



*The Liberia Chamber of Commerce & Ezzat N. Eid Foundation
Invites You to be a Contestant in the*

Made In Liberia Products Pitch Contest

When: Monday, August 27, 2018

Time: 7:00pm

Where: Royal Grand Hotel – 4th Floor – Tubman Blvd, Sinkor, Monrovia Liberia

This fundraising event provides an opportunity for producers of locally made products – Made In Liberia – to attend the African Growth & Opportunity Act (AGOA) Expo and Trade Fair scheduled for September 25 – 30, 2018 in New York, USA, to showcase their products.

20-25 producers of locally made products will pitch their products.

****10-15 companies will win an opportunity to attend the AGOA Expo & Trade Fair***

**Pending funding*

RSVP to info@liberiachamber.org by Friday, August 24, 2018. One Invite Per Guest.

This invitation is NON transferable. Attire: Business Casual

African Growth and Opportunity Act, or AGOA

African Growth and Opportunity Act, or AGOA is a piece of legislation that was approved by the U.S. Congress in May 2000. The purpose of this legislation is to assist the economies of sub-Saharan Africa and to improve economic relations between the United States and the region. After completing its initial 15-year period of validity, the AGOA legislation was extended on 29 June 2015 by a further 10 years, to 2025. www.agoa.info

The Liberia Chamber of Commerce – AGOA Trade & Resource Center (ATRC)

The Chamber currently works with Export Ready Companies, providing technical and practical assistance relating to exporting under AGOA. We are looking for companies that has the following characteristics: **Quality, Quantity, and Frequency.** www.liberiachamber.org

The **AGOA Expo** is a Cultural and Business Platform committed to celebrate U.S – Africa Cooperation, Strengthen Bilateral Trade Relations, and to also promote AGOA Key Export Products and Investment opportunities through African Growth and Opportunity Act.

Despite AGOA eligibility Liberia has arguably not taken full advantage of the duty-free preferences. Liberia's exports to the U.S. in 2016 were just over \$100 million or approximately 3% of total exports. Further, exports under the AGOA program were just over \$1 million, which is less than 2% of total exports to the U.S. This low value of export under AGOA is composed of just 5 products out of the 80 product lines that Liberia exported to the U.S. in 2016. Finally, of the small export to the U.S., multiple product categories that would otherwise qualify for duty-free import under AGOA did not claim such preferences. In spite of the low volume of export to the U.S. and low utilization of AGOA, Liberia does have a viable export sector with at least 20 product lines that would be eligible for AGOA if exported to the U.S. Of these goods, several are highly demanded in the U.S. suggesting ample opportunity for Liberia to export to the U.S.



CONTESTANTS

- No cost to participate
- Must be a registered business in Liberia
- Company must be geographically located in Liberia
- Product(s) must be locally produced – *Rule of Origin* applies
- Complete Form below

You have five (5) minutes or less to tell us about your product – LIVE.

Contestants will be judged on:

- Innovation of Product(s)
- Packaging
- Labeling
- What makes your product different from similar products?
- What need or demand does your product address?
- Why would you like to attend the AGOA Fair?

Contestants will take the stage to pitch their locally made products to a panel of judges from the business community and an audience of other entrepreneurs, small business owners, potential investors, international partners, community leaders, and professionals.

Company/Organization: _____

Point of Contact: _____ **Position:** _____

Address: _____

Phone: _____ **Phone:** _____

Email: _____

Web: _____

Product(s):

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Signed by Owner/Authorized Agent of the Product/Company

Disclaimers: *The Made In Liberia competition includes open session presentations and external review of business concept submissions. Participation is voluntary, and as such, participants are responsible for determining whether to disclose proprietary or sensitive information in their submissions and presentations. The organizers, sponsors, and partners of Made In Liberia competition assumes no liability for accidental or voluntary disclosures of proprietary information or intellectual property*

Print: _____ **Date:** _____

Signature: _____