



**The 3rd Annual AGOA Forum
Synthesis Report**

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ACRONYMS

AGOA	Africa Growth and Opportunity Act
APHIS	Animal Plan Health Inspection Service
CCA	Corporate Council on Africa
CCAA	Caribbean Central American Action group
COMESA	Common Market for East and Southern Africa
CSI	Container Security Initiative
ECAT	Emergency Committee for American Trade
EU	European Union
FDI	Foreign Direct Investment
FTA	Free Trade Agreement
GM	Genetically Modified
GSP	Generalized System of Preferences
ICT	Information/Communication Technology
LDC	Less Developed Countries
MFA	Multi-Fiber Agreement
MSA	Museum Store Association
PRA	Pest Risk Assessments
RCSA	Regional Center for Southern Africa
SACU	Southern Africa Customs Union
SADC	Southern Africa Development Community
SPS	Sanitary and Phytosanitary
USDA	United States Department of Agriculture
USTR	United States Trade Representative
WTO	World Trade Organization

I. Executive Summary

The third annual private sector session of the AGOA forum, sponsored by the Corporate Council on Africa took place the week of December 8, 2003 in Washington, D.C. Occurring concurrently, were the U.S. State Department sponsored policy and government AGOA conference, and the sessions on civil society and AGOA organized by The Foundation for Democracy in Africa. This report will focus on the discussions that took place during the private sector and government sessions.

Over 600 participants attended the private sector and policy sessions including high-level representatives from African governments, private sector leaders from African countries, Hub Managers from each of the Trade Hubs, and Mission Directors and U.S. Ambassadors from some of the African countries. Acting Mission Director, Dawn Thomas represented RCSA and Trade Hub Manager, Ron Stryker and AGOA information Specialist, Alan Goodman represented the Southern Africa Global Competitiveness Hub.

USAID's Regional Center for Southern Africa and the Southern Africa Global Competitiveness Hub sponsored 13 southern African handicraft firms to attend the AGOA forum and facilitated support for them to exhibit and sell their products in various venues in Washington, as well as to meet with prominent U.S. handicraft buyers in both Washington and New York. A number of these firms were highly successful in making sales and establishing long-term marketing arrangements. Alan Goodman, Southern Hub AGOA information specialist, attended the handicraft sessions with the 13 firms and accompanied them to New York.

The private sector sessions focused primarily on three critical sectors in Sub-Saharan countries – agriculture, textiles/apparel, and handicrafts. For each sector, the sessions were organized to examine the successes that AGOA has helped to create, the challenges that still confront beneficiary countries, and how the future of AGOA and the U.S.-Africa trade relationship are likely to evolve.

The sessions took place at a pivotal time for the AGOA program. Legislation (commonly referred to as AGOA III) was introduced in Congress last month, and is expected to receive serious consideration early next year. The legislation will extend the AGOA program, however, it is not yet clear what the exact nature of key provisions will be in the final legislation, e.g. the provision permitting Sub-Saharan LDCs to enjoy the benefits of AGOA for their exports of apparel made from third-country fabric.

The extension and expansion of the AGOA program and its benefits are seen as a means to significantly increase the trade and economic growth between the U.S. and AGOA. This objective is supported by the President's TRADE initiative and the trade capacity building activities of the three African Global Competitiveness Trade Hubs. The legislation is also seen as a means to significantly boost in U.S. investment in Sub-Saharan countries by increasing investment security.

II. Priority Issues

The following were the primary AGOA issues highlighted at the forum, which affect

business interests in Africa:

1. **Third country fabric provision** The majority of participants supported an extension of the third country fabric provision slated to end September 30, 2004. The African business community argued that Sub-Saharan countries have not yet developed an integrated textiles/apparel industry and are not prepared for the removal of this benefit. No consensus was reached regarding the duration of the proposed third country fabric extension.
2. **Multi-Fiber Agreement.** African participants expressed considerable concern that African apparel producers will not be able to compete with China and other low-cost Asian producers in the U.S. market by the time MFA expires January 2005. The African business community would prefer a quota phase out period and aggressive measures by the U.S. government to contain Chinese apparel entering the United States.
3. **Grouping Nine.** There was general consensus that the current product coverage is too restrictive, and should be expanded to include home furnishings such as sheets, bed covers, towels, etc. There was strong interest in mounting a lobbying effort to convince the U.S. Congress to expand the product coverage during its consideration next year of the AGOA III legislation.
4. **Pest Risk Assessments.** African exporters expressed repeated concern that Pest Risk Assessments (PRAs) for African horticultural products, conducted by the USDA.-Animal Plant Health Inspection Service (APHIS), take much too long and constitute a major barrier to agricultural trade with the U.S. In addition to completing PRAs, the subsequent mitigation procedures and rule-making process can take years to complete. As a result, African producers have little incentive to invest their own resources in capacity building in order to be competitive exporters of horticultural products to the United States.

III. Plenary Session I: AGOA in the Context of the WTO & U.S. Free Trade Area Negotiations

Honorable Jim McDermott, Member, United States House of Representatives

Honorable Alan Kyerematen, Minister of Trade, Industry and Special Presidential Initiatives, Republic of Ghana

Honorable Erastus J.O. Mwencha, Secretary-General, Common Market for Eastern and Southern Africa (COMESA)

Stephen Lande, President, Manchester Trade

Overview: AGOA has achieved some major successes in the last 3 years, however, there are still major barriers to US/Africa Trade that have yet to be addressed adequately by AGOA. AGOA I, II, and III represents a preferential trading opportunity that does not preclude membership in other more symmetrical free trade agreements. All the panelists expressed disappointment in the failure of trade negotiations in Cancun and called for an

extension of AGOA in order to continue capacity building, encourage investment and promote regional integration.

Regional Trade Agreements and Integration: The Honorable Alan Kyerematen, Minister of Trade Industry and Special Presidential Initiatives, Ghana, aptly stated that, “AGOA, FTAs, and the WTO are not mutually exclusive, indeed they reinforce each other.” AGOA is merely a preferential trading arrangement and does not have reciprocal trade relationships like an FTA. The SACU FTA represents a free trade relationship between US and SACU nations as well as a regional free trade relationship between SACU nations themselves. AGOA will help to prepare SACU countries for the FTA and its potential expansion to other countries. Secretary-General of COMESA, the Honorable Erastus Mwencha explained that AGOA has afforded Africa some “breathing space” in order to expand trade and develop the capacity to participate in the WTO and other regional FTAs. He noted that, “WTO is the most real and viable vehicle to push globalization- but how do we get there?” He likened trade in Africa to a game of golf, in that handicaps are established to level the playing field and allow all players to operate in a fair trading environment. AGOA recognizes Africa’s current handicap.

Mr. Stephen Lande, President of Manchester Trade and speaking from the perspective of a trade policy specialist, highlighted the importance of regional trade communities as an intermediary step/building block for many African countries on their path for entering the global economy. Countries don’t go simply from a small market base into the world market without an intermediate step that promotes regional economic communities. Regional groupings of countries and productive clusters provide entrepreneurs and governments the opportunity to begin to approach economies of scale that are necessary for export.

Capacity building. Though Africa’s exports to the US increased from 1 to 4 billion USD in a relatively short period of time, more time is needed to address the following constraints:

- AGOA eligible country dependency on Third Country Fabric. Should the LDC waiver be extended until 2008 or a shorter time?
- Transportation improvements (air, sea, and roads); ICT and customs harmonization severely limit competitiveness.
- Human resource development needs more attention. The lack of skills limit capacity to improve the enabling environment, such as addressing SPS issues
- FDI US investments are really only in extractive/mining industries. Still very low in other sectors.
- Support for regional integration. Continued support is needed to assist countries to integrate their economies, reduce barriers to intra-regional trade and build economies of scale.

The lack of trade capacity is one of the key issues affecting African and other developing countries. Trade is not possible unless there are products to trade and competitive production capabilities to sustain that trade. Without competitive capacity, access to market opportunities is meaningless.

US Trade Policy – Subsidies, MFA and National Security. The importance of moving AGOA forward in the same way that other US trade policy programs are developed was

discussed. For example, in the U.S. several perspectives for influencing US trade policy are taken into account: the US Chamber of Commerce, the National Association of Manufacturers, the National Foreign Trade Council, ECAT, the US Council for International Business, USTR, the Farm Bureau, powerful industry associations, and geographic organizations like CCA and CCAA.

US cotton subsidies were cited as a major insurmountable barrier to US/Africa trade, and though recognized as such, African participants were advised to focus efforts in other areas of trade capacity building. It is not realistic to expect major concessions on the issue of U.S. domestic subsidies, but other areas could provide measures to equalize the issue, e.g. more development funds for extension services, small business development and/or other domestic commodity support incentives.

IV. Plenary II: AGOA Successes and Challenges in Target Sectors: Apparel/Textiles; Handicrafts; Agribusiness & Small Business

Honorable Alan P. Larson, Under Secretary of State for Economic, Business, and Agricultural Affairs, U.S. Department of State
Honorable Manuel A. Rosales, Assistant Administrator for International Trade, U.S. Small Business Administration
Paul Hooker, President, Sferra Bros
Luke Mbewe, President, Zambia Export Growers' Association
Phillip Spordis, Sunquest

Overview: This session focused on target sectors, agriculture, textiles, and handicrafts with a view to enhance downstream relationships between SME's in Africa and US business partners. In addition, the session focused on difficulties and frustration with the lengthy certification procedures African agriculture exporters deal with in order to enter the US market. APHIS representation in the regions was discussed as a working solution. Textiles and apparel factory and production capacity qualifications were discussed with regard to importer experiences and requirements.

Agriculture Exports under AGOA: APHIS. Agriculture exports under AGOA have been less successful than textiles, apparel and handicrafts. A significant part of the problem relates to the difficulty African producers have in complying with USDA/APHIS SPS for agricultural and food imports into the US. The Honorable Alan Larson, Under Secretary of State for Economic, Business, and Agricultural Affairs, noted that this issue was also a concern at the 2nd AGOA Forum in Mauritius and, as a result, APHIS agreed to staff each regional trade hub with an APHIS representative. The Southern Hub has recently been provided with one PRA expert but representatives for the West and East Trade Hubs have not yet been posted. Mr. Larson acknowledged the difficulty in setting up APHIS and SPS capacity, but also noted that 600 million USD per year is being provided for technical assistance in trading, exporting and meeting US standards. As a practical example, Mr. Luke Mbewe, President of the Zambia Export Growers' Association, explained that Zambia applied for 10 commodities under GSP in 1998. By March 2003, the APHIS PRA was finally beginning on four commodities, but no definitive timetable for completion has been provided by APHIS. Zambia has been exporting many of the same commodities to the EU and the Middle East. Currently Zambia is only allowed to export snow peas to the US. Mr. Mbewe also noted the

extreme difference in the number of commodities approved by APHIS for Latin American Countries compared to African countries.

Textiles/Apparel and Handicrafts. Exporters of apparel and handicrafts, who have taken advantage of AGOA over the last three years, have had some major successes i.e. South Africa, Mozambique, Lesotho, Swaziland, Kenya, Ghana and Senegal. For example, Mr. Philip Sporidis, of Sunquest, a major importer of apparel, started importing 100,000 units in 2000 and expects to be importing 4 million units by 2004. Mr. Sporidis noted that some of the challenges to doing business in Africa include cumbersome paper work and timely delivery. Quality expectations, however, have been met and often exceeded in many cases. Capacity needs to be enhanced in spinning and weaving, particularly for dormant firms. More attention is needed to assure timely service delivery (customer service, response to client needs, reduction of long lead times).

Reflections on US-African Trade and Economic Cooperation

Honorable Robert Zoellick, United States Trade Representative

Honorable Dr. Mukhisa Kituyi, M.P., Minister of Trade and Industry, Republic of Kenya

The USTR Representative, Robert Zoellick highlighted that it is in US best interests to promote free trade with Africa in order to counter poverty, promote good governance, strengthen rule of law, and open untapped markets to US companies. Challenges continue to be rule of law, attracting FDI, aging or inadequate infrastructure (e.g. railroads, telecommunications, etc.), and human/institutional development capacity. However, AGOA has demonstrated its ability to attract investment and create jobs as well as to provide incentives to improve infrastructure and the enabling environment in general.

Ambassador Zoellick cited SACU as an important concurrent FTA trade negotiation, representing a two-way partnership. SACU, to be completed by the end of FY 2004, will provide an important example to the rest of Africa. Ambassador Zoellick also expressed disappointment in the collapse of WTO negotiations in Cancun. Free trade offers real opportunity for Africa as there will be mid-level developing country markets opening up (e.g. Brazil and India) where tariffs now block imports.

AGOA III has been introduced in congress and it was generally recognized that African textile manufacturers are not ready for the 2004 LDC waiver to be removed in order for Africa to be globally competitive in the longer term. The supply side and vertical integration of the supply chain, from cotton to textiles to apparel, needs to be addressed and developed more aggressively on a regional basis if African countries are to be competitive exporters. The general view is that unless the LCD third country fabric provision is extended, the incentive to develop a regional competitive, vertically integrated supply chain will be diminished.

Dr. Mukhisa Kituyi, Minister of Trade and Industry, Kenya, spoke about the successes of AGOA in terms of increased trade but also in terms of the level of excitement and hope it has instilled in Africa, which goes beyond the parameters of what the agreement technically represents. Dr. Kituyi also shared concerns from Cancun regarding domestic subsidies (US and EU). He also noted, "We may embrace the ideology of globalization, but the empirical evidence shows that preferential treatment provides results."

V. Agriculture

The workshops on agriculture covered the following topics:

1. Marketing and business opportunities for non-traditional African agricultural exports;
2. Marketing and business opportunities for traditional African agricultural exports;
3. Biotechnology and African agriculture;
4. AGOA opportunities in agribusiness; exploring the mutual benefit;
5. Policy constraints and enabling conditions in agribusiness

Market access and business opportunities

Major barriers to market access for agriculture products from Africa to the US market include adequate volumes and quality control, high transportation and logistics costs, high interest rates, delivery and payment schedules, and stringent US market regulatory standards. Jake Walters of TechnoServe/Mozambique is working with GSP certified grapefruit from Mozambique for the US market. He noted that they have no problems meeting Eastern European and Middle Eastern standards, but the US market remains somewhat elusive. South Africa will no longer accept fruits not accepted by US market so Mozambique cannot export their grapefruit to a logical regional market. Freight costs are high and there is a lack of a consistent access to cold storage. Overall, there is still a negative perception of reliability for African exports, which limits foreign investment.

Biotechnology

Biotechnology remains a contentious topic in many circles; however, biotechnology represents a potential and viable solution for enhancing productivity of African agriculture and related exportable products. New anti-genetically modified (GM) requirements in the EU for African agriculture products pose new impediments to the traditional EU/Africa trading relationships. EU tracing and labeling legislation will require specific labeling requirements on all food and animal feeds with more than 9% genetically modified material. In addition, the plethora of emerging standards for food safety are costly, often confusing and technology dependent; representing serious challenges for African agriculture producers and exporters.

Panelists generally agreed that biotechnology is a key technology for enhancing productivity and development for African agriculture. However, the high profile of US/EU debates has generated considerable misinformation to the public and inaccurate perceptions of the possible negative impacts of biotechnology. There is a need to understand the science of the GM products and to provide better access to non-biased, transparent information. Traditionally, Africa has strong trade links with the EU but new EU regulations on GM products are seen by many as an impediment to development that will impact on resource poor farmers.

Some panelists remarked that biotechnology is the only way Africa will be able to overcome its agriculture problems and compete in the world market place. Many African countries enjoy a natural resource comparative advantage to produce food for its population, but this advantage is negated by drought, disease, pests, and nutrient depleted

soil. Biotechnology can play a role in solving these constraints by utilizing genetically modified seeds for key food crops that have greater resistance to disease, pests, drought and nutrient utilization efficiencies requiring less fertilizer.

Meeting US market requirements: Regional infrastructure for SPS

The Common Market for East and Southern Africa (COMESA) has initiated a more proactive stance on the preparation of APHIS Pest Risk Assessments (PRAs). They have contracted a US firm with previous USDA SPS experience in anticipation of PRAs in order to identify potential problems that APHIS might find with their evaluation. COMESA recently met in Kampala to discuss potential crops for review under this initiative. Target countries include Ethiopia, Uganda, Kenya, Rwanda, Madagascar.

VI. Textiles and Apparel

The workshops on textiles and apparel covered the following topics:

1. Impact of U.S. Security Requirements on AGOA trade.
2. AGOA and the third country fabric provision, where next? ;
3. AGOA and the end of the Multi-Fiber Agreement
4. The Prospects and Challenges Confronting the Growth of the Africa Textile Industry

New US Security Requirements.

Since September 11, the US customs service, as part of the Customs/Trade Partnership against Terrorism, has instituted the Container Security Initiative (CSI), in which US customs is partnering with other countries to secure 20 major ports worldwide. Durban, South Africa has been designated as one of the 20 to become a container security port and is the first one so designated in Africa. One other African port is expected to be sanctioned “secure” as part of the initiative in the next few years. All CSI secure ports will have US customs officials based in the respective ports, and sophisticated inspection scanners and detection devices will be used for inspection of containers at points of origin.

The next step in securing the transport of goods will be to ensure that security measures are taken all along the transport corridors so that the “point of origin” and inspection points can be monitored inland, closer to the farm gate. This will require authorization and security definitions at every step along the supply chain.

High transport costs, complicated logistics, and high customs taxes continue to be a major impediment for African exporters, and having new security requirements for containers at ports bound for the US could increase these costs and add further complications, rather than alleviate them. If Durban is the only selected CSI port (a highly congested port) in the Southern Africa region, there is major concern by many exporters that current initiatives to enhance the use of the Trans-Kalahari Transport Corridor, which ends at the Walvis Bay port, as an alternative trade route with potential direct shipping to the U.S., would be jeopardized. (The Trade Hub has been supporting efforts to achieve efficiencies in the Trans-Kalahari transport Corridor through lower transport costs and customs harmonization, with the objective to increase volumes into

Walvis Bay and eventually make it attractive for direct shipping to be realized from the Walvis Bay port to the U.S.). Other views assert that a secure port such as Durban would be a more efficient port in the long run and that the goal is for CSI ports to roll out “best practices” to other regional ports improving overall efficiency for African exports.

Third country fabric provision

The third country fabric provision was one of the most heatedly debated topics at the forum. African business representatives argued strongly for the extension of the provision until 2008, stating that there is not enough time to fully integrate the textile/apparel supply chain and that buyers are already looking for new product sources anticipating the higher costs that will result from the end of the provision.

Policy makers in Congress have a slightly different perspective. When AGOA I was passed, the third country fabric provision was scheduled to end in 2004 as a concession to those who opposed the provision in its entirety. Therefore, there is a considerable amount of pressure in Congress not to extend the provision. Proponents and opponents alike recognize the necessity for AGOA eligible countries to develop vertically integrated supply chains for textiles and garments (i.e. development of spinning and fabric production so they are not just “cutting and sewing” operations). However, there is currently no consensus on whether continuing to extend the third country provision will necessarily provide an increased incentive to enhance productive capacity and competitiveness of the industry on a regional basis. There is a definitive need to stimulate the productivity of fiber production in the region as there is not enough supply to support garment industries that are emerging. The general consensus was that the third country fabric provision would be extended for some period of time but it is unlikely that it will be extended until 2008, as many would like.

Multi-fiber agreement

Quotas have created incentives for alternative sourcing and alternative supplies. Even so, imports from China have grown three times more than the total amount of imports from Africa within the AGOA time period thus far. Once quotas are removed from China’s exports, the looming question is whether garment/apparel buyers in the U.S. will continue sourcing products from Africa? There is limited possibility for extension of MFA ending on January 1, 2005.

It was pointed out that in 2001, China was producing apparel at \$6.23/unit, while the rest of the world was producing at \$3.55/unit. In 2003, China’s production price dropped to \$2.79/unit, and the rest of the world only dropped to \$3.41/unit. To a large extent, China dropped its price on its apparel products coming into the US through currency manipulation. In addition, exporters in China get a tax rebate of 17%, with banks providing loans to build new high tech plants which often do not require repayment. Fifty percent of the textile manufacturing industry and 25% of the apparel factories are state owned and subsidized

Japan and Australia now have liberalized, quota-free textile markets and, as a result, China supplies about 70% of their apparel. At the end of the MFA, China is expected to yield over \$220 billion in world garment trade including two thirds of the U.S. market. CBI, Mexico, and Africa will be hardest hit by the change in the MFA. China is expected

to benefit from the end of quotas, as will other competitors such as, India, Bangladesh, Vietnam, Pakistan.

In order for Africa to compete with China and other Asian countries in a post MFA trading environment, African producers will need to increase the speed with which concepts and designs are brought to markets as products. In addition, access to inputs, adequate infrastructure and finance will be vital as the entire supply chain will need to be flexible, responsive, and as efficient as possible. Customer service, efficient distribution centers, quality product, and reasonable pricing will all be critical to Africa's competitive success.

VII. Handicrafts

The handicrafts workshops addressed the following:

1. An overview of the relationship between African handicrafts and AGOA;
2. Handicrafts design, implementation and financing;
3. Marketing high quality African handicrafts in the U.S.
4. Next steps – promoting African creativity in handicrafts

Panelists included producers, buyers, marketing facilitators and industry experts from throughout the continent.

Access to the U.S. market.

There is a large and growing market for African handicrafts in the U.S., as handicrafts are increasingly becoming part of the mainstream market rather than being relegated to narrowly confined niches. African motifs are now appearing in major U.S. retail stores such as fashion and home furnishings.

The panelists advised handicraft producers on how to take advantage of this growing opportunity and how to effectively market their products in the U.S. The large number of niche markets in the U.S., such as museums, art galleries and zoos, many of which have sophisticated retail shops, are good starting points for entry into the U.S. handicrafts market. In particular, the Museum Store Association (MSA), which consists of 1600-1700 members, has a major trade show every year. MSA has a membership consisting of both small and larger museums whose buyers are managers in the stores and sometimes part-time sales associates.

Buyers for the Smithsonian Museum source products in many places, including the MSA show and leading gift shows in the U.S. such as those in New York, Atlanta, San Francisco and Los Angeles and through curator contacts, street retailers, catalogs, the Internet and other museums. The Smithsonian takes the following into account when it purchases handicrafts: whether the products are unique and high quality, how they will fit in with the museum's collection, where the goods are made, consistency of the products, production capabilities, whether the producer has a U.S. representative, a website and marketing materials, and how the goods are packaged.

Category Nine.

Specific types of handicraft products are eligible for duty-free and quota-free entry into the U.S. under AGOA. This applies to what is commonly referred to as Category Nine textile and apparel product categories entering the U.S. Category Nine includes hand loomed articles, handmade articles, and folkloric items. Folkloric products are usually apparel, apparel accessories, and decorative furnishings.

Traditional handicraft products such as pottery, candles, figurines, etc. are not eligible for Category Nine certification. Most of those products, however, are already entering the U.S. duty-free under the U.S. Generalized System of Preferences (GSP) for less developed countries. Home furnishings such as sheets, blankets, and towels are also ineligible for Category Nine certification.

There is strong interest to expand the definition of Category Nine to include a broader range of hand made products. This is one of the issues expected to be up for discussion as Congress considers AGOA III legislation next year.

Thus far, eight AGOA eligible Sub-Saharan countries (six in the Southern African region) have had products certified as Category Nine after submitting applications for approval to the U.S. government. AGOA beneficiary countries must undergo this process for each separate product for which they are seeking Category Nine certification.

Marketing tips.

Panelists offered some marketing tips to the attending producers, and emphasized the importance of developing relationships with good, reliable, experienced importers who can guide the producers on how to enter the U.S. market.

Trade shows in the U.S. are an important venue, however, it was noted that only African firms with extensive experience selling in the U.S. should enter the largest U.S. shows, which take place each year in New York, Atlanta, San Francisco and Los Angeles.

Less experienced firms might wish to start with regional shows, such as the SARCD A gift show that is held twice a year in Johannesburg every March and August. Sources, a relatively new show, held in New York in May might be a particularly good choice for less experienced artisans because it is attended by importers, distributors, retailers and product designers.

African artisans are likely to sell more products at trade shows if they repeatedly attend the same show rather than going to several different shows demonstrating commitment and financial stability to buyers.

Producers with little or no U.S. experience should solicit the assistance of marketing and business services organizations such as Aid to Artisans, which provides product development and design, business management, and marketing services. Other business facilitation organizations include The Crafts Center, which provides market information, and ALINC, which facilitates business linkages between African producers and handicraft buyers.

Panelists noted that producers will enjoy additional success marketing their goods if they can “humanize” what they have made and convey the story behind their production.

Continuing challenges.

African handicraft producers continue to face powerful competition in the U.S. market from China and India, which have a more established presence and sophisticated marketing strategies.

In addition, many African producers have had limited contact with U.S. buyers, and their experiences to date (such as those on the Internet) have not always been successful. Similarly, many African producers do not have good U.S. agents who can provide them with an introduction to doing business in the U.S.

Many African producers do not understand the eligibility requirements and procedures for Category Nine certification, and have similar difficulty with the AGOA textile and apparel benefits requirements in general. This lack of understanding reduces the extent to which producers and countries take advantage of AGOA opportunities.

Financing constraints continue to impede small African firms from exporting products to the U.S. market. Transport costs and related delivery of products on a timely basis pose serious limitations, especially for the numerous landlocked countries throughout Africa.

IX. Support of AGOA initiatives by the Southern Africa Global Competitiveness Hub

The Southern Africa Global Competitiveness Hub provides a regionally focused program that supports objectives of AGOA. The Hub’s newly restructured strategy provides technical assistance and training to support regional competitiveness and vertical integration of two primary growth clusters: the regional textile and garment industry, including Grouping Nine exporters; and the horticultural export industry for selected countries. In both clusters, emphasis is given to enhancing competitiveness of the supply chain, developing market linkages both regionally and with US buyers and potential investors. The Hub also supports work to improve efficiencies in key transport corridors, remove technical barriers and enhance customs harmonization as it relates to regional trade in general, but also as it relates specifically to the textile/apparel and horticultural export clusters. These objectives are designed to enhance the benefits of AGOA and increase trade with the U.S.

Hub support to Handicrafts exporters to attend and market at the AGOA forum.

The Hub sponsored 13 handicraft firms from seven SADC countries to attend the AGOA forum and to visit buyers in New York. The 13 sponsored firms exhibited at the showcase events during the forum and made contacts with important buyers. Collectively, they sold over \$10,000 worth of merchandise in Washington and New York. Paul Hooker of Sferra Brothers, an AGOA panelist and a major importer of textiles and garments, purchased a number of mohair products from Rosecraft and also facilitated a longer-term marketing outlet for Rosecraft to market and distribute their products to Nordstrom and other high-end retailers in the United States.

The Hub is planning to conduct a series of marketing workshops in several countries in the Southern Africa region during March and April of 2004.

Firms Sponsored by the Hub to the AGOA Forum:

- Tamara Nyathando of Beatmas Supplies (Zambia)
- Sophia Maryogo of ADAT (Tanzania)
- Chas Prettejohn of Ngwenya Glass (Swaziland)
- Malisebo Mojaje of Leribe Craft (Lesotho)
- Julie Nixon of Rosecraft (Swaziland)
- Oliver Groth of Botswana Craft (Botswana)
- Joyce Mbwette of Foot Loose (Tanzania)
- Karin le Roux of Mud Hut Trading (Namibia)
- Thabiso Makhooane of ADONAI (Lesotho)
- Gyaneswar Moloje of Nature Crafts (Mauritius)
- Edith Mushi of Kipepeo Arts and Crafts (Tanzania)
- Jacky McLeod of Penduka Development Project (Namibia)
- Chigedze Virginia Chinyepi of Tjina Nkando Crafts (Botswana)

Potential handicraft buyers and contacts:

- ABC Home (whose buyers met with our sponsored firms in New York and expressed interest in several) – Ambika Jain;
- Bamboula Ltd. – Jasperdean Kobes;
- Continuum Home – Patti Carpenter;
- Eco-Brazil (do not be put off by the name) – Elizabeth Howitt;
- Eziba – Amber Chand;
- George Little Management – Carol Ross;
- Of African Descent – Alma Lorraine Constable
- Sferra Brothers – Paul Hooker
- Smithsonian Business Ventures – Lisa Mazzio
- Swahili Imports – Leslie Mittelberg
- TJ Maxx – Peter Wilson

VIII. Summary Forum Findings

AGOA utilization.

The AGOA program has scored impressive successes in several key sectors, particularly textiles and apparel, automotive and some processed foods. In addition, AGOA has encouraged positive political reform and increased foreign investment in some Sub-Saharan countries.

At the same time, it is recognized that AGOA's full potential cannot be realized unless African countries demonstrate greater resolve and speed to improve the enabling environment for trade and investment. Impediments that must be overcome include insufficient infrastructure, insufficient incentives for investment, lack of capital, weak

macroeconomic policies, intra -regional technical barriers, insufficient technical expertise, and poor governance. AGOA preferences are relatively meaningless if African producers cannot overcome other trade barriers and take advantage of AGOA opportunities.

AGOA utilization is limited to relatively few product categories and countries benefiting most from AGOA are clustered in East and Southern Africa. West African countries appear to lag behind in the non-energy sectors. Open trade, in conjunction with well-designed development assistance policies, is essential to realizing AGOA goals and incorporating Africa more aggressively into the global trading system.

Handicrafts.

The African handicrafts sector should assume a higher place on the economic agendas of African governments and the donor community. The International Finance Corporation's (IFC's) Small and Medium Scale Unit and Microfinancing Division should examine financial instruments for artisans. There is interest to expand the definition of the Grouping Nine product category. Continued emphasis needs to be placed on understanding export procedures under AGOA and for developing more aggressive marketing relationships with U.S. buyers.

Security measures/agriculture.

From the African perspective, U.S. port security requirements and increased regulations by U.S. Customs and Border Protection are hindering trade of AGOA eligible products. On the other hand, new U.S. security regulations also have the potential to result in increased international trade transparency and heightened port security. African agricultural producers feel that U.S. regulation of fresh agricultural products constitutes another significant barrier to U.S.-Africa trade. Nevertheless, such requirements are a fact that must be dealt with and greater attention needs to be given to building SPS capacity in the region.

Textiles/Apparel.

China's recent accession to the World Trade Organization and the termination of the Multi-Fiber Agreement at the end of 2004 are of great concern to African apparel exporters. Some believe AGOA producers will continue to supply mid-tier buyers and niche markets in spite of the concern that Africa will not be able to compete in scale or price with Asian countries. U.S. importers may continue to value diverse sourcing of their products, thereby reserving a place for African production. Price alone does not dictate product-sourcing decisions by U.S. buyers. Increasingly, these decisions are based additionally on the time it takes from concept to market, quality, and product diversity. Nevertheless, much more work is needed to increase competitiveness of the African textile and apparel industry if it is to compete in the U.S. market in the long-term.

Transshipment.

Transshipment is becoming a significant problem for producers in AGOA beneficiary countries. Non-AGOA countries are shipping through Africa to both avoid quotas and tariffs and circumvent security regulations.

Free Trade Agreements.

The prospect of U.S.-Africa free trade agreements (FTAs) evoked debate among the private sector participants. Supporters view FTAs as stable and permanent trading arrangements that allow Africans to export to the U.S. Critics fear that Africa is not ready for FTAs with the U.S. because African markets would be overwhelmed by U.S. goods, potentially harming domestic industries. Asymmetrical FTAs, where trade benefits are not entirely reciprocal, could be a compromise.

AGOA III legislation.

Should AGOA be extended beyond 2008? An overwhelming consensus argued in the affirmative.

Participants suggested that the AGOA legislation take into account the following during consideration next year:

1. Strengthening capacity building in Sub-Saharan countries in all trade-related areas, including: finance, transportation, information and communications technology, human resources development, and sanitary and phyto-sanitary issues;
2. Expanding the amount of technical assistance currently provided to African agricultural producers; enhancing SPS capacity
3. Expanding Category Nine benefits, specifically: clarifying product definitions; extending preferences comparable to the third country provisions available to textile and apparel traders; making eligible both hand-loomed and hand-knitted items; allowing for the transformation of hand-loomed or hand-knitted goods into decorative textile and apparel accessories that include machine finishing on seams and closures, and expanding product definitions to include hand-embroidered textiles (bed, bath or table) that use country fabric but include at least 35 percent of value from local handwork.
4. Extending the current third-country fabric benefits beyond 2004 in the legislation was a topic of debate during the sessions. The majority of participants supported an extension of some kind as well as a quota phase-out. However, they did not agree on the length of the extension.

The participants called for continued discussion about all of the issues listed above at both the private sector and government levels during the coming year.

12:30 pm

Luncheon

Venue:

Reflections on US-African Trade and Economic Cooperation

J.W. Marriott Hotel, Salon I & II

Speakers:

Honorable Robert Zoellick, United States Trade Representative

Honorable Dr. Mukhisa Kituyi, M.P., Minister of Trade and Industry, Republic of Kenya

2:00 pm

Workshop

Venue:

Marketing and Business Opportunities: Non-Traditional African Agricultural Exports

J.W. Marriott Hotel, Salon III

Moderator:

K. Alonzo Dority, AGOA Steering Committee/Senior Associate, Schaffer Global Group

Speakers:

Singobile Ntshangase, Thabani Wines (South Africa)

Amer Choudhry, President, American Eagle Food Products, Inc.

Jake Walter, Country Director, TechnoServe Mozambique

Kasasira Mwine, President, Commerce Africa

Roger Rakotomatala, Lemur International Inc.

Workshop

Venue:

Impact of U.S. Security Requirements on AGOA Trade

J.W. Marriott Hotel, Salon IV

Moderator:

Evelyn Suarez, AGOA Steering Committee/Partner, - International Section, Williams Mullen

Speakers:

Bonni Tischler, Product Vice President of Global Transportation and Supply Chain Security, Pinkerton Consulting and Investigations

Nancy Williams, Cotecna

Marc Juhel, Transport and Logistics Adviser, Transport Division, The World Bank

* *Invited*

Workshop

Venue:

African Handicrafts and AGOA: An Overview

Smithsonian Institution S. Dillon Ripley Center
Lecture Hall, 1100 Jefferson Drive, SW,
Washington, D.C.

(transport provided – see shuttle bus schedule)

Moderator:

Deborah Orsini, Management Systems International, and
Member, Corporate Council on Africa Board of Directors

Welcoming Remarks:

Dr. Sharon Patton, Director, Smithsonian National Museum of
African Art

Constance Berry Newman, Assistant Administrator for Africa,
United States Agency for International Development

H.E. Narisoa Rajaonarivony, Ambassador of Madagascar to
the United States

Opportunities & Challenges:

Speakers:

Clare Brett Smith, President, Aid to Artisans

Mirana Abraham, President, Mirado Silk, Madagascar

Mark Irwing, President, Spice Island Trading, Madagascar

AGOA as a Tool to Promote African Handicrafts:

Moderator:

Molly Williamson, Deputy Assistant Secretary -- Africa,
Middle East and South Asia, U.S. Department of Commerce

Speakers:

Anna Flaaten, Office of Textiles and Apparel (OTEXA), U.S.
Department of Commerce

Brian Fennessy, U.S. Customs and Border Protection, U.S.
Department of Homeland Security

Philip Mensah, AGOA Desk, Investigations Department,
Ghana Customs Service

3:30 pm

Coffee Break

4:00 pm

Workshops

Venue:

Marketing and Business Opportunities:

Traditional African Agricultural Exports

J.W. Marriott Hotel, Salon III

Moderator:

Van Yeutter, International Business Development Director,
Cargill Inc.

Speakers:

David A. Stuart, Director, External Technical Relations,
Hershey Food Corporation

William Guyton, President, World Cocoa Foundation

John Lunde, Masterfoods

Karen Coachman, President, Volta Holdings USA

Josephine Okot, Chair, Uganda Seed Trade Association and
Managing Director, Victoria Seeds Ltd.

* *Invited*

Workshop

Venue:

**AGOA & Third Country Fabric Provision:
Where Next?**

J.W. Marriott Hotel, Salon IV

Moderator:

Paul Ryberg, AGOA Steering Committee/President, African Coalition for Trade

Speakers:

Honorable Florizelle Liser, Assistant U.S. Trade Representative for Africa, Office of the United States Trade Representative

Angela Ellard, Staff Director & Trade Counselor, United States House of Representatives

Yves Robert Lamusse, Managing Director, Palmar International

Chris Matonga, Swarp Spinning Mills, Zambia

Julie Hughes, Vice President for International Trade and Government Relations, United States Association of Importers of Textiles and Apparel

Workshop

Venue:

Handicrafts Design, Development and Financing

Smithsonian Institution S. Dillon Ripley Center
Lecture Hall, 1100 Jefferson Drive, SW,
Washington, D.C.

(transport provided – see shuttle bus schedule)

Moderator and Keynote:

Patti Y. Carpenter, President and Creative Director, Continuum Home, Inc.

Speakers:

Marisa Fick-Jordaan, The Bat Shop, South Africa

Bridget Kyerematen, Ghana Aid to Artisans Center

Elaine Bellezza, Mia Mali

Wendy Teleki and Ismail Samji, International Finance Corporation Microenterprise Unit

Eugenie Drakes, Piece Ltd., South Africa

7:00 pm

**Gala Reception/
Reception Showcase**

Venue:

J.W. Marriott Hotel, Grand Ballroom

* *Invited*

Tuesday, December 9, 2003

8:00 am

Venue: **Continued Registration & Coffee Hour**
J.W. Marriott Hotel, Grand Foyer

9:00 am

Workshop **Biotechnology and African Agriculture**
Venue: J.W. Marriott Hotel, Salon III

Moderator:

Dr. Val Giddings, Vice President, Food and Agriculture,
Biotechnology Organization

Speakers:

Professor Diran Makinde, Africabio

Dr. Mwananyanda Mbikusita-Lewanika, Executive Director,
National Institute for Scientific and Industrial Research,
Zambia

Dr. Rob Horsch, Vice-President, Product and Technology
Cooperation, Monsanto Company

Jane Earley, American Soybean Association

Cyril Broderick, President, International Society of African
Scientists

Workshop

Venue: **AGOA and the End of the Multi-Fibre
Agreement**
J.W. Marriott Hotel, Salon IV

Moderator:

Paul Ryberg, AGOA Steering Committee/President, African
Coalition for Trade

Speakers:

Cass M. Johnson, President, American Textile Manufacturers
Institute

Erik Autor, National Retail Federation

David Spooner, Special Textiles Negotiator-General Counsel,
Office of the U.S. Trade Representative

Eugenia Chang, CEO, CGM Industrial Ltd

Workshop

Venue: **Marketing High Quality African Handicrafts in
the U.S.**
Smithsonian Institution S. Dillon Ripley Center
Lecture Hall, 1100 Jefferson Drive, SW,
Washington, D.C.
(transport provided – see shuttle bus schedule)

Moderator and Keynote:

Colleen Pendleton, Director of Marketing, Aid to Artisans

Speakers:

Paul Hooker, President, Sferra Bros

Jasperdean Kobes, President, Bamboula Ltd

Lisa Mazzio, Director of Merchandising, Smithsonian

Business Ventures Stores (cont'd)

Amber Chand, Senior Buyer, Eziba

* *Invited*

Peter Wilson, African Crafts Buyer, TJ Maxx
Carol Ross, George Little Management

10:30 am Coffee Break

11:00 am **Workshop**

AGOA Opportunities in Agribusiness: Exploring Mutual Benefit

Venue: J.W. Marriott Hotel, Salon III

Moderator:

Julie Howard, AGOA Steering Committee/Executive Director,
Partnership to Cut Hunger and Poverty in Africa

Speakers:

Michel Alen, Nationwide Equipment

Cheryl Dobbins, President, BTI TransAg Industries

Souleymane Diaby, Seafood Division, USDA Foreign
Agricultural Service

T. Marcos Mulugeta, Deputy Commissioner for International
Trade, Virginia Department of Agriculture and Consumer
Services

Jim Hershey, World Initiative for Soy in Human Health,
American Soybean Association

Workshop

**Vertically Integrated Regional Project
Development, A Key Approach In Expanding
Export Opportunities for SMEs under AGOA
EU ACP International Trade Initiatives**

Venue: J.W. Marriott Hotel, Salon IV

Speakers:

Darryl Reynard Prevost-AGOA EU ACP Association/CEO-
Chairman, PANTEXPRO-AGOA Enterprises

J.V. Patel-Chairman-African Textile Mill-(Uganda)

PANTEXPRO AGOA Enterprises-J.V. Partner

Peter Abeku, CEO-Jelel Investments, Ltd (Uganda)

PANTEXPRO J.V. Partners-Agro Industry-National
Chairman-AGOA EU ACP Association

James Njoroge Executive Officer, CISO East African/ JUA
Kali Associations

James Bwatuti-Executive Officer, CISO East African JUA
KALI Associations

Jill Muriel

Wycliffe Bedi, Visual Artist, Trainer, Partner, PANTEXPRO
AGOA ENT-ATM,

Geraldo Ngaruiya, Kivuli Centre, Arts & Crafts Centre
Industries for Refugees

Geoffrey Ochanda Nyatwongi, Director, Real African
Images/Chairman, Bidji Handicrafts Association

Mr. Syilla -ECOWAS -JUA KALI SME Member AGOA EU
ACP Association) (Gambia)

Jeanine Nepa Nepaa, AGOA EU ACP Association Member

Japher Madanda, Co-owner Sir Yeke Tailors and Training
Academy

* *Invited*

Workshop

Venue:

Enhancing Production and Export Opportunities in Textile and Apparel Business in Kenya

J.W. Marriott Hotel, Salon F

Speakers:

K. Bedi, Bedi Fabrics
Honorable Dr. Mukhisa Kituyi, Minister for Trade and Industry, Republic of Kenya
Margaret Rotich, Director of Industries, Republic of Kenya
Yusuf Nzibo, Ambassador, Republic of Kenya

Workshop

Venue:

Next Steps - Promoting African Creativity in Handicrafts

Smithsonian Institution S. Dillon Ripley Center
Lecture Hall,
1100 Jefferson Drive, SW, Washington, D.C.
(transport provided – see shuttle bus schedule)

Moderator:

Timothy S. McCoy, Director, Policy and Programs, Corporate Council on Africa

Speakers:

Caroline Ramsey, President, The Crafts Center
Margaret Bishop, USAID West Africa Trade Hub
Paul Sszoi, President, Kubira Enterprises (Uganda)
Leslie Mittelberg, President, Swahili Imports
Natalie Fitz-Gerald, Casa Nova
Nnamdi Ezera, U.S. Department of Commerce Commercial Law Development Program

12:30 pm

Luncheons

Venues:

AGOA as a Milestone In U.S. –African Economic Relations

J.W. Marriott, Salons I & II (for agribusiness and apparel/textiles participants), and *Smithsonian Museum Castle* (for handicrafts participants)

Speakers at Marriott:

Stephen Hayes, President, Corporate Council on Africa
(official release of *AGOA: A Comprehensive Business Guide to Trading Under AGOA*, published by the Corporate Council on Africa)
Honorable Donald Evans, Secretary, U.S. Department of Commerce
Honorable Jaya Cuttaree, Minister of Trade & Industry, Republic of Mauritius

Speakers at Smithsonian Castle:

Dr. Sharon Patton, Director, National Museum of African Art
Constance Berry Newman, Assistant Administrator for Africa, USAID

* *Invited*

2:00 pm

Workshop

Venue:

Policy Constraints & Enabling Conditions in Agribusiness

J.W. Marriott Hotel, Salon III

Moderator:

Dr. Judith Chambers, AGOA Steering Committee/President, Emerging Market Solutions

Speakers:

Mary Lisa Madell, Director for Trade Policy Africa/Australia, Trade Support, U.S. Department of Agriculture, Animal and Plant Health Inspection Service

Erastus J.O. Mwencha, Secretary -General, Common Market for Eastern and Southern Africa (COMESA)

Richard Wilder, Esq., Partner -- Sidley, Austin, Brown and Wood

Guy M'bengue, President, Apex-Côte d'Ivoire

John Richter, Regional Director Africa, Asia, & Middle East, Export-Import Bank of the United States

The Prospects and Challenges Confronting the Growth of the Africa Textile Industry

Venue:

J.W. Marriott Hotel, Salon IV

Moderator:

Anthony Carroll, Managing Director, Manchester Trade/CTD America

Speakers:

Patrick Lecoy, Government and Public Affairs Leader, Dow AgroSciences

Dr. Horst Prader, Executive Chairman, BMD Textiles (Pty) Ltd.

Apinder Sodhi, Former Managing Director, Afprint-Nigeria

Patrick Hodges, Africa Marketing Director, Cha Textile

Workshop

Venue:

Handicrafts Question & Answer Session

Smithsonian Institution Ripley Center, Room 3037

1100 Jefferson Drive, SW, Washington, D.C.

(transport provided – see shuttle bus schedule)

4:30 pm

Plenary Session III

Venue:

Synthesis of Private Sector Session Proceedings for Presentation to AGOA Ministerial Forum

J.W. Marriott Hotel, Salon III and IV

Moderator:

Witney Schneidman, AGOA Steering Committee and President, Schneidman and Associates International

Presenters:

* *Invited*

Handicrafts – Deborah Orsini, AGOA Steering Committee/Management Systems International, and Member, Corporate Council on Africa Board of Directors (cont'd)
Agribusiness – Judith Chambers, AGOA Steering Committee and President, Emerging Market Solutions
Apparel/Textiles – Anthony Carroll, AGOA Steering Committee, and Managing Director, Manchester Trade/CTD America

6:00 pm – 8:00 pm

Venue:

African Handicrafts Reception and Pre-Holiday Handicrafts Sale

Smithsonian National Museum of African Art
950 Independence Avenue, S.W.
Washington, D.C.
(transport provided – see shuttle bus schedule)

2003 AGOA Forum Private Sector Session Ends

The Corporate Council on Africa and the AGOA Steering Committee Gratefully Acknowledge the Generosity Demonstrated by the Sponsors of the 2003 AGOA Forum Private Sector Session:

57 Main Street Wine Company

AGOA EU ACP

American Soybean Association

Botswana Export Development and Investment Authority

Cargill Inc.

Monsanto Company

Smithsonian National Museum of African Art

The Boeing Company

The Government of Kenya

United States Agency for International Development

World Cocoa Foundation

* *Invited*

Annex 2:
STEPHEN LANDE ON AGOA AND REGIONAL GROUPINGS - 2003 IIRD
AGOA FORUM, DEC 2003

**Regional Groups Are Key For Developing Nations To Compete In Global Markets:
Trade Consultant Assesses AGOA and U.S. Trade Policy Formulation**

By Charles W. Corey - Washington File Staff Writer

<http://usinfo.state.gov> - 19 Dec 2003

Washington -- While market access is the drumbeat of the African Growth and Opportunity Act (AGOA), the capacity to trade competitively in the U.S. and global marketplace is really the key to making this trade legislation work for Africa, says **Stephen Lande, president of Manchester Trade Ltd.**

In a December 8 address to the 2003 Private Sector Session of the Third AGOA Forum, Lande, an international trade adviser said, "We spend so much time...talking about market access opportunities...but to put it very simply, unless you have world class, competitive production that can take advantage of these opportunities, it (access) will come to naught."

As a way to ramp-up and become globally competitive, Lande promoted the importance of regional trade communities. It is through regional trade communities and agreements that developing nations can work their way up to trade competitively in the U.S. and global marketplace, he said.

"You don't go simply from a small market...into the world market," he counseled his audience of African ministers, ambassadors, executives and trade specialists who were gathered in Washington. "You need an intermediate step and that is provided by regional economic communities because they group countries together. Such an arrangement," he said, "gives countries, entrepreneurs and workers the opportunity to begin to approach the economies of scale that are necessary for export."

If you are going to look at AGOA, he said, you have to view it in the context of the World Trade Organization and free trade agreements (FTA) operating in the context of the regional economic communities.

Lande went on to explain the importance of understanding the relationship between the American business community and the United States government and how they often interact in the formulation of U.S. trade policy.

U.S. business and its trade groups are largely organized into three categories, he said: global, sectoral and geographic.

"By far the most important business organizations in terms of the overall formulation of U.S. trade policy are the global organizations" he said, which include the U.S. Chamber of Commerce, the National Association of Manufacturers (NAM), the National Foreign

Trade Council, the Emergency Committee for American Trade (ECAT), the Business Roundtable and the U.S. Council for International Business.

"These are the groups (along with the Farm Bureau on agricultural topics) that basically set the pattern for the generic U.S. policy approaches -- whether they are toward the regional agreements...the bilateral free trade agreements or the WTO," he said.

A second group organized by trade sector, he explained, also exerts influence in the policy formulation process. Sectoral groups such as the American Textile Institute, National Cotton Council and the American Iron and Steel Institute are "usually considered to be against free trade initiatives," he said, fearing free trade will adversely impact their trade sector.

The last group, Lande identified as "geographic" such as the Caribbean Central American Action group and the Corporate Council on Africa (CCA), which both lobby for expanded private sector trade and investment flows between their respective regions and the United States. Also functioning in this "geographic" area are ad-hoc groups, he said, such as the AGOA III Coalition run by former assistant U.S. Trade Representative for Africa Rosa Whitaker, which is now seeking a further expansion of the historic AGOA trade legislation.

"Each issue that is under consideration in the United States, whether it be multilateral, bilateral or preferential level usually has various groups that begin to play a role" in the formulation of U.S. trade policy, he explained. As an example, he said, the primary lobbying for AGOA III is being done by the Corporate Council on Africa (CCA) and the AGOA III Coalition.

Lande then went on to frankly and realistically assess the importance of AGOA and its link to the U.S. business community.

"It is important to some groups," he acknowledged, speaking of AGOA and its pending expansion and enhancement as AGOA III. "But to the big groups frankly, it is a little punctuation mark, an asterisk.

"If you believe in motherhood, fatherhood, you believe in AGOA, but how much political capital will you use, how many donations will you make in campaigns" to make the expanded AGOA III legislation become a reality? "Not that much," he said, "unless you are a specific group (that urgently needs the legislation) -- that is why the Corporate Council is important."

Lande said besides the obvious role of Congress in the legislative branch passing the AGOA legislation, there are three key areas in the executive branch of U.S. government to focus on in terms of trying to influence and generate AGOA trade policy. The major player, according to Lande, is the Office of the United States Trade Representative (USTR), which works together with other U.S. departments such as State, Commerce, Labor and Treasury to formulate the government's position on trade issues.

While the USTR does not fit easily into any organizational charts, Lande said, it is important to the White House because it focuses on trade issues. In that regard, he said, political specialists in the White House will assess AGOA and the level of attention it should deserve from the executive branch.

A second official part of the foreign affairs power structure in the White House is the National Security Council, he said, which will offer its assessment.

A third key area is the political wing in the White House, he said. "Every administration has to have a group that assures that it is reelected and that the administration sticks to the rules or whatever its philosophy is. Somebody has to coordinate this" and review AGOA trade legislation from a political perspective.

Lande said five basic factors drive U.S. trade policy: Textiles, agriculture, the continuation of preferences, unfair trade practices called dumping and capacity building.

Capacity building is the most important of the five issues for African and other developing countries, he stressed. "You must have capacity building so that you have the products you can trade." Capacity building is most important, he said, because if you don't have products to export, everything goes out the window.

Lande called on the World Bank and International Monetary Fund to provide greater assistance to developing world countries that are trying to function and prosper under the WTO system.

"I go to WTO meetings," Lande recalled. "The negotiators work very hard. I always see the World Bank and IMF there. They always give a very good speech in the beginning and then I don't see them work very hard because they are not part of the process. They are the people that should be sitting with you now," helping developing countries to prosper under the WTO trade structure.

AGOA Stands as "Cornerstone" of U.S.-Africa Trade Relationship: CCA President cites need for expansion of Act and new investment

By Charles W. Corey

<http://usinfo.state.gov> - 9 Dec 2003

Washington -- The runaway success of the African Growth and Opportunity Act (AGOA) has affirmed its place as the "cornerstone" of the U.S.-Africa trade relationship, says Stephen Hayes, president of the Corporate Council on Africa (CCA).

In the first three quarters of 2003, trade under AGOA amounted to more than \$10.2 billion -- a 59 percent increase over the same period last year -- Hayes said December 8 at the opening of the 2003 Private Sector Session of the Third U.S.-Sub-Saharan Africa Trade and Economic Cooperation Forum.

"The significant capital investments in Africa underpin and foster this growth and are essential to the long-term growth of African economies," Hayes told the audience of ministers, ambassadors, and corporate executives who had gathered at Washington's J.W. Marriott Hotel. "Export-led growth has been the engine for economic development for whole regions of this planet," he added.

To illustrate his point, Hayes cited the record economic growth rates achieved in Southeast Asia in the post-World War II era -- where open markets, free trade and entrepreneurship resulted in dramatically improved living standards.

"AGOA now provides Africa with diverse opportunities to grow and integrate into the global economy in ways both similar to the Asian experience as well as ways that are uniquely African," he said.

The successes of AGOA's first three years demonstrate the program's potential, Hayes said. He cited as an example Lesotho, which is exporting more than \$300 million worth of apparel and other goods under AGOA this year alone.

In Kenya, he said, more than 21,000 new jobs have been created. In Ghana, he added, new textile factories have been built under AGOA and pineapples are now being exported to the United States under the terms of the trade legislation.

In South Africa, the government has reported the creation of 90,000 new jobs through AGOA, Hayes said, while sales of Mercedes-Benz automobiles, many of which are manufactured for export in South Africa, have increased in the United States in the last three years.

While it is clear that both Americans and Africans are benefiting from AGOA, he said, just as clearly, more people on each continent could be reaping the benefits of the historic legislation.

"In my view," Hayes said, "the full benefits of AGOA have yet to be harvested by most African nations and the people of those nations."

Thus, he explained, the Corporate Council on Africa (CCA) strongly supports calls by President Bush and many in Congress to extend and expand AGOA. Legislation recently announced in both the U.S. House of Representatives and Senate "give us reason to cheer," he said.

If AGOA is to fully succeed, Hayes told his audience, much more must be done to build a strong, binding economic partnership. "AGOA is not enough. ... We must do more -- not only for the sake of Africa but for the sake of our own economic development as well."

In the United States, all Americans, according to Hayes, must come to realize that "vibrant African economies do truly mean a far more healthy and vibrant American

economy. When we come to understand how closely we can be linked, then we will be true partners. That is yet to come."

The U.S.-Africa trade relationship must be built one step at a time and the additions to AGOA -- like AGOA III, he said, are meant to do exactly that.

The latest proposed legislation for AGOA III seeks to extend the term of the original Act and specifically addresses the need to allow more African fruits and vegetables into the United States. This is important, Hayes said, because not all countries in Africa can benefit from textile and apparel production.

"But every nation in Africa and most of its people can benefit from the opening of our doors in a transparent manner to African agricultural produce," he quickly added. "Eighty-five percent of Africans work in agriculture. If Europe can import African produce with no harmful effects, ... why can't America open its doors in the same way or in even fairer ways than Europe? I believe we can."

U.S.-Africa trade under AGOA must be enhanced even further, Hayes asserted, especially in sectors that are addressed by AGOA III, such as agribusiness, handicrafts, and small business. "Compared to textiles and apparel, these sectors have seen far less spectacular results from AGOA," he said.

"We are convinced, however, that these sectors have the potential to revolutionize ... U.S.-Africa trade... and in the long-run will provide more stable economic benefit to all involved," he said.

Again citing the Asia example, Hayes said that just as that continent's growth was spurred by foreign investment and financing, more in this area must be done for Africa. Increased capital flows must complement AGOA, he said, adding that to promote those flows, CCA will hold its first major "Increasing Capital Flows to Africa" conference in February 2004.

Hayes called on African leaders to enact "bold steps" to attract the U.S. capital that is essential to stimulating their economies. He warned, however, that "problems such as inadequate judicial systems, poor and inconsistent macro-economic policy and conflict too often deter investors," thus limiting all forms of development.

Concluding, Hayes said sustainable development cannot be achieved until African governments graduate once and for all from an era of poor governance and ill-advised economic policies.

Annex 3: Private Sector Session of the Third U.S.-Sub-Saharan Africa Trade and Economic Cooperation Forum, Summary of Proceedings and Recommendations

This document can be found on the Corporate Council for Africa's web site:
<http://www.africacncl.org>

Annex 4: List of Participants provided by CCA

ORGANIZATION	TITLE	FIRST NAME	LAST NAME
Embassy of Mozambique	Ambassador	Armando	A. Panguene
World Business Links, Inc.	CEO	Rosemary	A. Segero
Embassy of Chad	Ambassador	H.E Hassarallah	A. Soubiane
The Islamic Republic of Mauritania	Deputy Chief of Mission	M. Bass	Abal Abass
Tandes Foods LTD	Purchasing Manager	Hameed	Abdullah
AGO A EU ACP	Investments, National Coordinator	Peter	Abeku-Jelel
ARCC	Marketing Executive	Evenly	Abena Aduako
Sara Garmet Designer & Man.	General Manager	Sara	Abera
Mirando	President	Miranda Henriette	Abraham
Ghana Embassy	Minster -Counsellor Trade	Johnson	Adasi
Marinof Farms	Sales Manager	Andrews	Addai
TANDES FOODS (GH) LTD	MARKETING MANAGER	JOSEPH	ADDO
ASA Limited		Samuel	Addo
IvyLeague Cloths	CEO	Kunle	Adejuwon
Ghana Tourist Board	Tourist Officer	Akua Amponsab	Adinkra
CBI Cassava Biotechnology and Industry	Project Manager	Jacques	ADOVELANDE
Yedent Agro Proc. ven. ltd	C.E.O.	Ntim	Adu
Silver Arrow Alluminium Co. Ltd.	Business Development Manager	Tony	Afriyie
Ghana Embassy	Charge D'Affaires	Issac	Aggrey
Yenok Wood Products	Production Assistant	George	Aggrey Bilson
Chambre de Commerce et d'Industrie du BÃ©nin	Chef de DÃ©partement Appui aux Entrprises	Marie-Claude	AGOSSA
Development Trading Limited	Operations Manager	Cecilia	Aipira
International Executive Services Group	Manager U.S.	Mimi	Alemayehou
The Corporate Council on Africa	Development Associate	Asfaw	Alemayehu
self-employed		Lisa	Allen
Cooperative Village	Artisan	Abdou	Amadou
Hayat Broderie	Commercant	Adoubacer	Amadou
Office of International Public Service & Outreach, The University of Georgia	Director	Glenn	Ames
Kenya Investment Promotion Center	After-care Service Manager	Rogers	Amisi
NBSSI	Batik Design	Doreen	Amoah
OLA DI KPIKPO	DIRECTOR OF COMPANY	GAFARI	AMOUSSA
Cadling Fashions	President	Linda	Ampah
Royal Goldtech	Director, International Programs	Julius	Amua-Sekyi
Danmat Farms	Owner / Director	Daniel	Anang
Academy for Educational Development	Project Associate	Mathilde	Andrade
Darko Farms	Export Sales Exc.	Bruce	Antwi
Kessben Group	Bus.Planning Analyst	Anges	Appiah

Multipurposes Marketing ltd	Director	B.K	Asamoah
Silver Arrow Alluminium Co. Ltd.	Sales/Admin Manager	John	Asamoah
Classica	Designer	Kojo	Asamoh
DICKIE BIRDS COMPANY LTD	manager	Kofi	Asante
Manhyia Palace	Marketing Officer	Micheal	Asante
Benyak Company Limited	Executive Director	Philip	Asante
ASA Limited		George	Asare
K.M.A	Marketing Officer	Ama Scrwaa	Asaunoah
COMESA	Technical & Resource	Tedenekialesh	Asfaw
Ash-Geo Hand Training Center	President	George	Ashiagbor
Embassy of Eritrea	Ambassador	Girma	Asmeron
Foot Loose Tanzania, Ltd.	Managing Director	Ndelle	Augustino
National Retail Federation		Erik	Autor
Embassy of Ethiopia	Ambassador	Kassahun	Ayele
Emerging Market Strategies	President	Gloria	Cabe
Embassy of Senegal	Ambassador	Amadou	Ba
AOB Ventures	CEO	Akeem	Badiru
AGOA GuinÃ©e	Coordinatrice	Fatoumata Binta	Balde
South African Embassy	Economic Minster	Mudunwazi	Baloya
Global Orbit Systems	Managing Director	Cheikh	Bamba CISSE
AGOA GuinÃ©e	TeintuÃ©re	Fatoumata Binta	Barry
Embassy of Guinea	Ambassador	Rafiou	Barry
AfricaGlobal	Associate	Yacine	Barry
Embassy of Mali	Minster of Economy and Finance	Toure	Bassari
MORIAH GROUP	CHAIRMAN	NESTOR	BATWAMBAMBA
Smithsonian Business Ventures		Gary	Beer
Allied International Marketing Corp.	President	Gebreyes	Begna
Center for Trade and Technology Transfer		Sandra	Bell
Bellamy Law Firm		Lorena	Bellamy
Mia Mali		Elaine	Bellezza
Kinsadus Com. Ltd.	Export Sales Exc.	George	Bempah
GCCI	Secretary	Merey	Bempoman
Scandinavian Express Services Ltd	Managing Director	Mr.Mohammed	Ben Es-haq
CONSULTANT	CONSULTANT	LIONEL	BENSON
USAID	AA/Africa	Constance	Berry Newman
	Consultant/Designer	Druce	Biggerstaff
Bing & Company, Inc.	President	Eric	Bing
Embassy of Gambia	Foreign Affairs	Hon. Baboucarr	Blaise Jange
Of African Descent	President	Alma Lorraine	Bone Constable
C-Me/ASAP Global Sourcing Show	Director of Global Marketing	Laurie	Boon-Fowlkes
Boreh Group	CEO	Andurahman	Boreh
Rwanda Prviate Sector Foundation	Head of Institutional Relations	John	Bosco Kalisa
Futech International	President	Georgy	Boston
Danmat Farms	Manager	John Louis	Bour
DBoyd LLC	Ex. Director	DeWayne	Boyd
American Textile Manufacturers Institute	Vice President	Charles	Bremmer
U.S.-Embassy- Zambia	Ambassador	Martin	Brennan

Aid to Artisans		Clare	Brett Smith
State Department	DAS Africa Bureau	Hon. Pamela	Bridgewater
Multilateral Investment Guarantee Agency	Program Manager for Capacity Building	David	Bridgman
SNC-Lavalin Int'l Inc.	Int'l Dev't Rep.	David	Brown
Force Kenya International Group	CEO	Regina	Brown
U.S. Embassy-Ghana	Commercial Counselor	Janice	Bruce
Eport Couriers	Business Executive	Francis	Bruce Mills
Vuka Creativity	CEO	Samuile	C.Eland
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The Corporate Council on Africa	Executive Assistant	Angela	Camara
Entrepreneur Promotion&Information Centre(T) Ltd	CEO	Kaizirege	Camara
		Anthony	Carroll
Eziba		Amber	Chand
China Garments		Robert	Chang
Kenap EPZ Limited	CEO	Christopher	Charles Denis Evans
LESOTHO TEXTILE EXPORTERS ASSOCIATION	PRESIDENT	JENNIFER	CHEN
EPZ Authority	Manager - Research, Policy & Planning	Benjamin	Chesang
Export Processing Zones Authority, Republic of Kenya	Research & Policy Manager	Benjamin	Chesang
Minority Business Development Agency	Chief, International Programs	Stephanie	Childs
Tjina Nkando Crafts		Virginia	Chinyepi
ZACSMBA	Manager	Simon	Chungu
AGOA GuinÃ©	TeinturiÃ©re	Fatoumata	Cisse
ARC Group	Managing Director	Abdramand	Clement
LISCR	CEO	Yoram	Cohen
K.M.A	Investment Office Strategic Plan	Daniel	Coleman
Embassy of Guinea	Counselor	Bintou	Conde
The Corporate Council on Africa	Events Manager	Jackie	Coker
Smithsonian National Museum of African Art	Senior Buyer	Sander	Cooper
IESC	VP-Africa	M.K.	Cope
Embassy of Mauritius	Trade Comissioner	Peter	Craig
Embassy of Mauritius	Minster of Industry and International Trade	Jayen	Cuttaree
Euro-African Ind. Conference Mindelo	Administrator	Antonio Seabra	Da Costa
The Sahel Group	President	Stephan	D'Alessandro
The textile Museum	Buyer/Manager	Sndy	Danielson
GCCI	Regional Chairman	Kwabena	Danso Aboagye
Time & Tune Co. Ltd.	Managing Director	Kwabena	Darko
Afanko	CEO	David	Darko Mensah
The Corporate Council on Africa	SAIBL Assistant	Esther	Dassanou

Industrie Cotonniere Africane (ICOTAF)	General Manager	Thierno	Datt
The Boeing Company	Vice President & Deputy International	Philip	de St. Aubin
COMIX .COM	Director	Dusabe	Denise Claire
afprocka	Member ONG	Mme	Diallo
ONG	Member	Djenabou	Diallo
ONG	President	Marliatou	Diallo
Silver Arrow Alluminium Co. Ltd.	CEO	Deric Kusi	Din-Chin
Embassy of Mali	Ambassador	Abdoulaye	Diop
The Corporate Council on Africa	Director of Finance	Mbayang	Diop
Government of Swaziland	Principal Customs officer	Otto	Dlamini
BTI TransAg Industries, LLC	President	Cheryl	Dobbins
CPI - Investment Promotion Centre	Industrial Free Zones Manager	Horacio	Dombo
Creative Women		Ellen	Dorsch
piece	MS	Eugenie	Drakes
AGOA GuinÃ©e	TeinturiÃ´re	Aissata	Drame
The Forest Foundation	President	J. Marc	Dreyfors
Sunflag (Nig.) Ltd		Keith	D'Souza
Kazuri- Kenya		Patrick	du Brule
Mihlumbo Arts	Managing Director	Bonani	Dube
Southern African Fair Trade Access/SAFTA	Operations Manager	Keith	Duvel
		Eric	Ebo Afful
OceanChi International SARL	CEO	Hyacienth	Eche Kings
Banque Rwandaise de Developpement	Managing Director	Gasana	Editer
U.S. House of Representatives	Staff Director & Trade Counselor	Angela	Ellard
Sycamore Marketing Group, Inc.	President	Barbara	Ende
ALINC/ECA Trade Hub	Senior Trade Specialist	Theresa	Eno
Commercial Bank of Rwanda	Managing Director	Turahirwa	Ephraim
AMEX International Inc.	Country Director	C. David	Esch
The Republic of Cape Verde	Deputy Chief of Mission	Carlos	F. Semedo
Cooperative Village	Artisan	Marcel	Fadima
Africa Fair	Director	Jennifer	Fair
BoGa	Product Manager	Papa	Fall
University of Lagos	Consultant Economist	Kayode	Familoni
A. R. C. GROUPE	DIRECTOR OF COMPANY	ABD RAMANE CLEMENT	FASSASSI
RemaFashion Ltd	CEO	Rema	Fawaz
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Interanational Women's Democracy Center		Barbara	Ferris
The Bat Shop		Marisa	Fick-Jordan
RATES/Chemonics International Inc.	Cotton Specialist	Barry	Fisher
Chemonics International	New Business Development Coordinator-Africa	Chad	Ford
TechnoServe, Inc.	Program Analyst, Africa	Sharon	Frey
Chemonics International	Project Adminstrator	Emilly	Friedberg

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Fordham University	Economist(PhD Candidate)	Samir	Gadio
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OLA DI KPIKPO	MANAGING DIRECTOR	AMOUSSA	Gafari
Partnership-Assistance-Treatment-Hope	Executive Director	Margaret	Galabe
Commercial Law Development Program- U.S. Department of Commerce		Steve	Gardner
Kenya Planters Co.Union LTD.	Chairman	Stephen Kirubi	Gatu
USAID	Economist, Trade & Development	Madeleine	Gauthier
Embassy of Gambia	Finance and Economic Affairs	Hon. Musa Balla	Gaye
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Great Lakes Consortium	Tanzania Project Advisor	Karl	Gingrich
UNICEF		Ava	Gluck
Embassy of Namibia	Acting Under Secretary	Freddie	Goaseb
Chemonics International	AGOA Information Specialist	Alan	Goodman
Pathfinder Management, Inc./SAFTA	President	Mitch	Gray
Souther African Fair Trade Access/SAFTA	General Manager	Lionel	Grewan
Botswana Craft	Managing Director	Oliver	Groth
EPZ Authority	Chief Executive	Albert	Gumo
World Cocoa Foundation	President	Bill	Guyton
DICKIE BIRDS CO.LTD	Manager	Edward	Gyamera
ENCC	Vice President, Board of Directors	Daniel	Haile
Embassy of Ethiopia	Seceond Secretary Trade and Investment	Fitsum	Hailu
Chemonics International	Project Adminstrator	Randy	Hansen
Floreal	General Manager, Vice President	John	Hargreaves
Shibani Knitting Co Ltd	Managing Director	Sunil	Hassamal
Chevrontexaco	Manager, International Government Relations	Luddy	Hayden
The Phoenix		John	Hayes
The Corporate Council on Africa	President	Stephen	Hayes
The Corporate Council on Africa	Vice President	Anita	Henri
Dewey Ballantine	Economist	Susan	Hester
The Corporate Council on Africa	Research Associate	Barrett	Hightower
Export Promotion Council	Assistant Manager Product Development	Namu	Hildah J.W
Sferra Brothers		Margo	Hooker
Sferra Brothers	President	Paul	Hooker
The Corporate Council on Africa	HIV/AIDS Program Manager	Caroline	Hope
Partnership to Cut Hunger and Poverty in Africa	Executive Director	Julie	Howard

USAID/REDSO	Regional Private Sector Advisor	Greg	Howell
AGDE Corporation	President/CEO	Norman	Howell
Eco-Brazil		Elizabeth	Howitt
United States Association of Importers of Textile and Apparel	Vice President for International Trade and Government Relations	Julie	Hughes
Office of Textiles & Apparel, U.S. Department of Commerce	Director	Michael	Hutchinson
The Republic of Cape Verde	Minster of State Infrastrucutre and Transportation	Manuel	I.Sousa
Embassy of Namibia	Ambassador	Leonard	Iimpumbu
Embassy of Zambia	Economic Counsellor	Walubita	Imakando
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Spice Island Trading Company		Mark	Irwing
Dupoto Women Group	Chairlady	Leah	Isaac
Jay's International	President & CEO	Margo	Jackson Spencer
The Corporate Council on Africa	SAIBL Assistant	Ilda	Jacobs
		Ambika	Jain
Embassy of Mauritius	Ambassador	H.E. Usha	Jeetah
Kenana Knitters Ltd	Director	Sarah	Johnstone
Samuels International Association	Senior Vice President	Larry	Julihn
Darko Farms	Export Sales Exc.	Joyce	K.Acheampong
MORIAH GROUP	ADMINSITRATOR TECHNICAL MANAGER	JOSEPH	KABONDO
SEAGATE BUSSINESS SYSTEMS	Export Manager	CHILUFYA	KABWE
Dupoto Women Group	Program Assistant	Rukia	Kadidi
Ndikicraft	Director	Eunice	Kaesa
Rwanda Prviate Sector Foundation	President	Alfred	Kalisa
SK Apparel Manufacturing Co, Ltd	Director	Isack	Kamala
KAMUNGE COFFEE IMPEX LTD	DIRECTOR	VICTOR	KAMUNGE
Harlengo Enterprises	Supplies Officer	Danstan	Kanjeri
Embassy of the Kingdom of Swaziland	Ambassador	H.E. Mary	Kanya
Partnership to Cut Hunger and Poverty in Africa	Research Fellow	Daniel	Karanja
AOB Ventures	Operation Manager	Elias	Kareem
A&K Holdings Ltd.	Managing Director	Abeid	Karume
Zawadi Enterprise	Director	Chantal	Karungi
Betine Co. LTD	Director	Flora	Kasambala
Ministry of Finance, Republic of Namibia	Personal Assistance tot Minister of Finance	J.	Kasheeta
The Corporate Council on Africa	Research Associate	Joshua	Katz
Minster of Trade & Industry	AGOA Officer	Abu Bakarr	Kebbay
AGOA GuinÃ©e	CouturiÃ©re Association Des Femmes De MÃ©tier	Aissata	Keita
African Women in Development	Vice-Chairlady	Arafa	Kenji
Ngarurih Group	Senior Vice President	Melissa	Kenney
Donghia		Allison	Kettkewell
Ariel Consulting International, Inc.	President & CEO	Ariel	King

FEDERATION OF ASSOCIATION OF WOMEN ENTREPRENEURS TANZANIA - MBEYA REGION BRANCH	TREASURER	JANE	KIUNSI
Rwanda Investment Promotion Agency USA, Inc.	Mr.	Leighton	Klevana
Bamboula Ltd.		Jasperdean	Kobes
	Boeing	Laurette	Koellner
AGOA GuinÃ©e	Coordinateur Adjoint	Dianka	Koevogui
Yedent Agro Proc. Ven. ltd	Accountant	Okyere	Kofi
Yenok Wood Products	Director, Marketing	Dinah	Koney
Cooperative Village	Artisan	Attoumane	Kosio
The Corporate Council on Africa	COMESA Advisor	Charles	Krakoft
Ministry of Finance, Republic of Namibia	Minister	Honorable Saara	Kuugongewla-Amadhila
Jua Kali Curios Merchant		Naomi	Kwamboka Ongerah
Mekadishkem Ventures	Managing Director	David	Kwame Mensah
Eploir Marketing	Business Executive	Andrews	Kwame Yeboah
Republic of Ghana	Minster for Trade	Hon. Alan	Kyerematen
Aid to Artisans-Ghana	Executive Director	Bridget	Kyerematen-Darko
West Africa Trade Hub	AGOA Implementation Advisor	Margaret	L. Bishop
		Janet	La Bouda
Abt Associates		John	Lamb
Palmar International	Managing Director	Yves Robert	Lamusse
Embassy of Mali	Minster of Foreign Affairs	Tradre	Lassana
The Corporate Council on Africa	Special advisor to the President	Neel	Lattimore
Mud Hut Trading		Karin	LeRoux
U.S. Embassy-Mauritania	Ambassador	Honorable Joseph	LeBaron
Dow AgroSciences	Government and Public Affairs Leader	Patrick	Lecoy
Phambili Strategies & Solutions		Kedibone	Lehaka-Renneet
The Islamic Republic of Mauritania	Minster of Commerce, Handicraft and Tourism	M.Mohamed	Lemine Ould Khattri
BKSH & Associates	Managing Director	Riva	Levinson
Office of the United States Trade Representative	Assistant U.S. Trade Representative for Africa	Florizelle	Liser
Nathan Associates Inc.	Principal Associate	Teri	Lojewski
AGOA GuinÃ©e	TeinturÃ©re	Tinne	Loua
Academy for Educational Development	Senior Vice President	Vivian	Lowery Derryck
Nangaunoye Fashions Ltd	Managing Director	mary	lubemba
Nangaundzye Fashions & Crafts	Managing Director	Mary	Lubemba
South African Jewel		Kuolofeld	Mabusela
U.S. Department of Agriculture	Director for Trade Policy Africa/Australia, Trade Support	Mary Lisa	Madell
Botswana Export Development and Investment Authority (BEDIA)	Export Promotion Officer	Benson	Madisa
Careernation.com	President	Victor	Madubuko
Swaziland Embassy	First Secretary	Nomalungelo	Magagula

Embassy of Tanzania	Minister Plenipotentiary	Ngosha	Magonya
Rhombus Advisors LLC	President	Omotunde	Mahoney
Erica Business Ent.	Director	Peter	Maina Kimani
ADONAI		Thabiso	Makhooane
Embassy of Zimbabwe	Counselor	Tatenda	Makono
Showerlux Industries Ltd.	Director	Mary	Malekia
Ministry of Trade	Minister of Trade and Industry, Cooperatives and Marketing	Mpho	Malie
Embassy of Gambia	Acting Permanent Secretary	Tamsir	Manga
Zimerpoint Investment	Managing Director	Elsie Lynn	Maranga Mugala
ong afrocka	presidente	Diallo	Marly
Pathfinder Management, Inc./SAFTA	General Counsel	Ernie	Martinez
The Registered Trustees of Artisan Development Agency of Tanzania (ADAT)	Executive Director	Sophia	Maryogo
Department of Trade and Industry South Africa	Director International Trade and Economic Development	Victor	Mashabela
Smithsonian Business Ventures		Lisa	Mazzio
Leading Edge Investments		Peter	Mbarire
Zambia Export Growers Association	Executive Director	Luke	Mbewe
ONG	Member	Tounkara	Mbmahawa
Footloose		Joyce	Mbwette
The Corporate Council on Africa	Director, Overseas Programs	Timothy	McCoy
Penduka Trust		Jaqueline	McLeod
Embassy of Cameroon	Ambassador	H.E. Jerome	Mendouga
Ghana Customs Service	AGOA Desk, Investigations Department	Dr. Philip	Mensah
Brushwell Associates	Sales Executive	John	Mensah
Benyak Company Limited	Director	Kofi	Mensah
Meticulous Tours	President	Nomvimbi	Meriwether
www.africacraft.com	Co-Owner	Louise	Meyer
45 Western Services	AGOA Trade Development Specialist	Fertice	Miller
Raytheon	Director, International Business Development	John	Miller
The Corporate Council on Africa	Intern	Maimouna	Mills
Small Industries Development Organization	Director of Marketing & Information	Janet	Minja
Swahili Imports Inc.	Owner	Leslie	Mittleberg
COMESA	Senior Investment Promotion Officer	Watipaso	Mkandawire
Embassy of Mali	Minster of Industry and Trade	N'Daye	Mody
The Islamic Republic of Mauritania	Deputy Director for Europe America	M.Tandia	Mohamedou
Leribe Craft		Malisebo	Mojade

Ministry of Trade and Industry	Chief Industry and Development Officer	Tsireletso	Mojela
Kenya Planters Co.Union LTD.	Director	John Obwaro	Mokaya
Botswana Export Development and Investment (BEDIA)	Export Promotion Manager	Kgakgamatso	Moloi
Nature Crafts		Gyaneswar	Moloye
GCCI	Marketing Officer	Bernard	Mosi
Swarp Spinning Mills Ltd	Director Administration	Chris	Mtonga
SWARP-Zambia		Chris	Mtonga
SEAGATE BUSSINESS SYSTEMS	Sales and Marketing Manager	MICHEAL	MUBANGA
1000	Monis International	Francoise	Mukagihana
Chamber of Commerce	Vice President	Ekoko	Mukete
ZATAC - USAID	Chief Executive	Likando	Mukumbuta
SEAGATE BUSSINES SYSTEMS	DIRECTOR	FREDERICK	MULENGA
Uruku Investments	Director General	Eunice Nthenya	Mulinda
Smithsonian National Museum of African Art	Curator	Christine	Mullen-Kreamer
US-South Africa Business Council	Project Director, US-SACU FTA Coalition	Matthew	Mullin
Va. Department of Agriculture and Consumer Services	Deputy Commissioner	T.	Mulugeta
kipepeo Arts and Crafts		Edith	Mushi
Moore Pottery Ltd	General Manager	Julia	Mutale
Ministry of Industry & Trade, Republic of Tanzania	Trade Officer	Sekela	Mwaisela
The Corporate Council on Africa	Intern	Sungani	Mwale
Republic of Kenya	Trade Officer, AGOA Desk	Nancy	Mwangi
Kenya Planters Co.Union LTD.	General Manager	Ruth Wangari	Mwaniki
International Trade	Acting Director	Annascy	Mwanyangapo
COMESA	Secretary-General	Erastus J.O.	Mwencha
MAISON KITANIKA ET FRERES Company		Astrid Ngoy	Mwenda
National Science & Technology Council	Executive Secretary	Wilson	Mwenya
Ministry of Finance, Republic of Kenya	Minister	Honorable David	Mwiraria
SPES		Myriam	Narainsamy
Ministry of Trade and Industry	Principal Trade Development Officer	Maria	Ncholu
Ministry of Trade & Industry, Republic of Namibia	Permanent Secretary	Andrew	Ndishishi
Schaffer AfricaGlobal Group		Mima	Nedelcovych
Simplicidade	President	Teodora	Neves
Carlton Trading	Owner	Albert	Nganga
Carlton Trading	Owner	Albert	Nganga
Abt Associates	Senior Analyst	Tien	Ngo
African Primal Arts	Antiquaire Professionelle	Itongwa	Ngolombe
The Corporate Council on Africa	HIV/AIDS Program Manager	Maty	Niang
Rosecraft	General Manager	Julie	Nixon

	Partner	Duncan	Nixon
Leading Edge Investments		Margaret	Njenga
Embassy of Gambia	Chief Executive Chamber of Commerce and Industry	Kebba	Njie
CISCO-JUA Kali East African Regional	CEO	James	Njoroge
Talking Beads		Tembeka	Nkamba Vanwyke
Kinsadus Com. Ltd.	Admn. Manager	Mary Lisa	Nkansah
Government of Swaziland	Deputy Commissioner of Labor	Jinno	Nkhambule
Exclusive Catering Services	Managing Director	Janet	Nkubana
EPZ Authority	Promotion Executive	Evelyn	Noah
Teakcos SAOL	Marketing Manager	Sada	Nsengimana
The Corporate Council on Africa		Hubert	Nwokolo
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Ministry of Trade & Industry, Republic of Namibia	Minister	Honorable Josaya	Nyamu
Minstry of Trade and Industry Namibia	Honorable Minster	Jesaya	Nyamu
Beatmas Supplies, Ltd.	Marketing Manager	Tamara	Nyathando
Kessben Group		Simon	Obeng Frimpong
OC Prime Ghana	Managing Director	Chales	Obeng Poku
Kenya Embassy	Commercial Attache	Lina	Ochieng
Jua Kali Merchant		Deborah	Odalo
Manhyia Palace	Marketing Officer	Richard	Ofori
AMEX International Inc.	Technical Advisor	Grace	Oioo-Kwadey
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National Council AGI		Benjamin	Okyere Boateng
	Dean of Africa Diplomatic Corps	Amb.	Olhaye
Management Systems International	Director	Deborah	Orsini
Jua Kali National Sales & Marketing Association	Treasurer	Tabitha	Osabinyi
Kinsadus Com. Ltd.	Marketing Officer	Lydia	Osei
Chemonics International	Training Coordinator	Michael	O'Sullivan
	Creative Director	Atim	Oton
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The Islamic Republic of Mauritania	Director for Europe America	M.Mohamed	Ould Hit
The Islamic Republic of Mauritania	Ambassador of Mauritania to the U.S.	H.E Mohamedou	Ould Michel
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Afanko	Marketing Officer	Robert	Owusu

NBSSI	Reg. Manager	Saeed	Owusu - Brobbey
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Smithsonian National Museum of African Art	Director	Dr. Sharon	Patton
Department of Energy		George	Pearson
Aid to Artisans		Colleen	Pendleton
The Corporate Council on Africa	Manager Communication	Sonya	Penn
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APB Consulting	Manager	Alain	PIERRE BERNARD
Asarara Leather	Manager	Ghebrehiwet	Pietros
Frescomar	Manager	Luis Miguel	Pinto
		Adriano	Pires
BMD Textiles	Managing Director	Horst	Prader
Ngwenya Glass	Managing Director	Charles	Prettejohn
Pantexpro-AGOA Enterprises/AGOA EU ACP Association	CEO/Chairman	Darryl	Prevost
U.S. Embassy-Mauritius	Ambassador	John	Price
MUSBC	President	MAMY	RABE
Entreprise Nigerienne de Textiles	President	Fati Alio	Rabiou Mamane
GEFP	President	Henri	Radavidra
FEROFLEX sarl	Manager	LIVA	RAHARIJAONA
Embassy of Madagascar	Ambassador	Narisoa	Rajaonarivony
EFERD	President	FETISON	RAKOTO
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International Business Initiatives (IBI)		Trina	Rand
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Ministry of Trade and Industry Corporatives and marketiong	Principal Secretary	Mohlomi	Rantekoa
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ONG	AGENT DE DEVELOPPEMENT RURAL	LUPAKA	ROSE
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Zawadi Enterprise	Marketing Manager	Lilian	Rueindana
Africa Investment Inc	Director	Andrew	Rukidi
African Coalition for Trade (ACT)	President	Paul	Ryberg
Embassy of Gambia	Acting Chief Executive, Gambia investment Promotion and Free Zone	Kebba	S.Touray
Switch Company For Trading&Engineering	Manager	Ahmed	Saad
The Islamic Republic of Mauritania	Director of Private Investment	M.Oumar	Sada Kelly
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HEKIMA SPRL Company		Consolate Ndjova	Sango
AGOA GuinÃ©e	CouturiÃ©re Association Des Femmes De MÃ©tier	Fatoumata Diaraye	Savane
Ministry of Finance, Republic of Namibia	Permanent Secretary	Callie	Schlettwein
Schneidman & Associates International	President	Witney	Schneidman
Kenana Amercia LLC	Mrs	Di	Scott
Sayenu Group of Companies	President	Mariama	Seesay
National Cooperative Business Association	Senior Manager	Alex	Serrano
Unity Garments Ltd	Chief Executive	kam	Shah
Ebiza		Amber	Shand
Department of Trade and Industry South Africa	Chief Director	Iqbal	Sharma
U.S. House of Representatives	Staff Director	Tom	Sheehy
The Corporate Council on Africa	Comunications Associate	Stephanie	Sheridan
COMESA	AGOA Africa Manager	Moses	Simemba
Frame Textile Group	Mr	Walter	Simeoni
Ministry of Labour-Republic of Kenya	Women's Programs Coordinator	Rufina	Simiyu
Guru Nanak Oil Mills	Managing Director	Surjit	Singh
Embassy of Gambia	Department of State for Trade,Industry and Employment	Hon. Edward	Singhateh
COTEB	President	Aboubakar Mama	Sirou
Government of Swaziland	Minster of Finance	Hon. Majozi	Sithole
Liberty Coal Inc.	President	Tom	Skinner
One World Projects	President	Phil	Smith
Deloitte Emerging Markets	Senior Consultant	Madji	Sock
Binali Cane Furniture & Basketry	Managing Director	Evan Young	Somba-Banda
SORA &SONOYAGRIINDUSTRIE	PRESIDENT	SOW	SOW

Alexis International, Inc	President & General Counsel	JoAnn C.	SPARACINO
Department of Energy		Tom	Spearl
Kubira Enterprises Limited	Export Personnel	Paul Mutongole	Ssozi
Chemonics International	Senior Vice President	John	Starttner
D.A.I	Sr.Agribusiness Specialist	Cynthia	Steen
Pathfinder Management, Inc./SAFTA	Consultant	Susan	Stevenson
C-Me/ASAP Global Sourcing Show	Director Global Operations	Maureen	Storch
Southern Africa Global Competitiveness Hub	Hub Manager.Competitive Exports Advisor	Ron	Stryker
Hershey Food Corporation	Director, External Technical Relations	David	Stuart
Williams Mullen	Partner, International Section	Evelyn	Suarez
US Embassy Dar es Salaam	Commercial Assistant	Rose	Swai
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AGOA GuinÃ©e	Sculteur	Elhadj Oumar	Sylla
Lazare Kaplan International Inc.	Chairman	Maurice	Tempelsman
	Secretary to the Ash. Bus. Committee	Sylvia	Terkue Abunnor
Embassy of Eritrea	Economic Officer	Rahwa	Tesfay
		Leonard	Thabiso Makhooane
The Corporate Council on Africa	Director American & African Business Women's Alliance	Kadidia	Thiero
USAID	Acting Mission Director	Dawn	Thomas
		Eliab	Thomas
UKI Rwanda SARL	Operations Director	Kubwimana	Throgene
GIC AFATEX	Chief Manager	Njionng	Tientcheu
Pinkerton Consulting and Investigations	Product Vice President, Transportations & Supply Chain Security	Bonni	Tischler
association des femmes pour la production et commercialisation du beurre de karite	membre de l'ong	m'mahawa	tounkara
UEMOA	President of the UEMOA Commission	Moussa	TourÃ©
Embassy of Dem. Rep. of Congo	First Secretary	Serge	Tshamala
JDS TRAVEL AGENCY SPRL	DIRECTEUR COMMERCIAL	TSHIPAMBA	TSHIPAMBA
Umana udoh & company (chartered Accountants)	fca,cpa	u.	udoh
Federation of Artisans Associations	Executive Secretary Assistant	Louis-GÃ©rard	Umugiraneza
Embassy of Namibia	Minister Counsellor	Haroldt	Urib
MD Department of Business & Economics	International Trade Specialist	Adriene	Van Lare
The Corporate Council on Africa	Membership Recruitment Manager	Kerry	Varano
Veronica Beads		Diana	Vigier de Latour

Mauritius Freeport Development Authority	Managing Director	Maurice	Vigier de Latour
Department of Communications	Mr	Albert Ndleleni	Vilakazi
Cape Verde Clothing Company SARL	Director	Asanga Chaminda	Vilharana
EDIImports		Liz	Wald
Development Alternatives, inc.	Project Coordinator, BASIS	Bob	Walter
Kenya Planters Co.Union LTD.	Director	Titus Njoroge	Warari
DICKIE BIRDS CO.LTD	research & development officer	richard	ware
Intercare Service LTD.	Managing Director	S.K.Paul	Warui
USAID/WARP	Economist	Ryan	Washburn
Corporate Council on Africa	Development Manager	Kathleen	Wells
The Corporate Council on Africa	Program Manager-AGOA Professional Development	Ingrid	White
	International Trade Law Consultant	Irving A.	Williamson
T J Maxx		Peter	Wilson
Africa Fair	Associate	Chloe	Wilton
The Corporate Council on Africa	Membership Recruitment Manager	Paul	Wong
Continuumhome, Inc	President	Patti	Y.Carpenter
TY Kente Weaving Enterprise	Owner & Kente Weaver	Thompson	Yao Avornyotse
Aga consulting	Partner	Ernest	Yossa
		Irene	Zawadi
Maoman Investments	Managing Director	Hudson	Zinalo Amiani

SOUTHERN AFRICA GLOBAL
COMPETTIVENESS HUB



The Southern African Global Competitiveness Hub

*AGOA Forum
Washington, DC*

December 10, 2003

Southern Africa Global Competitiveness Hub

- The Southern Africa Trade Hub began operations in June 2002 in response to U.S. President Bush's TRADE Initiative
- The Trade Hub seeks to enhance the trade competitiveness of SADC member states
- The USAID Regional Center for Southern Africa supports the Trade Hub and integrates its work within a broad economic growth strategic framework
- The Government of Botswana and Honorable Minister Nkate are strong supporters of the Trade Hub's work

The Southern Africa Trade Hub Supports the TRADE Initiative

- Enhance the competitiveness of Southern African products and services
- Expand the role that trade can play in African poverty reduction strategies
- Promote US/Southern African business linkages
- Improve the delivery of public services supporting trade
- Strengthen Southern African capacity for trade policy formulation and implementation
- Strengthen the enabling environment for Southern African businesses

Operating Framework

- The Southern Africa Trade Hub collaborates with and supports other U.S. government trade-related programs:
 - USTR and the on-going US-SACU free trade negotiations
 - USDA/APHIS support to facilitate agricultural exports to the U.S.
 - US Dept. of Commerce Minority Business Development Agency
- The Trade Hub also works with U.S. Embassies, USAID bilateral Missions, and other donors in Southern Africa
- The Trade Hub supports individual companies, trade associations, and government agencies to implement trade capacity building and competitiveness actions

Core Trade Policy Initiatives Underway



- Supporting SACU's integrated trade capacity building strategy
- Hosting trade and tariff policy workshops, a trade in services symposium, and studying implications of Mozambique joining SACU
- Review of export incentives in SADC member states, studies on technical barriers to regional trade, and review of industrial policy that supports Motor Industry

Core Enabling Environment Initiatives In The Telecommunications Sector

- Support to regulatory authorities to promote market-based development of information and communication technology
- Policy and capacity building to promote modern legislation and establishment of regulatory bodies
- Collaboration and leveraging support with USAID and other donor programs in the region

Core Enabling Environment Initiatives in Energy Sector



- Support for the Southern African Power Pool; an association of 12 member SADC countries with national-level, vertical integration of power utilities
- Support for energy sector liberalization and development of a trading market of energy services between utilities in the power pool
- Promoting increased reliability of electricity through regional co-operation, and reduced cost structures

Core Competitiveness Initiatives to Address Trade and Export Development

- Developing action plans for the textile, garment, handicraft, and horticultural industries
- Support for AGOA business linkages, ventures, and investment promotion between African and US firms
- Support from USDA/APHIS to address US import requirements for Southern Africa horticultural products



Core Competitiveness Initiatives to Address Trade and Export Development

- Develop marketing tools and trade information networks on behalf of the private sector for textile, garment, handicraft, and horticultural industries
- Streamline and harmonize customs procedures to facilitate trade with special emphasis on SACU countries, and the Trans-Kalahari and Dar es Salaam Transportation Corridors
- Reduce transport costs through harmonized procedures and agreements between countries



Key Trade Policy Achievements

- Analyses of export incentives completed for seven SADC member states
- Assessment and implications for trade development of SADC Rules of Origin for textiles and wheat flour
- Economic impact assessment and implications of the SADC Trade Protocol
- Customs revenue implications of the SADC Regional Trade Protocol

Key Trade Policy Achievements

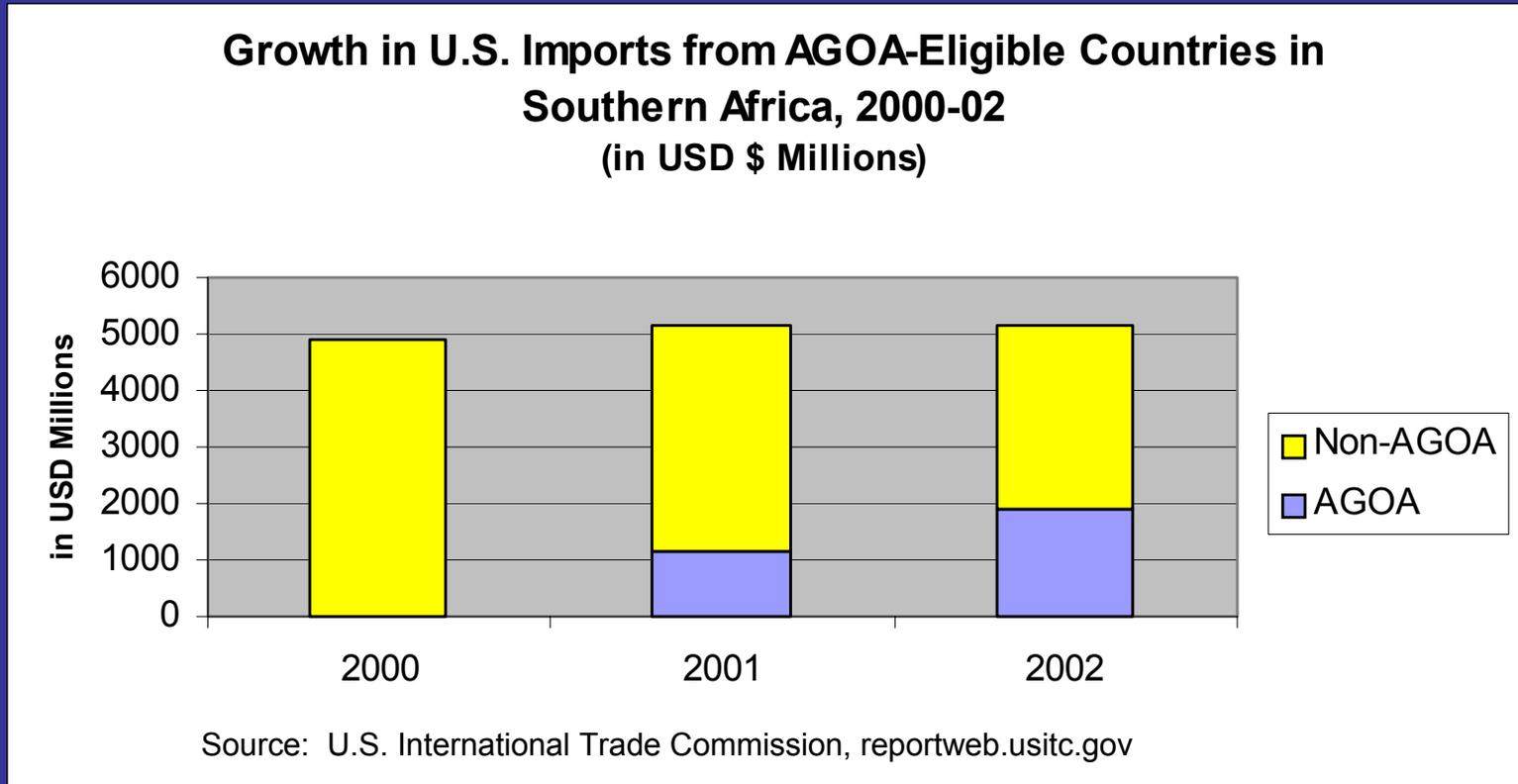
- Reduced technical barriers and more attractive regional trade and investment climate for the telecommunications industry in the region
- Greater harmonization of policies and regulatory structures to promote investment in the telecommunications industry
- Reduced electricity operational costs through liberalization and desegregation of electrical generation, transmission, and distribution systems



Key Competitiveness Achievements

- More efficient and cost-effective transport and harmonized customs procedures for the Trans Kalahari Corridor linked to Walvis Bay, Namibia
- Developed the Dar es Salaam transport corridor public/private sector partnership to remove technical barriers, increase transport efficiencies, and improve customs facilitation
- AGOA certification for six countries to export of hand-loomed, handmade and folkloric textile products to the U.S. (Grouping 9)
- Created AGOA one-stop-shop information site via the web: www.satradehub.org

Key Competitiveness Achievements



- Contributed to significant export earnings through AGOA