



AFRICAN
DIASPORA
MARKETPLACE

JANUARY 13, 2010



ADM FINALISTS, DIASPORA ENTREPRENEURS, AND ASSORTED GUESTS:

Welcome to the African Diaspora Marketplace (ADM). Through the collaboration of the United States Agency for International Development (USAID), Western Union and the Western Union Foundation, the ADM seeks to boost economic opportunity and job creation in Africa through sustainable start-up and established enterprises. We are proud that the ADM is one of the first business competitions to harness the knowledge and resources of U.S.-based African-diaspora with the know-how of local partners.

Funded by USAID, Western Union, the Western Union Foundation and Western Union® Agents, Ecobank Transnational Incorporated (ETI) in Africa and Irv Barr Management in the U.S., with support from our program partner, the Academy for Educational Development (AED), today's event brings together our 58 finalists, representing more than \$22 million of potential diaspora business investment in 14 Sub-Saharan African countries.

Our program finalists represent the best of a new class of entrepreneurs — those who are working to invest in their countries of origin and helping to create economic opportunity, reduce poverty and foster job creation. The finalist business proposals are diverse, ranging from establishing university computer labs and facilitating early childhood learning, to manufacturing solar cooking ovens. However, our finalists all have one thing in common — their desire to use their business and entrepreneurial drive to create opportunity in their countries of origin.

We would like to thank all of our finalists for their participation and congratulate them on developing competitive business plans. We would also like to thank the diversity of guests attending the event in support of the program. Today's activities will highlight the finalists' business ideas and we invite everyone to be part of the entrepreneurial spirit.

Karen D. Turner, Director, Office of Development Partners
U.S. Agency for International Development

Fred Niehaus, Senior Vice President
Western Union

Luella Chavez D'Angelo, President
Western Union Foundation

SCHEDULE

10:00am–1:30pm **MARKETPLACE OPEN**
Academy Hall, AED Conference Center, 8th Floor

10:15am **OFFICIAL OPENING OF THE ADM MARKETPLACE: WELCOME**
Academy Hall, AED Conference Center, 8th Floor

1:45pm–3:15pm **PANEL DISCUSSION 1**
“The Importance of Diaspora Community Investment for African Development”
AED Globe Theatre, Florida Avenue Entrance

PANEL DISCUSSION 2
“Supporting an Enabling Environment for Business Development”
Vista Room, AED Conference Center, 8th Floor

3:30pm–5:15pm **MARKETPLACE REOPENS**
Academy Hall, AED Conference Center, 8th Floor

5:30pm–7:30pm **ADM AWARD CEREMONY AND RECEPTION**
Keynote Speaker
Announcement of Awards
Reception by Invitation

The Academy for Educational Development’s Globe Theater is located at 1927 Florida Ave., NW, Washington, D.C. Please note that AED’s main entrances (1825 and 1875 Connecticut Avenue) will be closed as of 5pm. Please use the Florida Avenue entrance.

VIA METRO: please use the Dupont North exit, walk north on Connecticut Avenue and turn right on Florida Avenue. The Theater is located in the middle of the block.

VIA CAR: please note that parking is available (at additional cost) in AED’s South Building garage, located at 1925 Florida Avenue.

FINALISTS

1. JOHARI: The Absolute Gem in Finding Great Deals

KENYA
KinConsult
Information Communication Technologies (ICT)

2. Health Care Provider in the Speciality of Physiotherapy and Sports Medicine

ETHIOPIA
Paragon Physiotherapy and Sports Medicine Center
Physiology and Sports Medicine

3. Feeding a Country with Existing Resources

GHANA
Ghana Aquatic Foods
Agribusiness, Fisheries and Livestock

4. Waste Management

LIBERIA
Caspian Holdings Company
Environmental Services

5. A Paradigm Shift – Adding Value

GHANA
Benem Inc.
Manufacturing and Assembly

6. Be Sure – Rapid Test Kits

NAMIBIA
BV One Hundred and Twenty One, CC (Urbana International, LLC)
Manufacturing and Assembly

7. Processing and Preserving West Africa's Best Fruits and Vegetables

NIGERIA
AAACE Foods
Agribusiness, Fisheries and Livestock

8. Student Card: Creating a Cashless Environment for Our Future Generation

GHANA
Student Card LTD.
Information Communication Technologies (ICT)

9. Uza-Mazao

KENYA
E&M Capital Tek Corporation
Information Communication Technologies (ICT)

10. Telepresence Technology for Remote Training of Healthcare Workers

NIGERIA
Trigen Healthcare
Information Communication Technologies (ICT)

11. Bellate Ag. Industries LLC Darwo Berhane, Ethio-American Agribusiness Company

ETHIOPIA
Bellatte Agriculture Industries LLC
Agribusiness, Fisheries and Livestock

12. Anfilo Specialty Coffee

ETHIOPIA
Habitat Restoration International
Agribusiness, Fisheries and Livestock

13. Fish Farm

NIGERIA
AFAS Inc.
Agribusiness, Fisheries and Livestock

14. Publishing and IT Services for Higher Education

GHANA
Peak InfoTech
Information Communication Technologies (ICT)

15. Honey – The Sweet Road to Sustainability!

KENYA
The KenTeligent Company LLC
Agribusiness, Fisheries and Livestock

16. Wonder Creameries- Unlimited Possibilities!

UGANDA
Best Yogurt Inc. (FullSakol LLC)
Agribusiness, Fisheries and Livestock

17. Afro-American-Design Bridge

SENEGAL
Madu Designs Senegal
Handicrafts and Textiles

18. Cooking Solar Ovens Manufacturing

UGANDA
Tek Consults [U] Ltd.
Environmental Services

19. Reliable Power Supply

GHANA
Ansa Systems Ltd.
Information Communication Technologies (ICT)

20. Combo Green

SUDAN
More 4 Less Agro-Produce
Agribusiness, Fisheries and Livestock

21. Embrace Maize Mill

ZAMBIA
eMbrace Maize
Agribusiness, Fisheries and Livestock

22. Digital Bridge to Africa

SENEGAL
tecQIP Inc.
Information Communication Technologies (ICT)

23. Mo Mango

KENYA
Dried Fruit Investments
Agribusiness, Fisheries and Livestock

24. TAF Bio Technology

ETHIOPIA
TAF PLC
Agribusiness, Fisheries and Livestock

25. Upgrading Cultivation Practice to Boost Agricultural Production in Nigeria

NIGERIA
Selixon Inc.
Agribusiness, Fisheries and Livestock

26. Amazing Marula! Natural Tropical Fruit Juice

SOUTH AFRICA
Afric Activ, Inc.
Agribusiness, Fisheries and Livestock

27. Computer Kwa Jamii

KENYA
Computers Kwa Jamii
Information Communication Technologies (ICT)

28. Green Acres Goat Farm

GHANA
ACERITAS GHANA LTD
Agribusiness, Fisheries and Livestock

29. Waste to Wealth: Clean Water for All

NIGERIA
Multiple Development Services LTD
Environmental Services

30. Loma Hovercraft, Ltd. – Enabling Tourism in Sierra Leone by Providing Safe, Reliable, and Affordable

SIERRA LEONE
Loma Hovercraft
Tourism / Logistics and Transportation

31. AGRIVEST Cassava Project

NIGERIA
Agrivest Concept International Limited
Agribusiness, Fisheries and Livestock

32. Professional Business Development Services for Micro & Small Business Entrepreneurs

GHANA
Daasebre Financial Services
Professional Business and Development Services

33. Salma Watabus

SIERRA LEONE
SALMA WATABUS
Logistics and Transportation

34. Millet Cereals Production

SENEGAL
Sendiaba Senegal
Agribusiness, Fisheries and Livestock

35. Ghana Export of Ashanti Pineapples Expansion

GHANA
Sardis Enterprises International Inc
Agribusiness, Fisheries and Livestock

36. Fleet Management Systems (Vehicle Tracking)

ETHIOPIA
Global Telecommunications, PLC
Information Communication Technologies (ICT)

37. FARIBARA: Early Childhood and Elementary Institution

SENEGAL
FARIBARA
Education

38. Production of Crude Palm Oil using a Palm Processing Mill

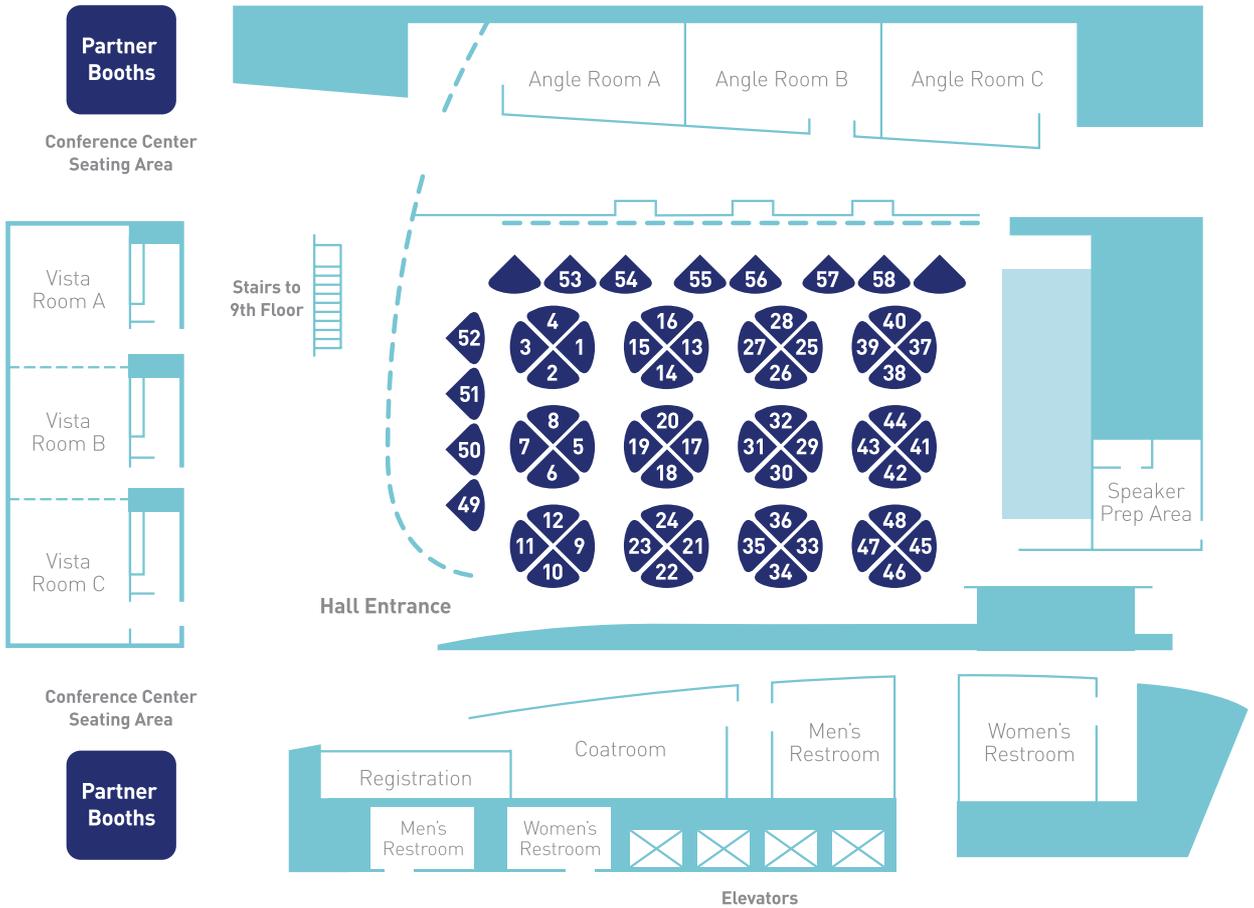
SIERRA LEONE
PALM FRUIT PROCESSING
Agribusiness, Fisheries and Livestock

39. Distributed Power Generation

NIGERIA
Cardinal Energy Solutions LLC
Construction and Infrastructure

40. Sesame Seed Optimization Segou

MALI
Olea Sarl
Agribusiness, Fisheries and Livestock



41. Besto Juice

GHANA
Country Farms and Processing
Agribusiness, Fisheries and Livestock

42. Geotechnical/Environmental Testing

LIBERIA
AADT Consultants
Construction and Infrastructure

43. Using Franchising Business Model to Improve Access to Healthcare in Africa

GHANA
MicroClinic Ghana Limited.
Healthcare

44. Health Screenings, Health Education, and Digital Health Screenings

GHANA
Mobile Health Limited
Healthcare

45. waAFRI: Providing Mobile Presence for Businesses in Ethiopia

ETHIOPIA
4Afri Ethiopia
Information Communication Technologies (ICT)

46. Small-Scale Galenical Laboratory for Manufacturing Pharmaceutical Preparations

SUDAN
Khartoum Galenical Laboratory
Healthcare

47. Yonas Agro-Industry

ETHIOPIA
Yonas Agro-Industry
Agribusiness, Fisheries and Livestock

48. Coin-Operated Laundries

KENYA
Matathia Inc. (Pison LTD.)
Service, Laundry Cleaning

49. Sproxil.com: Mobile-based Brand Management & Anti-counterfeiting for Cash-based Societies

NIGERIA
Sproxil, Inc
Information Communication Technologies (ICT)

50. Ingu Mills Limited

GHANA
Ingu Mills
Agribusiness, Fisheries and Livestock

51. Traditional Beehive Conversion to Modern & Kafa Forest Beekeepers Cooperative Traditional Honey Beverage Promotion

ETHIOPIA
Mirtama Yengid Sirawoch PLC
Agribusiness, Fisheries and Livestock

52. Small Holder Partnerships for Agricultural Production

SIERRA LEONE
Small Holder Partnerships For Agricultural Production (SHOPAD)
Agribusiness, Fisheries and Livestock

53. AMAD Metal Manufacturing PLC: Metal Products fabrication

ETHIOPIA
AMAD Metal Manufacturing PLC
Manufacturing and Assembly

54. SolAfrica

KENYA
Solaren Ltd
Renewable Energy Applications

55. EarthWise Ferries Uganda Ltd: A Company

Dedicated to Restoring Passenger Ferries on Lake Victoria
UGANDA
EarthWise Ferries Uganda Ltd.
Logistics and Transportation

56. Fish Farming Expansion

NIGERIA
UBS FARM
Agribusiness, Fisheries and Livestock

57. Processing of Dry Fruits for Export

GHANA
Atlantic Agro-Processing & Farms Ltd.
Agribusiness, Fisheries and Livestock

58. Virtual Labs Nigeria: Making Science Accessible

NIGERIA
Virtual Labs Nigeria
Information Communication Technologies (ICT)

SPONSORS

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

USAID is the lead government agency providing development and humanitarian assistance to people around the world. The agency's Global Development Alliance (GDA) links U.S. foreign assistance with the resources, expertise and creativity of the private sector as well as nongovernmental organizations. Since its launch in 2001, the Global Development Alliance has changed the way U.S. international development projects are financed and implemented. By cultivating more than 900 public-private alliances with over 1,700 individual partners, it has allowed USAID to leverage an additional \$9.6 billion in resources for development. For more information about USAID and its programs around the world, please visit www.usaid.gov. For more information on Global Development Alliances visit www.usaid.gov/gda/index.html.

WESTERN UNION COMPANY

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta and Pago Facil branded payment services, Western Union provides consumers with fast, reliable and convenient ways to send and receive money around the world, as well as send payments and purchase money orders. Western Union, Vigo and Orlandi Valuta operate through a combined network of more than 400,000 Agent locations in 200 countries and territories. In 2008, The Western Union Company completed 188 million consumer-to-consumer transactions worldwide, moving \$74 billion of principal between consumers, and 412 million consumer-to-business transactions. For more information, visit www.westernunion.com.

WESTERN UNION FOUNDATION

Through Western Union's Our World, Our Family® signature program, the Western Union Foundation supports initiatives to empower individuals, families and communities through access to better education and economic opportunity. Recognized by the Committee Encouraging Corporate Philanthropy in 2009, the program is a five year, \$50 million commitment reflecting the efforts made by Western Union employees, Agents, and partners around the world. Since its inception, the Western Union Foundation has awarded almost \$55 million in grants and disaster relief to over 1,870 nongovernmental organizations (NGOs) in 100 countries. For more information, visit www.foundation.westernunion.com.

ACADEMY FOR EDUCATIONAL DEVELOPMENT

AED is a nonprofit organization working globally to improve education, health, civil society and economic development — the foundation of thriving societies. In collaboration with local and national partners, AED fosters sustainable results through practical, comprehensive approaches to social and economic challenges. AED implements more than 250 programs serving people in all 50 U.S. states and more than 150 countries. For more information about AED and its global programs, visit www.aed.org. For information on the FIELD-Support Leader with Associates, visit www.microlinks.org/field.

ECOBANK TRANSNATIONAL INCORPORATED

Incorporated in 1985, Ecobank Transnational Incorporated (ETI) is the parent company of the leading independent regional banking group in Africa. It currently operates in 27 African countries and France through its fully-owned affiliate, EBI SA, a licensed financial company providing trade finance and brokerage services to wholesale customers. ETI is listed on the stock exchanges in Lagos, Accra and the West African Economic and Monetary Union (UEMOA) — the BRVM. Ecobank is a full-service bank providing wholesale, retail, investment and transaction banking services and products to governments, financial institutions, multinationals, international organizations, medium, small and micro businesses and individuals. For additional information, please visit www.ecobank.com.

GW-CIBER

The Center for International Business Education and Research at The George Washington University ("GW-CIBER") serves as a vital portal for businesses, policy makers, citizens, students and faculty throughout the nation to increase their international skills and awareness of the internationalization of the US economy. One of GW-CIBER's key programmatic areas focuses on the roles that diasporas can play in the development of their countries of origin through entrepreneurship, investment, and other activities that strengthen the national business-enabling environment. Since 2006, GW-CIBER has sponsored the GW Diaspora Capital Investment Project, a multidisciplinary research initiative that examines the motivations and activities of diaspora investors and entrepreneurs, and the roles of NGOs, multilateral organizations, and national governments in promoting and facilitating diaspora investment and entrepreneurship. Please visit www.business.gwu.edu/CIBER for additional information.

JURORS

YOUSOUFOU GARBA ABOUBACAR is a Risk Management Manager at Ecobank CEEAC, which services seven countries globally. Prior to his position in risk management, Youssoufou was managing director at Ecobank Burkina Faso, and Project Manager of Ecobank's Chad project.

PAUL-HARRY AITHNARD is Ecobank Group Head of Research and Sales. As Global Head of Commodities, and Co-Head of Global Macro Analysis in Paris, Mr. Aithnard supervises all commodities research through BBSP and covers key institutional clients on investment strategies in various assets/markets.

PAUL V. APPLGARTH is the Chief Executive Officer of Value Enhancement International, LLC, and has over 30 years experience in emerging market and private equity transactions. Mr. Applegarth was the founding CEO of the Millennium Challenge Corporation and previously served on OPIC's Advisory Board for Africa and the U.S. State Department's Africa Policy Advisory Panel.

PAUL BUNDICK, Project Director for the USAID FIELD-Support LWA at AED, has 35 years experience in development. He has managed USAID projects at the director and chief of party level, combining extensive field management experience with home office management with a focus on small enterprise development.

BILL CARTER, founding member of Ashoka's International board, has over 40 years of experience innovating within the citizen sector, and has played a key role in elaborating and refining Ashoka's Fellow search and selection methodology globally. Currently, he currently serves as Ashoka's Vice President for Africa Programs.

THOMAS DEBASS is a Lead Economist at the Overseas Private Investment Corporation (OPIC). Prior to OPIC, Thomas served as a Senior Technical Advisor at USAID's Global Development Alliance (GDA) and Microenterprise Development office (MD). Thomas is the creator of USAID's Diaspora Networks Alliance (DNA) framework and the African Diaspora Marketplace (ADM) competition.

ANDREA GOROG is a Foreign Service Officer at the United States Department of State. Prior to working at the DOS, Ms. Gorog was European Country Director at the Department of Defense, and Event Coordinator and Press Lead at the White House – Office of Presidential Advance.

TIM KANE is a senior fellow in Research and Policy at the Ewing Marion Kauffman Foundation. He is co-author of the Kauffman Foundation's blog that covers growth research and policy. Previously, Kane was a director for The Heritage Foundation where he was the lead author and editor of the Heritage/Wall Street Journal Index of Economic Freedom.

NEEMA MGANA is the Associate Director of Development at Ashoka where she joined the organization as a member of the Global Engagement Team in October 2008. As a member of the GET, Ms. Mgana works to build Ashoka's engagement in Africa and manages Ashoka's relationship with the Young Presidents' Organization.

MIKE O'DONNELL has worked 30 years in the promotion of Small and Medium Scaled Enterprises and the development of Financial Markets in Africa, Latin America and Asia. He is currently an independent consultant in Small Enterprise Development and Rural Financial Markets.

YVON RESPLANDY has 15 years experience working in developing countries, predominately in Africa and the Middle East. Most recently, Yvon served as the Director of Education Finance Program for Opportunity International where he provided technical assistance to MFI partners to set up commercial banking operations in microfinance and SME sectors.

LIESL RIDDLE is an Associate Professor of International Business and International Affairs at The George Washington University. Dr. Riddle has written extensively about diaspora development and is a member of a United Nations' advisory panel concerning diaspora investment and entrepreneurship policies.

JAMES H. SMALL, Ph.D., J.D. is a Senior Policy Advisor and Senior Private Sector Officer in USAID's Office of Development Partners/Public Sector Alliance Division, where he serves as the principal lead on the Agency's Global Hunger and Food Security initiative. Additionally, James is actively involved in the Agency's efforts to promote and foster public-private partnerships relating to food security and global climate change.

JENNIFER SPENCER is the Director for the Center for International Business Education and Research (GW-CIBER). Professor Spencer's expertise lays in international corporate strategy, with a focus on the global technology strategies of firms in international entrepreneurship and multinational enterprises' investments into developing countries.

TONY TAPIA is the Senior Program Director for the Western Union Foundation, the philanthropic arm of the Western Union Company where he oversees the Foundation's global grant making programs and strategic partnerships. Tony currently serves as a trustee of the Bright Mountain Foundation and is on the board of Grantmakers Concerned with Immigrants and Refugees.

JOHN WASIELEWSKI started his career with USAID as a Special Assistant to the Administrator. In 1998, Mr. Wasielewski returned to USAID to direct the activities of the Office of Development Credit, which regulates the use of credit to promote local private sector lending for economic growth and development activities.



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Diaspora-Driven Development

www.diasporamarketplace.org



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