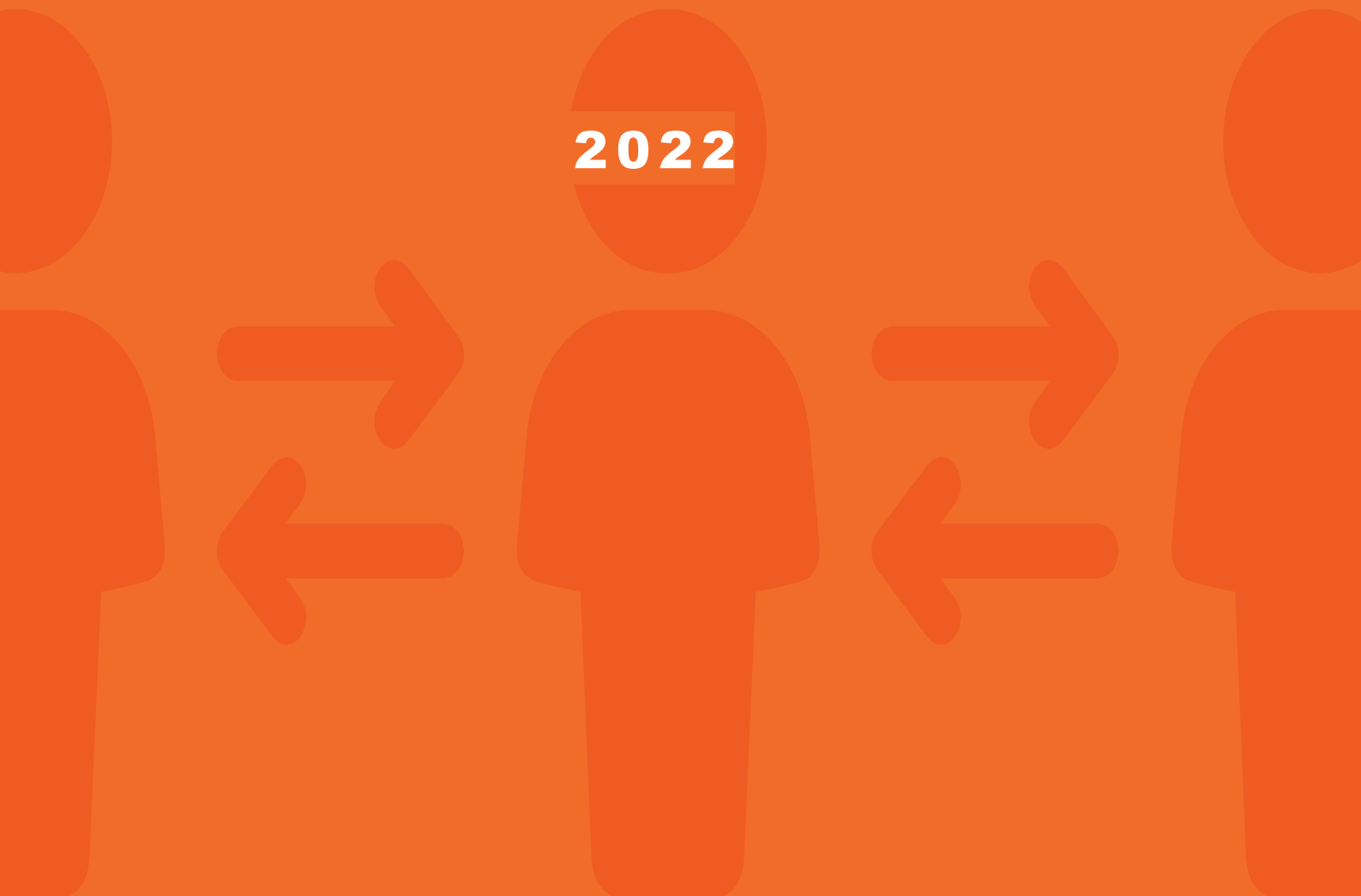




BUSINESS BRIDGE

**2022**



# ACROSS THE ATLANTIC OR ACROSS AFRICA – FIND YOUR PERFECT PARTNER AT THE US-AFRICA BUSINESS BRIDGE

## PARTNERING AMERICAN COMPANIES WITH AFRICA'S FEMALE BUSINESS LEADERS

The US-Africa Business Bridge is a trade association designed to help American companies enter the African market. We do this by providing a broad range of potential partners drawn from Africa's elite businesswomen.



## AMERICAN COMPANIES BELONG IN AFRICA...

Now is the best time in history for American companies to invest in Africa. The new African Continental Free Trade Area (AfCFTA) will bring together hundreds of millions of new

consumers into one continent-wide market -- providing significant openings for foreign businesses. American companies must be positioned to take advantage of these new opportunities by finding suitable, trusted partners.

## AND AFRICA'S ELITE BUSINESSWOMEN ARE THEIR PERFECT PARTNERS

Reliable partners can be found among Africa's elite businesswomen. African members of the US-Africa Business Bridge trade association are female business leaders who have been trained by the US government or private sector in the US, received degrees in American schools or worked in the US. They are well-versed in American financial and commercial requirements and thus ideally suited to partner with American companies in their home countries.

## FINDING PARTNERS ACROSS THE ATLANTIC...

The US-Africa Business Bridge trade association was created expressly for

**business matchmaking and houses a database of members' company profiles. Top African businesswomen and their companies, and American companies looking to do business in Africa will find each other inside the Bridge.**

## **AND INSIDE AFRICA**

**And, as an additional and unique feature, the Bridge's database can be used by our elite female entrepreneurs to identify and match with their counterparts across the continent for intra-African trade.**



## **A WEALTH OF OFFERINGS TO FURTHER CONNECTIONS**

**The Bridge will offer advisory services to any member company looking for a partner or needing guidance on opportunities and challenges in a given country or sector.**

**It will also host informational events such as podcasts, conferences and webinars, as well as meetings with key leaders from both continents.**

**“ The US-Africa Business Bridge -- A Commercially Driven Trade Association**

- Agriculture**
- Energy**
- Tourism**
- Mining**
- Services**
- Manufacturing**

**”**

## WHO WE ARE

**The Bridge – a 501(c)(6) entity -- is based in Washington DC and is a fee for service trade association. Membership fees are based on a sliding scale of a member's annual revenue and provide entry into the Bridge's exclusive database of American and African companies.**

### THE US-AFRICA BUSINESS BRIDGE – BRINGING VALUE TO BOTH CONTINENTS

**Bridge activities will promote a more robust US business presence in Africa. Currently, American firms are under-represented there – meaning lost markets and missed opportunities. More American firms in Africa would increase US employment and exports. It would also foster personal relationships as American firms provide training and technical skills to their African partners. Finally, a significant American business presence will enhance US political and strategic ties to Africa.**



**On the African side, Bridge partnerships will serve as drivers of development. African Bridge members will have access to a broad array of American companies looking to establish or grow their businesses in Africa, allowing these female leaders opportunities to expand at home and in the American market.**

**African firms will benefit from capital, training in US business practices, technology transfer, greater productivity and profitability, and the possibility of moving into the US market.**

**And as an added bonus, on the African side, women who wish to take advantage of the trade promotion provisions of the AfCFTA, can find their perfect partners across the continent in the Bridge's database. This will promote intra-African trade and add to Africa's evolution as an economic power.**

## **WOMEN TAKE THE LEAD**

**Anyone who wants to do business in Africa must look to its women. The impact of increasing the participation of women in any country's economy is significant. According to a 2015 McKinsey & Company report:**

**“The power of parity: How advancing women's equality can add \$12 trillion to global growth”**



**Full economic equality for women could achieve this increase by 2025. In sub-Saharan Africa, the gain of full parity would be 12% or \$300 billion, an amount critical to the continent's development**

## BRIDGE MEMBERSHIP

Membership fees are based on a sliding scale of a member's annual revenue and provide entry into the Bridge's exclusive database of American and African companies:

\$500 up to \$500 thousand
\$1,000 up to \$1 million
\$2,500 up to \$5 million
\$5,000 up to \$10 million
\$10,000 up to \$100 million
\$15,000 more than \$100 million

Bridge members will have access to both US and African companies and advisory services to help identify appropriate partners. Also included will be remote and in-person events, podcasts and webinars and conversations and panels with leaders in business and government on both continents.

## MATCHMAKING FOR TRADE AND COUNTRY SERVICES

As a relatively new business organization, the US-Africa Business Bridge cannot equal much older American business associations in terms of its number of members, however, Bridge membership is growing and encompasses buying, selling, franchising, and services opportunities, as well as a potential investment in companies on both sides of the Atlantic Ocean. The Bridge will add members through linkages with various local chambers of commerce, the African Women's Entrepreneurship Program and the Young African Leadership Initiative.

American firms entering African markets without a knowledgeable advisor or help making connections – whether in government or private sector service providers in such areas as legal, accounting, shipping, medical, architectural – can prove difficult especially in the coming continent-wide market with opportunities to do business in more than one country. Choosing the wrong vendor or not knowing how to extricate oneself from a bad deal can be the difference between a successful venture or a failure. Our African members can perform dual roles – as business suppliers, purchasers of goods or services or franchisees – and also can be the hand that guides American businesses through the process of legal registrations and in meeting local laws and regulations.

Here are some examples of Bridge members who can be of enormous help to American firms in various African countries.

## SOLAR

A Zambian member company focuses on renewable energy based on solar power. This social enterprise has community impact at the core of its operations, helping rural communities to dry their food, pump water, build clean cookers and use lighting systems suitable for the region and is very much in line with the prevailing Environmental, Social and Governance (ESG) standards. Currently, 44% of citizens in urban areas are connected to the national electricity grid, but in remote areas, only 4% have access to power. This company's current and upcoming products and services include:

- **Beginning in 2023, on-grid and off-grid PV installations for electricity targeting remote communities and peri-urban areas.**
- **Produce and market solar driers for herbs, vegetables and fruit to help farmers cut post-harvest losses and improve food security and income in villages. This also creates value addition opportunities.**
- **Construction of centers for food drying in villages and urban markets.**
- **High-quality, air conditioners, commercial coolers, outdoor security lights, decorative lights and geysers.**
- **Assistance to government ministries and municipalities to meet the UN's Sustainable Development Goal number 7 (provision of affordable and clean energy).**

**Commercial marketing of solar products that will provide consistent energy for farmers, tour operators, and communities.**

**Supplying homes with energy generated from solar. These include security spotlights, indoor lights, decorative lights, geysers, air conditioners, cookers, and complete off-grid photovoltaic installations.**

## **ESSENTIAL OILS**

**Coming from a family heritage of more than 60 years, a Benin member company created in 2019 has the objective of modernizing ancestral wellness recipes. They cultivate and transform into essential oils citrus fruits and the aromatic and medicinal plants of Benin. Among these essential oils are peppermint, European basil, African basil, lemon, tangerine, grapefruit, bergamot, sweet orange, Indian wood, niaouli, eucalyptus, Gambia tea, lemongrass and Ceylon lemongrass. The company utilizes stainless-steel stills with a capacity of 1000 kg. Expert in aromatherapy, they offer essential oils and health and wellness solutions based on natural ingredients. They draw the best from plants to scientifically develop a range of products based on natural essential oils. They have certification to export to the U.S., which has experienced a boom in natural therapeutic products.**

**Their products include among others:**

- **Niaoul essential oils for boosting immunity**
- **Fenugreek oils for strengthening and revitalizing tired skin**
- **Green clay for purifying, cleansing, skin which is also used to heal superficial wounds.**
- **AVIT essential oil inhalers, which help in fighting sinusitis, colds, coughs, influenza, and other respiratory illnesses.**

## **URBAN PLANNING**

**A member company in Togo is an urban environmental planning and housing development specialist. With more than 24 years of experience in architecture, planning, and project management, this member is well-positioned to advise on environmental and social impacts of facility construction and operation.**

**Among this company's numerous international accomplishments are:**

- **Created the housing design package for Habitat for Humanity Ghana.**
- **Provided for 10% of the house deficit for affordable social housing for favelas in Cabucu de Cima, Sao Paolo Brazil.**
- **As an expert in joint sealing and water proofing of buildings, became the representative for Den Braven Sealants Netherlands for Ghana & West Africa in 2013, subsequently receiving the Netherlands Government Fellowship Award.**

**Given the current environment in which ESG programs are being required, a consultant who understands all elements globally can help avoid the disasters some companies and even countries have experienced.**



## **AGRO-PROCESSING**

**A Nigerian agro-industry member company is the leading cassava processing company in Africa. This company refines cassava into high quality food-grade starch that is used in many consumer products. As of 2016, the company has 300 employees and operates two product lines. The company has managed to enhance the cassava value chain by defining an innovative approach, enabling a consistent supply of industrial cassava derivatives, including high quality cassava flour and high-quality cassava starch. The company also produces sorbitol for pharmaceutical, personal care, food and beverages, raw materials for toothpaste, cosmetics and animal feed. Through its out-grower system of more than 3500 farmers and 300 “agripreneurs”, the company has a reliable supply base, supplying high-quality cassava tubers consistently for processing. This changes the status of the local farmers from subsistence farmers to commercial farmers.**

**After implementing strong supply chain management, the company launched its first production in 2013 with 20 tons/day. The demand increased significantly due to the high quality of its products, necessitating the construction of a second line in 2015, which extended the production capacity to 40 tons per day.**

**The company’s ambition is to be the most preferred cassava processor in the world, and it built the first cassava-based sorbitol factory in Africa and only the second in the world with a production capacity of 25 tons per day. Sorbitol is a vital ingredient in the production of toothpaste and pharmaceutical syrup. This factory will further raise the living standard of host communities and improve the economy of Oyo State and Nigeria, saving Nigeria about \$10 million annually in foreign exchange. This project was done in partnership with Unilever through the Central Bank of Nigeria’s Commercial Agriculture Credit Scheme and Providus Bank.**

## **THE TIME TO JOIN THE BRIDGE IS NOW**

**Currently, the under-representation of American firms in Africa places them at a distinct disadvantage vis-à-vis other non-African foreign companies, especially with the increased international competition for expanded African markets emerging because of the AfCFTA. This continent-wide free trade area will aggregate hundreds of millions of African consumers into one market – providing significant openings for foreign businesses. Once fully realized, the AfCFTA will cover 54 countries (the largest of any regional trade bloc), creating a market encompassing 1.2 billion people with a combined economic output exceeding \$2.5 trillion.**

**American firms must be positioned to take advantage of these new opportunities by finding suitable, trusted partners in Africa. The US-Africa Business Bridge will make this a reality -- matching top African businesswomen and their companies and American companies looking to do business across Africa.**