



AGOA Private Sector Forum

November 2, 2023

Johannesburg, South Africa

9:00-9:30 **Welcome remarks**

Florie Liser - President and CEO, Corporate Council on Africa (CCA)  
Cas Coovadia – CEO, Business Unity South Africa (BUSA)  
Don Graves - Deputy Secretary, U.S. Department of Commerce  
Hon. Ebrahim Patel - Minister of Trade, Industry and Competition, Republic of South Africa

9:30 – 10:45 **Not Just Another Renewal: AGOA’s Changing Role in Deepening U.S.-Africa Trade and Investment.** The advent of the African Continental Free Trade Area Agreement (AfCFTA) is creating a more harmonized and unified regional and continental market, making it more feasible to set up cross-border value chains in Africa that can significantly expand the potential for exports and greater U.S.-African trade and investment. The African Union is looking to accelerate African manufacturing and industrialization through programs that prioritize value chains in manufacturing, agribusiness, health and ICT, to both support Africa’s long-term growth and take advantage of global shifts in manufacturing after the pandemic. These welcome developments are taking place as the African Growth and Opportunity Act (AGOA)’s current authorization nears expiry in 2025, suggesting this is a great opportunity to consider how best to align the provisions of AGOA to support Africa’s development under AfCFTA as part of a strategy to deepen U.S.-Africa trade and investment ties. This panel will feature corporate and government leaders offering their perspectives on steps the United States and Africa can take to increase trade and investment.

Moderator: Duane Newman, EY

Speakers: British Robinson – Coordinator, Prosper Africa  
Gregory Poole – Special Adviser, the Children’s Place  
Kenny Fihla – CEO, Corporate and Investment Banking, Standard Bank  
Cicelia van Rooi – President, AmCham South Africa  
Tintswalo Shikwambane, Head of Policy and Public Affairs for SSA, Pfizer  
David Mokomela – Vice President, Base Chemicals, SASOL  
Thabo Khasipe - Executive Secretary Southern Africa Customs Union



10:45-11:00 Break

11:00-12:15 **Creating Value Chains and Supporting Manufacturing through AGOA: Lessons from the Textile/Apparel and Automotive Sectors.** One of the primary goals of AfCFTA is to support the creation of regional and sub-regional value chains as a way to increase economic growth and create jobs, particularly through facilitating greater value addition and the expansion of manufacturing capacity in Africa. Two of the most successful manufacturing sectors have been automotives and the textile and apparel sector. As the provisions of AfCFTA go into effect, these two sectors among others are likely to benefit from programs like AGOA. This panel will feature experts from these two sectors as well as government officials, offering their thoughts on lessons learned from the past 20 years on how to support value chains in these sectors and other. The panel will also offer practical recommendations on what can be done to support Africa's goals of increasing manufacturing capacity in partnership with American companies.

Moderator: Robert Appelbaum, Weber Wentzel

Speakers: Renai Moothilal – Executive Director, National Association of Automotive Component and Allied Manufacturers (NAACAM)  
Jas Bedi – Chairman, Kenya Export Promotion and Branding Agency  
Urban Geiwald - CEO, Winds Group  
Shemboosingh Cheekhooree – Chief Operating Officer, Star Knitwear

12:15-1:45 Lunch

12:40 Florie Liser – President and CEO, CCA

12:42 David Jarvis – President, Industrial Development Corporation of South Africa

12:45 Osvaldo Gomez-Martinez - Deputy Assistant USTR for Africa

1:45-2:45 **Creating Value Chains and Generating Jobs: Lessons from the Agricultural and Agribusiness Sector.** Africa's agricultural sector has been beset by several challenges over the last few years, including the growing impact of climate change and disruptions in global food markets that have spiked inflation. These added to existing challenges of productivity and Africa's general reliance on the export of primary products. African leaders have made improving food security and moving up the value chain away from reliance on exports of primary products one of their top economic development priorities. While AGOA has shown its potential to support African agricultural exports, there are still significant opportunities to increase overall exports and move up the value chain, including in crops like cashews, shea, and cocoa. This panel will feature private sector and government experts who will offer lessons learned about effective



strategies to use AGOA access to expand exports and move up the value chain. It will also consider some of the key support programs that can enable these successes and consider technologies and biotech enhancements/improvements and systems that allow for 'value preservation' in primary production (e.g. cold chains, advanced breeding techniques & other biotech, advanced pest management tools, precision farming, efficient farm management systems and packaging technology).

Moderator: Daniel Njiwa, Inclusive Markets and Trade Director, AGRA

Speakers: Anton Kruger – Fresh Produce Exporters' Forum  
Rico Bassom – CEO, South Africa Wine  
Wolfe Braude – Manager, Agbiz Fruit, Agbiz  
Janine Bosch-Wessels- Union Farms of Africa

2:45-3:00 Break

3:00-4:00 **Leveraging the Potential of Information Communication Technology to Expand Trade and Investment.** The global pandemic served as a good reminder of the importance of strong information communication networks to keep essential services moving, and illustrated the potential for this critical sector to foster economic growth and create jobs in multiple sectors. Member states are working on a protocol in digital trade under the African Continental Free Trade Area Agreement (AfCFTA) which is designed to foster greater growth, including African exports under AGOA. Realizing Africa's potential, however, will require significant new investments in connectivity, as well as putting the right regulatory regime in place and ensuring access to sufficient finance. This panel will hear from corporate and government leaders about the most important developments on commercial projects as well as initiatives (including Digital With Africa) designed to support the significant new investment needed for digitalization of the African economy and U.S.-Africa trade.

Moderator: Mosa Mkhize, Senior Policy Advisor, Covington

Speakers: Vibhuti Jain – Regional Managing Director, DFC  
Charles Murito, Director of Government Affairs for SSA, Google  
Megan Clunnie – Vice President, Technology, EMEA, Mastercard  
Nompilo Morafe – Group Chief Sustainability and Corporate Affairs  
Officer, MTN

4:00-5:00 **Recommendations for Improving AGOA Utilization and Better Connecting U.S. and African Companies.** While AGOA has had some notable successes, including citrus, apparel/textiles, and automobiles, there is a clear sense that AGOA has not reached its full potential. Lack of awareness about the program, challenges in getting trade finance



(especially for smaller enterprises), and difficulties in making the right connections to potential U.S. buyers or partners are often cited as factors. This panel will feature experts from African governments, trade finance institutions, associations and companies that have found ways to ‘crack the code’ to enter the U.S. market. The panel will share lessons learned on what works, consider the role of administrative barriers and delays, and suggest steps that could be taken to further expand AGOA access and utilization.

Moderator: Vanessa Adams

Speakers:

Witney Schniedman – CEO, Schniedman Associates  
Nico Van Niekerk – Chairman, Chemicals and Allied Industries Association (CAIA)  
Suhanra Conradie – CEO, Summer Citrus from South Africa  
Eckart Naumann – Senior Associate, tralac  
Kganki Matabane – CEO, Black Business Council  
Karen Bosman – Head of Strategy and Advocacy, Wesgrow  
Paul Ryberg – President, African Coalition of Trade

**5:00 – 5:25**      **Closing Session** - fireside chat:

Key leaders from the United States and Africa could reflect on what they heard during the day, and offer their thoughts on the most important takeaways/ways forward.

Moderator: Florie Liser – President and CEO, Corporate Council on Africa

Participants: *H.E. Albert Muchanga - AU Commissioner for Economic Development, Tourism, Trade, Industry and Mining (TBC)*  
H.E. Ebrahim Patel - Minister of Trade, Industry and Competition, Republic of South Africa  
Don Graves - Deputy Secretary, U.S. Department of Commerce  
Reta Jo Lewis – Chair, Eximbank

**5:25-5:30**      **Closing Remarks**

Busisiwe Mavuso – CEO, Business Leadership South Africa  
Florie Liser - President and CEO of the Corporate Council on Africa