

October 20, 2023



**United States-Sub-Saharan Africa Trade and Economic Cooperation Forum  
(AGOA Forum)**

November 2 - 4, 2023, Johannesburg, South Africa

*“Partnering to Build a Resilient, Sustainable, and Inclusive AGOA to Support Economic Development, Industrialization and Quality Job Creation”*

Agenda

**Wednesday, 1 November 2023**

09:00 – 17:30 **AGOA African Senior Officials Meeting (closed to media)**  
*Location: Bateleur 1*

**Thursday, 2 November 2023 (closed to media)**

09:00 am **Made in Africa Exhibition starts (open to trade people only)**  
*Location: Hall 6*

**Private Sector and Organized Labor and Civil Society Forum**  
*Location: Civil Society Hub, Hall 6*

09:00 – 5:30 pm **Private Sector Forum**  
*Location: Business Hub, Hall 6*

09:00 – 1:00 pm **Organized Labor Discussions**  
*Location: Organised Labour / Civil Society Hub, Hall 6*

1:00 – 5:00 pm **Civil Society Discussions**  
*Location: Organised Labour / Civil Society Hub, Hall 6*

11:00-13:00 **Meeting of African Ministers of Trade and Industry**

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*In attendance: (I+7)*

*Location: Bateleur 1 in AGOA Village*

13:00-15:00 **Luncheon hosted by Minister Patel in honor of Ministers of Trade and Industry**

*In attendance: (I+7 tbc)*

*Location: IBC Hall*

15:00 – 17:00 Minister Patel leads African Ministers of Trade in a walkabout in the Exhibition Centre

17:00 Departure of AGOA Ministers of Trade and Industry for the Hotels

**Friday Nov 3, 2023**

*Made in Africa Exhibition continues*

8:15 AM-8:45 AM **Tour Made in Africa Exhibition: President Ramaphosa is conducted on a guided tour of “Made in Africa by Minister Patel and Ambassador Tai**

*Location: Hall 6 in AGOA Village*

*[Open to the Press]*

8:45 AM **Return to Plenary Room for Opening Ceremony**

*[President Ramaphosa returns to S.A. hold room); Minister Patel and Ambassador Tai proceed to Opening Ceremony Plenary.]*

8:45 AM-9:00 AM **Seating of Delegates for Ministerial**

9:00 AM **Ministerial Opening Ceremony**

*[Open to the Press.]*

**Master of Ceremony: Minister Ntshavheni**

9:00 AM-9:10 AM **South Africa, African Union and United States Anthems**

9:10 AM-9:20 AM **Cultural Performance**

9:20 AM-9:25 AM **Remarks by Honorable Ebrahim Patel, Minister of Trade, Industry, and Competition of South Africa**

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- 9:25 AM-9:30 AM            **Remarks by H.E. Mr. Albert Muchanga, African Union Commissioner for Economic Development, Trade, Tourism, Industry and Minerals**
- 9:30 AM-9:35 AM            **Remarks by Ambassador Katherine Tai, United States Trade Representative**
- [Ambassador Tai introduces video -TBC]*
- 9:50 AM-9:55 AM            **Video Speech by POTUS (TBC)**
- 9:55 AM-10:00 AM           **Minister Ebrahim Patel introduces President Ramaphosa**
- 10:00 AM-10:20 AM         **Opening Speech by His Excellency President Cyril Ramaphosa of the Republic of South Africa**
- 10:20 AM-10:25 AM         **Family Photo: President Ramaphosa and Trade Ministers**
- [Trade Ministers join President Ramaphosa onstage for a Family Photo.]*
- 10:25 AM-10:30 AM         Minister Patel announces the departure of President Ramaphosa  
**President Ramaphosa Departs**
- [Press departs, returning during the Closing Ceremony]*
- 10:30 – 10:34 am            **Readout from African Trade Ministers’ Consultative Meeting**
- 10:34 – 10:38 am            **Readout on AGOA Private Sector Forum**
- 10:38 – 10:41 am            **Readout from Civil Society Forum**
- 10:41 – 10:45 am            **Readout from Trade Union Forum**
- 10:45-11:00**                 **Refreshment Break**  
*Ministers and VIPS - Location: Hall 10A*  
*Delegates - Location Hall 10B*
- 11:00 – 12:15 pm            **PLENARY 1: AGOA’s Successes and Lessons Learned: Informing the Path Ahead**  
*Location: Hall 10 in AGOA Village*

*Co-Chairs:*

*Hon. Ebrahim Patel, Minister of Trade, Industry and Competition of South Africa*  
*Ambassador Katherine Tai, U.S. Trade Representative*

After AGOA was signed into law in 2000, it exceeded initial expectations creating jobs, promoting investment and the rise of new business opportunities, and contributing significantly to economic development in beneficiary

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countries. There was a surge of first-time investments in the region, particularly in the apparel sector. Yet despite these successes, sub-Saharan Africa's share of U.S. imports over the life of the program has remained at about one percent, so the program has helped the region maintain its share of a U.S. growing market but not gain ground beyond a relatively small foothold. With AGOA currently due to expire in 2025, Plenary 1 will focus on African countries' AGOA success stories, as well as deliberate on limitations facing African countries in diversifying their export sectors and improving their AGOA utilization. Reauthorization of AGOA provides an opportunity to work together to make AGOA more transformative and ensure that the program can be an effective tool for inclusive and sustainable economic development and regional integration that benefits workers.

*The session will explore among others:*

- examples of how AGOA eligible countries have taken advantage of AGOA and the resulting economic and developmental impacts of AGOA, and the regional value chains that formed.
- the key factors that contributed to those successes.
- the key impediments to greater utilization of AGOA and whether the AGOA utilization plans that countries have developed have enabled better success in the utilization of AGOA.

12:20 – 1:45 pm **VIP Lunch** (for Trade Ministers and Heads of Delegation)  
*Location: Hall 10A in AGOA Village*

*“Trade and Competition Policy Nexus – Balancing Trade and Competition Policy in the Era of Globalization”*

*Master of Ceremonies:  
Deputy Director General: Ms Lerato Mataboge*

Introductory Remarks: (USG Principal)  
Keynote Speaker: Competition Commissioner TBD

**Delegates Lunch**  
*Location: IBC Hall*

1:50 – 3:15 pm **Breakout Sessions**

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### **Breakout Session 1**

#### **Addressing the Impediments and Challenges Facing Increased AGOA Utilization and Joint Export Promotion Strategies**

AGOA as a preferential access programme provides duty free quota free access to a number of products from eligible African countries. A number of challenges inhibit the capacity of eligible countries to produce and export more advanced, processed products that are price-competitive, meet global standards, and fulfill the AGOA rules of origin. As such the utilisation rate of the market access opportunities provided by AGOA is low.

The session will explore among others:

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- the constraints that are facing AGOA eligible countries from utilising the market access opportunities presented by AGOA.
- the supply-side measures that can be implemented to complement AGOA to enhance the ability of eligible Members to leverage AGOA to promote better utilisation by eligible countries.
- actionable strategies for African countries to maximize the benefits of AGOA by collaborating with the U.S. in facilitating platforms for trade promotion.
- the lessons learned, including what key issues and considerations are important to increase AGOA utilization and formulate the path ahead for deeper Africa-US trade and investment relationship?

*Location: Black Eagle 1 and 2*

**Co-Chairs:**

- U.S. Department of State Chief Economist Dr. Emily Blanchard
- Minister of Trade of Mauritius

**Panelists:**

- USAID, Private Sector
- UNECA
- UNCTAD
- US
- Private sector representative – Lesotho
- Private sector representative – West Africa (French speaking country)

**Breakout Session 2**

**Promoting Sustainable Agriculture and Food Security in Africa**

Agriculture is central to fostering economic growth, reducing poverty, and improving food security in the Southern African region. More than 70 percent of the rural population depends on agriculture for their livelihoods, and regional economic growth has been constrained by poor performance in the agriculture sector. Achieving the Sustainable Development Goals on poverty will largely depend on increasing agricultural productivity and trade.

The session will explore among others:

- What are the key constraints for market access into the US market for SSA countries?
- How can food security be enhanced to achieve the SDGs?
- What can be done in the context of AGOA to boost production and trade of SSA countries?
- Areas of cooperation that can be prioritized between Africa and the US to make countries more competitive and better able to bolster food security, sustainable production, agricultural innovation, and farmer livelihoods

*Location: Black Eagle 3*

**USG Co-Chair:**

*Ambassador Doug McKalip, USTR Chief Agricultural Negotiator*

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African Co-Chair:

- *Rwanda's Ministry of Trade and Industry*

Panelists:

- *African Continental Free Trade Area Secretariat, (confirmed).*
- *Godfrey Bahiigwa, Director of Agriculture and Rural Development, African Union (pending confirmation)*
- *Sandrine Mariella Bayendi Loudit, Acting Director, Inter-African Phytosanitary Council, Africa Union, Gabon (Alternate if Godfrey Bahiigwa is not available).*
- *Hennie Groenewald, Biosafety South Africa (pending confirmation)*

**Breakout Session 3**

**Fostering Enabling Environments to Expand Health Commodities Manufacturing**

In view of increasing chances of health pandemics and emergencies, the expansion and diversification of localities for the manufacturing of health commodities is vital. This session will discuss safeguarding the health and economic security of the African continent and will elicit input from participants on key considerations that foster sustainable local manufacturing and markets.

The session will focus on among others:

- mechanisms to enhance effective response measures and ensure affordable, equitable access to essential medical tools and address concentration in production and foster technology transfer
- mechanisms to strengthening regulatory frameworks (including reliance mechanisms) to build capacity, improve harmonization and ensure high-quality, cost competitive production of African medical products.
- the importance of utilizing local/regional procurement preferences to enable sustainable market demand.
- strategies to drive supply chain resilience (including during health crises and other disruptions) and enhance infrastructure/logistics to strengthen intra- and inter- continental trade—highlighting advance market commitments and other innovative financing.

***Location: Bateleur 2***

USG Co-Chair:

- *Dr. John Nkengasong, Ambassador-at-large, SGAC/Bureau of Global Health Security and Diplomacy, DOS*

African Co-Chair:

- *Senegal, Minister of Trade and Industry*

Panelists:

- *Iain Barton, Health4Development {moderator}*
- *Dr. Jean Kaseya, Director General, AfCDC*
- *Ms. Chimwemwe Chamdimba, AMRH Program Lead, AUDA-NEPAD*
- *Emmanuel Mujuru, Chair of Federation of African Pharmaceutical Manufacturers (FAPMA)*

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- *Delese Mimi Darko, CEO, Ghana FDA*
- *Dr. Boitumelo Semete-Makokotlela, CEO, SAHPRA*

3:15 – 3:30 pm      **Refreshment Break**  
*Ministers and VIPS - Location: Hall 10A*  
*Delegates - Location Hall 10B*

3:30 – 5:00 pm      **Breakout Sessions**

#### **Breakout Session 4**

##### **Boosting and Diversifying Exports Under AGOA through Initiatives Including Prosper Africa’s Buyer-Supplier Network**

African leaders have restated their determination to seize emerging opportunities to foster industrial development as an effective and sustainable means towards economic transformation. Many African countries have over the years experienced an unprecedented growth rate, partly linked to a “commodity-boom” and sound economic governance. Nevertheless, there has been a subdued industrial activity largely ascribed to a number of supply-side constraints. *AGOA* continues to provide beneficiary countries with an important comparative advantage in exporting in the U.S. Prosper Africa is the U.S. Government initiative to increase two-way trade and investment between the United States and African countries. This session will look at initiatives to boost and diversify exports under *AGOA*. It will highlight a business opportunity platforms, which help small businesses to meet market demands and scale production to fill large quantity export orders.

The session will explore:

- successes on diversification of exports by *AGOA* beneficiary countries into the US
- the key constraints in Africa’s diversification efforts?
- the strategies that can be implemented by African countries to boosting value-added exports into the US market
- examples of partnerships with the US to boost Africa’s local production and diversify Africa’s export base

*Location: Black Eagle 1 and 2*

USG Co-Chair:

- *British Robinson, Coordinator for Prosper Africa*

African Co-Chair:

- *Minister of Trade - Kenya*

Panelists:

- *Sasol Representative*

#### **Breakout Session 5**

## Diversifying Global Supply Chains

Since the start of the Covid-19 pandemic, the vulnerabilities associated with an overdependence on fragile global supply chains have been exposed. Supply chain bottlenecks have also contributed to a slower than expected economic recovery in many countries. These have highlighted the profound fault lines in the concentration of production and have emphasised the need to diversify production across the world. There is also a rise of unilateral measures that risk the fragmentation of global supply chains.

The session will consider among others:

- areas of cooperation between African countries to promote resilience of global supply chains, including in the context of climate change in a manner that promotes diversification and addresses concentration of production
- opportunities for forging a strategic partnerships between the US and Africa to promote resilience and effective and meaningful integration of African countries in global value -chains and U.S. government tools and services to diversify global supply chains by enhancing the role that the African continent plays in the global import-export economy.
- lessons that can be drawn from the multiplicity of crisis (COVID-19, food insecurity, geopolitical tensions) and what is required to promote sustainable development and economic recovery.
- strategies required to position African countries in the current process of the reconfiguration of supply-chains to foster economic security and resilient supply-chains in uncertain times.

### *Location: Black Eagle 3*

#### USG Co-Chair:

- *Ramin Toloui, U.S. Assistant Secretary of State for Economic and Business Affairs*

#### African Co-Chair:

- *Federal Republic of the Nigeria (proposed)*

#### Panelists:

- Emily Mburu-Ndoria, Director, Trade in Services, Investment, IPR and Digital Trade, AfCFTA Secretariat (TBC)
- Franklin Amoo, Co-Founder and Managing Partner, Baylis Emerging Markets
- Second U.S. panelist
- African panelists

## **Breakout Session 6**

### **Accelerating AGOA Implementation and Access to the African Continental Free Trade Area (AfCFTA)**

The concerted effort of the African continent of creating an integrated market has been achieved through the establishment of the AfCFTA. The AfCFTA creates the world's largest free trade area in the world by participating markets, connecting 1.4 billion people with a combined GDP of USD3 trillion as of 2022. Further, it sets out ambitious long-term objectives to boost intra-Africa trade. It aims to create a single and liberalised market to



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achieve the vision of ‘an integrated, prosperous, and peaceful Africa’. Furthermore, it seeks to increase Africa’s competitiveness, and to promote the continent’s industrial and value chain development. The session will receive an update from the SG of the AfCFTA Secretariat on the progress achieved in the implementation of the AfCFTA.

The session will focus on among others:

- How AGOA can complement the objectives of the AfCFTA to accelerate Africa’s industrialisation and regional integration efforts.
- How can the new trade and investment opportunities presented by the AfCFTA be leveraged to ensure a diversified export base in the African Continent to ensure better utilisation of AGOA
- operational steps and initiatives that can be undertaken to accelerate the implementation of the AfCFTA
- a discussion on how private sector and U.S. government efforts can help countries make better use of AGOA and advance regional integration/AfCFTA implementation.

***Location: Bateleur 1***

**USG Co-Chair:**

- Judd Devermont National Security Council Senior Director for African Affairs

**African Co-Chair:**

- *Minister of Trade - Ghana*

**Panelists:**

- *AfCFTA Secretary General Wamkele Mene*
- *British Robinson, Coordinator for Prosper Africa*
- *Private sector participants – NAAMSA;*
- *US Pvt Sector Participant TBC*

**Breakout Session 7**

**Enhancing Women Workers’ Voices to Promote Rights at Work and Inclusive Development; Lessons from Programs for Workers affected by Changes in Trade Conditions.**

Trade can be an important contributor to inclusive development. However, the growing concern is that its benefits are not shared equitably. The session will provide a platform to share experiences on the programmes that countries have established to respond to the displacement of workers arising from trade liberalization. It will examine the critical need to amplify the voices of women to advance workers’ rights and to promote inclusive socio-economic development. It will also examine programs for workers, particularly from underserved communities, affected by changes in trade conditions.

***Location: Bateleur 2***

**Mr. Ayabonga Cawe, Commissioner, International Trade Administration Commission of South Africa**

**USG Co-Chair:**

- *U.S. Department of State Special Representative for Labor, Kelly Fay Rodriguez*

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African Co-Chair:

- Honorable Minister of Trade, Industry, Business Development and Tourism, Mokhethi Shelile, Kingdom of Lesotho (to be confirmed)

Panelists:

- Mathekiso Tsoeute (Female), Factory worker-Global Member of National Clothing Textile and Allied Workers Union (NACTWU) First alternate: Popoty Ntebe (Female), Factory Worker -FAMOSA, Member of United Textile Employees (UNITE), Second Alternate: Puleng Selebeli (Female), Factory worker-FAMOSA, Member UNITE (Lesotho)
- Carolina Khamati Mugalla, Executive Secretary, East Africa Trade Union Confederation
- Keturah Johnson, International Vice President of Association of Flight Attendants-CWA, AFL-CIO (confirmed)

17:00 – 17:15 pm

**Refreshment Break**

*Ministers and VIPS - Location: Hall 10A*

*Delegates - Location Hall 10B*

17:15-19:00

Ministers of Trade and Industry are conducted to the Trade Ministers Only Meeting

**Location: Bateleur 1 in AGOA Village**

Co-Chairs:

Ambassador Katherine Tai, U.S. Trade Representative

Ebrahim Patel, Minister of Trade, Industry, and Competition of South Africa

19:15

Ministers of Trade and Industry are conducted to the Dining Hall

**19:30-21:00  
guests**

**Gala Dinner including and “Made in Africa Fashion Show” for Ministers and invited**

**Location: Hall 8 in AGOA Village**

**Programme**

**Master of ceremonies:**

***Mr Ayabonga Cawe, Commissioner for the International Trade Commission, South Africa***

19h00-19h05	Welcome Remarks by the Government of the Republic of South Africa by Minister Patel,
19h05-19h10	Remarks by the Government of the United States of America Ambassador Katherine Tai, United States Trade Representative
19h30-20h30	African Fashion Show hosted by Dr Precious Moloi-Motsepe Africa Fashion International (AFI)
21h00	Departure of dignitaries

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19:30-21:00            **Wine Tasting and Braai for Delegates - Hosted by Government of South Africa**  
*Location: Exhibition Hall (Hall 6) in AGOA Village*

**Saturday Nov 4, 2023**

*Made in Africa Exhibition continues and Open Day for members of the Public*

09:00 – 10:30 am    **PLENARY 2**: Congressional Engagement  
*Location: Hall 10 in AGOA Village*

U.S. Members of Congress will lead a conversation on AGOA and the future of AGOA with sub-Saharan African Trade Ministers. U.S. Members of Congress will begin with individual opening remarks and then provide an opportunity to Trade Ministers to share their perspectives on how the trade preference program can contribute to the African Continent’s developmental and industrialization objectives, including making a contribution to Africa’s Agenda 2063 and the African Continental Free Trade Agreement with a view to generate a meaningful discussion on the trade preference program.

- 9:00 - 9:05 am        Ambassador Tai Introduces Plenary, Welcomes U.S. Members of Congress (MCs), and calls Members of Congress to deliver brief remarks
- 9:05 - 9:35 am        U.S. Members of Congress deliver Individual Remarks
- 9:35 -10:28 am        Ambassador Tai Facilitates a discussion with Trade Ministers
- 10:28 -10:30 am        Ambassador Tai provides concluding remarks
- 10:30 -10:35 am        Minister Patel provides concluding remarks

**Guiding Questions:** Not Applicable

10:35 – 10:45 pm    **Refreshment Break**  
*Ministers and VIPS - Location: Hall 10A*  
*Delegates - Location Hall 10B*

10:45 – 12:15 pm    **Breakout Sessions**

**Breakout Session 8**

**Partnership on Standards and Quality Assurance in Support of Increased intra-Africa trade and Trade with the United States**

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The session aims to discuss how to promote and increase intra-Africa trade and also trade with the United States on industrial goods. Further, sessions will focus on the following issues:

- Harmonisation of regional standards and conformity assessments - Enabling the AfCFTA
- Role of the African Electro-technical Commission (AFSEC) – Greening the Electrotechnical Sector,
- ISO Action Plan for Developing Countries in support of international standardization
- Impact of IEC Conformity Assessment programmes on greening the economy,
- Standardisation best practice - Enabling trade with USA,

*Location: Bateleur 2*

African Co-Chair: Zambia

- *TBD – South Africa*

USG Co-Chair:

- *TBD (ANSI)*

Panelists:

- **Dr. Hermogene Nsengimana, Secretary General – ARSO**
- **Mr Bernard Modey President – AFSEC**
- **, Dr. Sadvir Bissoon, ACEO – SABS**
- **Mr Paul Meanwell, Chairperson – IECEX Conformity Assessment Committee**
- **National Institute of Standards and Technology/ American National Standards Institute (TBC)**

**Breakout Session 9**

### **Digital Trade, a U.S. – African Economic Partnership**

In recognition of the growing importance of digital trade to both the United States and Africa, the session will look at practical areas of cooperation to address the digital divide and promote digital industrialization in Africa, including through technology transfer. The session will also discuss potential areas of alignment between the African Union’s Digital Transformation Strategy and the newly announced Digital Trade with Africa (DTA) initiative announced by President Biden in December 2022.

The session will explore among others:

- Mechanism to promote cooperation and address the digital divide
- Sharing of experiences to address abuse of market dominance in relation to digital platforms
- Exchange views on how to promote greater participation of SMEs in digital trade

*Location: Black Eagle 1 and 2*

USG Co-Chair:

- *Don Graves, U.S. Deputy Secretary of Commerce (TBC)*

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African Co-Chair:

- *Minister of Trade DRC, or Mozambique*

Panelists:

- Ms Lele Modise, MTN's Group Chief Legal and Regulatory Affairs Officer
- *Other Panelist TBC*

**Breakout Session 9**

**Empowering Africa-U.S. Trade and Investment: A Focus on Financing, Insurance and Reinsurance Partnerships**

The session will explore the funding partnerships for businesses including SMEs on the continent. The discussion will discuss potential foreign direct investment opportunities in the industrial sector, infrastructure, energy and digital economy. The session will also facilitate the discussion of panelists from ECIC, Afreximbank, US EXIM Bank and ATI on how the strategic partnerships contribute to the success of global trade and in particular AfCFTA.

*Location: Black Eagle 3*

USG Co-Chair:

- *Reta Jo Lewis, President and Chair of the U.S. Export and Import Bank (TBC)*

African Co-Chair: Mozambique

- *TBD*

Panelists:

- ECIC,
- Afreximbank,
- ATI

12:30 – 2:00 pm **VIP Lunch (for Trade Ministers and Heads of Delegation)**

*Location: Hall 10A*

*“Promoting SMEs and Women-Owned Enterprises for Trade”*

*Introductory Remarks: Minister Dlamini-Zuma – South Africa*

*Keynote Speaker: Pamela Cooke-Hamilton, Executive Director, International Trade Center (TBC)*

*Remarks: Women owned enterprise (one of the other African countries)*

**Delegates Lunch**

*Location: IBC Hall*

2:00 - 3:20 pm **PLENARY 3:** What's Next in our U.S.-Africa Trade Relations: Complementing AGOA to Elevate our Partnership.

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AGOA is the key instrument in the US- Africa trade partnership. The session will explore other areas of cooperation that can be pursued to strengthen the partnership so as to use it as a platform to strengthen not only a trade partnership but also promote mutually beneficial investment that promote structural transformation.

The session will explore among others:

- Areas of cooperation to strengthen trade and investment for mutual benefit
- Practical ways to ensure greater certainty for investors to ensure that their products will be competitive in U.S. market

*Location: Hall 10 in AGOA Village*

*Co-Chairs:*

*Don Graves, U.S. Deputy Secretary of Commerce*

*H.E Ambassador Albert Muchanga, AU Commissioner for Economic Development, Trade, Tourism, Industry and Minerals*

3:30 - 4:30 pm

**Closing Ceremony**

*Location: Hall 10 in AGOA Village*

*PRESS RETURNS. OPEN TO PRESS*

Remarks by [Government of United States Representative], Monde Muyangwa, USAID Assistant Administrator in the Bureau for Africa, TBC

Remarks by [Government of South Africa Representative] Minister Ntshavheni (TBC)

Remarks by Commissioner Muchanga, AUC

5:00 – 7:00 pm

**Closing Reception hosted by the U.S. Delegation**

*Location: Apartheid Museum*