



**AGOA Private Sector Forum
July 24, 2024
Washington, DC and Hybrid**

8:45 AM -9:00 AM Welcome remarks

- Amb. George Moose - Acting President, USIP (P)
- Florie Liser - President and CEO, Corporate Council on Africa (CCA) (P)
- Amb. Katherine Tai - USTR (P)

9:05 AM – 9:15 AM Special Remarks

- Antony Blinken, Secretary of State – State Department (P)
- H.E. Albert Muchanga - Commissioner for Economic Development, Tourism, Trade and Mining, African Union (P)

9:15 AM - 9:50 AM AGOA Renewal: Setting the Stage for the Next Phase of U.S.-African Economic Partnership

The advent of the African Continental Free Trade Area Agreement (AfCFTA) is spurring trade and investment across African borders, while also fostering the creation of regional and continental value chains. African countries are literally reshaping their approach to trade by designing new investments in transportation and port infrastructure to foster new commercial linkages and export industries. Continued access to the world’s largest unified market under the African Growth and Opportunity Act (AGOA) will be critical to the success of these strategies. At the same time, the African Union is looking to accelerate African manufacturing and industrialization through programs that prioritize value chains in manufacturing, agribusiness, health and ICT. Taken together, these developments

offer a unique opportunity for the United States to work with African partners to build the basis for strengthening our economic relations for the decades to come, beginning with the reauthorization of AGOA and considering ways 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, as well as views on what the next phase for the U.S.-African economic partnership should look like, including under current and future phases of the U.S. Strategic Trade and Investment Partnership talks with Kenya and other countries.

Moderator:

- Everett Eissenstat, Partner Public Policy Group, Squire Patton Boggs (P)

Speakers:

- Hon. Parks Tau, Minister of Trade, Industry and Competition, Republic of South Africa (P)
- Anne Alikier, Group Head Client Coverage, Corporate and Investment Banking, Standard Bank (P)
- Bobby Thomson, SVP and Head of Global Government Engagement, Visa (P)
- Farouk Gumel, Vice Chair, Africa, TGI Group (V)
- Henock Teferra Shawl, Managing Director, Africa, Boeing (P)
- Catherine Robinson, Senior Director, Global Trade Policy and International Government Affairs, Pfizer (P)

9:50 AM - 10:00 AM Break

10:00 AM - 10:50 AM Scaling to Success: Building Stronger Partnerships in Textiles, Automotives and Agribusiness

African companies have been more successful than is often appreciated in using AGOA to leverage creation and expansion of export industries in agribusiness (e.g., citrus from South Africa), automobiles and textiles/apparel. The question has always been how to replicate initial successes and scale successful companies to become more significant commercial partners for American companies. Several countries have experimented with national AGOA utilization strategies and other measures to make more direct linkages between African suppliers and American buyers. The advent of AfCFTA is changing the commercial environment in important ways that will facilitate this expansion for

those companies that are prepared, including shifting creating space for regional export strategies. This panel will share lessons learned and recommendations from each of the most important sectors for the future.

Moderator:

- Vanessa Adams, Founder and CEO, Level4International (P)

Speakers:

- Babajide Sodipo, Senior Manager, AU/AfCFTA Relations and Trade Policy, Afreximbank (P)
- Rahul Mittal, Director of Intra Africa Sales, ARISE (V)
- Eckart Naumann, Senior Associate, Tralac (P)
- Olawunmi Osholane, Deputy Managing Director, Global Shea Alliance (V)
- Jim Krigbaum, CEO 20/20 DC (V)
- Erica Joubert, Head, Export Promotion, Wesgro (V)

10:50 AM – 11:20 AM The View from Trade Associations and PAC-DBIA

Trade associations are playing an increasingly important role in bringing companies together to focus on the most important developments in U.S.-African trade and investment relations, including the importance of renewing AGOA. This session will bring several of the more prominent associations together with representatives of the President's Advisory Commission on Doing Business in Africa to share their specific recommendations to explore common elements of a shared agenda.

Moderator:

- Laird Treiber, Senior Adviser, CCA

Speakers:

- Paul Ryberg, President, African Coalition for Trade (on behalf of AREA) (P)
- Lilowtee Rajmussen-Jooseery, Director, MEXA (P)
- Victor Ogalo, Deputy CEO, KEPSA (V)
- Rahama Wright, Chief Executive Officer, Yeleen Enterprises PACDBIA (P)
- Kate Tulenko, CEO, Corvus Health PACDBIA (P)
- Brionne Dawson, Google PACDBIA (P)

11:20 AM – 11:50 AM Beyond AGOA

As successful as the African Growth and Opportunity Act (AGOA) has been, it was never intended to be the only tool the U.S. would use to build a robust trade and investment partnership with Africa. Particularly with the advent of the African Continental Free Trade Agreement (AfCFTA), it makes sense to consider what other tools the U.S. and Africa can develop to lay the groundwork for a truly strategic partnership for the future that go ‘beyond AGOA.’ This session will consider recommendations to develop stronger partnerships in areas like critical minerals, trade capacity building and ICT as examples of sectors that can benefit from stronger policy engagement as well as financial tools.

Moderator:

- Dr. Joseph Sany, Vice President, Africa Center, USIP (P)

Speakers:

- Tom Sheehy, Distinguished Fellow, USIP (P)
- Dr. Zainab Usman, Director of the Africa Program, Carnegie Endowment for International Peace (P)
- Tony Carroll, Vice President, Manchester Trade (P)

11:50 AM – 12:05 PM Break

12:05 PM – 12:15 PM Deputy Secretary of Commerce, Don Graves (P)

12:15 PM – 1:00 PM Recommendations for the Future of U.S.-African Trade and Investment

As AGOA nears the end of its current authorization in 2025, Congressional leaders have sought recommendations for what could be done to make this unilateral trade preference program more effective. An important part of the discussion has also been what other kinds of partnerships should the United States pursue with Africa that go beyond the more technical confines of a tariff program to encourage long-term partnerships. Specifically, there has been a lot of interest in how to support the implementation of AfCFTA, including fostering emerging regional and continental value chains. There is also a lot of interest in supporting development in priority sectors, including automobiles, agribusiness, ICT, pharmaceuticals/health and critical minerals. This session will feature

recommendations from experts for specific provisions that should be included in AGOA, as well as programs that the U.S. can pursue with Africa ‘beyond AGOA’ to build a more robust trade and investment partnership with Africa.

Moderator:

- Witney Schneidman, President, Schneidman and Associates (P)

Speakers:

- David Olave, Associate and Trade Policy Adviser, Sandler Travis & Rosenberg (P)
- David Coffey, CEO, African Association of Automotive Manufacturers (AAAM) (V)
- Chris LeGrand, CEO, Broadreach (P)
- Drew Quinn, Director of International Trade Engagement, Strategy and Policy, GE Health Care (P)
- Melissa Nelson, General Counsel and Corporate Secretary, SanMar Corporation (V)

1:00 PM – 1:25 PM Closing Session – Fireside Chat

This session will feature recognized leaders in promoting U.S.-African trade and investment reflecting on the most important messages coming out of the Private Sector Forum as recommendations for the Ministerial session of the AGOA Forum.

Moderator:

- Brahma Coulibaly, Vice President and Director of the Global Economy and Development Program, Brookings Institution

Speakers:

- Florie Liser, President and CEO, Corporate Council on Africa (P)
- Jas Bedi, Chair, KEPSA (P)
- British Robinson, Coordinator, Prosper Africa (P)

1:25 PM - 1:30PM Vote of Thanks and Closing Comments – Florie Liser, President and CEO, CCA