



GUIDE TO U.S. GOVERNMENT EXPORT PROGRAMS AND RESOURCES FOR TRADE AND INVESTMENT

International markets are an essential part of many companies' growth strategies. Having expert knowledge and meaningful support available at all stages of the international buying and selling process, from initial efforts to identify potential markets all the way to factoring receipts, can mean the difference between a thriving business and one that never quite gets off the ground.

The United States Government (USG) offers a variety of resources to African and United States companies that want to trade with and invest in one another's markets.

This document is a "one-stop shop" that outlines the major USG programs and resources available to these companies. It also provides links, brief descriptions, and comments to help companies decide if a resource might be useful. This guide also provides brief capsule descriptions of the principal USG departments and agencies involved in international trade and development. These descriptions can help businesspeople understand the different roles that these entities play in international trade.

MAY 2011

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QUICK HITS FOR AFRICAN EXPORTERS AND U.S. IMPORTERS

USAID-funded Trade Hubs can provide African companies with technical assistance, information, and contacts to help them begin or expand their export business. The Trade Hubs provide not only general business information and training but also technical support for selected value chains. United States companies will find the Trade Hubs an important resource for identifying and working with export-ready firms.

EAST AND CENTRAL AFRICA TRADE HUB (COMPETE/ECA)

The East and Central Africa Trade Hub provides technical assistance to increase competitiveness in four core sectors: apparel, cut flowers, commercial crafts/home décor, and specialty foods.

info@competeafrica.org

<http://www.competeafrica.org/components/tradehub.htm>

123 Gardenia Road, Gigiri, Nairobi, Kenya

Tel: +254-719-032-000

Fax: +254-719-032-271

SOUTHERN AFRICA TRADE HUB (SATH)

The Southern Africa Trade Hub helps governments, the private sector, and civil society organizations achieve and take advantage of greater regional and global trade links and export-oriented business development.

They provide technical assistance to increase competitiveness and promote food security with a focus on the following value chains: cereals, legumes, and cotton/textiles/apparel, and specialty foods.

info@satradehub.org

<http://www.satradehub.org/>

Plot 50668, Tholo Park Fairgrounds, P.O. Box 602090, Gaborone, Botswana

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CONTENTS

Quick Hits for African Exporters
and U.S. Importers 2

List of Programs and Resources
for African Exporters and U.S.
Importers 4

Quick Hits for U.S. Exporters and
African Importers 9

List of Programs and Resources
for U.S. Exporters and African
Importers 11

U.S. Government Agencies
Supporting Importers and
Exporters 15

WEST AFRICA TRADE HUB

The West Africa Trade Hub has four components: improved business environment, transport, finance, and trade investment capacity building. The West Africa Trade Hub provides technical expertise and market linkage assistance with a focus on the following value chains: apparel, cashew, home décor and accessories, shea, specialty foods, and sustainable fish and seafood.

In addition, the Trade Hub's technical assistance teams help importers and exporters resolve issues having to do with AGOA, transportation, access to finance, telecommunications, and business environment.

info@watradehub.com

http://www.watradehub.com/

Accra Office

Jubilee House, 4th Street, Kuku Hill Osu Accra, Ghana

Tel: (233) 30 2773 393

Tel: (233) 30 2781 608

Tel: (233) 30 2782 233

Fax: (233) 30 2782 231

Dakar Office

Villa No. 7, Les Mamelles, Dakar, Senegal

Tel: +221 33 869 1415

Fax: +221 33 860 3892

NYC Market Linkages Office

PO Box 987

New York, NY 10002, USA

Tel: +1 212 288 9216

African Cashew Alliance Office

32, Nortei Ababio Street

Airport Residential Area

Accra, Ghana

Tel: +233 302 774 162

Fax: +233 302 771 363

LOCAL AND REGIONAL USAID MISSIONS

Local and regional USAID missions can provide, among a variety of other services, technical assistance and market information.

Mission contact information can be found at this link: *http://www.usaid.gov/locations/*.

UNITED STATES AGRICULTURAL OFFICERS

The U.S. Department of Agriculture's Foreign Agricultural Service has a global network of offices staffed by agricultural attachés and locally hired staff who are the eyes, ears, and voice for U.S. agriculture around the world.

In Sub-Saharan Africa, FAS staffs seven offices covering 33 countries that coordinate scientific and technical training in the United States for sub-Saharan African agriculturalists, promote food safety and security through capacity building programs and food aid assistance, and advocate for trade policies that reduce barriers to trade.

For more information visit: *www.fas.usda.gov*.

LIST OF PROGRAMS AND RESOURCES FOR AFRICAN EXPORTERS AND U.S. IMPORTERS

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
Department of Commerce	Entrepreneurship Portal	The Department of Commerce provides a portal with links to a wide variety of information for entrepreneurs. The information is targeted to U.S. entrepreneurs but has content that is useful to African entrepreneurs, as well.	http://www.entrepreneurship.gov
Department of State	African Women Entrepreneurs Program (AWEP)	The African Women's Entrepreneurship Program (AWEP) equips African businesswomen with the tools and opportunities to grow their businesses, become leaders in their communities, and drive social and economic progress in Africa. Women entrepreneurs should contact the persons at right for the latest information and programming, which usually includes training, trade missions, and community forums.	For more information, contact: Shelly Porges, PorgesSK@state.gov OR Emily Soroko, SorokoEN@state.gov
Department of State	Entrepreneurs-in-Residence (EIR)	Entrepreneurs-in-Residence are dedicated, full-time, on-the-ground individuals that manage and expand Department of State Global Entrepreneurship Program partnerships and act as entrepreneurial role models. For more information, visit the link to right or send an e-mail to the address listed.	http://www.state.gov/e/eeb/cba/entrepreneurship/gep/programs/index.htm entrepreneurship@State.gov
Department of State	Entrepreneurship Delegations	Entrepreneurship Delegations between the United States and GEP host countries consist of 8-12 American investors, as well as American entrepreneurs. These entrepreneurs can serve as role models and mentors to local entrepreneurs. Check with your local USAID mission or United States embassy or consulate to see if an Entrepreneurship Delegation is scheduled for your market soon.	http://www.state.gov/e/eeb/cba/entrepreneurship/gep/programs/index.htm
Department of State / Imagine Nations	E-Mentor Corps / Imagine Nations Questions & Answer Forums	E-Mentor Corps is a Web-based platform to match mentors in the U.S. business community with aspiring entrepreneurs (aged 15-30) from developing countries. Registering as an entrepreneur is the first step to being assigned a mentor. You can register on-line at the second link on the right. Imagine Nations also has a forum where business people can post questions and experts from the on-line community answer them. To access the forums, click on the third link to the right.	http://www.state.gov/e/eeb/cba/entrepreneurship/gep/programs/index.htm http://www.imagine-network.org/mentoring/index http://www.imagine-network.org/questions/index

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
U.S. Agency for International Development (USAID)	Competitiveness and Trade Expansion Program (COMPETE) / East and Central Africa Trade Hub	<p>The Competitiveness and Trade Expansion Program (COMPETE) and the East and Central Africa Trade Hub work to improve the enabling environment for trade in East and Central Africa by harmonizing regional trade and transit policies and procedures; developing financial markets; providing support to private sector associations to strengthen value chains; and building the capacity of regional businesses to take advantage of preferential trading opportunities under the African Growth and Opportunity Act (AGOA).</p> <p>Contact information can be found in the "Quick Hits" section or at the Web sites to the right.</p>	<p>http://eastafrika.usaid.gov/en/Index.aspx http://www.competeafrica.org/components/tradehub.htm</p>
U.S. Agency for International Development (USAID)	Development Credit Authority	<p>The DCA program encourages lending through partial credit guarantees to creditworthy but underserved borrowers.</p> <p>Businesses that are unable to meet collateral requirements or otherwise not qualified for a loan should check to see if a lending institution in their country participates in this program by visiting the second link to the right.</p>	<p>http://www.usaid.gov/our_work/economic_growth_and_trade/development_credit/ http://www.usaid.gov/our_work/economic_growth_and_trade/development_credit/recent_activities.htm#afr</p>
U.S. Agency for International Development (USAID)	Southern Africa Trade Hub (SATH)	<p>SATH supports increasing trade capacity and food security of regional value chains in cereals, legumes, cotton/textiles/apparel, and specialty foods. Firms in Southern Africa should contact the hub directly for assistance.</p> <p>SATH looks at investment promotion linkages between the United States and SADC countries and can help match importers and exporters. It can also provide contacts with local African service providers.</p> <p>Contact information can be found in the "Quick Hits" section or on the Web site to the right.</p>	<p>http://www.satradehub.org/</p>
U.S. Agency for International Development (USAID)	West Africa Trade Hub	<p>The West Africa Trade Hub provides technical assistance to companies in six value chains: apparel, home décor and fashion accessories, shea, cashew, specialty foods, and sustainable fish and seafood. West African businesses interested in receiving technical assistance should first fill out the export readiness questionnaire at the second link to the right.</p> <p>The Hub also provides a series of tools and printable resources for potential exports that can be accessed at the third link to the right.</p> <p>The Trade Hub can also help match importers and exporters as well as provide contacts with local African service providers. The Trade Hub also sponsors a provider directory. Firms interested in being listed in these resources should contact the Trade Hub directly. Contact information can be found in the "Quick Hits" section or on the Web site to the right.</p> <p>The Trade Hub helps exporters and international buyers resolve problems they experience using AGOA, in transportation and telecommunications, access to finance and business environment.</p> <p>Information on the Borderless campaign to promote increased regional trade and transport efficiency in West Africa, is posted on the website. Borderless includes studies on corruption, delays, costs, and regional trade policy and non-tariff barriers.</p>	<p>http://www.watradehub.com/ http://www.watradehub.com/resources/export-ready-questionnaire http://www.watradehub.com/taxonomy/term/64/all www.agoatoolkit.com www.africancashewalliance.com www.globalshea.com www.africa-now.org www.tasteafrica.com www.wassda.org www.borderlesswa.com</p>

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
United States African Development Foundation (USADF)	Enterprise Expansion Grants	<p>This program provides funding of up to \$250,000 (over three to five years) for established enterprises and organizations in marginalized areas with a viable growth and expansion plan.</p> <p>The ADF Web site provides detailed information on selection criteria at the second link to the right.</p> <p>Questions and further enquiries should be directed to the in-country ADF coordinator. Information on in-country programming and contact information can be found at the third link to the right.</p>	http://www.adf.gov/programs.html http://www.adf.gov/funding.html http://www.adf.gov/countrypage.html
United States African Development Foundation (USADF)	Operational Assistance Grants	<p>This program provides funding up to \$100,000 (over two years) for improving financial, managerial, and technical capacity, and for limited fixed capital or working capital items. This grant positions the organization to more effectively use future expansion funding.</p> <p>The ADF Web site provides detailed information on selection criteria and the application process at the second link to the right.</p> <p>Questions and further enquiries should be directed to the in-country ADF coordinator. Information on in-country programming and contact information can be found at the third link to the right.</p>	http://www.adf.gov/programs.html http://www.adf.gov/funding.html http://www.adf.gov/countrypage.html
U.S. Commercial Service	Country Commercial Guides	<p>These guides provide background information on international markets. They are useful for early research when working to identify export markets.</p>	www.export.gov/salesandmarketing
U.S. Commercial Service	Market Research Database	<p>This Web site is a database of market research for a number of international markets. It is useful for evaluating potential export markets.</p>	http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no
U.S. Commercial Service	Trade Leads Database	<p>This resource provides new, pre-qualified trade opportunities and foreign government tender announcements. While the site is intended for U.S. exporters, African companies may be eligible to bid on them, as well.</p>	www.export.gov/tradeleads
U.S. Commercial Service	Trade Specialists Network	<p>Import-export experts provide counseling, products, and services to small and mid-sized U.S. businesses to help them export their products and services. Trade specialists work in nine African countries, of which five are in sub-Saharan Africa.</p>	www.trade.gov/cs www.buyusa.gov/Africa
U.S. Trade and Development Agency	Project Planning Assistance	<p>USTDA-funded feasibility studies can assist African public and private sector entities define technology options and project requirements for major infrastructure projects. These studies provide the comprehensive analysis required for projects to achieve financing and implementation.</p> <p>USTDA also advances economic development in partner countries by funding technical assistance that supports legal and regulatory reform related to commercial activities and infrastructure development, the establishment of industry standards, and other market-opening activities. These technical assistance programs facilitate favorable business and trade environments.</p>	www.ustda.gov

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
U.S. Trade and Development Agency	Reverse Trade Mission	Reverse Trade Missions bring African public and private sector decision makers to the United States, pending an upcoming procurement, in order to observe the design, manufacture, demonstration and operation of U.S. products and services that can help them achieve their development goals and partner with U.S. firms on infrastructure development projects.	www.ustda.gov
U.S. Trade and Development Agency	Training	USTDA provides training for African decision makers to support the sale of U.S. equipment and services overseas. Training can take place in either the United States or host country and it typically supports the participants' development goals by focuses on technology or regulatory requirements in order to give project sponsors a better understanding of U.S. capabilities and expertise related to a project opportunity.	www.ustda.gov
U.S. Trade and Development Agency	The Agriculture Development and Finance Program (ProAgro Angola)	A joint Chevron-USAID program, ProAgro Angola has four components: expanding access to financial services for farmers and other agribusiness enterprises, enhancing the production and productivity of selected crops, improving processing practices, and improving marketing strategies. For more information, visit the link to the right. Interested parties can also contact the USAID mission directly at info.usaid.angola@usaid.gov .	http://www.usaid.gov/ao/business_agriculture.html
USAID/Burundi	Burundi Agribusiness Program	The Burundi Agribusiness Program increases and diversifies rural economic opportunities. The program specifically supports the coffee, horticulture, and dairy sectors. For more information about the program, visit the link to the right; for contact information for USAID / Burundi, click the second link to the right.	http://eastafrika.usaid.gov/en/Activity.1109.aspx http://www.usaid.gov/locations/sub-saharan_africa/countries/burundi/
USAID/Ghana	Economic Growth Program	The USG's Economic Growth Program enhances the competitiveness of Ghanaian private sector agri-businesses. The goal is for these businesses to compete effectively nationally, regionally, and within the global marketplace. Areas of interest to Ghanaian business people include efforts to strengthen the capacity of the private sector to respond to market demands. For more information, contact the USAID/ Ghana office directly at the email to right.	http://www.usaid.gov/gh/ecgrowth/background/index.htm ghanaweb@usaid.gov
USAID/Kenya	Tegemeo Agricultural Policy Research and Analysis Program (TAPRA)	Tegemeo Agricultural Policy Research and Analysis Program (TAPRA). For more information, follow the Web link to the right.	http://kenya.usaid.gov/programs/economic-growth/177

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
USAID/Kenya	The Kenya Dairy Sector Competitiveness Program (KDSCP)	The Kenya Dairy Sector Competitiveness Program (KDSCP) makes Kenya's dairy industry more competitive. It aims to help transform the Kenyan dairy industry into a globally competitive, regional market leader, with the overall goal of increasing smallholder household income from the sale of quality milk. Persons interested in this project should contact project implementer Land O'Lakes using the contact information to right.	http://kenya.usaid.gov/programs/economic-growth/KDSCP Land O'Lakes Peponi Plaza, Block A, 2nd floor (off Peponi Road) Westlands P.O. Box 45006-00100 Nairobi, Kenya Tel: 254 (0) 20 37 48 52 6/ 37 48 68 5 Fax: 254 (0) 20 37 45 05 6
USAID/Liberia	Private Sector Internship Project (LCIP/PIP)	This program helps youth gain meaningful professional experience in the private sector and guide them in their search for employment. Persons interested in this project should contact USAID/Liberia at the contact information to right.	USAID/Liberia Mamba Point Monrovia, Liberia Tel. +231 77 054 826 liberia-info@usaid.gov
USAID/Liberia	Rural Apprenticeship and Artisans Project (LCIP/RAP)	Rural Apprenticeship and Artisans Project (LCIP/RAP) provides an opportunity for participants to learn a trade and business skills, gain experience as an apprentice, and receive "business incubation" type support. Persons interested in this project should contact USAID/Liberia at the contact information to right.	http://liberia.usaidallnet.gov/node/35 USAID/Liberia Mamba Point Monrovia, Liberia Tel. +231 77 054 826 liberia-info@usaid.gov
USAID/Nigeria	Expanded Access to Services for Agricultural Enterprises (EASE)	Expanded Access to Services for Agricultural Enterprises (EASE). For more information, follow the Web link to the right.	http://nigeria.usaid.gov/program/1
USAID/Nigeria	Nigeria Expanded Exports Program	NEEP is a two-year technical assistance program that provides capacity building to Nigerian exporters. NEEP will support exporters in a subset of sectors including sesame seed, specialty foods, shea, cashew, textiles, home décor and fashion, and fish and seafood. Additional in depth support is envisioned to expand exports of leather goods. NEEP will operate as a "facility," providing customized technical assistance either on demand or programmed to Nigerian enterprises in pursuit of measurable export transactions. Assistance to enterprises will be focused on 1) improving links to international markets and clients and 2) increasing access to finance for export transactions. For more information, follow the Web link to the right.	http://www.nigeriaexport.org/
USAID/Senegal	The USAID/Economic Growth Project (USAID/PCE)	The USAID/Economic Growth Project (USAID/PCE) works to boost investment in the agriculture sector and to significantly increase the contribution of agriculture to the national economy. In parallel to USAID/PCE interventions in agriculture, the project works with the public and private sectors to boost Senegal's overall business environment and competitiveness. For more information, please use the contact information to right.	http://senegal.usaid.gov/en/node/141 USAID/Project Croissance Economique (USAID/PCE) Route de N'Gor (à côté du supermarché Dakar City) BP 45381 - Dakar-Fann pceinfos@pce.sn Tel : 33 869 77 30 Fax : 33 820 27 69

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
USAID/South Africa	South African International Business Linkages (SAIBL)	This program focuses on creating employment and income for historically disadvantaged persons by developing small and medium enterprises (SMEs) in the manufacturing, services, and agriculture sectors. The program is based on a business links model that builds trade ties between historically disadvantaged SMEs and larger, more established businesses in South Africa, the Southern Africa region, and the United States. To register as an SAIBL contact, follow the second link to the right.	http://sa.usaid.gov/south_africa/node/68 http://www.saibl.co.za/register.php
USAID/Zambia	MATEP (Market Access, Trade and Enabling Policies)	MATEP (Market Access, Trade, and Enabling Policies) This project focuses on increasing the level of Zambian agriculture and natural resources exports into regional and international markets. It seeks to achieve these goals by overcoming policy, tariff, and non-tariff barriers to trade and business connections. For more information, use the contact information to the right.	http://www.usaid.gov/zm/economy/eg.htm Dr. Scott Simons Chief of Party Tel. +260-211-291-569 Scott_Simons@dai.com
USAID/Zambia	PROFIT (Production, Finance and Improved Technologies)	PROFIT (Production, Finance, and Improved Technologies) Project's aim is to increase smallholder client production and productivity by reducing costs of production. Together with private and public sectors, it extends services to some 100,000 small farmers in high economic potential areas in Zambia. The project focuses on value chains and support industries.	http://www.usaid.gov/zm/economy/eg.htm Mark Wood, Chief of Party Tel. +260-211-251-371 mark@profit.org.zm

QUICK HITS FOR U.S. EXPORTERS AND AFRICAN IMPORTERS

Both United States exporters and African importers should know about a variety of United States Government programs and resources. A number of programs provide various kinds of credit support while others provide, among other things, trade data, market information, and matchmaking services.

United States exporters will want to know about these programs and resources to identify markets and buyers, learn about the mechanics of importing and exporting, and identify sources of financing assistance. African importers will be able to take advantage of the general technical assistance that these resources offer and pass on information about financing programs to their United States suppliers.

TRADE INFORMATION RESOURCE CENTER

The Department of Commerce administers a Web site that aggregates USG resources of interest to United States exporters but much of the information is useful and relevant to importers, as well. It can be found at:
<http://www.export.gov>.

EXPORT PROGRAMS GUIDE

The Department of Commerce publishes an Export Programs Guide (the 2009 Edition is the latest available) that has chapters on:

1. General Export Counseling and Assistance
2. Industry-Specific Counseling and Assistance

3. Country-Specific Counseling and Assistance
4. Trade Leads and Market Research Programs
5. Making Contacts Through Trade Promotion Events
6. Special Market Access and Technical Assistance
7. Export Finance, Insurance, and Grant (Non-Agricultural)
8. Agricultural Export and Finance Programs
9. Health, Performance, Quality, and Safety Inspection and Certification Programs
10. Export Licenses and Controls

It also has a useful appendix that provides an alphabetical list of programs. These resources are useful to both importers and exporters.

This resource can be found at: www.export.gov/exportprogramsguide/index.

DEPARTMENT OF STATE COMMERCIAL AND ECONOMIC OFFICERS

Department of State commercial officers help U.S. businesses understand and comply with local law, procedures, and business practices. They can also act as a matchmaker by suggesting local agents and investment partners and can help resolve issues in case of a dispute or disagreement.

Department of State economic officers also help U.S. businesses understand the local investment climate, negotiate trade agreements, and provide reporting about local economic conditions.

Economic and commercial officers are based in embassies and consulates. Contact information for United States embassies and consulates can be found here: <http://www.usembassy.gov/>.

U.S. COMMERCIAL SERVICE

The United States Commercial Service of the United States Department of Commerce connects U.S. companies with international buyers through a network of offices in 109 U.S. cities and nearly 80 countries. The Commercial Service also assists African companies seeking U.S. suppliers. It also helps African firms take maximum advantage of international and United States trade shows and helps identify and match them with U.S. suppliers.

For more information, visit: <http://www.buyusa.gov/Africa>.

In the United States, U.S. companies can locate their nearest U.S. Commercial Service office by visiting: <http://www.trade.gov/cs>.

U.S. COMMERCIAL SERVICE COUNTRY COMMERCIAL GUIDES

United States Commercial Service Country Commercial Guides provide background information on international markets. They are especially useful for early research when working to identify and qualify potential export markets.

www.export.gov/salesandmarketing.

LIST OF PROGRAMS AND RESOURCES FOR U.S. EXPORTERS AND AFRICAN IMPORTERS

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
Department of Agriculture	Export Credit Guarantee Programs	<p>This program underwrites credit extended by the private banking sector in the United States to approved foreign banks.</p> <p>These programs encourage exports to buyers in countries where credit is necessary to maintain or increase U.S. exports but where financing may not be available without the guarantees.</p> <p>African companies wanting to sell U.S. agricultural products in Africa, or use U.S. agricultural products, may be able to get favorable terms if their U.S. suppliers are aware of and use this program.</p>	http://www.fas.usda.gov/excredits/exp-cred-guar-new.asp
Department of Commerce	A Basic Guide to Exporting	<p>A Basic Guide to Exporting is a useful introduction to the mechanics of exporting (i.e., how to identify markets for your company's products, how to finance your export transactions, and the best methods of handling orders and shipments) and provides sources of free or low-cost export counseling.</p> <p>African importers may want to share it with potential suppliers to help make the exporting process as easy as possible. It may also be useful to African importers to learn about the steps that their suppliers must take to export successfully.</p> <p>The guide is available for purchase at the link to right.</p>	http://www.export.gov/basicguide/
Department of Commerce	AGOA Web page	The AGOA Web site includes a description of the African Growth and Opportunity Act legislation and links to various resources, including trade data.	http://www.agoa.gov/
Department of Commerce	District Export Councils	<p>District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.</p> <p>African enterprises may want to share this resource with potential suppliers who have limited export experience. More information can be found at the link to the right.</p>	http://www.districtexportcouncil.com/
Department of Commerce	Export Programs Guide	<p>A Business Guide to Federal Export Assistance is a short manual listing the role that various USG agencies play in export programs and promotion.</p> <p>African enterprises may want to share it with potential suppliers.</p>	www.export.gov/exportprogramsguide/index
Department of Commerce	Web site	<p>This Web page provides a comprehensive set of links to USG export-related resources and programs.</p> <p>The site also provides information about exporting that may be of interest to African businesspeople, as well.</p>	http://www.export.gov

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
Ex-Im Bank	Direct Loan Program	<p>This program provides fixed-rate loans to creditworthy international buyers for purchases of U.S. goods and services. It is generally used for U.S. capital equipment and services, as well as exports to large-scale projects. Financing may also be available for refurbished equipment, software, certain banking and legal fees, and specific local costs and expenses.</p> <p>African buyers of U.S. products may be able to use it to secure financing that is not available in their home countries.</p> <p>The first step in applying is securing a Letter of Interest. More information is available at the second link to the right.</p>	<p>http://www.exim.gov/products/directloan.cfm http://www.exim.gov/tools/how_to_apply.cfm</p>
Ex-Im Bank	Finance Lease Guarantee	<p>This program provides lease financing to creditworthy international buyers as an alternative to traditional installment loans.</p> <p>African buyers of U.S. products may be able to use it to secure financing that is not available in their home countries or to secure more favorable terms.</p> <p>The first step in applying is securing a Letter of Interest. More information is available at the second link to the right.</p>	<p>http://www.exim.gov/products/lease_guar.cfm http://www.exim.gov/tools/how_to_apply.cfm</p>
Ex-Im Bank	Loan Guarantee Program	<p>This program provides term financing to creditworthy international buyers, both private and public sector, for purchases of U.S. goods and services. In contrast to the Direct Loan program, this program guarantees loans rather than provide them directly.</p> <p>African buyers of United States products may be able to use it to secure financing that is not available in their home countries or to secure more favorable terms.</p> <p>The first step in applying is securing a Letter of Interest. More information is available at the second link to the right.</p>	<p>http://www.exim.gov/products/loan_guar.cfm http://www.exim.gov/tools/how_to_apply.cfm</p>
Ex-Im Bank	Multi-Buyer Export Credit Insurance Policy	<p>This program enables U.S. exporters to reduce the risks associated with selling on credit. It insures export accounts receivable against default or non-payment. The policy can help increase international sales by extending competitive credit terms to foreign buyers while minimizing risks.</p> <p>African companies wanting to re-sell American products in Africa or use American products as inputs may be able to get lower prices or more favorable terms if their U.S. suppliers are aware of and use this program since it reduces the risk premium that sellers charge.</p> <p>An on-line application is available at the link to the right.</p>	<p>http://www.exim.gov/products/insurance/multi_buyer.cfm http://www.exim.gov/news/exim_online_spl.cfm</p>
Ex-Im Bank	Short-Term Single-Buyer Export Credit Insurance Policy	<p>This policy allows exporters to insure specific, short-term foreign receivables against loss due to commercial and specified political risks on a selective basis.</p> <p>African companies wanting to re-sell American products in Africa or use American products as inputs may be able to get lower prices or more favorable terms if their U.S. suppliers are aware of and use this program.</p> <p>Application information is available at the link to the right.</p>	<p>http://www.exim.gov/products/insurance/single_buyer.cfm http://www.exim.gov/tools/how_to_apply.cfm</p>

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
Ex-Im Bank	Small Business Export Credit Insurance Policy	This program is designed for small, financially viable businesses that are new to exporting, or have only occasionally exported. It can help increase an exporter's international sales by extending competitive credit terms while minimizing risks. African companies importing products from small United States business may be able to get better credit terms if the American company is aware of and uses this program. Application information is available at the second link to the right.	http://www.exim.gov/products/insurance/small_bus_multi_buyer.cfm http://www.exim.gov/tools/how_to_apply.cfm
Overseas Private Investment Corporation (OPIC)	Small and Medium Enterprise Financing	African companies seeking to partner with U.S. companies for projects in their home countries (or a third African country) should know that their partner company may be eligible for medium- to long-term funding as long as they have revenue of less than \$250 million. In most cases, the U.S. company must have at least 25% ownership of the project. A checklist for U.S. company eligibility is available at the second link to the right.	http://www.opic.gov/financing http://www.opic.gov/financing/eligibility-checklist
Small Business Administration	Export Express Program	African companies whose suppliers are new to the African company's market can refer their potential supplier to this program. It provides U.S. small businesses that have export potential but need funds to cover the initial costs of entering an export market with up to \$250,000 in export development financing to buy or produce goods or to provide services for export. The loan proceeds can be used for most business purposes, including expansion, equipment purchases, and working capital, inventory, or real estate acquisitions. Interested exporters should contact their existing lender to determine if they are an SBA Express lender. Application is made directly to the lender. The lenders use their own application material in addition to SBA's Borrower Information Form. Lenders approve the request and then submit a limited amount of eligibility information to SBA's National Loan Processing Center.	http://www.sba.gov/financialassistance/borrowers/guaranteed/7alp/EXPORT_EXPRESS_7A-LOAN-PROGRAM.html
Small Business Administration	Export Working Capital Program	This program provides up to \$2 million in short-term, transaction-specific working capital loans to U.S. small business exporters. Uses of this financing include: pre-export financing of labor and materials; and post-shipment financing of the accounts receivable generated from transaction-specific overseas sales. African companies that have identified a supplier but whose suppliers are having difficulties financing the proposed deal can refer suppliers to this program. Suppliers should contact SBS Export Assistance Centers for more information (second link to the right).	http://www.sba.gov/financialassistance/borrowers/guaranteed/7alp/EXP_WORK_CAPITAL_7A-LOAN-PROG.html http://www.sba.gov/content/us-export-assistance-centers
U.S. Commercial Service	Country Commercial Guides	This resource provides background information on international markets. It is useful for early-stage market research.	www.export.gov/salesandmarketing
U.S. Commercial Service	Market Research Database	This database provides market research for a variety of international markets. It is useful for early-stage market research.	http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no
U.S. Commercial Service	Trade Leads Database	This database provides new, pre-qualified trade opportunities and foreign government tender announcements that are available to U.S. exporters.	http://www.export.gov/eac/trade_leads.asp
U.S. Commercial Service	Trade Specialists Network	Trade professionals provide counseling and a variety of products and services to assist small and midsized U.S. businesses export their products and services.	http://export.gov/eac/index.asp

SPONSOR	RESOURCE	SUMMARY	WEB ADDRESS
U.S. Trade and Development Agency	Project Planning Assistance	<p>USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage when technology options and project requirements are being defined. These studies provide the comprehensive analysis required for major infrastructure investments to achieve financing and implementation.</p> <p>In some cases, export opportunities depend on a demonstration of the U.S. seller's goods, services or technologies in the foreign buyer's setting. USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. solutions and provide the analysis, evaluation and empirical data needed for potential foreign projects to secure funding.</p> <p>USTDA advances economic development in partner countries by funding technical assistance that supports legal and regulatory reform related to commercial activities and infrastructure development, the establishment of industry standards, and other market-opening activities. These technical assistance programs facilitate favorable business and trade environments for U.S. goods and services.</p>	www.ustda.gov
U.S. Trade and Development Agency	Reverse Trade Missions	Reverse Trade Missions bring African public and private sector buyers to the United States, pending an upcoming procurement, in order to observe the design, manufacture, demonstration and operation of U.S. products and services that can help them achieve their development goals. These strategically planned missions present excellent opportunities for U.S. businesses to establish or enhance relationships with prospective overseas customers.	www.ustda.gov
USTDA	Training	In support of U.S. businesses, USTDA provides training for African decision makers to support the sale of U.S. equipment and services overseas. Training can take place in either the United States or host country and it typically focuses on technology or regulatory requirements in order to give project sponsors a better understanding of U.S. capabilities and expertise related to a procurement opportunity.	www.ustda.gov
USAID West Africa Trade Hub	Exporters' Guides	<p>The West Africa Trade Hub has the following guides and studies posted on the related websites, which are useful for all African exporting companies and international investors in the associated industries:</p> <ul style="list-style-type: none"> • Apparel Export Guide & Textiles Value Chain Study • Home Décor and Fashion Accessories Export Guide • Processed Food Export Guide • Shea Butter Exporters' and Investors' Guides & Regional Study • Cashew Investors' Guide • Packaging Study & Guide • Export Finance Guide • West Africa Seafood Profiles 	<p>www.watradehub.com www.agoatoolkit.org www.wassda.org www.africancashewalliance.com www.globalshea.com</p>

U.S. GOVERNMENT AGENCIES SUPPORTING IMPORTERS AND EXPORTERS

A number of USG departments and agencies support international trade. Their names, selected programs, and contact information for those entities that are most likely to be useful to importers and exporters are below.

EXPORT-IMPORT BANK OF THE UNITED STATES (THE EX-IM BANK)

The Export-Import Bank of the United States provides U.S. exporters with the financing tools that they need to successfully compete for business in Africa. Ex-Im Bank's products and initiatives help U.S. exporters in all regions of Africa, including high-risk and emerging markets. Through the use of Ex-Im Bank's products, international buyers may qualify to obtain advantageous terms of credit from a U.S. exporter for short-term transactions.

Transactions requiring medium-term or long-term financing may qualify for an Ex-Im Bank commercial loan guarantee, allowing lenders to offer you competitive term financing. Although Ex-Im Bank does not support imports into the United States, the Bank helps facilitate trade between Africa and the United States.

The Ex-Im Bank is ready to help sub-Saharan African apparel manufacturers, and all eligible manufacturers, grow by financing U.S. exports of manufacturing equipment, products, and services. (Source: <http://www.exim.gov>)

For more information, visit: <http://www.exim.gov/products/special/africa/index.cfm>.

MILLENNIUM CHALLENGE CORPORATION (MCC)

The MCC's is an independent United States foreign aid agency that forms partnerships with countries committed to good governance, economic freedom, and investments in their citizens. MCC provides these countries with large-scale grants to fund country-led solutions for reducing poverty through sustainable economic growth. (Source: <http://www.mcc.gov>)

For more information, visit: www.mcc.gov.

OVERSEAS PRIVATE INVESTMENT CORPORATION (OPIC)

OPIC's mission is to mobilize and facilitate the participation of U.S. private capital and skills in the economic and social development of less-developed countries and areas, and countries in transition from nonmarket to market economies, thereby complementing the development assistance objectives of the United States. (Source: <http://www.opic.gov>)

OPIC provides financing and investment funds through direct loans and loan guaranties to eligible investment projects in developing countries.

For more information, visit: <http://www.opic.gov>.

U.S. AFRICAN DEVELOPMENT FOUNDATION (USADF)

The USADF provides grants of up to \$250,000 to community groups and small enterprises that benefit underserved and marginalized groups in Africa. Marginalized groups are defined as people that have significant needs that are not being currently addressed by existing government programs, NGOs, or other international development efforts. USADF measures grant success in terms of job creation, increased income levels, and improved social conditions. USADF grants focus on economic growth through investments that improve productivity, marketing, and management. USADF currently operates in 21 African countries: Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Ghana, Guinea, Kenya, Liberia, Malawi, Mali, Mauritania, Niger, Nigeria, Rwanda, Senegal, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe. (Source: <http://www.usadf.gov>)

For more information, visit: <http://www.adf.gov>.

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)

USAID provides economic development and humanitarian assistance to advance U.S. economic and political interests overseas. The USAID Web site includes a comprehensive Africa section, including overviews of USAID private sector projects in Africa. The USG provides assistance to 47 countries in Africa, and USAID operates 23 bilateral missions on the continent. Three regional missions support activities in countries with a limited USAID presence and manage programs that strengthen institutional capacity to contribute to stable and secure development in Africa. U.S. foreign assistance supports the overall goal of transformational diplomacy: to help build sustained and well-governed states that respond to the needs of their people, reduce widespread poverty, and conduct themselves responsibly in the international system. USAID assistance to Africa works to help African governments, institutions, and organizations incorporate good governance principles and innovative approaches to health, education, economic growth, agriculture, and the environment.

Africa's economic growth and fiscal balance indicators demonstrate a gap between its present stage of development and that of the average for the world's developing countries. Efforts to address this disparity focus on stimulating private sector development, increasing African trade competitiveness, and integrating African nations in the global economy. Building on the success of the African Growth and Opportunity Act, diplomatic and development resources help facilitate increased cross-border, regional, and international trade. (Source: <http://www.usaid.gov>)

Apart from the Trade Hubs mentioned elsewhere in this document, USAID programs that may be of interest include:

African Global Competitiveness Initiative (AGCI)

http://www.usaid.gov/locations/sub-saharan_africa/initiatives/agci.html

Feed the Future—the USG's global hunger and food security initiative

<http://www.feedthefuture.gov/>

For USAID programs in the Feed the Future focus countries, visit: http://www.usaid.gov/our_work/agriculture/food_security.htm

USAID Mission Locations in Sub-Saharan Africa

http://www.usaid.gov/locations/sub-saharan_africa/

For more information about USAID, visit: <http://www.usaid.gov>.

U.S. CUSTOMS SERVICE

The United States Customs Service enforces import and export regulations for international trading. The Customs Service is a good place to start when learning about compliance regulations.

For more information, visit: <http://www.customs.gov>.

U.S. DEPARTMENT OF AGRICULTURE (USDA)

The USDA's Foreign Agricultural Service (FAS) (<http://www.fas.usda.gov>), prepares commodity specific, market sector, and other reports at U.S. embassies in sub-Saharan Africa. The U.S. Department of Agriculture administers export credit guarantee programs for commercial financing of U.S. agricultural exports. These USDA Commodity Credit Corporation (CCC) programs encourage exports to foreign buyers. USDA also provides scientific exchange fellowships, such as the Cochran Fellowship Program, Borlaug Fellowship Program, Faculty Exchange Program, and Scientific Cooperation Exchange Program. (Source: <http://www.usda.gov>)

For more information, visit: <http://www.usda.gov>.

U.S. DEPARTMENT OF COMMERCE

The Commerce Department provides information on trade and commercial policies, economic and marketing conditions, export/import regulations, and trade promotion programs in Africa. (Source: <http://www.commerce.gov>)

The principal agencies under the Commerce Department that provide information on business and investment opportunities in African markets include:

- International Trade Administration: <http://www.ita.doc.gov/>
- Trade Information Center: <http://www.export.gov/exportbasics/ticredirect.asp>.

For more information about the Department of Commerce, visit: <http://www.commerce.gov>.

U.S. DEPARTMENT OF STATE

The State Department is the lead institution for the conduct of American diplomacy, based on the role of the Secretary of State as the President's principal foreign policy advisor. The key agencies under the Department of State that provide information on business opportunities and reports on economic and trade policies in the African countries include the following:

- Bureau of African Affairs
- Bureau of Economic and Business Affairs
 - Commercial and Business Affairs
 - International Finance and Development.

(Source: <http://www.state.gov>)

For more information, visit: <http://www.state.gov>.

U.S. DEPARTMENT OF TREASURY

The Treasury Department describes itself as the executive agency responsible for promoting economic prosperity and ensuring the financial security of the United States. The Department is responsible for a wide range of activities such as advising the President on economic and financial issues, encouraging sustainable economic growth, and fostering improved governance in financial institutions. (Source: <http://www.treasury.gov>)

The Treasury Department includes an International Affairs Office whose responsibilities include the following functions: representing the U.S. government at the international financial institutions (IMF, World Bank), the multilateral development banks (AfDB and other regional development banks), the international economic and financial forums (OECD, Financial Stability Board, G7, G8, G20) and the Paris Club; negotiating international banking and financial standards and monitoring their implementation; negotiating bilateral investment treaties (BITs); and providing technical assistance in banking and financial services, and in anti-money laundering.

For more information, visit:

<http://www.treasury.gov>

<http://www.treasury.gov/resource-center/international/Pages/default.aspx>

<http://www.treasury.gov/resource-center/international/development-banks/Pages/index.aspx>.

U.S. DEPARTMENT OF LABOR

The U. S. Department of Labor works with the Office of the United States Trade Representative and other United States government agencies to implement the African Growth and Opportunity Act (AGOA). The Labor Department's mission is to foster, promote, and develop the welfare of the wage earners, job seekers, and retirees of the United States; improve working conditions; advance opportunities for profitable employment; and assure work-related benefits and rights.

The Labor Department's Bureau of International Labor Affairs (ILAB) leads the Department's efforts to ensure that workers around the world, including those in participating AGOA countries, are treated fairly and are able to share in the benefits of the global economy. ILAB's mission is to use all available international channels to improve working conditions, raise living standards, protect workers' ability to exercise their rights, and address the workplace exploitation of children and other vulnerable populations.

The Labor Department assists in the annual AGOA eligibility review process and funds technical assistance programs to improve worker rights. The Department also develops and implements the labor provisions of trade agreements and programs that involve Sub-Saharan Africa. As a part of the AGOA annual review, the Labor Department examines each country's efforts to implement and enforce internationally recognized workers' rights. These rights include the right of association, the right to organize and bargain collectively, prohibitions on forced and compulsory labor, a minimum age for the employment of children, and acceptable conditions of work with respect to minimum wages, hours of work and occupational safety and health. The Labor Department also assesses each government's efforts to eliminate the worst forms of child labor.

For more information visit: <http://www.dol.gov>.

The Department of Labor's international division is the Bureau for International Labor Affairs (ILAB).

For more information, visit: <http://www.dol.gov/ilab/>.

U.S. DEPARTMENT OF TRANSPORTATION (DOT)

The mission of the United States Department of Transportation is to serve the United States by ensuring a fast, safe, efficient, accessible, and convenient transportation system that meets our vital national interests and enhances the quality of life of the American people, today and into the future. (Source: <http://www.dot.gov>.)

DOT sponsors a number of international programs that focus on one or more specific modes of transportation. As appropriate, DOT can provide technical and policy briefings to international visitors, and can provide technical information to foreign counterpart agencies. DOT also maintains eight professional transportation training facilities with courses available to foreign transportation officials (but not private individuals) on a fee-for-service basis. More information about the DOT's fee-for-service training programs can be found at:

www.dot.gov/policy/international/training.html.

More information about the DOT can be found here: <http://www.dot.gov> and about DOT international programs here: <http://international.fhwa.dot.gov/>.

U.S. DEPARTMENT OF ENERGY

The United States Department of Energy (DOE) describes its mission as follows:

“The mission of the Department of Energy is to ensure America's security and prosperity by addressing its energy, environmental, and nuclear challenges through transformative science and technology solutions.

Goal 1

Catalyze the timely, material, and efficient transformation of the nation's energy system and secure U.S. leadership in clean energy technologies.

Goal 2

Maintain a vibrant U.S. effort in science and engineering as a cornerstone of our economic prosperity, with clear leadership in strategic areas.

Goal 3

Enhance nuclear security through defense, nonproliferation, and environmental efforts." (Source: <http://www.doe.gov>)

For more information, visit: <http://www.doe.gov>.

OFFICE OF INTERNATIONAL TRADE

The SBA Office of International Trade (OIT) works in cooperation with other federal agencies and public and private sector groups to encourage and assist small business exports.

For more information, visit: <http://www.doe.gov>.

U.S. TRADE AND DEVELOPMENT AGENCY (USTDA)

The USTDA helps create jobs for Americans by helping U.S. companies pursue overseas business opportunities. Through the funding of feasibility studies, orientation visits, specialized training grants, business workshops, and various forms of technical assistance, the helps American companies compete for infrastructure and industrial projects in middle-income and developing countries. (Source: <http://www.ustda.gov>)

For more information, visit: <http://www.sba.gov/international>.

U.S. TRADE REPRESENTATIVE (USTR)

The USTR's Office of African Affairs develops and coordinates U.S. trade and investment policy for sub-Saharan Africa. It leads the negotiation and implementation of U.S. trade agreements and initiatives that further the Administration's economic and development policies in the region. The Africa Office seeks to open sub-Saharan African markets to U.S. goods, services, and investment, while helping African countries to use trade to advance their economic development. It oversees implementation of the AGOA trade preference program and works closely with other U.S. agencies, such as USAID, to help eligible African countries make the most of AGOA's trade benefits. The Africa Office leads USG interagency engagement with sub-Saharan African partners on trade and investment issues, including trade and investment framework agreements (TIFAs) with sub-Saharan African countries and regional economic organizations.

The United States has TIFAs with eleven countries: Angola, Ghana, Liberia, Mauritius, Mozambique, Nigeria, Rwanda, South Africa, the Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC), and the West African Economic and Monetary Union (also known by its French acronym, UEMOA). USTR leads interagency discussions with TIFA partners on a wide range of trade and investment-related issues. In addition to high-level TIFA Council meetings, which are held every one to two years, there is an ongoing dialogue with all TIFA partners that may include periodic working-level meetings and digital video conferences on the implementation of the TIFA work plans. In 2010, the United States participated in four Council meetings—with Angola, Ghana, the EAC, and the UEMOA.

The United States also has a Trade, Investment, and Development Cooperative Agreement with the five countries of the Southern African Customs Union and bilateral investment treaties with six sub-Saharan African partners. (Source: <http://www.ustr.gov>)

For more information, visit: <http://www.ustr.gov/>.