



# CSO/AWEP Session

of the

## 16<sup>th</sup>US-Sub-Saharan Africa Trade & Economic Cooperation Forum (also known as the AGOA Forum)

August 7- 10, 2017

Lomé, Togo

***“Civil Society and AWEP Using AGOA to Build Prosperity by 2025”***

### AGENDA

**Monday, 7 August 2017**

TIME		VENUE
2:00 - 4:00 pm	<b>WORKSHOP 1</b> <b><i>AGOA Country Utilization Strategy: Country Presentations</i></b> <i>Planning makes success possible</i>	<b>ECOWAS Bldg. Central Lomé</b>
	<p>In Section 107 of the Trade Preferences Extension Act of 2015, the US Congress recommends that AGOA beneficiary countries develop strategies, biennially, for the most effective utilization of AGOA trade benefits. During this workshop we will discuss AGOA eligibility criteria, and country utilization strategies. Additionally, our panelist will share their respective experiences and best practices.</p> <p><b>Opening remarks:</b> <i>Ms. Sylvie Dédé Benissan- Messan</i>, Coordinator, AWEP, Togo</p> <p><i>Mr. Fred Oladeinde</i>, Chair, AGOA Civil Society Organization Network Secretariat</p> <p><b>Presenters:</b> <i>Mr. John Oda</i>, Executive Secretary, East Africa Trade Union</p> <p><i>Mr. Jeff Vogt</i>, Legal Director, Rule of Law, The Solidarity Center</p> <p><i>His Excellency S. Phokeer</i>, Ambassador, Embassy of the Republic of Mauritius to the U.S.</p>	
	<b>Q&amp;A</b>	
4:00 - 4:20 pm	<b>COFFEE BREAK</b>	



**“Civil Society and AWEP Using AGOA to Build Prosperity by 2025”**

**Monday, 7 August 2017**

**TIME**

**VENUE**

**4:30-  
6:00 pm**

**WORKSHOP 2**

***Building the Infrastructure and Transportation Linkages to  
Make AGOA Products Competitive***

**ECOWAS  
Bldg.  
Central  
Lomé**

By 2060, Africa's population is projected to reach 2.8 billion, from the current 1.26 billion; today, sixty percent of the population is below the age of 35, and Africa's middle class is growing. The region is strategically important to the United States because of its huge reserves of strategic and precious metals; crude oil; arable land; industrialization and innovative technology; and potential as a destination for U.S. investment, tourism and cultural exchanges. A non-stop flight from Dakar, Senegal to Miami, Florida, (the U.S. Gateway to the Western Hemisphere), takes approximately 6 hours and 30 minutes which is just about the time it takes a non-stop flight from Miami, Florida to San Francisco, California (6 hours 35 minutes), de-mystifying the current mindset that Africa is too far away from the United States.

This panel of experts will focus on innovative approaches to infrastructure development and transportation linkages required to make AGOA products and tourism more competitive between the U.S. and Sub Saharan Africa.

*Mr. Girma Wake*, International Consultant and Former CEO, Ethiopian Airlines

*Mr. Kossi Messani Dogbo*, Director General, Port of Lomé

*Ms. Caroline Khamati Mugalla*, Executive Secretary, East Africa Trade Union Confederation

*Mr. Bilakimwè Feou*, Director of Industry, Ministry of Industry and Tourism, Togo

**Q&A**

**6:30 -  
8:00 pm**

**WELCOME RECEPTION**

***Hosted by AWEP, Civil Society and the Togolese Diaspora***



**“Civil Society and AWEP Using AGOA to Build Prosperity by 2025”**

**Tuesday, 8 August 2017**

<b>TIME</b>		<b>VENUE</b>
<b>8:00 – 8:30 am</b>	<b>REGISTRATION</b>	<b>Radisson Blu Hotel</b>
<b>8:30 – 10:00 am</b>	<b>Joint Opening Session <i>Civil Society, AWEP and the Private Sector</i></b>	
	Welcome by Master of Ceremony	
	Introductory Remarks by Mr. Fred Oladeinde, Chair, AGOA Civil Society Organization Network Secretariat	
	Introductory Remarks by Ms. Florizelle B. Liser, President and CEO, Corporate Council on Africa	
	Ms. Florizelle B. Liser, invites special guest: Mr. Ade Ayeyemi, Group CEO, Ecobank (Invited)	
	Introductory Remarks by Ms. Dédé Benissan- Messan, Coordinator AWEP-Togo	
	USA Congress	
	Keynote Address, Mr. Peter Barlerin, Head of U.S. Delegation	
	Declaration of Opening of the 2017 AGOA Forum- H.E. Bernadette Legzim- Balouki, Minister of Commerce, Industry and Private Sector and Tourism Promotion (invited)	
	Closing by the Master of Ceremony	
<b>10:00 - 10:20 am</b>	<b>COFFEE BREAK/ GROUP PHOTO/NETWORKING</b>	



“***Civil Society and AWEP Using AGOA to Build Prosperity by 2025***”

**Tuesday, 8 August 2017**

TIME	VENUE
10:30 – 12:00 pm	<b>Radisson Blu Hotel</b>
<b>PLENARY SESSION 1</b>	
<b><i>Using Fair Trade to Promote AGOA Exports for MSMEs</i></b>	
<p>Currently, Sub-Saharan Africa is experiencing an expansion in small and medium enterprise (SME) development. Today, SMEs with strong participation by women entrepreneurs create approximately 80% of the region’s employment, and SMEs are establishing a new middle class and fueling demand for new goods and services. However, African SMEs face a number of supply chain constraints, logistical issues, lack of access to financing and other barriers that limit their export competitiveness in U.S. markets.</p>	
<p><i>How Can “Fair Trade” Help Promote Micro, Small, Medium Enterprises’ (MSMEs) AGOA Exports?</i></p>	
<p><b>Chair:</b> <i>Mr. Fred Oladeinde</i>, Chair, AGOA Civil Society Organization Network Secretariat</p>	
<p><b>Welcome Remarks:</b> <i>Ms. Becky Norton Dunlop</i>, Ronald Reagan Distinguished Fellow, Policy Promotion, The Heritage Foundation</p>	
<p><i>Mr. Matthew Levin</i>, Director, Office of Trade and Labor Affairs, Bureau of International Labor Affairs, US Department of Labor</p>	
<p><b>Speakers:</b></p>	
<p><i>Ms. Maren Giuliano</i>, Global Executive Coordinator, Merchandising Whole Foods Market</p>	
<p><i>Mr. Bo Machayo</i>, Strategic Advisor of External Engagement, US African Development Foundation</p>	
<p><i>Mr. Jean Didier Nacoulma</i>, Gender Specialist, USAID West Africa Trade Hub</p>	
<p><b>Resource Persons:</b></p>	
<p><i>Mr. Ayita</i>, Ministry of Agriculture, Togo</p>	
<p><i>Mr. Kpadenou</i>, Ministry of Agriculture, Togo</p>	

**Q&A**



## **“Civil Society and AWEP Using AGOA to Build Prosperity by 2025”**

**Tuesday, 8 August 2017**

<b>TIME</b>		<b>VENUE</b>
<b>12:15 – 1:15 pm</b>	<b>LUNCH</b>	<b>Radisson Blu Hotel</b>
<b>1:30 - 2:45 pm</b>	<b>PLENARY SESSION 2</b>	

### ***Utilizing Micro, Small, Medium Sized Enterprises to Strengthen Regional Integration***

The Continental Free Trade Area (CFTA) encompasses free movement of business persons and investments, establishment of custom unions, harmonization and coordination of trade liberalization, trade facilitation and instruments across regional economic communities (RECs). This panel will focus on how MSMEs can use the benefits of CFTA to expand intra African trade, and to create value chains across national borders to achieve the sustainable economies of scale required in order for their AGOA exports to be competitive in markets in the United States. Presenters will share best practices and successful models.

**Chair:** *Mr. Ruben Phoolchund*, Head of the Office for Africa, International Trade Center (ITC), Geneva

**Opening Remarks:** *H.E Dr. Arikana Chihombori Quao*, African Union Ambassador to the U.S.A.

#### **Speakers:**

*Ms. Prairie Rose Hyde*, Co-Founder, Alaffia

*Ms. Viondette Lopez*, Director for Sanitary Phytosanitary Policy, Animal and Plant Health Inspection Service (APHIS), USDA

*Mr. Seydou Samake*, USDA & USAID Regional Sanitary & Phytosanitary Advisor

*Dr. Olumide Ajayi*, Executive Director, African Leadership Forum

#### **Resource Persons:**

*Mr. Komi Abitor*, Managing Director, Entreprises Territoires et Developpement

*Mr. Koumagli KouKou Djagni*, ITRA

**Q&A**



## ***Civil Society and AWEP Using AGOA to Build Prosperity by 2025'***

**Tuesday, 8 August 2017**

<b>TIME</b>		<b>VENUE</b>
<b>3:00 – 3:15 pm</b>	<p><b>CHALLENGES, BEST PRACTICES AND THE WAY FORWARD</b></p> <p><i>The Future of US-Africa Trade and Economic Cooperation under the 115<sup>th</sup> Congress</i></p> <p><b>Opening Remarks:</b> <i>Ms. Angela Ellard</i>, Chief Trade Counsel, and Trade Subcommittee Staff Director, the Ways and Means Committee of the US House of Representative</p>	<b>Radisson Blu Hotel</b>
<b>3:15 – 5:00 pm</b>	<p>Each stakeholder group will present specific challenges, best practices and recommendations for the readout to the Ministerial opening session on 9 August 2017, and the way forward in using <i>AGOA to Build Prosperity by 2015</i></p> <p><b>Chair:</b> <i>Mr. Koffi Noutepe</i>, FONGTO, Togo</p> <p><b>Co-Chair:</b> <i>Ms. Sylvie Dédé Benissan-Messan</i>, Coordinator, AWEP, Togo</p> <p><b>Co-Chair:</b> <i>Mr. Austin Muneku</i>, Executive Secretary, southern Africa Trade Union Coordinating Council</p> <p><b>Co-Chair:</b> <i>Ms. Nadege Ame Afoutou</i>, Chair, Education, Citizenship and Change (E.2.C) and Director of Tech Camp Togo</p> <p><b>Resource Persons:</b> <i>Dr. Sitty Anani</i>, President, Association of Businesses Operating in the Free Trade Zone, Togo</p> <p><i>Mr. Charles Sena Ayenu</i>, Wawa Energy Solutions, Ltd.</p>	
<b>5:15 pm</b>	<p><b>RECOMMENDATIONS, REVIEW AND COMMUNIQUE DRAFTING PRESS CONFERENCE</b></p>	



## ***Civil Society and AWEP Using AGOA to Build Prosperity by 2025'***

**Wednesday, 9 August 2017**

<b>TIME</b>		<b>VENUE</b>
<b>10:00 12:00 pm</b>	<b>PLENARY SESSION 3</b>  <b><i>Skills Development Seminar Marketing, Financing, Packaging, Sales Promotion, Advocacy, Media and Press Relations</i></b>	<b>ECOWAS Bldg. Central Lomé</b>
	<b>Chair:</b> <i>Ms. Comfort Adjahoe-Jennings</i> , President, AWEP, Ghana <b>Co –Chair:</b> <i>Ms. Sylvie Dédé Benissan- Messan</i> , Coordinator, AWEP, Togo	
	<b>Presenters:</b> <i>Mr. Jean Didier Nacoulma</i> , Gender Specialist, USAID West Africa Trade Hub  <i>Mr. Koffi Essuman</i> , Chief Executive Officer, GS1, Ghana  <i>Mr. Victor Adoukonou</i> , President, Togolese Diaspora in the United States (DTUSA)  <i>Mr. Alain Kofi Kumodzi</i> , Architect and Development Economist, Togo  <i>Mr. Jean Claude Adzalla</i>	
	<b>Q&amp;A</b>	
<b>12:15 – 1:15 pm</b>	<b>LUNCH</b>	
<b>1:30 – 3:30 pm</b>	<b>TOWN HALL MEETING</b> <i>Civil Society and AWEP Discussion on the Way Forward</i>	
	<b>Q&amp;A</b>	

**Thursday, 10 August 2017**

<b>9:30 11:00 am</b>	<b>SITE VISIT TO ALAFFIA COMPANY</b> <b>Lomé, Togo</b>	<b>Alaffia Head- quarters</b>
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