agreement with Liberia whereby a Liberian company cuts timber and processes it to the stage of semi-finished pieces which are then shipped to the Dayton International Trade Zone where they are assembled into furniture and sold.
8. Examples exist of American successes in African business ventures. These successes can be used to attract and encourage other American businesses who are considering doing business in Africa.
9. Information packets and videos provided by an African embassy can be successfully geared to an American business audience. The example of the Togolese Embassy and its Togo Information Service shows how successful this approach can be.

### QUESTIONS FREQUENTLY ASKED BY AMERICAN BUSINESSES

1. Codes of investment in English.
2. The possibility of setting up majority-owned American companies in Africa.
3. The CFA zone and exchange and repatriation problems for American companies.
4. Steps to follow for American companies wishing to set up joint ventures.
5. African government policies regarding indigenization
6. Trade possibilities with African-American companies.
7. Barter/countertrade options and how this works.

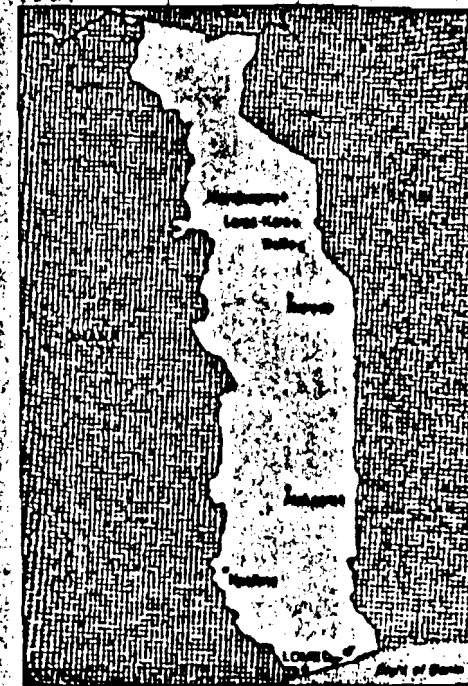
## ADVICE GIVEN TO AMERICAN BUSINESSES

1. Reasons for investing in Africa. A foreign-owned company usually would consider investing in Africa to capture a segment of a domestic market; exploitation of natural resources or for an export platform to take advantage of lower wage costs and comparative advantage.
2. Concerns of Multinational Companies. Most MNC's have at least the following concerns: assurance of political stability in order to guarantee the ability of recuperation of investment; developed infrastructure including good labor rates and good labor quality; tax benefits and shelters; ability to upgrade materials with value-added processing; exclusive right to the resource or product.
3. Approach needed. American companies interested in investing in Africa must do research what companies are selling/buying and what their criteria will be for doing business successfully. They need to be flexible, patient and understanding of social systems, customs, and local ways of doing business.
4. Need for a presence. American companies need to make a presence to gain a market. This might involve a protracted start-up time (e.g. One company in Ohio invested 18 mos. and \$200,000 before business began returning on investment)
5. Reasons for failure. American businesses have failed in Africa for: lack of commitment and dedication, desire for quick money with high risk-high pay-off, questionable contacts in country.

**ANNEXES TOGO INFORMATION**

# TOGO

## LAND OF OPPORTUNITY TRADE AND INVESTMENT GUIDE



**TOGO INFORMATION SERVICE**  
1706 R Street, NW  
Washington, DC 20009  
202/667-8181

**EMBASSY OF TOGO**  
2208 Massachusetts Avenue, NW  
Washington, DC 20008  
202/234-4212

1989

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## ECONOMIC OPPORTUNITIES IN TOGO

Ideally situated on the West African coast, Togo boasts an annual (1986-1987) GDP growth rate of over 10%, a youthful and eager work force, a pro-Western, market-oriented government, and a liberal investment code. These factors, along with a well-developed infrastructure, one of the lowest costs of living in Africa, and political stability, make investment and trade opportunities in Togo particularly attractive for American investors.

Togo was a founding member of the Economic Community of West African States (ECOWAS), a 16-country community that stretches from Mauritania to Niger. With a total population of over 200 million people, ECOWAS promotes development of a single West African market. As the Headquarters of the ECOWAS Investment Fund, Togo offers special advantages to North American investors seeking access to West African markets. These include:

- A well-developed highway network linking its capital and principal port, Lome, with neighboring Benin, Ghana, and Burkina Faso.
- A liberal investment code for new business ventures including financial incentives and repatriation of earnings in convertible currency.
- One of the most efficient ports in the region, capable of handling all types of cargo. A 173-acre free port area and 1,581-acre industrial park make it an attractive regional base.
- The third largest airport in West Africa, with daily flights to Europe and the U.S.
- Modern satellite telecommunications service to Europe and the U.S.
- Most of Lome's commercial banks are linked with major financial centers, and all have

correspondent U.S. banks.

• Sophisticated facilities for visitors to West Africa, including luxury hotels, European-style nightclubs, and many first class restaurants serving everything from French and Chinese to gourmet West African cuisine.

Togo has an excellent history with U.S. businesses. Many American corporations, including Ford Motor Company, General Electric, Mobil Oil, Wang Laboratories, Xerox Corporation, and Arthur Anderson & Company, presently do business there.



## ECONOMY

About 80% of Togo's three million inhabitants derive their incomes from a diversified rural sector producing foodcrops as well as coffee, cocoa, and cotton for export. The economy is also sustained by a robust, small-scale commercial sector and a phosphate mining operation. Its banking system serves the entire subregion. In 1987, Togo had an average per capita GNP of US \$300.

### U.S. ECONOMIC ACTIVITY IN TOGO

U.S. Exports to Togo: *US\$19.6 million*  
U.S. Imports from Togo: *US\$25.9 million*  
Principal U.S. Exports to Togo: *Rice, used clothing, shoes, wheat, tobacco products, frozen poultry parts, personal computers*  
Principal U.S. Imports from Togo: *Phosphates, cocoa, coffee*  
U.S. Market Share of Togo Imports: *5%*  
U.S. Investment in Togo: *Over US\$30 million, with more than a dozen companies, chiefly in steel, textiles, heavy machinery, and oil*

Due to poor world market prices for Togo's exports there was a reverse in the economy in the late 1970's and early 1980's. In 1983, Togo initiated a far-reaching economic adjustment program resulting in renewed vigor in the economy.

The Government's development strategy for 1988-90 further aims at continuing improvement in all sectors of the economy, closely focusing

on the growth of the key sectors of agriculture and industry.

### PRIVATIZATION OPPORTUNITIES

Encouraged by the World Bank, in 1984 Togo became one of the first countries in Africa to turn to privatization of state industries. Since that time 19 previously state-owned industries have been sold or leased. The first and arguably most successful of these projects has been the privatization of Togo's steel mill, Societe Togolaise de Siderurgie (STS). Leased to American entrepreneur John Moore in 1984, the mill has operated at a profit since 1985. Mr. Moore attributes STS's success to the Togolese people's "professional qualities, their efficiency and their dedication to the development of their enterprises."

The government is actively seeking foreign investors for many of its former state-owned and parastatal companies. Among the larger companies still available for privatization are a transportation company (with a large fleet of trucks and tractors), and a galvanized roofing company. The government is also seeking investors for many smaller companies including a recording studio, an ocean-front hotel, and a poultry farm.

### ECONOMIC SECTORS

Togo's economy can be divided into three major segments: agriculture, industry and services. Agriculture provides employment for approximately 80% of Togo's labor force. Coffee, cocoa and cotton are the major cash crops accounting for 30% of Togo's export earnings.

The industrial sector employs 2.5% of the labor force, with phosphates accounting for 40% of the export earnings. More than 100 other industrial enterprises are concentrated around Lome including the steel mill, plastics industry, sugar refinery, marble and building materials, edible oils factories, and textile factories.

The service sector of the economy — which includes commerce, tourism, transportation, and communications services — accounts for almost 50% of the GDP and 20% of the employment. Commerce is the most important economic activity in Togo after traditional agriculture.

Lome has long been known as an important regional trading center. Lome's "Grand Marche" is widely known for its entrepreneurial market women, popularly known as the Nana Benzes for their chauffeured automobiles. These women control many areas of trade, particularly African and European cloth. In addition to textiles, Togo is an important center for re-export of alcohol, cigarettes, perfume, and used clothing to neighboring countries.

Many excellent opportunities are available to U.S. firms in ongoing and planned development projects financed by The World Bank, the African Development Bank, West African Development Bank (BOAD), and USAID. These include projects in the transportation, water and sanitation, and telecommunications sectors.

Potential American exporters and investors should also consider Togo in terms of regional markets served from Lome.

### WHY INVEST IN TOGO?

- Togo is blessed with one of the most stable government systems in Africa and provides a safe haven for investment capital.
- Togo has an open, liberal economic policy, based on non-discrimination.
- Togo has a liberal investment code providing for free entry and repatriation of capital and profits. The government also has special tax incentives for foreign investors.
- A market oriented economy with top priority given to private initiative.
- Togo is an excellent regional base for West African Markets. The modern port of Lome is a favored port of entry for neighboring land-locked countries.
- Togo's telecommunications and transportation systems are second to none in West Africa.
- Man-power and energy are inexpensive and readily available.
- Togo has one of the lowest costs of living in Africa.
- Togo's bank network is very good, with a number of banks linked with major financial centers throughout the world.
- One of the friendliest countries in the world, the Togolese people readily welcome both foreign businesspeople and tourists.

### ECONOMY \*

Gross Domestic Product (GDP): *US\$1,251 billion*  
 GDP Growth Rate: *10.1%*  
 Imports: *US\$392 million*  
 Exports: *US\$297.3 million*  
 Principal Exports: *Phosphates, Coffee, Cocoa, Cotton*  
 Principal Imports: *Food and petroleum products, raw materials, industrial and agricultural equipment*  
 Foreign Debt: *US\$817 million*  
 Exchange Rate: *300 CFA = US\$1*  
 Foreign Investment: *Actively seeks foreign capital and technical expertise. No restrictions on remittance of capital and profits abroad. Agencies set up solely to Aid Investors: Togo Information Service (Washington, D.C.) and CTI (Lome, Togo).*

\*1987 figures

### DEMOGRAPHICS

Known for its friendly, hard-working people, Togo is often called Africa in miniature. Togo has a population of 3.1 million and an annual growth rate of 3.3%. School attendance is one of the highest in Africa at 63%.

Largely agrarian, nearly 75% of the Togolese people live in a rural setting, and over 80% are employed in agriculture.

In many ways, Togo is a microcosm of everything West African. Running north to south on the Gulf of Guinea, Togo is wedged between Ghana on the west, Benin on the east and Burkina Faso to the north. Togo has over 30 miles of coastline and an area of 21,853 square miles — about the size of West Virginia.

The official language is French, but tribal languages of Ewe and Kabya are also taught in the schools. Additionally, a significant number of Togolese were educated in Ghana and speak English, especially those in the hospitality industries.



## COUNTRY

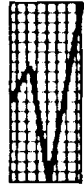
**Official name:** Republic of Togo  
**Capital:** Lome  
**Size:** About that of West Virginia (21,853 sq. miles)  
**Location:** West African Coast  
**Climate:** Sub-equatorial in the South  
*Sudanese in the North*  
**Average temperature:** 68 °F  
**Average rainfall:** 41.63 inches

## GOVERNMENT

Togo has been independent since 1960. In April of 1967, General Gnassingbe Eyadema came to power as president. Under Eyadema's leadership, Togo has enjoyed over two decades of political stability and economic progress.

The Republic of Togo has a Presidential Regime contingent upon its Constitution, adopted on December 30, 1979. The constitutional system in Togo is based on a one-party state, the Togo People's Rally (RPT). The president is elected by universal direct suffrage for a term of seven years and may be re-elected.

The National Assembly, consisting of 67 elected representatives, is the legislative branch of the government. Although Togo has a presidential system of government, the executive and legislative branches are complementary and work in close cooperation. The country is divided into five regions from south to north (Maritime, Plateau, Central, Kara and Savannah) with administrative heads for each region appointed by the Government.



## MONETARY AND BANKING SYSTEM

Togo is a member of the French Franc Zone; its currency is the CFA franc. The convertibility of the CFA franc is fixed at 50 CFA francs to 1 French franc and is guaranteed by the French Treasury.

The banking system is comprised of a central bank, commercial banks, development banks, and other financial institutions. Besides headquarters in Lome, most of the commercial banks have branches throughout the country, and all have correspondent U.S. banks. The major banks in Togo are:

- BCCI (Bank of Credit and Commerce International) — 1 Avenue du Marechal Galleni; Lome, TOGO; Telephone - 21.01.61; Telex - 5349
- B.T.C.I. (Banque Togolaise pour le Commerce et l'Industrie) 169 bd du 13 janvier; Lome, TOGO; Telephone - 21.46.41; Telex 5221
- BIAO-TOGO (Banque Internationale pour l'Afrique Occidentale) 13 rue du Commerce; B.P. 346; Lome, TOGO; Telephone - 21.32.86; Telex - 5218
- ECOBANK - Avenue du 24 janvier; B.P. 2704, Lome, TOGO; Telephone - 21.68.64; Telex - 5339 TO; corresponding U.S. bank is Citibank
- U.T.B. (Union Togolaise de Banque) - rue de la Gare; B.P. 359; Lome, TOGO; Telephone - 21.50.02; Telex - 5215; corresponding U.S. bank is Chase Manhattan.



## THE LABOR FORCE

Most Togolese workers belong to one of the many labor unions, called syndicates. The unions have the support of the government, and labor/management relationships are good. In addition, most industries have management associations for executives in those fields.

Togolese workers are covered by a minimum wage law. There are two basic minimum wages, SMAG (minimum guaranteed agricultural salary) and SMIG (minimum guaranteed interprofessional salary). In January 1987, both of these were raised to 157.3 CFA francs per hour (about US\$0.56). Separate wage scales are negotiated by employers, workers, and the government for the industrial, construction and public works, commercial, and banking sectors. Usually, private sector minimum wages are significantly higher than the legal minimum. The average skilled worker in Togo makes US\$200-300 per month.

There is a national social security system in Togo which covers all workers. Employers pay 18.1% of the monthly salary for social security while employees pay 2.4%.

## PEOPLE

**Population:** 3.1 million  
**Ethnic Groups:** over 40, Ewe is the largest  
**Religions:** Animism — 46%  
Christian — 37%  
Moslem — 17%  
**Languages:** French, Ewe, Kabye  
**Adult Literacy rate:** 36%



## ECONOMIC INFRASTRUCTURE AIR TRANSPORT SERVICES

Lome's Tokoin International Airport is one of the most efficient in West Africa. With daily direct flights to Europe and the U.S., it is served by several international carriers including Air Afrique, KLM, UTA, and Sabena. In addition, direct air links to many other African capitals are available on Air Afrique, Nigeria Airways, Ghana Airways, Air Gabon and Air Volta.

## PORTS

Lome's modern, efficient port, built in 1968 and expanded in 1984, is an important regional port handling large quantities of merchandise for neighboring landlocked countries. It has 10 berths capable of handling a large variety of ships, including containers. The port operates 24 hours a day and has extensive transit and storage facilities including a large free zone. In September 1988, the Port of Lome handled 74 ships and a total of 132,229 tons of cargo. There are separate adjacent loading and storage facilities for petroleum products and cement, and separate facilities for phosphate loading.

## INDUSTRIAL ZONES

Togo is divided into three industrial zones for the purpose of corporate tax reductions and exemptions. The government offers greater tax benefits in Zones two and three to encourage development of these areas. The Industrial Zones are as follows:

- Zone 1: City of Lome and Prefecture of Golfe
- Zone 2: Maritime region, except Zone 1 and Plateau Region
- Zone 3: Central, Kara & Savannah Regions

## ENERGY

Togo has a well-developed electrical power network. A new hydro-electric dam on the Mono River, at Nangbeto on the Togo/Benin border, was recently completed. This dam is jointly owned by Togo and Benin. The Nangbeto Dam has an annual capacity of 150 million kilowatts. Reasonably priced hydro-electric energy from Ghana's Akosombo Dam is also readily available throughout Togo.

## TELECOMMUNICATIONS

Togo has a modern telecommunications system with direct dial telephone capabilities to the United States and Europe. Service is generally fast and reliable. ECOWAS is funding a project to install multiplex equipment which will improve re-

gional telecommunications links between member countries. Togo's telex system is also efficient and reliable.

## RAIL TRANSPORTATION

Togo's three railway lines operate over a system of more than 300 miles. All three systems originate in Lome with two lines running south to north, and one west to east.

## HIGHWAY SYSTEM

An extensive network, with over 2,250 miles of paved roads, links the port of Lome with neighboring countries. The most important of these are the north-south road from the coast to the border of Burkina Faso, and a coastal road linking Ghana and Benin. The network continues to be improved and expanded under projects financed by The World Bank and European Economic Community.

# SUMMARY OF TOGO'S INVESTMENT CODE

## 1. REGIME "A"

*Requirements:* (applicable as well to regime B)

- \* Business engaged in agriculture (including animal husbandry, fishing and forestry); industries involved in the manufacture and sale of consumer goods; works and services "found to be necessary to the economic life of the country."

- \* Must work towards the realization of the

country's economic and social development programs.

- \* Guarantee that 60% of payroll is to Togo-  
lese nationals.

- \* Make sure that at least 25% of the  
corporation's financing comes from its own  
funds.

- \* Must generate a value added, with all taxes,  
equal to at least 40% of its annual business  
activities.

- \* Committed to a minimum investment of  
300 million CFA (about US\$1.1 million)

### *Benefits:*

- \* Three year exemption from import duties  
and taxes on equipment, with a five year  
exemption for spare parts; also exempt from  
export duties on the company's manufac-  
tured goods.

- \* Exemption for 2-5 years (depending on  
location) from Corporate and Minimum

Inclusive Taxes. Agriculture and agro-indus-  
tries are granted reductions in these taxes for  
an additional period of time.

- \* Exemption from import duties on neces-  
sary raw materials for the first three years,  
and percentage reductions on the same for the  
fourth through sixth years of operation.

- \* Reduction of payroll tax for first five years.

## 2. REGIME "B"

*Requirements:* (in addition to those above)

- \* Minimum investment of 3 billion CFA  
(US\$10.7 million)

*Benefits:* (In addition to those above)

- \* Exemption from duties on necessary raw  
materials and consumer goods for first three  
years, and reduction on a percentage basis for  
the fourth through ninth years of operations.

- \* Exemptions for 3-12 years (depending on  
location) on Corporate and Minimum Inclu-  
sive Taxes.

- \* Corporations approved under Regime B  
will be able to negotiate other benefits on an  
individual basis.

### U.S. COMPANIES IN TOGO\*

Mobil Oil  
Texaco, Inc.  
Pan Atlantic Corporation, S.A. — privatized  
textile mills  
Caterpillar Tractor Company  
Societe Togolaise de Siderurgie (STS) —  
privatized steel mill  
CII Honeywell  
Cummins Engines  
Ford Motor Company  
General Electric  
Hertz Corporation  
International Harvester  
Arthur Anderson & Company  
Seagram Distillers Corp.  
Wang Laboratories  
Xerox Corporation

\* partial listing

### GOVERNMENT

*Republican Form: Executive — President -  
Gnassingbe Eyadema*

*Legislative — National Assembly (uni-  
cameral)*

*Judicial — A system of civil and criminal  
courts presided over by a Supreme Court.*

*Political Parties: One unified party (RPT)*

*Independent since 1960*

*Law: Based on French legal system*

# HOW TO TAKE ADVANTAGE OF THE PROVISIONS OF THE INVESTMENT CODE

The investor will enter into negotiations with the Ministry of Plan and Mines or the Ministry of State Industries (privatization opportunities). Experience has shown that these negotiations usually take from six months to two years to complete.

The Togolese government has created two agencies to assist foreign investors in cutting through unnecessary red tape and getting to the right people. The Togo Information Service, based in Washington, DC, was created in 1981 to provide companies with initial guidance and information.

Established in November of 1988, the Togolese Center for Investors (CTI) in Lome was created to promote investments through the creation of new firms, and providing assistance to existing firms for improving their performance. CTI was created by the Togolese government in combination with the country's private sector and the World Bank, and works in conjunction with Togo's Chamber of Commerce.

CTI can act as an important intermediary for the foreign investor. With an extensive database on investment opportunities and direct links to the Togolese government and private sector enterprises, CTI can help coordinate investment opportunities with interested American businesses.

For more information please contact:

M. Van Werkhoven, Director  
CTI  
B.P. 360 Av. Georges Pompidou  
Lome, TOGO  
Telephone: 21-35-92  
Telex: 5023 Chameon TO

American Investors seeking initial information on investment opportunities in Togo should contact:

EMBASSY OF TOGO  
Attention: Economic Officer  
2208 Massachusetts Avenue, NW  
Washington, DC 20008  
202/234-4212

TOGO INFORMATION SERVICE  
1706 "R" Street, NW  
Washington, DC 20009  
Telephone: 202/667-8181  
Telex: 440170  
Fax: 202/265-5663

## TOGOLESE EMBASSIES IN U.S. AND CANADA

United States  
2208 Massachusetts Avenue, NW  
Washington, DC 20008  
Telephone: 202/234-4212  
Telex: 248444  
Ambassador Elton Kodjo Schuppius

United Nations  
Togo Permanent Mission  
112 East 40th Street  
New York, NY 10016  
Telephone: 212/490-3455  
Telex: 236453  
Ambassador Koffi Adjoyi

Canada  
12 Chemin Range  
Ottawa, Ontario, K1N 8J3, CANADA  
Telephone: 613/238-5916  
Telex: 0534564  
Ambassador Kossivi Osséyi

## INVESTORS VISITING TOGO

### ENTRY FORMALITIES

**A) Police:** A valid passport is required. Visas are not required for U.S. and Canadian citizens staying less than three months.

**B) Health:** Immunization against yellow fever is only requirement for entry from U.S. It is advisable to take precautions against malaria, and pills should be taken weekly — prior to, during and after visiting Togo.

Visitors should have no concerns about eating in Togo's major hotels and restaurants, but it is best not to eat in open-air stalls on the street or in the markets. It is also advisable to drink bottled water, bottled beer, or soft drinks.

**C) Customs:** In accordance with international regulations on the matter, tourists may temporarily import items for personal use duty-free.

### TRANSPORTATION

Togo has daily air service to and from the U.S. and Europe. Carriers include Air Afrique, Sabena, KLM and UTA.

### TRAVEL ARRANGEMENTS

Togolese diplomatic and economic missions abroad are happy to help potential investors in planning their trip to Togo. Investors seeking more information or initial assistance in planning their trip and/or itinerary should contact the Togo Information Service, 1706 R Street, NW, Washington, DC 20009, 202/667-8181, telex 440170.



AT/USA

COUNTRY : REPUBLIC OF TOGO  
-----

NOTE ON THE SITUATION OF STATES OWNED COMPANIES  
WHICH ARE SUBJECT TO PRIVATIZATION OR SALE.

- Nine states owned companies mismanaged are totally shut down or sold.

They are : SOMAT, TOGOPROM, AGETU, Company of Benin, SOTOPROMER, TOGOFRUIT, CNPPME, SALINTO and STALPECHE.

Nineteen others, which are not strategic have been scheduled for privatization. Up to now, some agreements have been concluded with private investors in regard to thirteen among them.

Situation of the companies

Seven companies are on private sale: they are as follow : two textiles factories : ITT, TOGOTEX, Agricultural edible oil processing (IOTO: Huilleries Togolaises), Extraction Marble : SOTOMA, Manufacturing Detergent (SODETO) and SOTCON.

- 1 company on management contract : S B H T.
- 1 company on capital restructuring program, Manufacturing Plastics: ITP
- 4 companies are subject to lease for private investors. They are as follow: SOTEXMA, SNS, Société Togolaise des Hydrocarbures and Agricultural Dairy Farming (SOPROLAIT).

All these agreements have been concluded, except the arrangements relating to both textiles factories didn't come through.

The negotiations relating to research of private investors are still under way for six others states owned companies which are :  
Le Moteur, SOTOTOLES (IRON SHEET FACTORY) Road Transportation Services (TOGO ROUTE) Recording Studio (OTODI) F.A.B., C.A.A.N.

After the initial privatization program, the government has decide to make a pause in order to appraise all the previous actions which have been undertaken under the privatization program. This will enable the government to set up a new strategy for the future.

This appraisement has already started and the report relating to that matter will be available very soon.

AMBASSADE DU TOGO  
2208 MASSACHUSETTS AVENUE, N W  
WASHINGTON, D C 20008  
TEL (202) 234-4212



REPUBLIQUE TOGOLAISE  
UNION PAIX SOLIDARITE

AT/USA

COUNTRY : REPUBLIC OF TOGO  
-----

NAME OF THE PROJECT : Milk of soybean processing firm

Sector : Agro-Industry

Geographical : LOME  
location

Authority promoting the project : Chamber of Commerce and Industry of TOGO

Market : towns with more that 40.000 inhabitants

Context and justification :

1) The distribution of milk drinks became very successful in Africa. They started in Togo in 1986 but they are still expensive.

2) The milk of soybean known for many centuries in Asia, is now spreading to Africa in countries as Cameroun, Burkina-Faso etc...

3) Soybean production has started in Togo. It is more nutritious and less expensive than the dairy-milk.

Therefore, it is designed to a larger group of consumers and also for less rich people. Futhermore soybean is good for health.

TYPE OF INVESTMENT REQUIRED:

Private investor interested in marketing a product for a large distribution made by a well-known technics.

GENERAL DATA

Daily production (no team)	10.000 cups (15 cl) or
Capacity	1600 of 100 cl 200 liters/hour
Jobs	10 by unit ( 5)
Investments (in foreign currency)	136 millions F CFA 96 millions F CFA or \$ 33,000 US
Working Capital 2-3 months	35 millions F CFA
A.C.	144 millions F CFA
Gross margin (on AC ) (on Investment )	31 millions F CFA 21,5% 22,8%
Togolese contribution	the production of seeds and soybean already exist. New channels to be sought for. A very favorable investment code.

AMBASSADE DU TOGO  
2208 MASSACHUSETTS AVENUE, N.W  
WASHINGTON, D.C. 20008  
TEL (202) 234-4212



REPUBLIQUE TOGOLAISE  
UNION PAIX SOLIDARITE

AT/USA

COUNTRY : REPUBLIC OF TOGO

Name of the project :

- Solar Energy powered drying-apparutus and  
water-heater production.

1) Sector : Industry

2) Geographical location : Lome and Kara  
Regions

3) Market : Togo and neighbouring countries

4) Context: Project justification

Togo has very good climatic conditions for solar energy. A lot of progress has been made as far as solar energy is concerned. Powered solar energy solar energy appliances can be competitive (hot-water, food drying).

For lack of means, many products (fish, vegetables, leaves, etc....) are dried in poor conditions.

Type of investment to seek for :

- Promoter or industrial investor interested in developing a new sector based in Togo.

- Joint venture with a constructor or engineer already in business.



- Production	!	
. WATER-HEATER	!	250-350 units/year
. picking-up-drier	!	50-100 units/year
. capacity	!	multivalent workshop
-----		
- Investments	!	55 million F CFA
. foreign currency (on the investment)	!	15 million F CFA or 50.000\$US
. working capital	!	15 million F CFA
-----		
- A.C.	!	60 - 70 million F CFA
Gross margin	!	12 million
on A.C.	!	15-20 %
on investment	!	22 %
-----		
Togolese contribution	!	- potential regional market - very favorable investment code.
	!	

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AMBASSADE DU TOGO  
2208 MASSACHUSETTS AVENUE, N.W.  
WASHINGTON, D. C. 20008  
TEL (202) 234 4212



REPUBLIQUE TOGOLAISE  
UNION - PAIX - SOLIDARITE

AT/USA

COUNTRY : REPUBLIC OF TOGO

NAME OF PROJECT : HOTEL TROPICANA

Capital : 300 million CFA

Shareholders :	- OPAT	:	250 million	83,3%
	CNSS	:	30 million	10,2%
	UTB	:	16 million	5,33%
	D.A.G.	:	4 million	1,33%

Social status :

Hotel Tropicana, a Deluxe vacation village with three stars was built in 1971-1972 and has 180 bungalows (twin) with private bath and balcony.

- 20 suites with A/C including each one bed room and living room one private bath, mini-bar and balcony.

- 2 restaurants
- 1 shack bar
- 1 night club
- 1 bar
- 1 casino
- 1 pool
- 4 Tennis court
- 1 squash
- 1 mini-gulf and several games like ping-pong, shuffle-board, bowling, volley-ball, foot-ball,
- night entertainment.

Hotel Tropicana is 12 km far from Lome, and it is located in an old coco-nut trees along the beach.

The climate is hot and humid, it is tropical climate with the temperature average 23-31°C with two rainy seasons April-July and September-October.

The Hotel presents many advantages for vacations stays at the begining of its exploitation in 1972. Unfortunately it was shut down in 1988 due to financial and technical problems.

Statement of five years exploitation : 1983 - 1984 - 1985 - 1986 - 1987

Total value of sale	736	-	752	-	806	-	611	-	485
Rate of sale	69%	-	61,5%	-	32%	-	40,6%		
Gross result of exploitation	-54	+	34	-	83	-	22	-	9,5
Net loss			-37	-	196	-	79	-	254

The Government is willing to start up a private sale of this touristic complex to private investors as well as local investors.

In terms of further investment program, the Government will be able to make special arrangements in the new investment code in order to excite or stimulate foreign investors.

AMBASSADE DU TOGO  
2208 MASSACHUSETTS AVENUE, N.W  
WASHINGTON, D. C. 20008  
TEL (202) 234-4212



REPUBLIQUE TOGOLAISE  
UNION PAIX SOLIDARITE

AT/USA

COUNTRY : REPUBLIC OF TOGO  
-----

Name of the project : Frozen fish smoking  
(Industrial Scale)  
-----

Sector : Food Production (Fisheries)

Geographical location: Lomé

Authority Promoting the Project : Chamber of Commerce  
Agriculture and Industry of TOGO

Context or Project Justification  
-----

- 1) Demand in constant progression. Fish consumption highly increased
- 2) The local production of fresh sea-food (fish) is very insufficient  
Import of frozen fish is necessary to make up for the difference
- 3) Frozen fish is smoked by the togolese artisans by using the same  
skills they use when smoking fresh fish.

Type of Investment Required  
-----

Investor interested in holding shares in a deal that will constantly expand.

2-1

GENERAL DATA

Production for 12 continuous months capacity (2 teams)	!	1,200 to 1500 T/year smoked fish 10 T/frozen fish/day
Jobs to created	!	38-45
Investments	!	260 millions CFA or \$65,000 U.S.
Working capital	!	120 millions CFA
A.C.	!	720 millions CFA
Gross margin on A .C. on investment	!	115 millions CFA 15,9% 44%
Togolese contribution	!	Secure and steady marketing expanding high margin very favorable legislation

More information available

For further information on the project contact the Embassy of  
TOGO 2208 Massachusetts Avenue N.W., Washington, D.C. 20008

AMBASSADE DU TOGO  
2208 MASSACHUSETTS AVENUE, N.W  
WASHINGTON, D. C. 20008  
TEL (202) 234-4212



REPUBLIQUE TOGOLAISE  
UNION PAIX SOLIDARITE

AT:USA

COUNTRY : REPUBLIC OF TOGO

Name of the Project : Livestock feeds production.

Sector : Rural Development (agriculture)

Geographical location : Northern Togo (Kara)

Market : Regional market

Context : Project justification

- animal traction development programs
- "small ruminants" cattle development program
- Fodder shortages after the rainy season create a high demand in livestock feeds which remains unsatisfied. But Togo has the main constituents and export them at a low price.

Type of investment required : Private investor or and industrial promoter

General Data :

	!
Production capacity	! 3-4000 T/year
	! 2000 Kg/h
-----	
Jobs	! 6 - 7
-----	
Investments	! 32 millions CFA
Foreign currency (of investments)	! 12 millions CFA or \$40.000 US
Working capital	! 100 millions
-----	

AC	:	350 millions CFA
Gross margin	:	60 millions CFA
( on AC	:	17,2 % (normal operation)
) on invest- ment	:	50 % at the start
-----		
Togolese contribution	:	- Constant increase of needs
	:	- infrastructure
	:	- assistance with veterinary
-----		



AT/USA

CENTRE TOGOLAIS  
DES INVESTISSEURS  
(C.T.I.)

TOGOLESE CENTER FOR INVESTORS (CTI)

Portfolio of Projects

1. Togo Welding  
Purpose: Manufacture of welding tools/implements.
2. Company for Trade and Industry (SOGECI)  
Purpose: Manufacture of notebooks, registers, calculator paper rolls, etc...
3. Straw roofing project  
Purpose: Improved straw roofs for bars, restaurants and villas.
4. Bandage products  
Purpose: Manufacture of gauze compresses, cotton bandages, swabs, cotton wool, etc...
5. Sticky bandages  
Purpose: Manufacture of selfsticking strips on compresses.
6. Little Prince  
Purpose: Manufacture of artworks in ebony and ivory.
7. Geotel TOGO  
Purpose: Construction of three hotels upcountry in Togo.
8. Boramex Company  
Purpose: Manufacture of Nigerian and AngloSaxon furniture.
9. Cassava project  
Purpose: Conversion of cassava into flour.
10. Flour mill project  
Purpose: Corn milling flour mill in Badou.
11. Paper and cardboard project  
Purpose: Manufacture of paper and packing/wrapping paper.
12. Lombixol project  
Purpose: Lombriculture.



13. Audiovisual production and distribution  
Purpose: Production of documentary films for the European market.
14. Flourmilling of corn and sorghum  
Purpose: Processing of corn and sorghum for marketing.
15. Alcohol project  
Purpose: Manufacture of alcohol from fruits.
16. Liquid Alive Bacteria  
Purpose: Treatment of piping, sewers, water, septic tanks, sumps, etc...
17. Cleaning of walls and ceilings  
Purpose: Building maintenance operations.
18. Perfusion solutions  
Purpose: Manufacture of glucose serum for medical use.
19. Fibrocement project  
Purpose: Manufacture of roofing materials in fibrocement.
20. PALMA Soap Factory  
Purpose: Repurchase and rehabilitation of the Alokoegbe oil mill.
21. Free industrial zone  
Purpose: Development and setting up of a free zone for the production of export goods.
22. Recycling of used oils  
Purpose: Collection, recycling and marketing of used oils.
23. Cornflour (gruel) for infants  
Purpose: Food for infants.
24. Mineral water project  
Purpose: Production, bottling and marketing of mineral water.

#### Rehabilitation Projects

1. Cardboard and Printing Factory of Benin (CIGB)  
Purpose: Printing and manufacture of cardboard packing materials.
2. La PAMPA  
Purpose: Biscuit, confectionery, pastry and chocolate factory.
3. African Brothers  
Purpose: Marketing of fishing products.

4. SOTIME Cable manufacturing plant  
Purpose: Plastic coating of copper wires.
5. Lendi Company  
Purpose: Expansion of carpentry unit.
6. SOTRAMETO  
Purpose: Manufacture of aluminum household utensils.
7. Electrical equipment  
Purpose: Manufacture of freezers and refrigerators.

**ANNEXES OHIO**

# Developing African nations have eye on Ohio businesses

By Eileen Dempsey  
Dispatch Staff Reporter

A group of "missionaries" visited Columbus this week, but they were not trying to save souls.

The 11 African ambassadors were on a mission to attract Ohio companies to do business in Africa. They also were learning more about American technology that could help them industrialize their countries.

"The key purpose of the visit is to sensitize the business community in Columbus and in Ohio to the opportunities that exist in Africa for trade relations, cultural exchanges and scientific exchanges," said Paul Desire Kabore, ambassador for Burkina-Faso.

**KABORE REPRESENTED** the ambassadors and several African economic counselors at a press conference Thursday. He talked about their visit to The Ohio State University to learn more about solar energy, economic and educational development, and food processing.

"We in Africa want to compete in the international market, and by coming to Ohio State University we know we've come to the best place," Kabore said.

OSU is one of eight universities in the Midwest Universities



Dispatch photo,

**Paul Desire Kabore**

Consortium for International Activities, which participates in exchange programs in developing countries.

"We want to move from just producing raw materials to making finished products that are of equal quality with your products," Kabore said.

In the ambassadors' four-day visit to Ohio, they attended a symposium at OSU on developing water and energy uses. They met

with Gov. Richard F. Celeste, Mayor Dana G. Rinehart, and business and research leaders.

"The world is moving ahead and reorganizing, and Africa should not be left behind. We want to be part of the new game," Kabore said.

To play the game effectively, however, it helps to have a cultural awareness of all the players. Kabore said that is another reason why the African ambassadors decided to visit Ohio.

**"THERE IS** a need for both Americans and Africans to do a prerequisite assignment before doing business. This allows us to know each other, and having this background culture is important before business can be completed."

Before coming to Ohio, the ambassadors visited Michigan. Today they are going to Dayton. While there, a sister-city agreement will be signed linking the cities of Dayton and Louga, Senegal, said Fon J. Ngu, a senior trade specialist on Africa for the Ohio Department of Development.

"We find the relationship between Ohio and Africa is growing stonger and stronger, and this is the first time so many African ambassadors have come to Ohio to build these relationships," Ngu said.

VISIT OF AFRICAN AMBASSADORS AND ECONOMIC COUNSELLORS  
TO OHIO  
JUNE 14-18, 1989

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 14, 1989

- 8:30PM DEPART DETROIT, MI ON NW # 385
- 9:23PM ARRIVE PORT COLUMBUS INTERNATIONAL AIRPORT. GREETED BY MR. NAPOLEON BELL, LEGAL COUNSEL TO GOVERNOR RICHARD F. CELESTE; DR. MARNIE SHAUL, DEPUTY DIRECTOR, INTERNATIONAL TRADE DIVISION; DR. ARTHUR THOMAS, PRESIDENT, CENTRAL STATE UNIVERSITY; FON J. NGU, SENIOR TRADE SPECIALIST-AFRICA, INTERNATIONAL TRADE DIVISION, AND REPRESENTATIVES OF THE INTERNATIONAL VISITORS' COUNCIL.
- 9:40PM DEPART AIRPORT FOR THE GREAT SOUTHERN HOTEL
- 10:15PM CHECK-IN
- 10:45PM BRIEFING BY FON J. NGU. LOCATION: JEFFERSON ROOM, GREAT SOUTHERN HOTEL.

THURSDAY, JUNE 15, 1989

- 8:30AM PRIVATE MEETING WITH MR. ALPHONZO MONTGOMERY, ACTING MAYOR, CITY OF COLUMBUS; MR. RAY LORELLO, DIRECTOR OF DEVELOPMENT, CITY OF COLUMBUS; AND MS. CAROL PORTER. LOCATION: NEIL HOUSE ROOM, GREAT SOUTHERN HOTEL.
- 9:00-11:00AM ROUNDTABLE CONFERENCE WITH OHIO BUSINESS EXECUTIVES. MODERATOR: BILL SYKES, PRESIDENT, SYKES ASSOCIATES, COLUMBUS.
- KEYNOTE REMARKS BY ONE OF THE AMBASSADORS.
- LOCATION: NEIL HOUSE ROOM, GREAT SOUTHERN HOTEL.

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THURSDAY JUNE , 15, 1989

11:00-11:15AM PRESS AVAILABILITY

11:30AM DELEGATION MEETS IN HOTEL LOBBY

11:35AM DEPART BY BUS FROM HOTEL PARKING LOT FOR LUNCH.

12:00-1:15PMLUNCH (BY INVITATION). SPONSOR: COLUMBUS  
AREA CHAMBER OF COMMERCE. LOCATION: THE MAJOR  
CHORD.

1:20PM RETURN TO HOTEL BY BUS.

1:30-3:00PM SYMPOSIUM: "AFRICA-AMERICA AND AFRICA: TRADE AND  
JOINT VENTURE PARTNERS IN THE 1990s AND BEYOND."  
MODERATOR: REP. RAY MILLER, OHIO HOUSE OF  
REPRESENTATIVES, COLUMBUS, OHIO. LOCATION: THE NEIL  
HOUSE ROOM, GREAT SOUTHERN HOTEL.

3:00-3:15PM INTERMISSION

3:15-3:45PM "U.S./AFRICAN TRADE: COUNTERTRADE OPTION." PRESENTED  
BY, EBERE OWUNDIWE, PH.D., ASSOCIATE PROFESSOR OF  
ECONOMICS AND INTERNATIONAL RELATIONS, CENTRAL  
STATE UNIVERSITY, WILBERFORCE, OHIO. KEYNOTE REMARKS  
BY ONE OF THE AMBASSADORS. LOCATION: NEIL HOUSE  
ROOM, GREAT SOUTHERN HOTEL.

3:45-4:30PM TELECOMMUNICATIONS PRESENTATION BY AT&T. LOCATION:  
NEIL HOUSE ROOM, GREAT SOUTHERN HOTEL.

5:35PM DELEGATION MEETS IN HOTEL LOBBY

5:40PM DEPART HOTEL FOR PRIVATE RECEPTION AND DINNER.

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THURSDAY, JUNE 15, 1989

6:00-9:30PM PRIVATE RECEPTION AND DINNER.

FRIDAY, JUNE 16, 1989

9:30AM DELEGATION MEETS IN HOTEL LOBBY

9:40AM DEPART HOTEL FOR OHIO STATE UNIVERSITY

10:00-11:30AM AFRICA-1000 PRESENTATION  
SPEAKER: DR. C.N. KASHKARI, EXECUTIVE DIRECTOR, GLOBAL ENERGY SOCIETY, AND DIRECTOR GENERAL, AFRICA-1000. REMARKS BY ONE AMBASSADOR. SPONSOR: CENTER FOR AFRICAN STUDIES, OHIO STATE UNIVERSITY. LOCATION: OSU FACULTY CLUB.

11:30 -11:45AM PRESS AVAILABILITY

12:00-1:30PM LUNCH (BY INVITATION) SPONSORED BY THE CENTER FOR AFRICAN STUDIES, OHIO STATE UNIVERSITY, AND THE MIDWEST UNIVERSITIES CONSORTIUM FOR INTERNATIONAL ACTIVITIES (MUCIA), OSU. KEYNOTE REMARKS BY ONE AMBASSADOR. LOCATION: OSU FACULTY CLUB.

1:30-2:00PM PRESENTATION BY THE MIDWEST UNIVERSITIES CONSORTIUM FOR INTERNATIONAL ACTIVITIES (MUCIA), AND THE INTERNATIONAL PROGRAMS IN AGRICULTURE, OSU. PRESENTER: LESA KUEBLER, STAFF ASSISTANT, MUCIA. LOCATION: OSU FACULTY CLUB.

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FRIDAY, JUNE 16, 1989

- 2:00PM DELEGATION DEPARTS OSU FOR GREAT SOUTHERN HOTEL.
- 4:15PM DELEGATION MEETS IN HOTEL LOBBY
- 4:30PM DEPART HOTEL FOR GOVERNOR'S RESIDENCE.
- 4:50PM PRIVATE MEETING WITH GOV. RICHARD F. CELESTE  
AT THE GOVERNOR'S RESIDENCE
- 5:00-6:30PM GOVERNOR'S RECEPTION (BY INVITATION)  
REMARKS BY GOVERNOR AND ONE AMBASSADOR.
- 6:45PM DEPART GOVERNOR'S RESIDENCE FOR DINNER.
- 7:30-9:30PM DINNER SPONSORED BY THE INTERNATIONAL TRADE DIVISION

SATURDAY, JUNE 17, 1989

NOTE: CENTRAL STATE UNIVERSITY RESPONSIBLE FOR REST OF PROGRAM.  
CONTACT: MR. EDWARD RICE: (513) 376-6180.

- 8:30AM DELEGATION MEETS IN LOBBY (DELEGATION SHOULD HAVE  
ALREADY CHECKED OUT).
- 8:45AM DEPART HOTEL AFTER CHECK-OUT
- 10:30AM DELEGATION ARRIVES AT HOLIDAY INN, ON I-675, GREETED  
BY MR. EDWARD A. RICE AND DR. PHILLIP CODE.
- 11:30AM DEPART HOTEL FOR MEETING WITH MAYOR OF DAYTON,  
COMMISSIONERS AND CHAMBER OF COMMERCE
- 12:00NOON LUNCHEON - CONVENTION CENTER, VIP ROOM, DAYTON,  
OHIO.
- 2:00PM DEPART FOR CENTRAL STATE UNIVERSITY

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SATURDAY, JUNE 17, 1989

2:45PM ARRIVE CENTRAL STATE UNIVERSITY  
TOUR OF NATIONAL AFRO-AMERICAN MUSEUM

3:30PM TOUR OF CENTRAL STATE UNIVERSITY

4:15PM MEET WITH INTERNATIONAL STUDENTS

5:00PM RECEPTION - PRESIDENT'S HOUSE

5:30PM DINNER - PRESIDENT'S HOUSE

7:30PM CONCERT - ROBESON RECITAL HALL  
CENTRAL STATE UNIVERSITY

9:30PM DEPART FOR HOTEL

SUNDAY, JUNE 18, 1989

7:30AM DEPART HOTEL FOR CENTRAL STATE UNIVERSITY  
(CHECK OUT PRIOR TO LEAVING)

8:00PM BREAKFAST - MERCER CAFETERIA  
DR. THYRSA SVAGER PRESIDING

9:00AM ARRIVE ADMINISTRATIVE BUILDING - ROOM 106

9:30AM LINE UP FOR PROCESSION

10:00-NOON COMMENCEMENT - BEACOM GYMNASIUM

12:30PM LUNCHEON - MERCER CAFETERIA

2:00PM DEPART CAMPUS FOR COLUMBUS

7:00PM DEPART PORT COLUMBUS VIA DETROIT FOR WASHINGTON, D.C  
NW FLIGHT # 324.

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6/14-18, 1989  
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AFRICAN AMBASSADORS VISITING OHIO  
JUNE 14-18, 1989

COUNTRIES

AMBASSADORS

BENIN	H.E. THEOPHILE NATA
BURKINA-FASO	H.E. PAUL DESIRE KABORE
CHAD	H.E. MAHAMAT ALI ADOUM
C.A.R.	H.E. CHRISTIAN LINGAMA-TOLEQUE
CONGO	H.E. BENJAMIN BOUNKOULOU*
COTE D'IVOIRE	H.E. CHARLES GOMIS
MALI	H.E. NOUHOUM SAMASSEKOU*
NIGER	H.E. MOUMOUNI ADAMU DJERMAKOYE
RWANDA	H.E. ALOYS UWIMANA
SENEGAL	H.E. IBRA DEGUENE KA
TOGO	H.E. ELLOM-KODJO SCHUPPIUS

\*REPRESENTED BY EMBASSY STAFF PERSON. SEE LIST BELOW

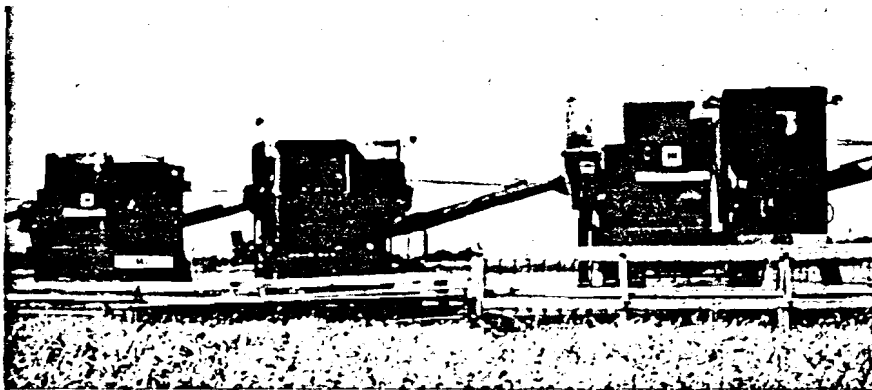
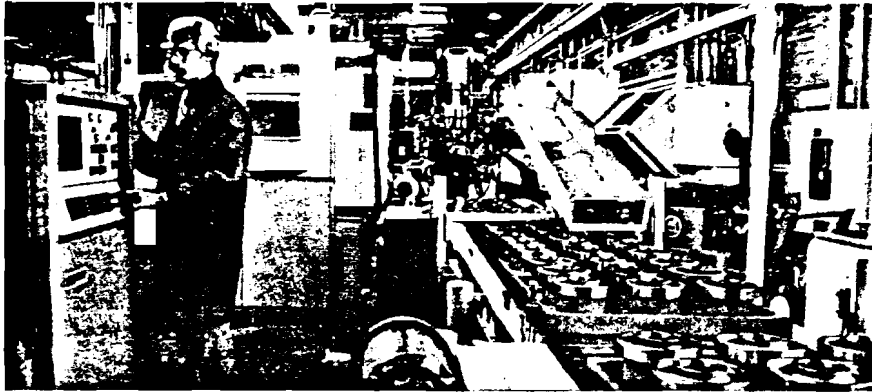
ECONOMIC COUNSELLORS ACCOMPANYING THE AMBASSADORS

BENIN	MR. CORNEILLE MEHISSOU
CHAD	MR. LEMAYE FAVITSOU-BOULANDI
C.A.R.	MRS. LUCIENNE DARLAN
CONGO	MR. IKOUROU YOKA
CONGO	MR. GUILLAUME OWASSA, 1ST SEC.
COTE D'IVOIRE	MR. ALBERT BRA SARAKA
MALI	MR. SEKOUBA CISSE
NIGER	MR. ADANI ILLO
SENEGAL	MR. SILCARNEYNI GUEYE, MINISTER COUNSELLOR
TOGO	MRS. DELA E. SEDDOH



# Ohio and Africa: A Business Partnership

L'Ohio et l'Afrique :  
Partenaires dans les affaires



# Doing Business with Ohio Faire des affaires avec l'Ohio

To obtain more information about Ohio products or to learn more about the potential for technology transfer or joint venture projects in agribusiness or industry, contact:

Ohio African Trade Office  
6 Broad Street  
NCR House, 9th Floor  
Lagos, Nigeria  
West Africa  
Telephone: 011-234-1-633742  
Telex: 22979 OATO NG

OR

Ohio Department of Development  
International Trade Division  
P.O. Box 1001  
25th Floor  
30 East Broad Street  
Columbus, Ohio 43266-0101  
Telephone: (614) 466-5017  
Facsimile: (614) 463-1540  
Telex: 6874627 # TRAOH UW

Pour obtenir davantage d'informations concernant les produits de l'Ohio ou pour apprendre plus sur le potentiel du transfert de technologie ou des projets d'associations en agriculture ou dans l'industrie, contacter :

Ohio African Trade Office  
6 Broad Street  
NCR House, 9th Floor  
Lagos, Nigeria  
Afrique Ouest  
Téléphone : 011-234-1-633742  
Télex : 22979 OATO NG

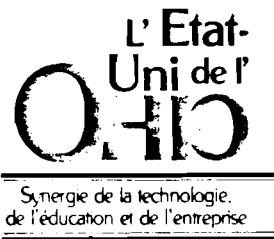
OU

Ohio Department of Development  
International Trade Division  
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30 East Broad Street  
Columbus, Ohio 43266-0101  
Etats-Unis  
Téléphone : (614) 466-5017  
Télécopieur : (614) 463-1540  
Télex : 6874627 # TRAOH UW

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Richard F. Celeste  
Governor



Richard F. Celeste  
Gouverneur

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## OHIO AFRICAN TRADE OFFICE

ESTABLISHED: March 1987 (Ohio is the first American State to establish an office in Africa)

NO. OF STAFF: 5

LOCATION: NCR House (9th floor)  
P.O. Box 72389, 6 Broad Street, Lagos  
Tel: 01 - 633742, 631758  
Telex: 22979 OATO NG  
  
Fax: 01 - 633742

TERRITORY COVERED: All African countries (excluding S/Africa).

MISSION: To foster a mutual trade relationship between African countries and Ohio businesses.

### GENERAL AREAS OF WORK:

- \* Provide an effective direct link between Ohio companies and African businesses seeking to establish Joint-Venture /representations.
- \* Assist Ohio companies in exploring selected African markets.
- \* Liaise with other international organisations with links with other African countries. This will open up participation in some government and private projects in the continent.
- \* Advise and work with Ohio firms when seeking export, government/private contracts.
- \* Function as a support base from which Ohio companies can operate.

### SPECIFIC ACTIVITIES/SERVICES

- Provide information about Ohio businesses to both government/business communities
- Introduce Ohio businesses to Federal governments, Embassies and parastatals
- Participate in Trade shows, Trade Missions, seminars and conferences in Africa
- Introduce Ohio companies to some international Finance Institutions for future contracts (e.g. ADB, EXIM Bank etc.)
- Liaise with Banks with a view to being introduced to their customers for increased exports from Ohio and to secure contracts for the

purchase of equipment for their leasing units

- Provide information on imports from Africa - for counterpart purposes.
- Develop a comprehensive data-base on various business contacts/ organisations for dissemination.
- Provide relevant information on government/private sector opportunities.
- feedback with relevant information to Ohio firms on opportunities
- Conduct market study on development programs, such as Agricultural Equipment, Communication, Food Processing Machinery and small - medium size industries.
- Organise workshops, conferences, seminars with Ohio companies participation.
- Assist/advise Ohio companies with protocols/modalities while visiting Africa such as air port clearance, setting up appointments, Hotel Reservations and ground transport, etc.
- Brief/update on economic and political issues, understanding of culture and customs as related to doing business in Africa.

ZCZ: AEF102  
CDC AEF

\*AEF102 11/16/88  
\*AEF102 11/07/88  
(FRENCH COMING)

STATE GOVERNMENTS LOOK FOR AFRICA TRADE (820)  
(Article on Ohio, Michigan trade offices)  
By Susan Ellis  
USIA Staff Writer

COLUMBUS, Ohio -- At least two American states -- Ohio and Michigan -- maintain offices in Africa to facilitate trade between their companies and partners in Africa.

In March, 1987, Ohio located its office in Lagos, and Michigan did the same a short time later. Both states are industrial and agricultural, and they seek to promote trade and investment on terms that would be mutually beneficial.

"African countries are interested in doing things themselves rather than just importing a bunch of finished goods," said Fon Ngu, senior trade specialist for Africa in the Ohio Department of Development.

The importation of food processing machinery has attracted the most interest thus far, Ngu said. Also in great demand are machines to extract oil from palm kernels, milling machinery for corn and wheat, and small to medium-sized farm machinery ranging from walk-behind tillers to tractors.

Ngu, a native of Cameroon, came to the United States in 1979 to study and has earned a bachelor's and a master's degree from American universities. Since 1986 he has been working for the state government of Ohio. He was interviewed in Columbus, the state capital, during the recent visit there by President Moussa Traore of Mali. He had helped to arrange a meeting between the Malian president and Ohio's Governor Richard Celeste.

With its second anniversary coming up in March, 1989, the Ohio African Trade Office so far has been very active in Nigeria, and hopes to expand rapidly to West Africa and eventually to the whole of the continent. The Lagos office is managed by Helen Berhe, an Ethiopian who lived ten years in Ohio before moving there.

Lagos was chosen as the site for the office after several trade missions from Ohio traveled to various African countries. Subsequent surveys on their findings all pointed to Nigeria in terms of population, the amount of business done with the United States, and Nigeria's posture and contributions to various international organizations such as the Organization of African Unity, the Economic Community of West African States, and the African Development Bank, according to Ngu.

African countries outside of Nigeria, most notably Uganda, Tanzania and Kenya, have thus far often communicated their needs directly to the state trade office



in Columbus, he said, since for them Lagos, too, is distant.

With his first-hand knowledge of Africa and bilingual French-English ability, Ngu helps to evaluate requests to establish legitimacy, potential for success and the standing of the person or company involved.

A computerized data base in the office helps locate the Ohio companies which have done business in Africa, what they have sold and general capabilities within the state to meet demand.

The office also publishes a monthly International Business Opportunities Newsletter for subscribers which, Ngu said, has generated approximately 30 million dollars' worth of business thus far.

His job is time-consuming, he says, by the nature of the requests and the fact that he must translate them into technical language as American suppliers require. "I guess one of the biggest advantages we have is that I'm from Africa and so I know what they are trying to do," Ngu says. "They describe what they want and I translate it for the Ohio business community."

The state's trade division is also active in arranging trade missions to and from Africa and setting up trade fairs.

The last one in April 1988 to Nigeria was led by Governor Celeste himself.

Ohio organizations other than the state office also have developed innovative programs with Africa, Ngu said, citing "a very new program" called "Africa-1,000."

Part of a global effort already at work in India, it was launched in June, 1988 by the Global Energy Society of Akron, Ohio, with the purpose of using science and technology to eradicate hunger and poverty, he said.

In practical terms, the goal is to provide water and energy to 1,000 African villages by 1995 and 5,000 more villages by the year 2000, by the use of renewable energy sources: sun, wind, geothermal energy, photovoltaic power and biogas, Ngu said.

"They're trying to raise 100 million dollars for this initiative. It's not a charitable initiative. They want to transfer technology and to work with African scientists and African villages, employing both Ohioans and Africans, to train the Africans to install the equipment and to maintain it."

Under a related program, one town in India has street lights powered by solar cells, the cost defrayed by small monthly charges to resident families, Ngu said.

The idea is to provide power and water without prohibitive cost, he added.

Dr. C.N. Kashkari, a professor of electrical engineering at the University of Akron, Ohio, is executive director of the society which has branches or members in many countries including India, China, Australia, and the Soviet Union.

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FOREIGN TRADE

# The Impact and Relevance of Foreign Trade Missions to African Development — The Ohio African trade office example

THE wish of foreign trade missions for business links in Africa is a clear testimony that the continent holds great economic potentials, not yet completely tapped, for international businesses.

However, a pertinent question may be to what extent Africans have themselves over the years benefitted from this kind of international business relationship initiated by foreign trade missions.

Again, there is always the notion that most trade missions from America, Europe, Asia and Japan have set-up bases in Africa mainly for their respective interests.

It is against this backdrop that the arrival, last March from the United States of America, of the State of Ohio's trade mission in Africa with a regional office in Nigeria has to be considered.

Questions have been raised within the Nigerian business community in particular as to what exactly the Ohio African Trade Office (OATO) is up to:

Would it make positive contributions to the development of trade links between the United States of America and the African nations or is it just another of similar exercises which scarcely benefit the Africans?

However, one could notice some hope in a goodwill message sent to Africa during the opening of the Ohio Trade Office in Nigeria in March by the Governor of Ohio State, Mr. Richard F. Celeste. He expressed confidence that "our new partnership will bring about mutual trade for State of Ohio and the African continent. Since Ohio has a long history in both the manufacturing and agricultural sectors, the state would encourage strong links between its companies and African countries".

With this assuring message from the Governor of the State of Ohio, there is a great hope that the OATO is set to achieve by its presence in Africa generally, and Nigeria in particular, what other similar institutions had failed to achieve.

This hopeful assurance was reinforced by the Director of the Ohio mission, Helen Berhe, in an

exclusive interview in her office. She said that "trade is a two-way street" and in this regard, the presence of the trade office would be mutually beneficial to both parties, adding that Ohio would engage in counter-trade as well as joint venture businesses with African nations.

Statistics show that Ohio's annual exports amount to about 16.2 billion US dollars, including agricultural and manufactured products. This is an indication that there is still much room for African non-oil exports to the US. But one major problem which the Ohio team would brace up to is how to identify Africa's exportable products.

According to the Director, Africa's development efforts are now focussing on small/medium scale as well as maintenance industries, and that the State of Ohio has a wealth of experience in

the area of small and medium operations to meet these needs, as well as the capacity to offer technical know-how/management services for rural and urban development.

"The State also has a strong mix of agriculture and industrial bases which combine to make the State's products such as machine tools, agricultural equipment, food processing machinery, storage silos, spare parts and building maintenance equipment, very attractive in the international market. And these are areas where the OATO could be very beneficial to Africa in view of the very serious food crisis now facing the entire continent", Helen Berhe said.

She said although OATO would be prepared to share with African nations Ohio's industrial experiences in food storage, water drilling, irrigation and other infrastructural facilities. The trade office has the view that on a more permanent basis, it is the Africans themselves who can resolve the food crisis facing the continent.

Said the OATO Directors "African countries should have a policy that prevents these problems of food storage and disasters; such efforts should be geared towards their agriculture needs. To assist the work of the mission further, Africans should be able to do more than just having sound policies. They should be able to identify what their other development needs are".

Speaking further on how the presence of OATO in Nigeria is expected to affect US/Nigeria trade relations for the better, the OATO director explained that the Ohio African Office has become the first trade office of any American State to be established on the African continent for the purpose of fostering mutual trade relations between African nations and Ohio businesses.

One major situation which the Ohio African mission is expected to benefit from is the considerably rich African backgrounds of its Director and the key individuals who are most closely

associated with its establishment.

Helen Berhe, a native of Asmara, Ethiopia, graduated from the Ohio State University with a B.Sc. degree in International Business and holds an American Institute of Banking Certificate. She has an extensive background in international banking and trade with a general bias for Africa and the United States and is fluent in English, Arabic, Amharic and French.

Prior to her appointment as the Director of the OATO, she made a major contribution to the study that preceded the establishment of OATO in Nigeria. In the last three years, she has attended many trade shows, seminars and conferences in several countries in Africa and has worked extensively on export activities with developed and developing nations, while working for a major bank in Ohio.

Three other members of the last Ohio trade delegation to Africa in March, 1987, namely, William G. Sykes, William F. Bowen and Dr. Arthur E. Thomas are also blacks with equally interesting background which should contribute to the success of the trade mission. This, no doubt, is a vivid testimony to the racial harmony embodied in the leadership spirit of the State's Chief Executive Governor, Richard F. Celeste.

In addition to the usual benefits which are derivable from such trade missions as the OATO, the Ohio trade office personnel would provide such services that would assist Ohio companies in exploring selected African markets, bring together Ohio and African businesses for joint ventures, distributorships and license agreements, assist Ohio firms with language translation, promote understanding of business practices and culture and promote Ohio trade shows, trade missions and seminars throughout Africa.

With its experiences in Brussels, Belgium and Tokyo in Japan where it has similar offices, the State of Ohio is expected to achieve through the OATO most of the objectives it has set for itself in Africa.



HELEN BERHE  
Director, Ohio African Trade Office,  
Lagos.

February 1989



The Export Report newsletter is published jointly by the Ohio Departments of Development and Agriculture

# EXPORT REPORT

YOU SHOULD THINK THE WORLD OF YOUR BUSINESS

## International Efforts Translate To Ohio Jobs, Higher Export Sales

By David J. Baker  
Director,  
Ohio Department of Development

At the outset of 1988, Governor Celeste and I set a very realistic goal for what we wanted to accomplish during the year through our Department's International Trade Division (ITD).

We focused our sights on stimulating at least 60 exporting successes. We reasoned that each of the successes would represent an Ohio company that exported for the first time – or increased its export shipments to new or existing international markets – through the assistance of ITD's staff. Each success would be measured by verified sales transactions.

I am delighted to report that our goal for 1988 was met – and exceeded. We completed the year with a list of 70 exporting successes that represent more than \$118 million in new sales for Ohio companies. Using standard economic measures, we can estimate that ITD's efforts correspond to new and retained jobs for nearly 3,000 Ohioans last year.

### From golf clubs to heavy machinery

Among our 70 successes were some colorful stories that vividly demonstrate the diversity and vitality of enterprise in Ohio.

There is Bob Toski Corp., the Newark-based manufacturer of high-quality golf clubs, which the Department helped to penetrate new European markets. Ohio's European office in Brussels identified distributors in Denmark, France, Holland and the United Kingdom through which some \$300,000 of Bob Toski products were sold last year.

Or consider the success of Dove International, Inc., of Cuyahoga Falls. By working closely with the ITD staff in Columbus, as well as with Ohio's African Office in Lagos, Nigeria, Dove was able to identify significant market opportunities in Uganda for its automotive industry machinery. Initial efforts resulted in incremental 1988 sales of \$300,000. But more important, Dove established long-term working relationships that will produce even greater overseas sales opportunities in the future.

When a buying mission organized by the Korea Association of Machinery Industry (KOAMI) visited Ohio in December, it was greeted by Governor Richard F. Celeste and guided across the state by ITD staff members who are experts in trade with the Far



David J. Baker

East. The result: immediate orders of approximately \$40 million in machinery from 13 Ohio manufacturers, with the prospect for another \$21.5 million on the horizon.

These three examples, along with other successes in 1988, are the result of nearly 77,000 working hours devoted by our staff on four continents. While speaking the language of Ohio business, they also are fluent in a dozen languages – from French to Japanese to Arabic.

(continued on page 2)

## Ohio Agricultural Products Find New Markets Abroad

By Steven D. Maurer  
Director,  
Ohio Department of Agriculture

Recognizing the importance of opening export markets for Ohio's farmers and agriculture-related companies, the state's new Agri-Export Assistance Program hit full stride in 1988. The Ohio Department of Agriculture matched two employees to the International Trade Division's resources, resulting in a 10-fold increase in agricultural successes in 1988.

Formed as a cooperative venture by the Departments of Agriculture and Development, Agri-Export is designed to match overseas buyers with Ohio agribusiness suppliers. The program actively tracks the activities of overseas buying delegations, and monitors opportunities channeled through various national trade promotion groups. Agri-Export enhances the capabilities for recruitment and participation of Ohio companies in national export promotion programs.

Among the early program successes, three Ohio companies – including two local vintners and a lumber broker – actively sold their goods abroad for the first time in 1988.

In addition, Agri-Export counseled several large Ohio-based consumer products companies to apply and qualify for participation in the federal Targeted Export Assistance (TEA) Brand program. TEA Brand funds – available through the Mid-America International Agricultural Trade Council Organization – help defray branded product promotional costs incurred by Ohio food processing firms experiencing unfair trade practices in international markets.



Steven D. Maurer

(continued from page 1)

Many are nationals of the countries where they work on behalf of Ohio companies.

### Tools of Success

To reach its objective, ITD uses a range of international business development tools. And in 1988, we were effective in employing:

- Trade shows. During the year, 72 Ohio companies participated in eight trade shows in Africa and the Far East through representation organized by ITD. In addition, Trade Days were conducted by Ohio's European Office to promote products of 50 Ohio companies in 20 European cities.
- Business missions. Extensive missions by Ohio business and public officials were conducted in Africa, China and Japan. (For additional information, see the article on page 4.)
- Incoming purchasing delegations. Two Korean purchasing delegations bought more than \$85 million in goods from Ohio manufacturers.
- Dignitary visits. We hosted seven major international delegations, which included a king and a head of state. They experienced first-hand Ohio's economic renaissance, joint venture and educational opportunities.
- New information resources. In order to inform Ohio companies and overseas buyers about export opportunities, ITD developed new publications and data bases in 1988. They include the bimonthly *Export Report* newsletter, bilingual brochures for Africa and China, trade show booths and Ohio-specific export data. In addition, ITD continues to publish the popular monthly *International Business Opportunities* newsletters (to which \$8.8 million in new export sales can be directly attributed in 1988). We updated our *Export Services Directory*, and sponsored the Governor's "E" Awards to recognize the accomplishments of successful Ohio exporters.

### Stimulating International Investment

The Department also was successful last year in attracting overseas investment to Ohio.

In partnership between the Department's Business Development Division and Ohio's Asian and European offices, about 45 companies from Japan, Germany, Austria, the United Kingdom, Italy and the Netherlands established operations here in 1988 with facilities ranging from field sales offices to significant industrial plants.

Among these new corporate citizens are about two dozen Japanese companies. Many are automotive components manufacturers selling their goods to Honda's plant in Marysville, as well as other Japanese automakers in the Midwest. Ford and Nissan announced they would create 1,300 new jobs in Avon

Lake once they begin joint production of minivans there. Ebner Industrieofenbau, an Austrian firm began manufacturing specialty heat treating furnaces in a new \$2.5 million plant in Wadsworth. And Valtronic Technologies, Inc., a Swiss firm, recently opened a state-of-the-art technology assembly facility in Solon.

## European Office Looking Toward 1992

As European Community nations focused on creating a unified market in goods and services by 1992, Ohio's European Office in Brussels worked aggressively in 1988 to position the state's export products and services.

Specifically, Brussel's five-person staff identified potential European agents and distributors for approximately 100 Ohio companies. During the year, their contacts included thousands of letters, calls and personal visits to agents and distributor firms from Sweden to Spain.

The European office serves as an international trade match-maker. Once it brings together an Ohio supplier with a European distributor or agent, its role is complete. From that point, business deals are negotiated – and often consummated – without the staff's counsel or participation.

In addition, the European Office often serves as the communications funnel for European enterprises seeking to source products or services in the United States. Sales leads are channeled to Ohio companies either through direct contact, or through publication in our monthly newsletter *International Business Opportunities*.

These activities are bolstering export sales, as well as preparing Ohio companies for 1992. A unified market will simplify European marketing for Ohio firms that have distribution networks in place before 1992. Ohio companies established in the European market should find the market potential growing substantially.

The European Office also helped organize investment visits to Ohio by European business leaders. And it was instrumental in negotiating a landmark cooperative agreement between Ohio's Thomas Edison Program and ANVAR, France's national agency for the commercialization of research. The agreement establishes a commitment to support the formation of joint ventures between French and Ohio-based technology companies. In addition, it underscores Ohio's reputation for technology development, application and transfer.

The European office was a frequent stop in 1988 for Ohio executives and representatives of major Ohio chambers of commerce traveling through Europe on business development trips. They found the staff to be a productive source of information on European economic trends, potential company contacts and logistics.

In the first half of 1989, the European staff will provide support to Ohio business participation in two key European trade shows – GIFA '89 in Dusseldorf and Interhospital '89 in Hanover, West Germany.

## Asian/Ohio Ties Strengthened in 1988

Ohio's Asian Office in Tokyo continued to strengthen Japan-Ohio relations last year, while opening new international trade horizons with growing economic forces, such as Korea and Taiwan.

The Asian office continued to work with Business

### 1988 International Trade Successes By Category



**New To Export** includes international sales by Ohio companies who exported for the first time

**New To Market** includes sales by Ohio companies to countries previously not penetrated by their products or services

**Increased Export Sales** includes incremental sales transactions completed by Ohio companies to export markets already served

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Development Division specialists to identify and provide assistance to all Asian firms who are interested in the state as a business location. In 1988 alone, 23 Japanese firms announced or established significant investments in Ohio.

The Asian office – along with the International Trade Division's Asian Group – coordinated two major Korean buying missions to Ohio, together accounting for more than \$85 million in purchases from manufacturers in the state.

One mission was conducted in May by the Korea Foreign Trade Association (KFTA), a second in December by the Korea Association of Machinery Industry (KOAMI). Both were supported by Korea's Ministry of Trade and Industry.

In addition, Governor Richard F. Celeste headed two business missions to the Far East in 1988 – one to Japan, the other to China. (For details, see page 4.)

The Asian Office's three-person staff organized and enhanced another 20 trips to the Far East by Ohio business and government leaders, local chambers of commerce and regional development associations. Another component of the Asian Office's responsibilities include assisting new-to-export and new-to-market Ohio companies on market conditions, sales opportunities, government regulations and distribution channels in Asia.

More than 45 Ohio companies participated in selected Asian trade shows during the year in Singapore, Japan, China, Taiwan and Hong Kong.

In October, a 31-member soybean study mission from Japan visited the state for research and data collection.

## Ohio Companies Find Markets in Africa

Aggressive promotion by International Trade Division specialists in Columbus and staff in the Lagos, Nigeria office have made dozens of African companies and governments consider Ohio first as a source for the products and services vital to their economic development.

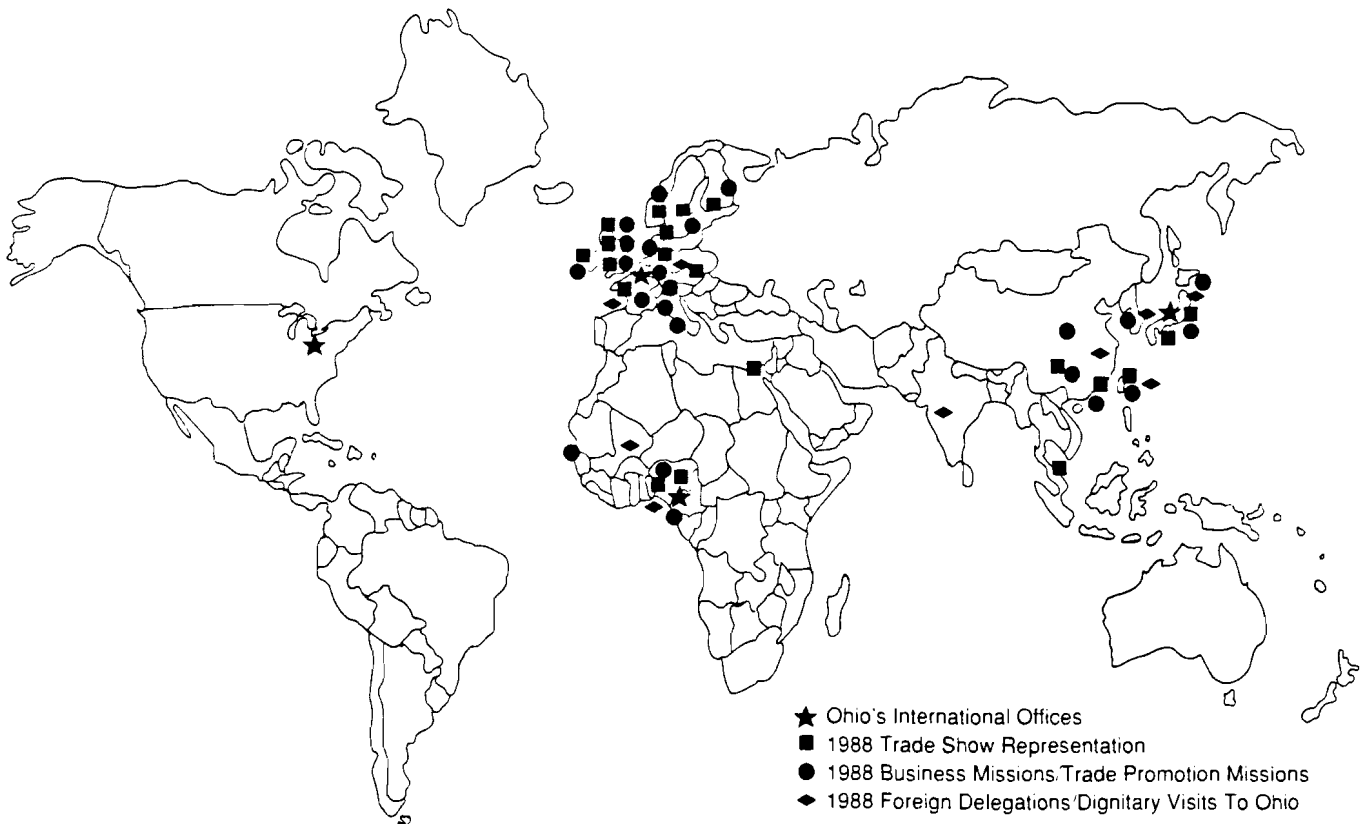
As the first U.S. state with on-site representation in Africa, Ohio is regarded as a desirable business partner on a continent where varied cultures and languages are difficult for many Americans to understand.

This is evidenced by several visits to Ohio in 1988 by high-level African delegations, including visits led by the Ooni of Ife from Nigeria and His Excellency Moussa Traore, president of the Republic of Mali.

In the past year, dozens of Ohio firms worked with our five-person Lagos Office and with our trade specialists in Columbus to explore new export market opportunities in Africa. Among them were Forma Scientific of Marietta, which manufactures high-tech scientific equipment used in blood bank operations, and Pipeline Development Co. of Cleveland.

With help from the state, Ohio companies can book exhibits in major African trade shows, identify distributors throughout the continent, locate market opportunities, and meet appropriate African government officials and representatives of international finance institutions.

## Ohio's Trade Development Activities Around The World



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## Gov. Celeste Leads International Efforts

Governor Richard F. Celeste, as Ohio's most visible official and spokesman, drew on his own international experience to lead three highly successful overseas business missions for the state in 1988.

In March and April, Governor Celeste led a 27-member delegation – including 13 Ohio business executives and six university educators – on a business mission to Nigeria and Senegal.

The 10-day trip was an opportunity to reassert the state's commitment to developing a substantial trade relationship with Africa, meet top African business and government officials, and gain a first-hand understanding of Africa's culture and infrastructure.

In mid-April, 32 delegates from business and government organizations joined Governor Celeste on a mission to Hubei Province, Ohio's Chinese sister state. While there, the Governor signed a Cooperative Agreement on Science and Technology designed to promote joint ventures and technology transfer – a first between a U.S. state and a Chinese province.

In September, Governor Celeste led a business mission to Japan in conjunction with the Midwest-Japan Association Conference. The Governor also announced the decision of Ford and Nissan to initiate a corporate project to produce minivans in Avon Lake. He visited Saitama Prefecture, near Tokyo, to learn about Japanese secondary education.

Throughout 1988, Governor Celeste met with numerous international delegations. At a Governor's Residence reception in September, he hosted a 10-member delegation from the Hubei Foreign Economic Relations and Trade Bureau. Governor Celeste received the Ooni of Ife from Nigeria, as well as groups from Korea and India who toured the state in conjunction with their national days at the Ohio State Fair.

In October, he hosted a state dinner for His Excellency Moussa Traore, president of the Republic of Mali in West Africa. The following month, a delegation from Mali toured Ohio.



During a 1988 business mission to Africa, which he headed, Governor Celeste met with Tony Momoh, Nigeria's minister of information and culture.

## Momentum Will Build in 1989

By Marnie Shaul

Deputy Director, International Trade Division  
Ohio Department of Development

In 1988, we gained momentum in our efforts to stimulate export trade from Ohio. And in 1989 we intend to capitalize on it.

We have our sights set on generating at least another 60 exporting successes in the coming year. We are well on our way.

At the end of 1988, in addition to our 70 verified successes during the year, our records show a dozen more potential successes which we will monitor to fruition.

Also, we will be aggressive in launching new trade development activities. Already on the agenda are two major European trade shows, Trade Days in 22 European cities, a hardwood export mission to Asia, a soybean mission to Japan and trade shows in Nigeria and the Ivory Coast.

### Always on call

Our international trade staff in Columbus, Tokyo, Lagos and Brussels remains ready to assist Ohio companies in exporting their products and services.

We can help by arranging export credit insurance, by providing technical data on nearly every global market, by organizing trade shows and delegation visits, by providing referrals, and by representing your interests in seeking overseas market opportunities.

Our job is to make Ohio business more competitive, and to stimulate job creation and economic activity in the state. Our consulting services are provided without charge.

If we can help, don't hesitate to call the International Trade Division in Columbus at 614/466-5017. Please let us know if you would like to be added to the mailing list for *Export Report*, our bimonthly newsletter, or subscribe to the monthly *International Business Opportunities* publication.

Remember Ohio's export motto: "You should think the world of your business."

### Richard F. Celeste, Governor Ohio Department of Development David J. Baker, Director

#### International Trade Division Marnie Shaul, Deputy Director

J. Phaff Steen, assistant deputy director  
Brenda J. Pritchard, administrative assistant

#### Agri-Export Program (Columbus)

Heather Crombie, manager;  
Sylvia Reed

#### Asian Group (Columbus)

Robert T. Hsieh, manager; Kari Garnes;  
Julie G. Marsh; S. Alice Mong

#### Europe, Africa and Americas Group (Columbus)

Cynthia L. Cole, manager; Kenneth Apple;  
David S. Mockensturm; Fon J. Ngu

#### Export Credit (Columbus)

Philip H. Locke

#### Operations Group (Columbus)

Katherine A. Kieberg, manager; Teri A. Albright; Jane H. Cook;  
Regina Richardson; Bonnie Spurlock; Lana Stevenson

#### Protocol, Research & Information Group (Columbus)

Kevin M. Milstead, manager; David A. Duke;  
Randolph S. Hochstetter; Cynthia C. Shaffer

#### African Office (Lagos, Nigeria)

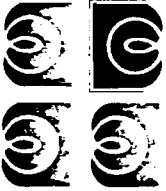
Helen Berhe, manager; Babalola Davies; Ngozi Eze;  
Adamu Saidu; Rasaki Shittu

#### Asian Office (Tokyo, Japan)

Barry E. Rosenstock, manager; Tami Hirabayashi;  
Natsuko Shimizu

#### European Office (Brussels, Belgium)

E. William Tatge, manager;  
Gabriele Alexander-von Glasow, assistant manager;  
Marianne Bader; Linda Eister; Debra Leonard

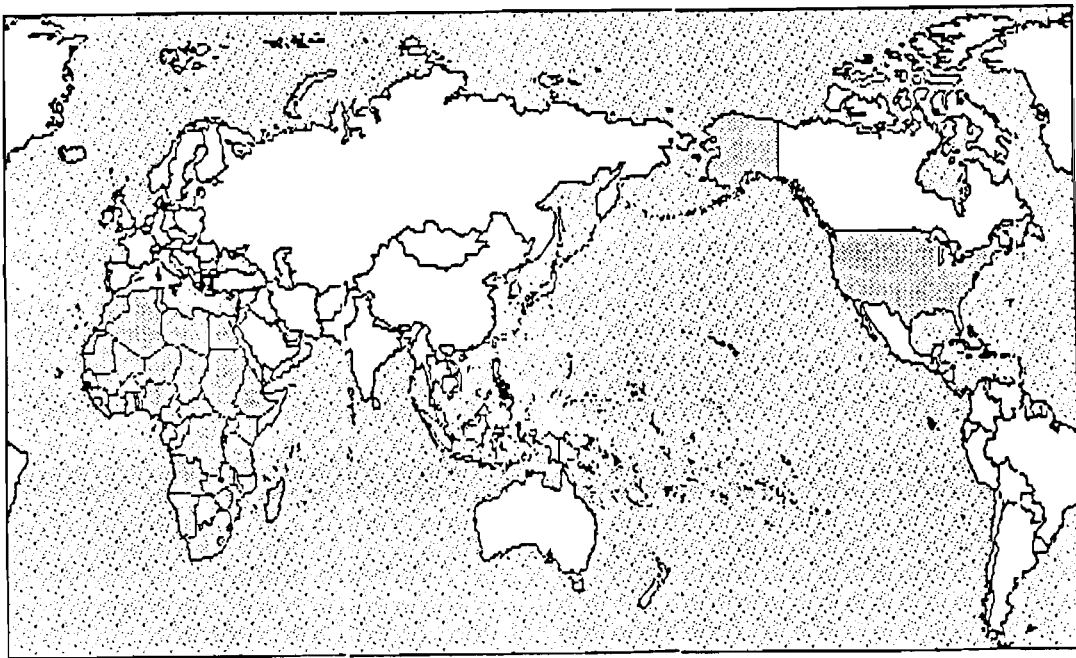


COMPUTERIZED

COUNTER TRADE TRANSACTION MANAGEMENT

In

Trade between Africa and the USA



June, 1989

**BC associates, inc.**, P.O. Box 49, Manchester, MA 01944 (508) 526-1788

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## Executive Summary

Given a history of difficulty in consummating transactions involving currency, it is widely viewed that the need exists for an alternative vehicle to facilitate the bilateral flow of goods and services between the countries of Africa and the USA. Described herein is such a vehicle, to be developed for the particular needs of African countries and the International Trade Division of the Ohio Department of Development.

As envisioned, this vehicle will be a computerized system for counter-trade management. The system may be developed with a variety of analytical, database, and communications modules. The system's basic functions should include:

- o identification of bilateral counter-trade opportunities
- o assessment of relative product / value relationships
- o identification of licensing and regulatory factors
- o identification of transportation and delivery options
- o equitable distribution of earnings among participants

It is proposed that a basic system be developed initially, pairing databases which would be used to match products available for counter trade on both sides of a transaction. Additional modules could be added as the system proves its worth.

The system would be developed and operated by BC Associates, Inc., an information management firm specialized in applications for economic development. Ongoing income for operation and maintenance of the system will be derived by assigning a small fraction of the proceeds from each transaction to an operating account owned by BC Associates, Inc.



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THE DEVELOPING NATIONS PRODUCTS CENTER

AT

CENTRAL STATE UNIVERSITY

I. BACKGROUND

- A. Preceded by discussions with heads of state from developing nations (Africa).
1. Desire for products and services to meet their respective country needs.
  2. Desire for appropriate technology transfer.
- B. Preceded by literature and content analysis research supporting thesis ...
1. Products from developed nations not always best for developing nations.
  2. More market share available in developing countries for products geared to meet those local needs.
  3. Some foreign nations (e.g. Japan) are gaining market share by designing products that are focused to meet foreign market demands.
- C. Proposal written with basic purpose/objectives.
- Developing Nations Products Center would . . .
1. Identify, develop or produce needed goods and services for developing countries.
    - Locate through literature research
    - Develop and modify existing product to meet need
    - Produce new good in Ohio
  2. Expand market opportunities for Ohio small to medium-sized companies.
  3. Produce sound goods for export.
  4. Develop programs to train developing nations personnel involved in the projects.
  5. Exploit existing CSU relationship with developing nations & expand into other areas.
  6. Promote cooperation between CSU and other Ohio universities regarding trade and manufacturing engineering.
  7. Ensure Ohio & U.S. firms are primary beneficiaries.
  8. Ensure global application and domestic firms involvement.

I. BACKGROUND (cont.)

D. Long Term

1. Increase academic exchanges between Ohio officials and scholars and those of developing nations.
  - CSU and other Ohio universities to complete 5-10 exchange agreements over next 1-3 years.
2. Expand commercial transactions between Ohio firms and developing nations.
  - At least 1 trade mission per year to developing nations.
3. Increase export related jobs in Ohio. Up to 5,000 over 5 years.
  - Exports to developing nations up by \$200,000,000 in 5 years.  
At 25,000 jobs per \$1 billion in exports = 5,000 jobs.
4. International prestige to Ohio and U.S..

---

II. PROCESS

---

- A. Survey of developing country sectors
  - 1. Government
  - 2. Business
  - 3. Consumer (limited)
- B. Utilize developing country's embassy and commercial attache'
- C. Ascertain
  - 1. Three top products desired & not available.
  - 2. Uncover why not available.
  - 3. Decide if the developing nation's product needs to be translated into a possible market.
  - 4. If affirmative
    - a. Do market research in U.S. to locate product.
    - b. No such product--determine if a similar one available and can be modified.
    - c. If none available to be modified--decide if product can be produced. Determine if produced in Ohio or (because of comparative cost advantages, a joint venture is formed to manufacture product in developing country). Ohio parts are used.

---

III. DNPC FUNDING

---

- A. Seed grant (\$300,000) from Ohio Department of Development.  
April 3, 1989.
- B. Central State University funding of DNPC
  - 1. Building and facilities
  - 2. Executive Director & other staff
  - 3. (Some) Equipment
- C. Other(s) . . . (seeking support from)
  - 1. USAID
  - 2. US Trade Representative
  - 3. Private Foundations
  - 4. HUD (food for thought)
    - Within the framework that urban development can occur through increased commercial activity; where urban businesses may be able to provide needed goods in developing countries (where there is less competition, etc.), target development of specific companies in urban areas.
    - The "developing nations" within a developed nation.
      - Individual & no blanket approach for all urban areas.
    - Locate markets for their products in developing countries.
    - Export these products or form joint ventures.



# AFRICAN TRADER

Published by the World Africa Chamber of Commerce

Fall Preview 1988

Volume 1, Number 1

## WACC Gains Consultative Status at United Nations

The World Africa Chamber of Commerce has acquired a consultative relationship with the Economic and Social Council of the United Nations.

As a Non-Governmental Organization, or NGO, the consultative role expands WACC's opportunity to compete for research funds awarded by the UN and its subsidiaries and to participate in meetings of the UN and its sub-bodies.

WACC had been an NGO at the UN for nearly five years before gaining consultative status. It now joins the ranks of such other NGOs as the World Trade Centers Association and the Chamber of Commerce of the United States.

## Gabon and WACC Accord Promotes Cooperation

In another significant milestone, the World Africa Chamber of Commerce and the Republic of Gabon are continuing to work toward implementing their agreement of cooperation.

The objective of the accord, which was signed nearly two years ago, is to promote economic, educational and cultural relations between Gabon and the United States with emphasis on the following:

- technology assistance
- economic and trade, including joint ventures, business development
- educational research and student exchanges
- agricultural research
- tourism
- cultural and social exchanges
- health and medical science

(continued on page 3)

## WACC-Senegal Historic Agreement: A Success Story

In a major new effort to strengthen relations between Africans and Americans, the Government of Senegal and the World Africa Chamber of Commerce are implementing some of the goals envisioned in their historic agreement which was signed two years ago.

In the area of education Central State University (CSU), an African-American institution in Wilberforce, Ohio has begun centering many of its activities around some of the objectives of the WACC-Senegal agreement, including:

- creating academic and athletic scholarships for Senegalese students, beginning last fall;
- establishing a water resources management program;
- honoring Senegal President Abdou Diouf with an honorary degree during CSU's Centennial convocation (see story on page 5).

Additionally, as a result of CSU's association with WACC, the State of Ohio has also increased its interest in developing trade relations with Senegal and many other African countries. Dr. Arthur Thomas, president of CSU, has associated many of the university's present and future projects with WACC.

### Background of WACC-Senegal Agreement

The agreement to establish a Joint Commission for Economic, Commercial, Scientific, Educational and Cultural Cooperation between Senegal and WACC grew out of a meeting on October 26, 1985 in Washington, D.C. with Senegal President Diouf, Senegal Ambassador Falilou Kane and WACC president Ohene Darko. More than 50 African-American businesspersons, development officials, educators and other professionals also attended the two-hour meeting at the Sheraton-Washington Hotel.

A WACC delegation later travelled to Senegal with a draft of the proposed agreement which was signed in 1986 by Senegal Foreign Affairs Minister Ibrahima Fall; the Honorable Walter E. Fauntroy, co-chairman of WACC's Congressional Advisory Council; and by Mr. Darko.

Among the goals of the Commission are to encourage, facilitate and strengthen the economic, commercial, educational, cultural and social relations between Senegalese and African-Americans, concentrating its activities in the following fields:

(continued on page 5)



from left: Falilou Kane, Senegal Ambassador; Eugene Jackson, chairman, Unity Broadcasting Network; Abdou Diouf, President of Senegal; Ohene Darko, president, WACC; Oumarou Youssoufou, OAU.

# EDITORIAL

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\*\*\*\*\*

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Honorable **WALTER E. FAUNTROY**  
*U.S. House of Representatives*

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## AFRICAN TRADER

Volume 1, Number 1 Fall Preview 1988

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*Produced and Written by:*  
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*Contributing Writer*  
**EUGENE FORSON**  
*Design Consultant*  
**RODGER SUNDERLAND**

## WACC: The African Trader

*By Ohene Darko*  
**President**  
World Africa Chamber of Commerce



As founder and president of the World Africa Chamber of Commerce, I welcome you to AFRICAN TRADER a newsletter for WACC members, businesspersons, non-profit organization leaders, professionals, government officials and other interested persons.

### What is WACC?

WACC is a voluntary, non-profit membership organization. Its members represent a wide range of businesses, professions and organizations who share an interest in the growth of their companies and in the development of Africa.

It is a non-partisan, independent trade association that acts as a clearing-house for information and as a research and promotion medium for Africa. Our principal objectives are:

- o to promote trade, communications, transportation, agriculture, tourism and investment in Africa,
- o to assist businesses and governments seeking to market and exhibit African products,
- o to serve as a centralized clearing-house for information on Africa,
- o to promote inter-regional trade and economic cooperation among African countries,
- o to complement and support the goals of the Federation of African Chambers of Commerce,
- o to encourage working relationships between WACC and governmental, civic or commercial entities seeking economic ties.

As president and founder, I have travelled to more than 45 African countries promoting not only increased trade and development of Africa, but also increased inter-regional trade among African nations themselves.

With support from the Organization of African Unity (OAU) and the Economic Commission for Africa, I helped to draft what is now the Federation of African Chambers of Commerce which held its first meeting in 1980 in Addis Ababa, Ethiopia.

### Benefits of Membership

- o Newsletter
- o Forums for exchange with political, civic and business leaders
- o Trade missions
- o Trade leads
- o Educational seminars
- o Referrals and introductions
- o Visa assistance

### Affiliations

- o Category II Status, Economic and Social Council, UN
- o Federation of African Chambers of Commerce
- o National Black Leadership Roundtable
- o Kenya Chamber of Commerce
- o Senegalese/WACC Commission
- o WACC/Gabon Agreement
- o National Association for Equal Opportunity in Education
- o National Union of Chambers of Commerce of Senegal
- o National Council, National Business League
- o Gabon Chamber of Commerce
- o African Cultural Institute

### IN MEMORY OF

**SIAKA STEVENS**  
1905 - 1988

**PRESIDENT OF  
SIERRA LEONE**  
(1971 - 1985)

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left to right: Moustar Abdoulaye-Mbingi, former Gabon Ambassador; Eugene Jackson, chairman, Unity Broadcasting Network; (far left) Travers Bell (deceased 1988), chairman, Daniels & Bell; El Hadj Omar Bongo, President of Gabon, Bertram Lee, president, New England Television Corporation; James Kelly, executive vice president, Freedom National Bank, Ohene Darko, president, WACC.

(continued from page 1)

The WACC/Gabon Agreement grew out of a meeting on October 22, 1985 in New York with Gabon President Bongo, former Gabon Ambassador Abdoulaye-Mbingi and WACC president Darko.

Others who attended the meeting held at the Plaza Hotel were: Eugene Jackson, chairman, Unity Broadcasting; Travers Bell, chairman, Daniels & Bell; Bertram Lee, president, New England Television Corporation; James Kelly, executive vice president, Freedom National Bank; Bobby Joyner, president, K & B Associates; author Norma Jean Darden; and George Johnston, Johnston & Frye.

A WACC delegation later travelled to Gabon with a draft of the proposed agreement which was signed in 1986 by

Gabon Foreign Affairs Minister Martin Bongo; the Honorable Walter Fauntroy, co-chairman of WACC's Congressional Advisory Council; and by Mr. Darko.

Among other things, the agreement encourages:

- a strong working relationship with the Gabonese Chamber of Commerce;
- deliberation and examination of key issues in the areas of economic, educational, cultural and social development;
- identification of critical goals to be achieved by businesspeople, educators and others;
- complement existing business and government efforts to improve the economic and cultural relationship between Gabon and the United States.

## Senegal and Gabon Chambers in Accord with WACC

The World Africa Chamber of Commerce has added the chambers of commerce of Gabon and Senegal to its list of affiliates.

The relationship between the chambers and WACC calls for on-going exchanges in economic, commercial, industrial, financial and other fields to promote trade and development.

WACC has similar affiliations with other African chambers, including the Kenya National Chamber of Commerce and the Federation of African Chambers of Commerce, an organization of most chambers of commerce on the continent which WACC president Darko helped to organize a few years ago.

### WACC Joins NAFEO

The World Africa Chamber of Commerce and the National Association for Equal Opportunity in Higher Education (NAFEO) recently agreed to cooperate in the following areas: joint research and development, scientific and technical cooperation, professors and students exchanges, artistic and cultural activities. NAFEO is an association of 117 historically Black colleges in the U.S.

## WACC Helps University Gain African Students

In its continuing efforts to strengthen educational ties with African countries, Central State University (CSU) invited six students from Senegal to study at its campus this year.

The students are receiving academic and athletic scholarships from Central State, a predominantly African-American university located in Wilberforce, Ohio, a few miles from Dayton. The university celebrated its Centennial recently with Senegal President Abdou Diouf as featured speaker during ceremonies for the National Afro-American Museum.



from left: Dr. Broadus Butler, former president, Dillard University; Dr. Frank Morris, former executive director, Congressional Black Caucus Foundation; Ohene Darko, president, WACC; Dr. Arthur Thomas, president, Central State University; Abdou Diouf, President of Senegal; Falilou Kane, Senegal Ambassador.

Arthur Thomas, president of CSU, has worked closely with WACC to secure the student exchanges which are encouraged in WACC's historic agreement

with Senegal. The students are: Fatou Ndene Mbaye, Ndaye Fatou Nidaye, Jean Marie Diop, Koryoe Anim, Gorgui Somba Ndao and Mame Maty Mbengue.

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# United Nations Report

By EUGENE FORSON

New York

## UN Enters New Year with Financial Crisis Unresolved

The United Nations, which faced its worst ever financial crisis in 1987, continues the year with the problem still unresolved.

UN Secretary-General Javier Perez de Cuellar warned in a report that even if all 1988 assessments by member States were paid in full "cash depletion cannot be avoided unless these assessments, or substantial arrears, are also paid early...."

Nearly \$300 million (36.9%) of assessed contributions of member States for 1987 remained unpaid. The United States, the largest contributor at 25%, paid \$90 million in early December - in addition to \$10 million earlier - to reduce its arrears of \$342.8 million.

Secretary-General Cuellar said that the world body should enjoy financial stability for it "to serve effectively the social, economic and political needs of the world of today and of the next century."

## World Food Program Ships Record Food Aid

The World Food Program(WFP), a United Nations agency, has shipped far more food aid for development assistance and emergencies to developing countries than ever before in its history.

A report to the WFP Governing Council by executive director James Ingram said the WFP shipped a record 2.2 million tons of food in 1986. It committed \$629 million for development projects and \$179 million for emergency assistance, making the WFP the largest provider of assistance in the UN's system outside the World Bank Group. Contributions to the WFP are voluntary.

According to the report, with the improvement in the African food situation, the WFP expanded its long term efforts aimed at agricultural rehabilitation, environmental protection and rural development.

The report said there was less need in 1986 for emergency food shipments but

because of drought conditions, food shortages due to war and civil strife continued. WFP provided a total of 551,000 tons of emergency food.

The report said WFP would continue to concentrate on key areas where project food aid could have the most direct impact on food and agricultural problems.

It said projects would focus on work programs for soil erosion control, afforestation, small irrigation works, the improvement of rural transportation and agricultural research.

## U.N. Convention on Sale of Goods Now in Effect

The United Nations Convention on Contracts for International Sale of Goods is now in effect.

The Convention establishes uniform legal rules to govern the formation of international sales contracts and rights and obligations of buyer and seller. As its objectives are to provide a new measure of certainty concerning the law governing international commercial sales, the Convention is expected to facilitate the negotiation of international sales contracts and resolution of disputes arising over them.

Consequently, the Convention would facilitate international trade by removing impediments that different national substantive laws and rules governing choice of applicable law often places in the path of international sales transactions, according to *Business America*, a U.S. Commerce Department publication.

The Convention consists of 101 articles and is divided into four parts. Part One, dealing with the "Sphere of Application and General Provisions" (Articles 1-13), states that the Convention applies to contracts for the commercial sale of goods between parties located in different countries which have adopted the Convention, provided the contract has been left silent as to applicable law.

Part Two of the Convention covering "Formation of the Contract" (Articles 14-24) applies to issues of offer and acceptance, while Part Three "Sales of Goods" (Articles 25-88) covers delivery of goods and documents, conformity of the goods and third party claims, payment of the price, passing of risk and damages.

The final provisions of the Convention found in Part Four (Articles 89-101) deal with the treaty itself - technical aspects of becoming a party to the Con-

vention and of making reservations to the Convention.

The Convention does not apply to the sale of certain types of goods, such as sales of personal, family or household goods; stocks and other securities; and ships and aircraft. Consumer sales and sales where services form the major part of the obligation are also excluded.

## Slower World Trade Growth Predicted by UNCTAD

Developing countries will suffer a worsening trade balance in 1987 mainly due to lower commodity prices, a report by the United Nations Conference on Trade and Development (UNCTAD) has warned.

The report said the worsening will be largely due to the decline in most commodity prices, adding that "in real terms, commodity prices have sunk to the levels prevailing in the Great Depression."

The report also predicted that developing countries' current account performance would vary from region to region, deteriorating in Latin America and south Asia but improving slightly in Africa and east Africa.

### Guinea Ambassador Leaves U.S.

His Excellency Tolo Beavogui, the scholarly Ambassador of the Republic of Guinea, has been reassigned to East Germany. Ambassador Beavogui, who had served in the United States since 1985, is a respected African diplomat and ardent supporter of WACC. We wish him well in his new post.

IN MEMORY OF  
HAROLD WASHINGTON  
1922-1987  
MAYOR OF CHICAGO  
and  
WACC BOARD MEMBER

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## Economic Reforms in Senegal Boost U.S. Business

By EUGENE FORSON

Economic reforms put in place by the Senegalese Government some two years ago are yielding dividends, opening up opportunities for U.S. businesses.

Key elements in the government's reform program include less state control and protection and more free enterprise. Agricultural producer prices have been increased, the parastatal sector is being reformed, tariffs on industrial products are being reduced while rice trading is now open to the private sector.

Other reforms under way include a three-stage downward revision and harmonization of the customs tariff and a revision of the general tax code. There is also provision for the accelerated depreciation for new investment and reduced taxes on interest income.

A new investment code being published soon is said to stress small and medium-sized enterprises, export industries and industrialization of some towns outside the capital, Dakar. The present investment code provides for unrestricted repatriation of profits. Under the regulation, the Ministry of Finance authorizes conversion of investment returns immediately once a properly submitted dossier is presented.

A U.S. Commerce Department official explaining the procedure further said a firm should submit its request for repatriation through its bank with supporting documentation (accounting statement, proof of payment of local taxes, etc.). The bank would then send the papers to the Office of Money and Credit, Ministry of Finance, where the request would be processed and conversion granted.

The process reportedly takes three days. Once approval is granted, the file would be sent back to the firm's bank where the transfer would be made, the official said.

One result of the reforms, being undertaken with the help of the International Monetary Fund and World Bank, should be an increase in U.S. sales to Senegal, according to the Commerce Department official. Goods in great de-

mand include telecommunications and electric power equipment resulting from rehabilitation projects being undertaken in the country with World Bank loans.

Other goods with considerable sales potential are digital computers, organic and inorganic chemicals, materials handling equipment and food processing machinery. Tourism is also a promising sector of the economy.

The Senegalese Government established a free trade zone (DiFTZ) in 1974 to promote foreign investment and create jobs. Among the conditions for operating in the zone is a requirement that the new enterprise should provide jobs.

*(continued from page 1)*

agriculture, commercial exchanges, investments, fishing and related industries, mining and energy, motion pictures, education, tourism, scientific and technical cooperation, information and media, transportation and communications.

### FESPAC, Business Meetings and Other Activities Highlighted

While in Senegal, the WACC delegation also signed an agreement to help promote the Pan-African Festival of Arts and Culture, or FESPAC, which is scheduled to be held in Senegal in 1988.

Other activities that have resulted from the agreement include business and legislative meetings arranged by WACC for Senegalese officials.

## Senegal President Visits U.S.



The World Africa Chamber of Commerce played a key role during the recent visit to the United States of Senegal President Abdou Diouf.

Working closely with Senegal's Ambassador to the U.S., Falilou Kane, WACC president Ohene Darko was instrumental in President Diouf's acceptance of an invitation to visit the State of Ohio. Diouf was keynote speaker at the Centennial Convocation of Central State University, a predominantly African-American university in Wilberforce, Ohio, headed by Dr. Arthur Thomas, a WACC board member. During the convocation, which also included the dedication of the National Afro-American Museum and Cultural Center on the campus, President Diouf received an honorary degree.

Other activities on President Diouf's agenda included a dinner-reception hosted by Ohio Governor Richard Celeste, and a luncheon hosted by the Ohio Foreign Affairs Council, both in Columbus.

President Diouf's three-day visit to Ohio had followed a meeting of African francophone countries in Quebec, Canada. He later flew to Washington, D.C. where he met with various U.S. Government officials, including President Reagan.



Senegal President Diouf with Ralph Brown, chairman, U.S. Friends of Africa; and Henry Parker, Pan-African Cosmetologists Association.

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# NEWSMAKERS

AMEX International Inc. is a purchasing and shipping agent for countries that are recipients of commodities under the P.L. 480 and A.I.D. programs administered by the U.S. Government.

Mamadi Diane, president and founder, says AMEX offers a complete range of services for efficient implementation of procurement and shipping of the commodities available. Services include:

- o latest commodity prices
- o latest ocean freight rates
- o rules and regulations pertaining to P.L. 480 and A.I.D. programs
- o via a newsletter, monitors all developments in U.S. foreign aid programs and others such as the World Food Program
- o prepares and announces commodity and freight invitations for bid (IFB)
- o prepares contracts for signature and monitors their execution
- o provides an extensive network (port agents) throughout the U.S.

Contact: AMEX International Inc., 1725 K Street NW, Suite 402, Washington, D.C. 20006, (202)429-0222. FAX: 202-429-1867. Telex: 247018, 44061 and 752287 (AMEX). Cable: AMEX, WASH, D.C.



Lawrence Rayman  
President

Aviation Systems International Inc. (ASI), a member of WACC for over five years, continues to expand its leadership in the aviation industry. Providing spares and services to the world's airlines for more than 14 years, ASI does business with more than 100 airlines in over 35 countries, including the following in Africa: Gabon, Zimbabwe, Cameroon, Sudan, Ethiopia, Mozambique, Angola, Zambia, Morocco and Kenya.

Taking advantage of new technology, the Fort Lauderdale, Florida-based company (formerly Chicago) has developed an

Airline Computerized Purchasing Package or ACPP for customers. According to its president Lawrence Rayman, ACPP is designed to streamline purchasing functions, cut operating costs and give instant access to information.

As a major supplier and purchaser of aircraft seeking market spares such as engines, engine parts and rotables, ASI provides spare requirements and purchases an airlines's excess inventory. ASI is available 24 hours a day, seven days a week.

Contact: ASI, 4700 N.W. 15th Avenue, Ft. Lauderdale, FL 33309, (305)772-9595 or (800)323-6658. FAX: 305-771-7142. Telex: 529312.

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Tyrone Eaton Sr.  
President

"Our goal is not to become the biggest, but rather the best, most innovative minority-owned marketing communications firm in the world," says Tyrone Eaton Sr., president of Eaton & Associates and Eaton & Wrenn Marketing Communications Company. Africa, he adds, is the most exciting market in which to expand. While looking to the international arena, Eaton continues to grow domestically.

Its public relations campaign for the Ohio State Lottery created record-breaking sales, averaging \$2-5 million in sales per week compared to the usual \$1 million in sales, according to Eaton. Eaton is currently working on a campaign to promote the National Afro-American Museum which is located on the campus of Central State University in Wilberforce, Ohio.

Central State had previously commissioned Eaton to produce pieces for its Centennial celebration. To help increase minority and women-owned business participation in its bidding process, Dayton, Ohio's Sheltered Market Program has selected Eaton to do all advertising for the new program.

Contact: Eaton & Associates, 19 Garfield Place, Suite 240, Cincinnati, OH 45202, (513)381-7113 or (513)223-1162.



Thomas Orr  
President

During the past 10 years, PROTRADE has assisted individuals and organizations in real estate investments and financing. Most projects are in the Washington, D.C. area, but ProTrade is involved in projects along the east and west coasts. The company has assisted with investments, financing and syndication of projects such as single family houses, apartment and office buildings.

In addition to its involvement in precious metals, ProTrade represents selected U.S. companies in marketing their products in West Africa. Says Thomas Orr, president, the company's long-term objectives are to introduce more U.S. investors and businesses to the opportunities offered in West Africa.

Contact: ProTrade, 1915 Eye St., NW, Suite 600, Washington, DC 20006, (202)331-8515. Telex: 4933990.

\*\*\*\*\*

"Contacts are important but they are clearly secondary to a sound plan or program to 'work the system.'" With that principle in mind, Neill and Company was organized in Washington, DC in 1981 to use the entire system to help solve the problems of government and corporate clients in their relations with the Executive and Legislative branches of the U.S. Government.

Denis M. Neill, founder, previously practiced law and served eight years in public service, last as Assistant Administrator of the Agency of International Development. Among its African clients is the Gabonese Republic. Says Neill, "In Washington the best public relations program is usually conducted behind the scene. Neill and Company prefers a low profile for itself and for its clients, unless otherwise appropriate."

Contact: Neill and Company, 900 - 17th St., NW, 4th Floor, Washington, DC 20006, (202)463-8877.

## **ANNEXES MICHIGAN**

AFRICAN AMBASSADORS TARGET MICHIGAN AND OHIO FOR CONTINENT'S

SECOND JOINT TRADE AND INVESTMENT MISSION TO U.S.

A group of twelve West/Central African Ambassadors, following their decision to strengthen and develop relations with the U.S.A., have decided to target the States of Michigan and Ohio for a second cultural, trade and economic mission.

Representing a regional market of about 70 million people, the visiting African mission includes the following Ambassadors:

- His Ex. Theophile NATA, Ambassador of Benin
- His Ex. Paul-Desire KABORE, Ambassador of Burkina Faso
- His Ex. Mahamat Ali ADOUM, Ambassador of Chad
- His Ex. Christian Lingama TOLEQUE, Ambassador of the Central African Republic
- His Ex. Benjamin BOUMKOULOU, Ambassador of Congo
- His Ex. Charles GOMIS, Ambassador of Cote d'Ivoire
- His Ex. Aloys UWIMANA, Ambassador of Rwanda
- His Ex. Ibra Deguene A, Ambassador of Senegal
- His Ex. Ellom-Kodjo SCHUPPIUS, Ambassador of Togo
- His Ex. Moumouni Adamou DJERMAKOYE, Ambassador of Niger  
Represented by Mr. Adani ILLO, Charge d'Afaires ad interim
- His Ex. Nouhoum SAMASSEKOU, Ambassador of Mali  
Represented by Mr. Sekouba CISSE, Charge d'Affaires ad interim

The twelfth country was not able to make this trip.

The success of the trip in Houston, the first in the series of missions to various States, has led the group to focus its second mission toward the Midwest region which presents high economic potentialities and shows great interest for Africa.

In Michigan (June 11 to 14) as well as in Ohio (June 14 to 18), the objectives of the group of African Ambassadors will be to promote cultural ties, trade exchanges and investments in areas such as mining, aquaculture, livestock, agricultural products processing, tourism development, water resource management and a wide variety of infrastructure and development projects.

In both Michigan and Ohio, the group of African Ambassadors will be meeting with the local authorities, the heads of academic institutions and business executives interested in trade and investment in Africa.

The Ambassadors will hold a press conference in Michigan and Ohio. Scheduling information on these events and their availability to the media can be obtained by calling the contact names listed at the end of this release.

The countries represented are no strangers to U.S. investors. A partial list of U.S. Corporations operating in West and Central Africa includes: Mobile Oil, Texaco, Wang Laboratories, Caterpillar Tractor, Ford Motor Company, General Electric, Xerox Corporation, Seagram Distillers, Dupon De Nemour, Hertz, Avis, and Arthur Anderson.

These twelve nations share a number of conditions which have encouraged extensive U.S. investment. These conditions include favorable investment codes which provide tax holidays for entering businesses and allow complete repatriation of profits; regional political stability; excellent U.S. relations; and a commonly-shared easily convertible currency. In addition, each of the eleven nations is a member of its respective regional economic community: (ECOWAS, CEAO) both West African, (UDEAC) Central Africa, or Economic Community for Central African States (ECCAS).

For Michigan Contact: Dean Johnson  
International Trade Specialist  
Michigan Department of Agriculture  
(517) 3713-1054

For Ohio Contact: Fon J. NGU  
Senior Trade Specialist  
International Trade Division  
Department of Development  
(614) 466-5017

## Welcome Remarks By Lt. Governor Mrs. Martha Griffiths

I wish to extend a most cordial and sincere welcome to the Ambassadors and Economic Counselors from Benin, Burkina-Faso, Chad, the Central African Republic, Congo, Cote D'Ivoire, Rwanda, Senegal, Togo, Niger and Mali.

The State of Michigan is very pleased to receive this cultural, trade and economic delegation. During your visit to the State of Michigan, you will be meeting with Mayor Coleman Young and officials from the Detroit Port Authority and the Detroit Economic Growth Corporation. In Ann Arbor, you will be hosted by the University of Michigan where you will be discussing economic development and meeting with professors from the Center for Satellite Remote Sensing, the Schools of Business and Natural Resources.

The delegation will proceed to the Michigan Biotechnology Institute (MBI), an independent non-profit corporation established by the Governor's Task Force on High Technology. The MBI emphasizes industrial applications of biological sciences and fosters the development of new processes and products. At Michigan State University the delegation will be briefed by the Institute for International Agriculture and the College of Natural Resources. The Ambassadors will have the opportunity to meet and have discussions with professors of Agribusiness, Food Processing Technology and Animal Husbandry.

Many Michigan businesses will have an opportunity to meet with the Ambassadors or their Economic Counselors to discuss application of Michigan technology in their respective countries. Our visitors will meet with a very broad range of Michiganians from business, industry, education, and government to develop the manner and means for continued cultural, trade, and economic cooperation. We Michiganians proudly welcome the delegation from the West and Central African Nations and look forward to strengthening our cooperation and association through investment, technology transfer, educational exchanges, and trade.

TRADE AND INVESTMENT IN AFRICA -- DIRECTIONS FOR THE 1990s

Speech to the World Trade Mission to Lansing, MI  
Congressman Howard E. Wolpe  
Chairman, House Foreign Affairs Subcommittee on Africa  
June 12, 1989, University Holiday Inn

Ladies and Gentleman:

I am honored and pleased to have been asked to address you on the important and timely issue of the trade and investment relationship between the United States and Africa. I am especially pleased because you've provided me with the opportunity to commend the Michigan Export Development Authority and the Michigan Departments of Agriculture and Commerce on the outstanding work that they -- and many others -- have done to promote responsible trade and investment between the U.S. and Africa. Michigan has played a central role in the past in these efforts, and I am confident that it will continue to do so in the future.

I also wish to express the warmest of welcomes to our visitors. I hope that they find their visit to Michigan to be rewarding and enjoyable.

In my few remarks tonight, I would like to address the interdependent nature of the relationship between the U.S. and Africa. In the course of these remarks I wish to underscore the mutual benefits that have emerged from the improved relationship over this past decade. We've made significant strides in the past few years, but it remains clear that there's still a great distance to go.

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Perhaps it is unnecessary to reiterate what, to most observers, is the obvious: the economic and trade interests of the U.S. and of Africa are complementary. But I have long been dismayed at how

quickly people underestimate the mutual benefits of a healthy trading relationship. In my numerous trips to Sub-Saharan Africa I have frequently stressed the need for a sustained commitment on the part of the United States to the economic development of Africa.

**Economic development in Africa would benefit the United States.**

Africa possesses remarkable natural and human resources. Despite the relatively little degree of exploration and production conducted to this date, Africa produces more than 25% of 15 minerals essential to the United States, including manganese, chromium, cobalt, platinum. In addition, the continent supplies the United States with 30%-40% of our imported oil needs. Africa also produces several valuable commodities that the U.S. could import without jeopardizing American producers or angering other foreign suppliers. Finally, I think it's important to add that the U.S. would benefit politically; since African countries have gained independence, their geo-strategic importance has been demonstrated time and again. In the United Nations, for example, one third of the member nations are African. By forging new and stronger ties with Africa, we could begin the long overdue process of rectifying the inadequate level of knowledge that we as a nation possess about the vast and complex continent of Africa. It would also enable the United States to demonstrate further its humanitarian concern for positive development on the continent.

Just as important, Africa would benefit from improved trade with the United States. By most accounts, Africa is a continent struggling under significant problems, especially debt. No doubt, Latin America's debt problems are tremendous -- on an aggregate level Latin America's debt is greater than Africa's -- but Latin America's situation receives higher visibility largely because the debt is owed to commercial banks. Africa's debt burden, despite its smaller total, is more staggering due to the lower productivity of African economies: Africa has accumulated a debt that is now larger than the annual value of everything the continent produces. Increased investment by -- and improved trade with -- the United States would benefit Africa greatly. It would provide Africa with necessary growth and foreign exchange at



a critical juncture in its post-independence experience and give Africa's leaders wider options in the face of an everchanging global economy.

Not only are private sector initiatives necessary, but Africa needs public aid as well. I have been pleased by recent efforts made by our government to contribute to efforts to solve Africa's economic problems. For example, I recently proposed legislation to improve the framework of U.S. assistance to Africa, to reform the current emphasis on stop-gap emergency assistance to a more appropriate, cost-effective approach that focuses on long-term development needs. This would serve to foster mutually beneficial economic and political relations between the U.S. and sub-Saharan Africa. The legislation focuses on certain, critical sectors -- including agricultural production, health, and education -- and is designed to help the people of Africa participate in a process of long-term development through economic growth that is: equitable, participatory, environmentally sound, and self-reliant. That legislation has been incorporated into the 1990 Foreign Assistance legislation currently before the House Foreign Affairs Committee. I'm confident that such measures in the government, combined with efforts on the part of our guests and the private sector, will prove fruitful.

Economic growth -- equitable economic growth -- is of pivotal importance in Africa, for it would contribute to genuine national and regional security and lead, ultimately, to real self-determination and justice. I emphasize equitable growth because too often economic growth is measured per capita, without attention to important questions of poverty alleviation. I directed the staff of the committee that I chair, the House Foreign Affairs Subcommittee on Africa, to address these matters in a study conducted this past winter. The study concluded that in the case of many multilateral agencies donor and recipient governments, growth is pursued with little attention accorded to the well-being of poorer peoples. If I may offer a prescription for sound public and private investment, then, it is that the interests of the people are taken to heart.

That, alone, would assure the long-term viability and solvency of the investment.

To those ends, as I'm sure you all know, there are numerous fields in which the United States, and Michigan in particular, can play an important role, including telecommunications, agricultural and fertilizer production, petroleum production, transportation, renewable energy resource technologies, and pharmaceuticals.

\*\*\*\*\*

To my mind, cooperation in trade and investment is precisely what is necessary between the U.S. and Africa. For it would mark the appropriate evolution of U.S. policy from what I believe to be a misguided and narrow East/West approach to a more appropriate pre-occupation with questions of genuine African economic development. For too long people have recognized the extent of Africa's developmental problems, yet have not sufficiently pursued viable solutions such as trade, investment, or equitable transfer of resources. The Japanese, Canadian, and French governments have recognized the potential that African investment holds. It's time for the United States to do so as well. I know that African nations would welcome U.S. investment, especially given their apprehension about the nature of the upcoming European integration in 1992.

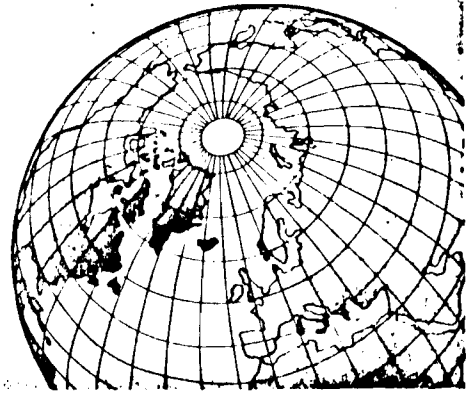
I also remain firm in my belief that Michigan is in a unique position to play a key role in trade and investment with Africa. Michigan's interest in Africa extends back over many years and includes many important efforts and initiatives on the part of our Department of Commerce, the Governor's Office, and many others. Noteworthy successes include the Michigan Trade Mission of 1984, trade delegations, as well as numerous seminars and symposiums.

Michigan is proud to be the home of an outstanding and vital community of universities. I know that this distinguished delegation with us tonight will have extensive opportunities to meet with

University administrators and faculty during their visit. I'm confident that Michigan's universities will continue to play an important role.

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In conclusion, as I said at the outset, few informed observers would disparage the importance of African-U.S. relations. The time has come for the United States and Africa to pursue fully the mutually beneficial potential of trade and investment.



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MICHIGAN

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EXPORT

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DEVELOPMENT

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AUTHORITY

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Helping  
Michigan Business  
Export Economically  
and Profitably

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## MEDA's Purpose and Organization

The Michigan Export Development Authority (MEDA) was established to bridge the marketing and financing gap for small- and medium-sized businesses in Michigan looking to export their products.

Realizing that Michigan plays a leading role in positioning the United States as a competitive world exporter, the Michigan Legislature created MEDA.

MEDA, an independent body housed within the Michigan Department of Agriculture, is under the guidance of its board of directors and staff. The Authority was legally constituted under the Michigan Export Development Act (Act No. 157, July 7, 1986). MEDA programs are designed to expand state employment and income opportunities through increasing exports of Michigan goods, services, and agricultural commodities.

To facilitate this objective, MEDA has developed the following programs to be implemented this year:

- Assistance in obtaining export financing and insurance from public and private sources.
- Export organization development assistance.
- Information and counseling services.

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## MEDA Board of Directors

**Robert M. Bohlen, *Chairperson***  
Chairman of the Board, Preview Properties, Inc., Chief Executive Officer, Progressor Farms and other companies

**Hildegard A. Adkins, *Vice-Chairperson***  
Assistant Vice-President, International Division, Old Kent Bank and Trust

**Harry A. DeMaso, *Secretary***  
International Trade Consultant, former Michigan Senator

**Robert A. Bowman, *State Treasurer***

**Mark Connolly, *General Manager***,  
Northern Hardwood Division, Mead Corporation

**Nancy L. Crandall, *member***, Michigan  
Health Education Foundation Board of  
Trustees, Michigan Health Council

**Norma Y. Dotson, *Attorney***, Michigan  
National Corporation

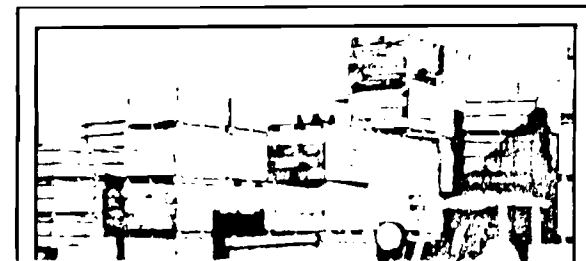
**William Flynn, *Senior Vice-President***,  
International Division, National Bank of  
Detroit

**Paul Kindinger, *Director***, Michigan  
Department of Agriculture

**Michael R. Kramer, *President***, Kramer,  
Mellen, Wagner, and Ishbia, P.C.

**Doug Ross, *Director***, Michigan  
Department of Commerce

**Raymond Schultz, *Owner/Operator***,  
Ray Schultz Farms



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## MEDA Programs

### Financing and Insurance Assistance Program

- Provides information on potential financing and insurance sources based on type of exporter, transaction, and buyer's country.
- MEDA acts as a linkage between financing and insurance programs and the exporter.
- Provides assistance in completing export loan and insurance applications and accompanying materials.

### Export Organization Development Programs

MEDA will assist in bringing small- and medium-sized businesses together to make exporting economical and profitable.

1. Export Trading Company Program
  - MEDA facilitates the organizing of a cooperative exporting corporation that performs exporting activities for member firms.
  - Assists member firms in market development activities.
2. Foreign Sales Corporation Program
  - MEDA facilitates the organizing of a shared FSC.
  - Assists in related support activities.

### Information and Counseling Programs

MEDA provides an information and referral system that aids exporters in developing their export programs, organizing specific transactions, and finding potential financing sources.



These services are delivered through several different programs including:

1. The Company Readiness to Export (CORE) Program
  - MEDA provides access to a user friendly computer program designed to help new-to-export businesses prepare for exporting (software designed by Michigan State University's International Business Development Program).

- Evaluates company's organization and product readiness for exporting.
  - Provides action tips to improve company's export position.
  - Provides information on finance and other export related problems.
2. Export Market Information Program
    - Provides exporter with Eximbank's reports on country conditions.
    - Provides additional public and private sector reports, including information on problems frequently encountered in specific markets/countries by exporters.
  3. Export Training Program
    - Familiarizes firms with the mechanics of exporting.
    - Provides MEDA staff and other outside support personnel to address company's specific needs.

For Information and Assistance, Contact:  
**Michigan Export Development Authority**  
P.O. Box 30017  
Lansing, MI 48909  
Randy Harmson, Executive Director  
FAX: (517) 335-4607  
TELEX: 4947458  
(MIA G-VI)  
PHONE: 1-800-248-1136 or (517) 373-1054

THE STATE OF MICHIGAN  
THE CITIES OF ANN ARBOR, LANSING AND DETROIT  
WELCOME

THE ECONOMIC AND TRADE DELEGATION

His Excellency Theophile NATA	BENIN
His Excellency Paul Desire KABORE	BURKINA-FASO
His Excellency Mahamat Ali ADOUM	CHAD
His Excellency Christian LINGAMA-TOLEQUE	CENTRAL AFRICA REPUBLIC
His Excellency Benjamin BOUNKOULOU	CONGO
His Excellency Charles GOMIS	COTE D'IVOIRE
His Excellency Aloys UWIMANA	RWANDA
His Excellency Ibra Deguene KA	SENEGAL
His Excellency Ellom-Kodjo SCHUPPIUS	TOGO

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Mr. Corneille MEHISSOU	BENIN
Mr. Lemaye FAVITSOU-BOULANDI	CHAD
Mrs. Lucienne DARLAN	CENTRAL AFRICA REPUBLIC
Mr. Ikourou YOKA	CONGO
Mr. Albert BRA SARAKA	COTE D'IVOIRE
Mr. Sekouba CISSE	MALI
Mr. Adani ILLO	NIGER
Mr. Abdou ADAMOU	NIGER
Mr. Gueye SILCARNEYNI	SENEGAL
Mrs. Dela E. SEDDOH	TOGO

ECONOMIC AND TRADE DELEGATION

MICHIGAN/DETROIT AREA CONTACT PEOPLE

Mr. Dean R. JOHNSON (517) 373-1054  
International Marketing Specialist  
Michigan Export Development Authority  
4th Floor, Ottawa Building North  
P.O. Box 30017  
Lansing, Michigan 48909  
Telex: 4947458; Cable: MICHLAGRI; fax 517 335-4607

Mr. Walter CORLEY (313) 259-8077  
Director, Community & Government Relations  
Detroit/Wayne County Port Authority  
200 Renaissance Center, Suite 650  
Detroit, Michigan 48243

Mr. John CARROLL (313) 963-2940  
Business Attraction Manager  
Detroit Economic Growth Corporation  
First National Building, Suite 600  
Detroit, Michigan 48226

Mr. Ron HALL (313) 496-2000  
Director of Minority Business  
New Detroit, Inc.  
One Kennedy Square, Suite 1000  
Detroit, Michigan 48226

Cheryl SOLOMAN (313) 964-3495  
President  
International Exchange Council  
150 Michigan Avenue, Suite 3200  
Detroit, Michigan 48226

Gretchen HITCH Linda MAGEE (313) 259-2680  
Executive Director Asst. Ex. Director  
International Visitors Council of Metropolitan Detroit  
200 Renaissance Center, Suite 627  
Detroit, Michigan 48243

INTERNATIONAL VISITORS COUNCIL OF METROPOLITAN DETROIT  
200 RENAISSANCE CENTER, SUITE 627  
DETROIT, MICHIGAN 48243  
(313) 259-2680

Multi-Country group  
June 11 to 14, 1989

MONDAY, JUNE 12

8:00 a.m. - 8:30 a.m.

Press Conference  
Pontchartrain Hotel  
Ambassadors  
Martha W. GRIFFITHS  
Lieutenant Governor  
State of Michigan

8:45 a.m.

Depart for meeting with  
Coleman YOUNG  
Mayor of the City of Detroit

9:00 a.m. - 10:00 a.m.

Meeting with Mayor Coleman YOUNG

10:00 a.m.

Depart for University of Michigan  
Ann Arbor

Continued on next page...



MONDAY, JUNE 12 Continued

11:00 a.m. - 12:30 p.m.  
UNIVERSITY OF MICHIGAN  
Center for Research on  
Economic Development

11:00  
Welcome:

Prof. Ernest J. WILSON III, Director  
Center for Research on  
Economic Development

11:05  
Economic Development in Francophone  
Africa and U.S. Interests:

Prof. Robin BARLOW,  
Center for Research on Economic  
Development

11:25  
Perspectives on U.S.  
International Business:

Prof. Vern Terpstra  
International Business,  
School of Business Administration

11:45  
Resource-based Development  
for the Future:

Dean James Crowfoot  
School of Natural Resources

12:05  
The Contribution of Remote Sensing  
to Economic Development  
of Africa:

Thomas Wagner, Remote Sensing Specialist  
Environmental Research Institute of  
Michigan

12:30  
Lunch at Business School's  
Executive Residence

We are also inviting other people from  
the University community and the Ann  
Arbor area for lunch.

2:00  
Departure from Executive Residence  
to East Lansing

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

MONDAY, JUNE 12 Continued

2:45 p.m

Arrive Lansing, Michigan

3:00 p.m. - 5:00 p.m.

Michigan Biotechnology Institute (MBI)  
CONTACT: Mr. Jack Pincus

5:00 p.m.

Depart MBI for Holiday Inn

5:30 p.m. - 7:00 p.m.

Free Time

Continued on next page....

Multi-Country Group  
June 11 to 14, 1989

MONDAY, JUNE 12 Continued

7:00 p.m. - 9:00 p.m.

VIP Dinner  
University Holiday Inn  
Keynote Speaker:  
Congressman Howard WOLPE

Congressman WOLPE serves on the Science, Space and Technology Committee as well as the Foreign Affairs Committee.

He is a Democrat who is in his sixth term of representing the Lansing area in Washington.

Congressman Wolpe's Washington address is: 1535 Longworth Building  
Washington, D.C. 20415  
(202) 225-5011

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

TUESDAY, JUNE 13  
8:30 a.m.

Depart University Holiday Inn for  
International Center  
Michigan State University (MSU).

8:45 a.m. - 10:15 a.m.  
MICHIGAN STATE UNIVERSITY

Meetings at International Center at MSU  
Hotel and Restaurant Institute  
American Hotel and Motel Association  
Dr. Tamer CAVUSGIL,  
International Business Development

10:15 a.m.

Depart for  
Institute for International Agriculture.

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

TUESDAY, JUNE 13 Continued

MICHIGAN STATE UNIVERSITY

10:30 - 11:45 a.m.

✓ Dean James ANDERSON  
Institute for International  
Agriculture  
College of Natural Resources

✓ Dr. Stan THOMPSON  
Agribusiness

✓ <sup>Mr.</sup> Vince HAGGERTY  
Food Processing

✓ Mr. David HAWKINS  
Livestock

11:45 a.m.

Depart for University Holiday Inn

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

TUESDAY, JUNE 13 Continued

MICHIGAN STATE UNIVERSITY

12:00 p.m. - 1:30 p.m.

Lunch at University Holiday Inn  
Mr. Phil GUYESKEY  
Michigan State Chamber of Commerce

2:00 p.m. - 4:30 p.m.

University Holiday Inn  
Meetings with various Michigan Companies

4:30 p.m. - 6:30 p.m.

Free Time

6:30 p.m. - 8:30 p.m.

Reception - University Holiday Inn

This reception will be with approximately 75 people who have a variety of interests in Africa -- cultural, economic, and intellectual (students and faculty).

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

WEDNESDAY, JUNE 14

8:00 a.m.

Check out University Holiday Inn  
Depart for Sovonics Solar Systems - Troy

9:45 a.m. - 11:00 a.m.

Sovonics Solar Systems - Troy

Richard BLIEDEN  
Director, Marketing & Sales  
1100 West Maple Road  
Troy, Michigan 48084  
(313) 362-4170

Sovonics Solar Systems manufactures solar powered electric generators.

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

WEDNESDAY, JUNE 14 Continued

11:00 a.m.

Depart for Luncheon

12:00 p.m. - 2:30 p.m.

Luncheon aboard the Lansdowne  
(a floating restaurant on  
Detroit's riverfront.)

Sponsoring organizations will make a presentation before lunch.

Lunch to be followed by a brief press conference. (John Carroll to  
arrange details.)

HOSTED BY:

Detroit Port Authority

- Walter Corley

New Detroit, Inc.

- Ron Hall

Detroit Economic Growth Corporation

- John Carroll

International Exchange Council

-Cheryl Solomon

International Visitors Council

- Gretchen Hitch

CONTACT: Walter Corley

Continued on next page...



Multi-Country Group  
June 11 to 14, 1989

WEDNESDAY, JUNE 14 Continued

3:00 p.m. - 4:45 p.m.

Tour of the City of Detroit

This tour will highlight some of the renovation and new development in Detroit, including the Fox theatre district, the cultural center, the New Center Area (General Motors world headquarters) Detroit City Airport, the Riverfront, the Port of Detroit area, and Stroh River Place where you will get out and see the new luxury hotel under construction at this renovated site.

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

WEDNESDAY, JUNE 14 Continued

5:00 p.m. - 7:00 p.m.

Reception  
Details to follow

Continued on next page...

Multi-Country Group  
June 11 to 14, 1989

WEDNESDAY JUNE 14 Continued

7:00 p.m.

Depart for Detroit Metro Airport

7:30 p.m.

Arrive Detroit Metro Airport

8:30 p.m.

Depart  
Northwest flight 385 for Columbus, Ohio

*The University of Michigan*

**Center for Research on Economic Development**

340 Lorch Hall 1220  
Telephone: 313/764-9490

**Visit of African Ambassadors  
June 12, 1989**

Michigan Room, School of Business Administration

**University of Michigan Participants**

Prof. Ernest J. Wilson, III	Director, Center for Research on Economic Development
Prof. John D'Arms	Dean, Rackham School of Graduate Studies
Prof. Robin Barlow	Center for Research on Economic Development
Thomas Wagner	Remote Sensing Specialist, Environmental Research Institute of Michigan
Prof. Vern Terpstra	International Business, School of Business Administration
Prof. James Crowfoot	Dean, School of Natural Resources
Prof. John Jackson	Associate Vice-President for International Affairs
Prof. Edwin Miller	Associate Dean, School of Business Administration
Shirley Clarkson	Assistant to the President of the University
Charles Steedman	Assistant Director, Center for Research on Economic Development
Ron Grieger	Phoenix Crystal Corporation, Ann Arbor
Chris Elias	Research Scientist, Center for Research on Economic Development
John Woodford	Executive Editor, <i>Michigan Today</i> , News and Information Services
Wayne Say	Program Representative, School of Natural Resources

## FRAIS

Le coût du séminaire, déplacements et logement compris, est de 6.300 dollars US, lequel doit être réglé par chèque établi à l'ordre de "University of Michigan" et reçu au CRED à l'adresse ci-dessous au plus tard le 23 juin 1989.

Les frais suivants, qui sont à la charge de l'organisme qui finance le séminariste, ne sont pas compris dans ce montant: (a) le voyage aller-retour du pays d'origine à Detroit, Michigan; (b) les frais de nourriture à Ann Arbor (\$25/jour X 46 jours); (c) les frais de repas à Washington, D.C. (\$30/jour X 4 jours); (d) l'assurance médicale.

Le CRED a besoin des renseignements suivants sur chaque candidat:

## TELEX AU CRED

A envoyer en telex:

432 0815 UOEM UH

For CRED

1. The *[USAID/World Bank/UNDP country]* mission will sponsor the following candidate for SED 1989:

A. Name:

*Nom et prénom du candidat*

B. Date and place of birth:

*Date et lieu de naissance*

C. Current employment and brief description of functions:

*Poste actuel et brève description des fonctions*

D. Other employment within the last 5 years:

*Postes antérieurs (cinq dernières années)*

E. Post-secondary education, including institution's name, dates attended, degrees received and principal subjects studied:

*Etudes supérieures:*

*Institutions, dates, diplômes*

*Matières étudiées*

F. Highest level of mathematics:

*Niveau en mathématiques*

G. Computer experience: yes or no?

*Connaissances informatiques: oui ou non?*

H. Highest level of economics:

*Niveau en sciences économiques*

2. Host government approval:

*Is anticipated by [date] / has already been obtained.*

## QUELQUES MOTS SUR LE CRED

Fondé en 1961, le Centre de Recherches sur le Développement Economique de l'Université du Michigan constitue un point de rencontre entre professeurs, chercheurs et étudiants s'intéressant aux problèmes de développement du Tiers Monde. Le Centre a promu un nombre considérable de projets de recherche en Afrique, impliquant dans de nombreux cas de longues enquêtes sur le terrain. Parmi les projets pour lesquels le Centre est renommé, figurent les études du secteur élevage dans plusieurs pays ouest-africains, de la commercialisation des céréales au Burkina Faso, de l'impact nutritionnel des politiques agricoles au Sénégal et au Cameroun, des perspectives de développement dans le Bassin du Fleuve Gambie, et des questions de planification économique au Maroc. Les activités du Centre ont été essentiellement financées par l'USAID et la Fondation Ford, ainsi que par l'Université du Michigan. Le SED 1989 représentera la huitième édition d'un séminaire en économie, offert en langue française par le Centre.

## LES DIRECTEURS

*Les co-directeurs du SED 1989 sont Robin Barlow et Charles Steedman:*

Robin Barlow est titulaire de diplômes en économie de l'Université d'Oxford et de l'Université du Michigan. Professeur à la Faculté des Sciences Economiques de l'Université du Michigan, il était également directeur du CRED de 1978 à 1988. En économie du développement, ses principales spécialités concernent les finances publiques, la population et la santé. Il a entrepris plusieurs missions en Afrique francophone, particulièrement au Burundi, au Cameroun, au Mali, au Maroc, au Niger et au Sénégal.

Charles Steedman est le directeur adjoint du CRED depuis 1977 et enseigne l'économie du développement à l'Université du Michigan. Il a passé plusieurs années en Afrique de l'Ouest, en poste au sein des missions diplomatiques américaines, à l'USAID et au Corps de la Paix. Il a participé à plusieurs missions de la Banque Mondiale et de l'USAID au Bénin, au Cameroun, au Gabon, au Mali, au Niger, au Sénégal, au Togo et à Madagascar.

## COMMENT POSER UNE CANDIDATURE

Les personnes souhaitant postuler au SED de 1989 doivent fournir les renseignements indiqués à droite au responsable de leur organisme de financement (Mission USAID, Banque Mondiale, PNUD, Fondation Ford, ...). Cet organisme est prié de bien vouloir envoyer au CRED un telex devant y parvenir au plus tard le 10 mai 1989. Les candidats sélectionnés seront avisés de leur admission avant le 15 mai 1989, par telex.

## ADRESSE POSTALE

L'adresse postale du SED 1989 est:

SED 1989  
CRED, Lorch Hall  
The University of Michigan  
Ann Arbor, Michigan 48109-1220, USA

En cas d'urgence, un message peut aussi être communiqué au CRED par téléphone (313 764-9490) ou par telex (432 0815 UOEM UH).

# Séminaire sur l' Economie du Développement 1989

au Center for Research on  
Economic Development (CRED)  
University of Michigan  
Ann Arbor, Michigan, USA  
du 23 juin au 10 août 1989

## ANNONCE DU SEMINAIRE

Le Centre de Recherches sur le Développement Economique (CREDE) de l'Université du Michigan, est heureux d'annoncer qu'un Séminaire sur l'Economie du Développement (SED) sera offert en langue française du 23 juin au 10 août 1989 à l'Université du Michigan. L'objectif principal du SED est de fournir les éléments principaux de l'analyse économique du développement aux cadres gouvernementaux et du secteur privé des pays francophones. Le Séminaire s'adresse aux cadres moyens et supérieurs des ministères tels que ceux de la Santé Publique, de l'Agriculture, de l'Élevage, du Plan ou des Finances, et employés au niveau central ou dans les services régionaux. Les responsables au sein des entreprises paraétatiques ou du secteur privé seront également les bienvenus. Le Séminaire ne serait pas d'une grande utilité pour les personnes ayant déjà obtenu une maîtrise ou un doctorat de troisième cycle en sciences économiques. Puisque l'accent sera mis sur l'analyse quantitative, les candidats doivent avoir une bonne base en mathématiques.

## CONTENU DU SEMINAIRE

Le SED 1989 comportera 6 séries de cours, chacune s'étendant sur la totalité des 7 semaines du séminaire:

### 1. Introduction à la macroéconomie du développement

Rappel des principaux éléments de l'analyse macroéconomique, suivi d'un examen des problèmes de croissance et de développement économiques dans les pays du Tiers Monde. Théorie du développement économique. Croissance économique et changement structurel. Le rôle de l'agriculture. Les politiques agricoles. Stratégies d'industrialisation. Les avantages et inconvénients de l'ouverture vers l'extérieur. Politiques commerciales. Le problème de la dette extérieure. Aide au développement. Analyse de l'impact des politiques macroéconomiques et sectorielles. Etude de cas: la politique économique de la "République".

### 2. Introduction à la microéconomie du développement

Présentation des modèles microéconomiques de type néo-classique et leur application dans les pays en développement. Théorie de la demande. Fonctions de production et de coût. Détermination des prix et des quantités dans les marchés de concurrence et de monopole. Modélisation d'un secteur agricole de type africain. Les marchés de travail: salaires, emploi, chômage. Analyse des dépenses publiques: analyses avantages-coûts et coût-efficacité.

### 3. Planification démographique et de la santé

Évaluation des programmes de santé et de démographie, définis comme programmes influençant la taille, structure d'âge et niveau de santé de la population. Contributions de ces programmes aux buts de développement tels que croissance économique, redistribution des revenus, auto-suffisance alimentaire et meilleur santé. Applications des analyses avantages-coûts et coût-efficacité dans les secteurs sanitaire et démographique. Allocation optimale des ressources dans un système de santé publique. Emploi de modèles informatiques pour la planification dans les domaines sanitaire et démographique.

### 4. Gestion de données sur micro-ordinateur

Utilisation de logiciels de micro-informatique pour la gestion et l'analyse de données (dBase III plus, Lotus et un traitement de textes). Introduction aux systèmes informatiques. Le programme comprendra en collaboration avec les autres cours, par exemple: simulations avec des modèles économiques; analyse financière des projets; élaboration des questionnaires pour un traitement rapide des données; et éléments de comptabilité publique. Il y aura deux sections du cours, l'une pour les débutants et l'autre pour ceux qui sont plus expérimentés. Les participants au séminaire souhaitant améliorer la gestion des données dans leur propre service sont invités à se présenter avec un échantillon de données pour recevoir des conseils particuliers en la matière.

### 5. Formation en langue anglaise

The English Language Institute, un centre de l'Université spécialisée dans la formation en anglais des étudiants étrangers, offrira des cours à la fois aux débutants et à ceux de niveaux plus avancés.

### 6. Atelier sur les applications de l'économie aux questions du développement

Une série de séances sur l'analyse économique des projets et politiques dans les pays en développement. Les discussions seront menées par des experts invités à l'occasion. Le SED 88 a comporté des séances sur des sujets tels que: Modèle CGE, commerce extérieure et interventions gouvernementales; effets de la réforme du système de commercialisation céréalière du Mali au niveau de l'exploitation agricole; les programmes d'ajustement structurel de la Banque Mondiale.

Chaque série de cours est prévue pour une durée de trois à huit heures par semaine. Il est recommandé à chaque séminariste d'assister à l'atelier ainsi qu'à trois ou quatre des autres cours proposés. Outre les cours sur le campus à Ann Arbor, seront organisées dans le cadre du séminaire des visites d'organismes et d'entreprises de la région sud du Michigan. Ceci comprend des institutions du gouvernement local, des entreprises industrielles et agricoles, des institutions éducatives, et des sites touristiques. Le groupe pourrait visiter, par exemple, un musée du transport et de l'industrie, une station de recherche agricole et forestière, une ferme semencière, un hôpital, et une usine d'automobile.

Les séminaristes effectueront une visite de quatre jours à Washington, D.C., où des entretiens aux sièges de l'USAID, du FMI, et de la Banque Mondiale sont prévus.

Compte tenu du nombre réduit des séminaristes (24 au maximum), le SED est en mesure d'arranger des visites particulières de services gouvernementaux et d'entreprises privées selon les intérêts des séminaristes. Ceux-ci seront invités à exprimer leur désir dans ce domaine avant leur arrivée.

## EMPLOI DU TEMPS ILLUSTRATIF

	Lundi	Mardi	Mercredi	Jeudi	Vendredi
8h30-10h15	Informatique	Informatique	Macroéconomie	Macroéconomie	Macroéconomie
10h30-12h00	Anglais	Anglais	Anglais	Anglais	Anglais
12h00-14h00	déjeuner	déjeuner	déjeuner	déjeuner	déjeuner
14h00-15h30	Microéconomie	Excursion	Démographie: Santé	Atelier	Microéconomie
15h45-17h15	Démographie: Santé		Interviews*		Laboratoire Informatique

\* Interviews: Visites particulières de services gouvernementaux et d'entreprises privées, selon les intérêts des séminaristes.

## PERSONNEL 1988

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## PUBLICATIONS

CRED publishes detailed reports on its overseas research projects, a Discussion Paper Series comprising articles circulated for comments prior to submission to academic journals, Special Publications including classroom materials for development courses, administrative manuals, etc., and a periodic newsletter. Information about these publications may be obtained by writing to:

Publications Coordinator  
Center for Research on Economic Development  
Lorch Hall  
The University of Michigan  
Ann Arbor, Michigan 48109-1220 USA

The Regents of the University: Deane Baker, Ann Arbor; Paul W. Brown, Petroskey; Neal D. Nielsen, Brighton; Philip H. Power, Ann Arbor; Thomas A. Ruach, Detroit; Veronica Latta Smith, Grosse Ile; Nellie M. Varner, Southfield; James L. Waters, Muskegon; James J. Duderstadt (ex officio)

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The Center for Research on Economic Development (CRED) is an integral part of the College of Literature, Science, and the Arts at The University of Michigan. Founded in 1961, the Center has sponsored a large number of research projects on the development problems of Third World countries and regularly offers faculty seminars on theoretical and applied development issues. It also provides short-term consulting services as well as annual training programs in development economics.

CRED offers a unique two-month summer program of economics taught in French in Ann Arbor, which regularly draws participants from a dozen countries. The Séminaire sur l'Économie du Développement (SED) includes courses in macroeconomics, microeconomics, and microcomputer applications. English instruction is offered at the University's English Language Institute, and there are weekly workshops on the application of economic analysis to development issues. SED provides instruction in "hands-on," applied American-style economics for government officials from francophone developing countries. Please write to the SED Coordinator for further information.

CRED projects are staffed by faculty members who also hold teaching appointments at the University, by development specialists holding full-time research appointments at the Center, and by short-term consultants hired from the outside. Many graduate students have also been employed, and more than twenty doctoral dissertations have resulted from the Center's research projects overseas.

The Center's research has spanned the entire range of major development issues, but certain specialties have been in the forefront. First, CRED has widely-recognized expertise and experience working on regional issues in Francophone Africa. Second, many of the field research projects have focused on food crops and livestock, including issues of production, marketing, and consumption. Third, CRED has established a tradition of research in health economics. Fourth, the Center is rapidly expanding its research and program activities into new areas of economic policy reform, institutional analysis, and political economy. Typical of CRED's new thrust is its September 1988 seminar on the lessons of economic reform, with sessions in Nairobi and Abidjan attended by senior African civil servants and policy researchers.

Most of CRED's income is obtained through contracts with the U.S. Agency for International Development (USAID). The basic institutional support for the Center is currently provided by The University of Michigan. Institutional support in the past was also provided by USAID and the Ford Foundation. Other sponsors of the Center's projects have included the Rockefeller Foundation, the Carnegie Corporation, the World Health Organization, and the Population Council.

# CENTER for RESEARCH on ECONOMIC DEVELOPMENT

The University of Michigan  
Lorch Hall  
Ann Arbor, Michigan 48109-1220  
Telephone: (313) 764-9490  
Telex: 432-0815

# the Center for Research on Economic Development, 1961-1988

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- Michigan**
- Summer courses in development economics taught in French for government officials from West Africa.
  - Fellowships for graduate training in economics and public health for students from West Africa.

- Morocco**
- Sectoral studies used in preparation of 1973-77 national development plan.

- France**
- Training activities and other projects of collaboration with CERDI (Centre d'Etudes et de Recherches sur le Développement International), University of Clermont-Ferrand.

- Tunisia**
- Analysis of resource allocation in public medical care system.

- Senegal**
- Economic and environmental field research related to a livestock project near Bakel.
  - Field study of nutrition in the Peanut Basin.
  - Supply-demand models of agricultural crops.
  - Visiting professorships at University of Dakar.

- Egypt**
- Study of "Open Door" trade policy.

- Mexico**
- Study of factors affecting emigration to the U.S.

- Niger**
- Field research on economics of cultivation and livestock raising near Zinder.
  - Advisory and analytical work on agricultural policy reform at the Ministry of Agriculture.

- Colombia**
- Linear programming analysis of resource allocation to minimize infant mortality in Cali.

- Kenya**
- Visiting professorships at University of Nairobi.

- The Gambia**
- Field research on economic and environmental conditions in the Gambia River Basin (also undertaken in Senegal and Guinea).
  - Implementation of an agricultural research and diversification project (with the University of Wisconsin).

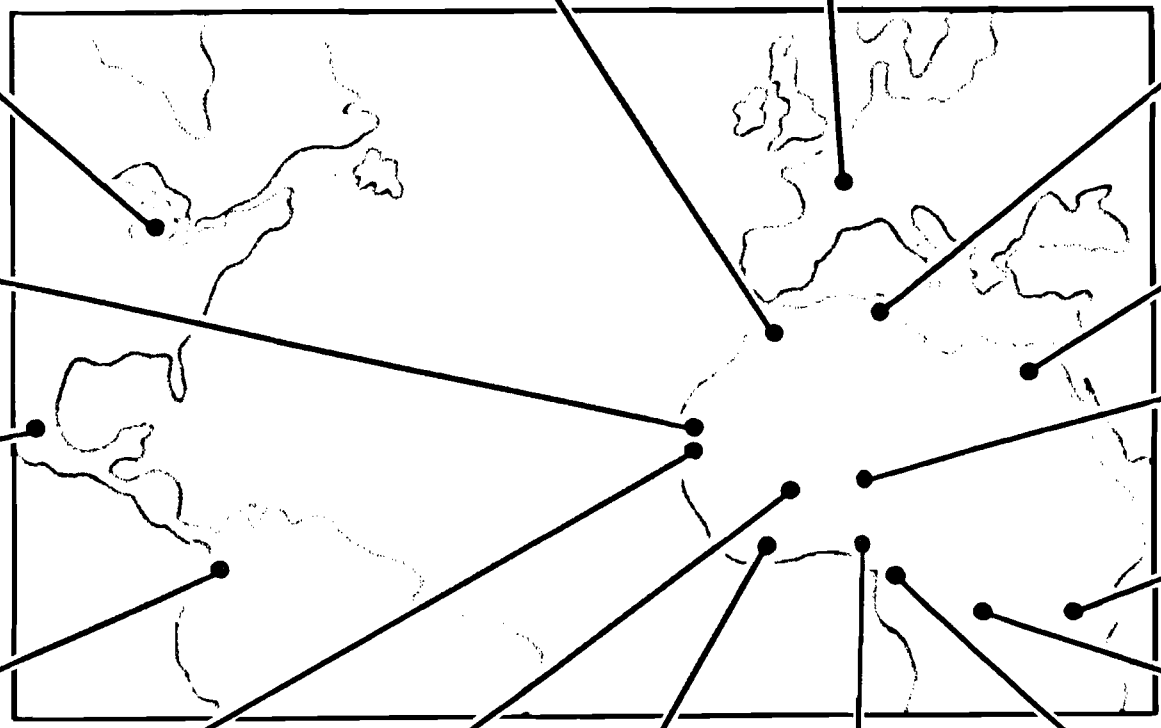
- Zaire**
- Visiting professorships at University of Zaire.

- Burkina Faso**
- Three separate projects of field research on livestock and grain markets.
  - Visiting professorships at University of Ouagadougou.

- Côte d'Ivoire**
- Household survey of factors determining meat consumption in Abidjan.
  - Training activities and other projects in collaboration with CIRES (Centre Ivoirien de Recherches Economiques et Sociales), University of Abidjan.

- Nigeria**
- Anthropological study of a village economy.
  - Economic evaluations of cocoa farming and other agricultural projects.
  - Collaboration with NCEMA (National Centre for Economic Management and Administration), Ibadan.

- Cameroon**
- Field study of nutrition in Northwest Province.
  - Benefit-cost analysis of measles vaccination program in Yaoundé.
  - Visiting professorships at University of Yaoundé.







## MICHIGAN BIOTECHNOLOGY INSTITUTE

### Charter

- Incorporated to foster economic growth through biotechnology.
- Chartered as an independent non-profit corporation to develop biotechnology processes that convert renewable and natural resources to higher value products.
- Resource to government, universities, and industry to foster development of economically-validated, industrially-useful products and processes.

### Mission

- Develop biotechnology processes that utilize renewable and natural resources and lead to economic development.
- Become a national center of excellence in renewable and natural resource biotechnology.
- Serve as a bioprocess demonstration center that develops science and technology leading to economically-viable products and processes.

### Concept

- Recommended by Governor's High Technology Task Force in 1981 to spur economic growth.
- Positioned to function halfway between universities and industry.
- Research targeted toward present and future market needs. Processes developed are for products not dependent on traditional food or feed products.
- Staffed by worldclass scientists and engineers with broad perspectives and who work as interdisciplinary teams capable of solving critical problems in bioprocessing.
- Technical capabilities and facility for carrying projects from bench scale to pilot-plant scale.
- National model for integration of science and technology to generate jobs and economic development.
- Promote research leading to technology that will increase utilization of renewable and natural resources.

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## Support

- Initial support of \$36.2 million provided by a public/private foundation partnership of the Michigan Strategic Fund and the Kellogg, Dow, and Mott Foundations. Serves as leverage for attracting future support from government and industry.
- Donation of chemicals from carbohydrates technology by CPC International, Inc. in 1987 independently valued at \$15.3 million. Donation consists of 10 U.S. and 33 foreign patents, over 100 applications pending worldwide, know-how, and proprietary microorganisms.

## Facility

- 120,000-square-foot, \$18.1 million center near Michigan State University.
- Includes a 20,000-square-foot industrial-scale pilot plant.
- Modular, open laboratories that promote interaction between scientists and engineers.
- Designed for safety and minimization of environmental hazards.

## Research and Development Programs

- Fermentation and Chemicals — Intergration of biocatalyst, recovery, purification, and chemical conversion technologies to produce value-added products economically from renewable and natural resources. Processes developed are for products that have future markets greater than \$10 billion.
- Biomaterials Utilization — New reactor and enzyme technology to produce functional products from biomaterials.

## Uniqueness of MBI

- Focus on agricultural bioprocessing.
- Leading edge research that has solved critical problems in bioprocessing.
- Facility designed to facilitate developing industrially-useful, economic processes.
- Dedication to technology that will improve utilization of agricultural raw materials.
- Strategic resource to help maintain U.S. competitiveness.
- National resource to universities and industry.

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June 14, 1989

LUNCHEON FOR AFRICAN AMBASSADORS

Hosted by:

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INTERNATIONAL EXCHANGE COUNCIL  
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AGENDA

WELCOME: MAYOR COLEMAN A. YOUNG

RESPONSE: HEAD OF DELEGATION

REMARKS: DETROIT/WAYNE COUNTY PORT AUTHORITY  
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LUNCH

PRESS CONFERENCE: DEAN JOHNSON  
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TOUR OF DETROIT

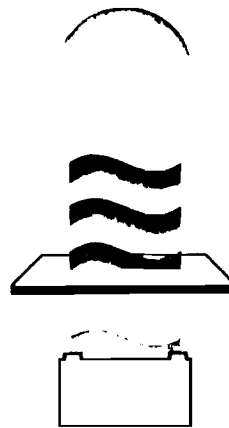
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Life  
Preservers  
for Your  
Battery

## The Simplicity of Solar

Sovonics Solar Systems has the products which will lead solar power into the 21st century. By setting the pace in solar energy research, Sovonics has found solutions to the problem of finite energy resources extracted from the earth. Sovonics has just begun to tap the sun's energy supply and convert it to clean, nonpolluting power. Sovonics is also making progress toward refining currently existing energy conversion techniques. No other company makes such flexible yet durable and efficient solar energy cells.



## The Pioneer of Solar



Energy Conversion Devices (ECD), the parent company of Sovonics Solar Systems, was founded in 1960 by Stanford R. Ovshinsky and his wife to research and develop the science of photovoltaics, the conversion of light to electricity. Under the

direction of Mr. Ovshinsky, ECD develops new synthetic materials which undergo electronic changes to act as semiconductors and memories when subjected to voltage or light. These materials can be used not only for switching, but for generating electricity. The term, "ovonic" which describes these materials now appears in most dictionaries.

ECD's quest is to help provide solutions to society's energy problems. Mr. Ovshinsky believes that by harnessing the sun's energy, ECD can begin to replace diminishing, nonrenewable, unsafe and polluting energy sources. The importance of ECD's work is reflected in the presentation of Mr. Ovshinsky of the 1988 Coors American Ingenuity Award, the purpose of which is "to honor individuals who are changing, forever, the face of American business." The Sovonics Solar Charger Kit is one of the results of ECD's efforts to supply safe, clean and practical energy alternatives.

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**SOVONICS**  
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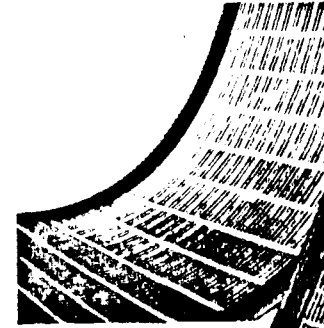
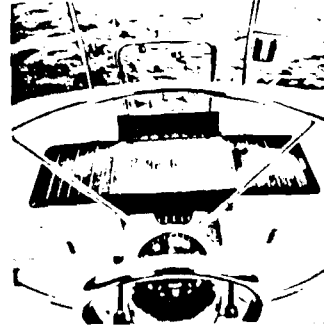
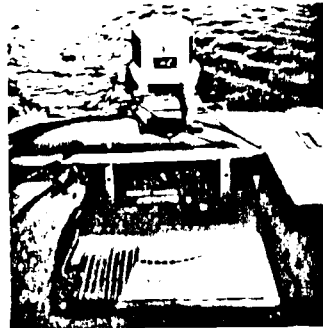
**SOLAR  
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**FOR MARINE BATTERIES**

**Now  
You Can  
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Power  
Anywhere**

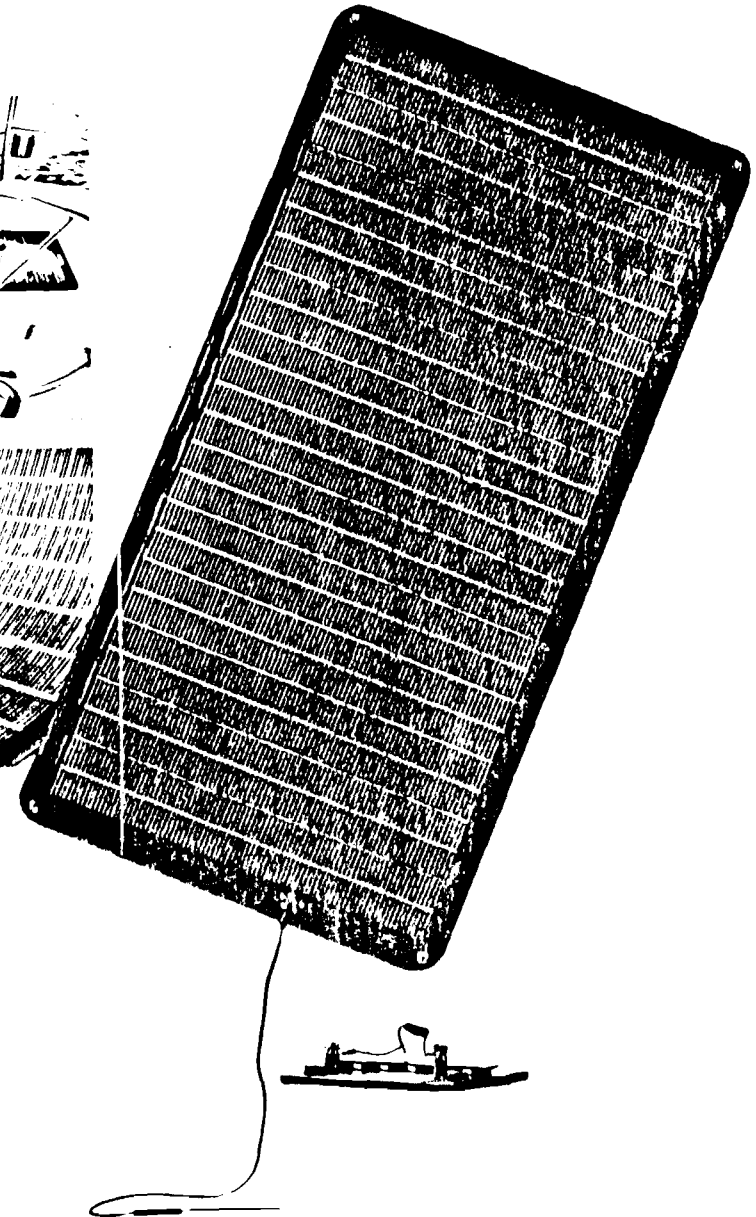
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The graphic is a large oval containing a world map. The map is stylized with city names in various sizes and orientations. The text 'Michigan State University' is written vertically on the left side of the map. The text 'International Business Development Program' is written vertically in a large, bold font across the center of the map. The word 'INTERNATIONAL' is written in small capital letters above the word 'BUSINESS'. The word 'BUSINESS' is written in small capital letters above the word 'DEVELOPMENT'. The word 'DEVELOPMENT' is written in small capital letters above the word 'PROGRAM'. The map includes city names such as New York, London, Tokyo, Sydney, and many others.

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# International Business Development Program at Michigan State University

## IBDP's Mission

- To encourage and facilitate greater participation of Michigan companies in international business.
- To make available MSU expertise and resources for international market development.
- To support the international business outreach activities of state, federal and private organizations.

## IBDP Services for Businesses

- Identification of export capabilities.
- Customized consulting on international business problems.
- Facilitate contacts in key foreign markets through network of MSU alumni.
- Answers for your international business questions (or referral to a knowledgeable source).
- Sponsored research on international market opportunities.
- Access to export library.
- Sponsorship of workshops focused on international business issues.
- Student interns for Michigan companies.

## Publications Available from IBDP

### *Computer Software:*

CORE (COmpany Readiness to Export). A microcomputer program to assist Michigan businesses in identifying their export potential. Unique to IBDP.

### *Journals:*

*International Marketing Review.* A quarterly journal for people in international marketing.

*Advances in International Marketing.* A research annual for scholars.

### *Books/Articles on:*

- Guidelines for export market research.
- Unraveling the mystique of export pricing.
- International business negotiations.
- Issues to consider in creating or joining an export trading company.
- Other international business topics.