

2nd Annual Pan African

GLOBAL



Trade & Investment

Conference Report

**Unifying Africa and the African Diaspora via
Bilateral Trade and Investment**



Loker Student Union, California State University Dominguez Hills

2nd Annual Pan African Global Trade & Investment Conference Report

EXECUTIVE SUMMARY



The 2nd Annual Pan African Global Trade Conference & Pavilion was successfully conducted at the Port of Los Angeles and Loker Student Union on the campus of California State University Dominguez Hills from October 12-15, 2011. The conference was provided in collaboration with the following organizations:

- The Africa-USA Chamber of Commerce & Industry
- The California African American Political & Economic Institute
- The Sixth Region Diaspora Caucus
- CARICABELA
- Durban Invest
- Transnet
- The African Marketplace Inc
- The African Union Mission to the United States
- The South African Consulate-Los Angeles
- The Overseas Private Investment Corporation
- The District Export Council of Southern California
- The Port of Los Angeles
- Los Angeles World Airports
- City of Los Angeles Department of Cultural Affairs

An important presentation on current bilateral investment and business opportunities in Africa and the U.S. featured a South African delegation of executives on October 12, 2011 at the Port of Los Angeles who are currently involved in a substantial expansion of the Port of Durban, the largest port in South Africa. During their visit they had the opportunity to be introduced to executives from the Port of Los Angeles (PLA) and highly skilled and experienced local engineering and construction companies interested in building relationships and demonstrating their capabilities to assist in the expansion of the Port of Durban. As a result of their meetings and presentations during the conference the Ports of Durban and Los Angeles are currently negotiating a trade agreement which when successful will establish a bilateral public – private cooperative trade relationship. This important agreement will provide a strategic model for how U.S. and African government and private sectors can collaborate to create the necessary policy and institutional environment to appropriately and effectively establish mutually beneficial international business relationships.



2nd Annual Pan African Global Trade & Investment Conference

Plenary Sessions and Workshop Presentations

Day 1: The African Tripartite Free Trade Agreement

The conference provided an opportunity learn about current opportunities for bilateral trade, commerce and foreign direct investment between the State of California, the African Diaspora and the nation states of Africa. Participants also learned how the African Diaspora can work together with the African Union to simultaneously focus on the economic development of the emerging economies of Africa and U.S. inner city communities



Dr. Mildred Garcia, the President of California State University Dominguez Hills provided greetings and welcoming remarks for the presenters and conference delegates. She stated that the conference has become an important event in that it supported the campuses goal of preparing its diverse population of

over 15,000 students for success in the global marketplace. President Garcia expressed her ongoing support and interest in hosting the conference again at in 2012.

The African Union Ambassador to the United States, H.E.

Amina Salim Ali provided a keynote address in which she explained the significance of the recent Tripartite Free Trade Agreement involving the



Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC) and the South African Development Community (SADC). When completed the agreement will create a single economic trading bloc with a larger and a more attractive African business market and trade environment for multilateral investment and large scale production. She emphasized that as a result of the African Union's emphasis on economic integration Africa is coming of age in being a major player in the international arena. The recent Tripartite Agreement is part of a six phase development process that is being implemented to accomplish this objective. When accomplished Africa will be transformed into an African Common Market that will provide a unified free trade area, enhanced intra-Africa trade facilitation, joint planning of

infrastructure development projects, a customs and monetary union, and intraregional investment and capital transfers.¹

Plenary Session 1: Historic, Political & Economic Significance of Africa's Tripartite Free Trade Agreement

Corine Folashade Farr, the Regional Representative and Executive Committee Member of the Sixth Region Diaspora Caucus (SRDC) – Washington State moderated a panel discussion on the significance of the Tripartite Free Trade agreement. Panelist included **Professor David Horne from California State University Northridge and the Sixth Region Diaspora Caucus and Professor Salem Faraji from California State University's Department of Africana Studies.**



Ms. Farr began the discussion by explaining the purpose and current activities of the SRDC. She explained that the SRDC's primary mission is to support the organization of the African Diaspora for membership and participation in the African Union (AU) as a Sixth region and for collaboration and networking with African Diaspora organizations on a global scale for joint economic development projects. The SRDC currently includes a coalition of over 65 community based organizations located in Canada, the Caribbean, Europe, Central and South America and the U.S. Additional SRDC chapters are currently being planned for Ethiopia, Kenya, Tanzania, Jordon, Haiti, Trinidad, Barbados and the Virgin Islands. The SRDC also promotes and supports increasing trade and commerce within the African Diaspora through the establishment of Pan African Business and Trade Centers. Trade centers are currently being established in Los Angeles and Ghana. SRDC is also currently planning to establish a trade center in Ethiopia.



Ms. Farr also delivered a report on a visit from a **GHANA DELEGATION TRADE & INVESTMENT MISSION to the City of Oakland, CA** provided by **Dr. Ruth Love.** A high-ranking delegation from Ghana spent several days during the week of our conference in dialogue and interaction with Bay area business,

¹ The complete text of Ambassador Ali's presentation is provided in the addendum to this report

corporate and officials. Oakland was pleased to host this group of government and business officials from October 12 – 16, 2011.²



Professor Horn highlighted Africa's effort toward self determination and the eventual unification of the continent into a "United States of Africa". He also discussed its significance relative to the African Union's invitation for the African Diaspora to join the Au as the Sixth Region. Dr. Horn stressed that the Tripartite agreement provides both a model for Africa's eventual economic integration and an opportunity for the African Diaspora to participate in the process. He praised the new generation of African leadership represented by the South African delegation who are leading the way for Africa's self determined effort to redefine itself both politically and economically on the world stage.



Professor Faraji focused on the cultural significance of the agreement. The new business environment that will be created by Africa's economic integration will also provide enhanced opportunities for cultural integration with the African Diaspora and the international business community. Those desiring to do business in Africa will now have to broaden their cultural horizons and learn how to do business within a multicultural Afro-Centric business environment.

Plenary Session 2: Key Port Infrastructure Development, Tourism and Procurement Opportunities



This important panel discussion featured presentations from **James Maclellan the Marketing Director of the Port of Los Angeles, Lynette Ntuli the CEO of Durban Invest, embakazi Mnyaka the Vice President of the Durban Chamber of Commerce, Tholokele Dlamini the Chairperson of the Kwazulu Natal Tourism Authority and Thato Tsautse the CEO of the South African Association of Ship Operators & Agents.** The panel's focus was the Port of Durban's strategic importance as a logistics hub for the anticipated Tripartite Free Trade Area and the Port of Los Angeles' potential involvement in both the Port of Durban's current expansion plans and as the port of entry for African imports. The current expansion plan for the Port of Durban includes an Airport Site Expansion, the development of a Cruise Terminal, an upgraded rail corridor, dedicated freight routes and dredging to expand ship entry transit ways and create additional shipping berths.

The panelists met earlier in the week to begin discussions to establish a bilateral trade relationship between the Port of Los Angeles and the Port of Durban. The expansion of the Port of Durban is part of Transnet's current infrastructure expansion program for South Africa's Sea Ports. The meeting provided an opportunity for the Port of Los Angeles to introduce the South African delegation to the Port of Los Angeles and its highly skilled and experienced local engineering and construction companies, thereby giving them the opportunity to build relationships and demonstrate their capabilities to assist in the expansion of the Port of Durban.

As a result of this meeting and subsequent discussions during the conference the Port of Los Angeles and the Port of Durban are currently conducting trade negotiations which when successfully concluded will provide both a strategic model and a tactical mechanism for a mutually beneficial public – private cooperative approach for major international infrastructure development overseas projects that will increase opportunities for trade and commerce and job creation in Africa and the U.S.



The South African delegation with representatives from the Port of Los Angeles, Los Angeles World Airports and the Centers for International Trade Development to discuss potential bilateral international trade and business development programs.

² The complete text of Dr. Love's report is provided in the addendum to this report



Mr. Guy Fox, President & CEO of Guy Fox and Associates & current Chairman District Export Council of Southern California advocated increasing export tax credits, eliminating unnecessary trade barriers and creating more free trade agreements with African nation states as methods for increasing trade between Africa and the U.S. The creation and

subsequent incremental expansion of Africa-U.S. free trade agreements will provide the best opportunity for successful bilateral trade relationships. He encouraged establishing a trade agreement with South Africa to provide opportunities for Africans wanting to buy U.S. products and opening markets in the U.S. for African products.

Plenary Session 4:
Program Proposal for
Bilateral Trade
Between California &
Africa



Uchenna Nworgu, the President of African Focus Inc and Chariman of Senator Curren Price's 26th Senatorial District Committee on Trade with Africa presented the committee's current efforts to enhance California's role in global market development by establishing a California State Commission on Trade with Africa to promote and facilitate opportunities to establish win-win bilateral international trade development partnerships with African nations. A number of California's manufactured products are not only in demand in Africa, but hold a competitive advantage over other similar products in those markets. Among these are computers, mining equipment, agricultural products, health care products, medical supplies and equipment, telecommunications technology and equipment, agro-industrial equipment, and construction machinery and equipment. California in general and Southern California in particular have become viable business destinations for Africa's private sector business owners and Government ministries of trade and commerce, tourism, housing, transportation, and social welfare in search of trade and commerce and tourism opportunities for their nation states. The commission will be established to develop programs that initiate and facilitate bilateral international trade opportunities tailored to the interests and needs of California's and Africa's business communities that include business loans, business registration and relocation assistance, joint venture collaborations, trade missions, trade conferences and fairs, contacts with viable private and public sector business representatives in California and Africa and eco-tourism programs providing opportunities for bilateral foreign direct investment

Plenary Session 5: The African Growth & Opportunities Act

Richard Soyombo, the Executive Director of the Bay Area Center for International Trade (CITD) , provided a comprehensive presentation on the advantages offered by the African Growth and



Opportunities Act (AGOA) to expand U.S. "Made In America" export opportunities to African and American markets for "Made In Africa" products, skills and services. The CITD works in collaboration with Exim, Bank, the Overseas Private Investment Corporation (OPIC), US AID, and the US Department of Commerce to prepare U.S. small businesses to export their goods and services to international markets. AGOA was implemented to provide incentives for economic growth through enhanced U.S. - Africa bilateral trade for SME's in both Africa and the U.S. AGOA provides access to U.S. credit and technical expertise, integrates African countries into the global economy and allows U.S. companies to partner with African companies. African countries currently qualify for participation in AGOA. Top African import categories are crude oil (\$52.9 billion; up 40%), precious stones and metals (\$3.9 billion; up 58%), vehicles and parts (\$1.6 billion; up 11%), cocoa products (\$1.0 billion; up 31%) and apparel (\$790.4 million; down 14%). Top U.S. import suppliers of non-petroleum AGOA imports were South Africa (\$3.1 billion; mainly vehicles and parts, iron and steel, fruits and nuts), Lesotho (\$280 million; mainly apparel), Kenya (\$225 million; mainly apparel, fruit and nuts, cut flowers), Mauritius (\$128 million; mainly apparel, sugar, sunglasses), and Swaziland (\$111 million; mainly apparel, sugar, vegetables). Key factors that are needed to improve AGOA's effectiveness include stable government and political environments, stable vibrant and transparent economies, improved transportation and communications infrastructures, accessibility (systems of transportation, location), understanding and respecting the business culture of African and the U.S., and preparing an educated, well-informed workforce in African and the U.S. for international trade and commerce.

Plenary Session 6: Competitive Advantages Provided by the Port of Los Angeles and Los Angeles World Airports



Joyce Sloss the Executive Director of Los Angeles World Airports Business Opportunities Center joined Jim MacLellan the Marketing Director of the Port of Los Angeles and Vice Chairman of the Southern California District Export Council to describe and promote the international trade programs and facilities provided by the Port of Los Angeles and L.A. World Airports

Plenary Session 7: Finding & Financing Overseas Markets In Africa



Ricardo Tejada the Managing Director of Vnesto Capital in Los Angeles, CA. provided an overview of the Overseas Private Investment Corporation's (OPIC) current investment finance and insurance program. Vnesto Capital is an independent investment banking firm whose focus is to provide the highest

quality financial advisory services to domestic and international SME's. OPIC supports, insures and finances investment projects with substantial U.S. participation. Its current financing range is \$500,000 - \$250 million. Repayment terms are 3-20 years depending on purpose of loan and projected cash flows. Quarterly or semiannual payment schedules with grace period on principle during start-up are available based on assessment of risks. The nine step process for project funding includes the following:

- Step 1 - Pre-application
- Step 2 - OPIC clearance
- Step 3 - LOI/originator agreement
- Step 4 - Completed application with detailed business plan
- Step 5 - Screening for major credit & policy issues.
- Step 6 - OPIC engagement letter
- Step 7 - Approval process to include site visit.
- Step 8 - Final commitment and loan documents
- Step 9 - Disbursement of funds

Vnesto Capital was selected by OPIC in 2007 to be the 20th Loan Originator in the globe and is OPIC's sole originator to service the Los Angeles Business Community.



Martin Sealander International Trade Specialists U.S. Small Business Administration (USSBA) provided information on the SBA's current export working capital program for small businesses looking to increase sales and profit and take their businesses global. Mr. Sealander reported that nearly 96 percent of consumers

and over two-thirds of the world's purchasing power reside outside the U.S. There are many good reasons to export to include reduced dependence on the domestic market; diversified sources of revenue; extended sales potential and product shelf life of existing products; and stabilized seasonal markets and sales fluctuations, to name a few. SBA provides counseling, training and financing to support small business export opportunities in the international marketplace. The USSBA is very interested in supporting small businesses interested in exporting to Africa. His office is currently serves exporters from Southern California, Nevada and Hawaii. U.S. small business administration export assistance is based on the requirements for each transition. The USSBA provides a maximum gross loan up to \$5,000,000(US). Their current six step export assistance program includes:

- Step 1:** Free Export Readiness Self-Assessment
- Step 2:** Training and Counseling that effectively matches a company's specific needs to available training opportunities.
- Step 3:** Creating an Export Business Plan that defines a company's present status, internal goals and commitment.
- Step 4:** Conducting Market Research to learn a product's potential in a given market, where the best prospects exist for success, and common business practices.
- Step 5:** Finding Buyers through organized highly focused export events that directly put U.S. sellers and potential foreign buyers in direct contact. Opportunities range from meeting foreign buyer delegations at select U.S. trade shows to signing up for a foreign trade mission or trade show overseas.
- Step 6:** Investigating Financing Opportunities for Small Business Exports, Foreign Investments or Projects to help finance transactions and export operations.



Plenary Session 8: The Need for a Proactive U.S. Trade Policy in Africa

Maurice Kogan, Director Center for International Trade Development (CITD) – Los Angeles analyzed Sub Saharan Africa as a potential market for U.S. exports. He

acknowledged that Africa is an overlooked market that requires new approaches. Africa has a large consumer base (856 million). However it received only 1.34 % of total U.S.

\$1.28 billion exports in 2010. All 48 Sub Sahara countries combined rank only 18th in the U.S. top 36 importers. Not a single Sub-Saharan country are in the U.S. top 30 import list. According to Mr Kogan the U.S.'s current policies for Africa promise, but don't deliver. The National Export Initiative has no African focused programs. AGOA provides incentives but no programs to build Africa's export capacity competency.

Needed U.S. based initiatives include:

- 1 Target Africa in the U.S. National Export Initiative
- 2 Launch Senator Curren Price's California/Africa Trade Initiative
- 3 Launch 7-step U.S. export enabler program for Africa
- 4 Conduct export-to-Africa workshops

Needed Africa based initiatives include:

- 1 Launch 7-step Africa export enabler program
- 2 Conduct Africa - USA Export Workshops

The current El Camino Community College CITD 7 STEP EXPORT ENABLER PROGRAM includes:

1. Business competitiveness/operational assessment
2. Export readiness assessment
3. Export training (8 key topics over 24 hours)
4. Global market research - identify best markets & entry strategies
5. Customized export market plans - targeted market actions plans
6. Export marketing & promotion/trade events
7. International matchmaking & transaction support

Jim MacLellan Marketing Director for the Port of Los Angeles

advocated the need to move beyond AGOA, USAID & ACTE to deepen bilateral trade relationships with Africa. Trade with Africa remains minimal & is primarily limited to very few commodities. AGOA & other programs depend on the activism of each administration which does not necessarily result in promoting or guaranteeing long term trade development programs. Free trade agreements (FTA's) with sub-Saharan Africa countries can be crafted so they gradually expand and harmonize bilateral trade relationships. Governments, at all levels, should provide an umbrella for connecting & mobilizing prioritized areas of the private sector for the development of Africa's emerging economies and the subsequent establish of bilateral free trade relationships with Africa's regional economies.



Dr. Reuben Jaja, President & Founder of AfUSA moderated the session on proactive trade with Africa.



Day 2: Pan African Business Opportunities Showcase

Plenary Session 1: Haiti - A Microcosm of Pan-African Experiences



Panelists: Idor Laurant, Chair, Coalition in Solidarity with Haiti; Berleter Hall, Museum of Haiti (moderator); Robert Muhammad, Nation of Islam's Haiti Water Purification Project; Nana Sekyiaabea, Founder, Mothers for Africa;

This session explored emerging economies not necessarily having to do with business but more specifically dealing with social implications. All presenters are currently working in Haiti so their perspective is not theoretical but based on practical experiences. Mothers for Africa was featured at the conference as our Red Cross for Africa and the African Diaspora.



Idor Laurant provided an overview of the history of occupation of Haiti by French, English, and the US. Haiti is now trying to rebuild after the 2010 earthquake. Although alot of pledges for support have been received from various nations little or no actual money has been received. Haiti's current problems are exasperated by the fact that Haiti is not an exporting country but mainly imports with 85%- 90% of their imports come from the U.S. As a result it has a large national debt much greater than the it's GDP.



Nana (Nihanda) Sekyiaabea reported that Mothers for Africa currently provides micro loans to women in Haiti and is currently working to provided loans to women in the Republic of Congo. They are also planning a student exchange program for local high school student to learn how to conduct

international business in Ghana. She emphasized that trade and commerce is the only way to empower the African

people. Educating students in places such as the Congo and Haiti is important as you need an educated people to be able to do successfully conduct international trade and commerce. She noted that the fact that African Americans have a GDP of over 1.3 trillion dollars and will spend over 600 billion dollars in 2011 for Christmas. In effect we have the financial resources to empower ourselves and support economic development of emerging economies in African and the African Diaspora. She also noted similarities between problems Haiti and The Demo republic of Congo. 8 million people have died in the Congo since 1998 as a result of rebel atrocities. 4,000 are raped daily, over 2 million a year. Rebel mercenaries steal the nation's resources and are sell them to multinational corporations. They are known and listed by the U.N. The UN's N.G.O.'s are not helping. The UN "peacekeeping" troops and the NGO's need to be investigated for contributing to rapes in Haiti and the Congo. Both countries want the UN troops to leave.



Robert Muhammad reported that the Nation of Islam has recently donated a solar powered water purification system donated to Haiti that has the capacity to clean 30,000 gallons of water a day. He encouraged us to link economically as an African community by seeing each other

as family. Africans in African and the Diaspora can and must become proactive participants in the economic development of our emerging economies without becoming dependant on the worlds developed economies. We have the resources we need to do the work. The only issue is whether or not we have the will to do the work.

Berleter Hall (moderator/speaker) discussed the direct relationship between culture and trade. Consciousness and self love leads to purchasing African products, including dress. Cultural tourism is important for economic growth. This is directly linked to trade. If self respect is fostered within the international African community trade can blossom. Haiti is loaded with gold silver and copper and oil. These industries are largely underdeveloped. Opportunities to assist in developing Haiti's economy include reducing the number of NGOs in Haiti (there are twice the NGOs in Haiti as are in the USA); educated Americans are needed to help educate the Haiti's citizens (53% of the population is illiterate); and helping to get the UN out of other countries like the Congo by writing letters to congressional representatives expressing your concern and demanding a probe.



Plenary Session 2: Africa Sports Business & Career Opportunities

MODERATOR: Dr. Mombi Thairu, President, RKE Sports & Entertainment

PANELISTS: Everett Glenn, President, Entertainment & Sports Plus; Charlotte Kouassi President, Vuvuzela Media and Marketing Corporation; Chris Vidal, Owner, Athletes USA Official Platinum Partner to the Commonwealth and Ehab Zenga, Director, International Sporting Club

Each panelist discussed how their respective companies contribute to the African sports industry.



Dr. Mombi Thairu, President RKE

Sports & Entertainment Owns an international sports promotion, consulting and management company focusing on soccer and marathons worldwide with offices in United States and Africa. She is the president of Black Soccer Association (BSA), a United States based organization that promotes soccer to the African

American community. She also serves as the Special Advisor for the African Sport Management Association (ASMA)



Everett Glenn .President Entertainment & Sports Plus Athlete management firm

President, the National Sports Authority advocated for the development and implementation of programs and strategies that will result in

the better utilization and management of two important resources that exist in the Black community: 1) Historically Black Colleges & Universities and 2) Black athletic talent.



Charlotte Kouassi President Vuvuzela Media and Marketing Corporation

Vuvuzela Media and Marketing Corporation (**VMMC**) is a nationwide premiere marketing company and media group with focus on African immigrants in the United States. **VMMC** gives companies the opportunity to connect to the rich untapped African immigrant community in

the U.S, which has grown 40-fold between 1960 and 2007. Vuvuzela Media & Marketing accomplishes this connectivity through varied events. One of such events is the recent African Community Soccer Tournament (ACST) which had 24 competing teams from 20 African and CARICOM countries.



Chris Vidal Owner Athletes USA - Official Platinum Partner to the Commonwealth specializes in empowering their clients to have the control in marketing themselves to top coaches from around the world. With over 18 years of media and marketing experience within the group and a network of over 70,000 registered international sports coaches, sports teams,

colleges and U.S. universities, Senior Executives, CEO's and Presidents of organizations such as the IOC, FIFA, FIBA, CANOC, IAAF and The Commonwealth Games Federation allows to benefit from many marketing communication channels. For instance our college brand (Athletes USA) has successfully placed over 1000 athletes into the U.S. college system since 2006. By working with Think Sports Media media campaigns can be viewed by thousands of potential clients. Their social media strategies are well positioned to reach a global audience guaranteeing maximum brand exposure and recognition.



Ehab Zenga Director International Sporting Club An Egyptian sporting club based in Los Angeles began kicking the soccer ball with bare feet in the streets of Cairo, Egypt at the age of 7. He loved the game so much he made a career out of it and became a professional

soccer player at the age of 19. Zenga was trained by some of the world's top trainers from Germany to the Middle East. This showed throughout his career. He enjoyed success with several Middle Eastern teams - Ismailly, Arab Contractors, Aluminum and Dina. After retiring as a professional goal keeper for 12 years, Zenga made his way to the United States to begin his second dream of teaching youth and Americans the real game of soccer. Zenga continues to educate himself on and off the field to be the best resource for his students. Zenga currently holds several advanced licenses with the NSCAA to include Director of Coaching Diploma, Advanced National Diploma and Premier Diploma. He is also very passionate about learning and creating new goals for himself and his students. He does this through his ongoing camps, clinics and work with Bethesda University. His students include players just starting soccer to those turning professional. Zenga's most current business venture is International Sporting Club - which will provide the community with a full sports / social club with membership - as well as a gateway to professionals around the globe who are interested in breaking ground in the American soccer business.



Plenary Session 3: **The Trend Media City Project**

Presenter:
Okezie Ofegu, Liberia Partners

The Trend Media City is currently being planned for development at the Oguta Wonder Lake in Nigeria. It is designed to integrate a film city, a business park and a theme park located within a spectacular "eco- friendly city". It will be an international tourist destination as well as a business park, film city, research center and ICT development center. The city is also being designed to provide the best leisure activities for visitors from all around the world and derive benefit as a theme park economy in addition to a business park and a film city that will produce the best of motion pictures and TV programs to the highest global standards for distribution all around the world. When completed, the city will generate ZERO carbon emissions. Petrol and diesel vehicles will be banned in favor of solar powered boats and fuel cell cars driven by robots. The city will come to be seen as a model for the world to follow. All non - hard surfaces shall be turned into wood lands. The city will serve as a beacon to the world as how to achieve a low carbon future. All buildings and structures will comply with the latest "green building" technologies to reduce amount of energy needed to cool buildings. The city's wastes shall be automatically collected and recycled. Purpose built facilities shall be provided to attract non polluting, high tech business as well as global media companies, Bio-technology and robotics research laboratories, ICT development centers, A Film City which will offer its world class facilities on rent to famous film makers from all around the world to come make movies of various themes, genres and languages for distribution around the world. A good percentage of the city's economy will be generated by "green" tourism. The Trend Media City will consist of following features.

- Hotel & Resort plus a world class convention center.
- Children's world - Theme park/Robotics land/space center/cartoon & Animation center
- High rise/Up market residential apartments.
- Sports Academy - Tennis academy to host WTA & ATP tours and a basket ball academy.
- Science Park - Telemedicine, Bio Technology research, space center, Eco Knowledge.
- ICT Park - IT development centers/Call center operators.
- Media City - Print/publishing/data/content/Media lab.
- Movie Academy - School for training professionals for the motion picture industry

Plenary Session 4: Global Cinema and Urban Media Initiatives



Panelists: Professor Sylvester Ogbechie, Trend City/Trend TV and James Burks, City of Los Angeles Dept of Cultural Affairs

Sylvester Ogbechie Trend City/ Trend TV discussed the Nollywood film

industry, Trend Media City and the economics of new media. Nigerian cinema is Africa's largest movie industry both in terms of value and the number of movies produced yearly. Nollywood mainly refers to English language films produced in Nigeria however it also includes local language movie sub-industries. Nollywood is the second largest employer in Nigeria after the government. Many movies are particular to the lives of those in Nigeria and in Africa. These movies were the first industry to displace imported goods. Nollywood was completely homegrown but now is starting to attract global attention. Since 1994-2006 10,000 movies have been made in various languages including English (49%), Yoruba (31%), Hausa (18%) and other (2%). Its films are largely financed by private investors who make over \$500 million yearly. Nollywood can now be described as world cinema and is now a major player like Hollywood and Bollywood. The Nollywood Foundation, a non-profit organization, has been established to promote the business interests of Nollywood film makers. Nigerians are coming back to Nigeria to help bring best practices and develop the film industry at all levels including Government and state film policies, film trade orgs, State and trade (self) regulations and Film distribution. Opportunities are available in production, marketing and distribution because the industry is growing. African American actors and producers should consider going to Africa to find work. The value that comes from nollywood is the act of promoting African cultural identity and showing the various facets of Nigerian cultural.



James Burks Executive Director African Marketplace City of Los Angeles Office of Cultural Affairs started the African marketplace in 1986 as a global marketplace for bridging relationships between the economies and cultures of Africa and the African Diaspora. In 2001 the African Marketplace became a one

of the founding partners of the Global Cinema and Urban Music Initiative (GCUMI). The GCUMI serves as a conduit for African Diaspora film festivals to create alternative distribution, better access to capital, and use of technology. In December 2002 the Global Cinema & Urban Music Initiative presented a Film Symposium in partnership with the IV Mercado Cultural, an annual cultural market in Salvador, Bahia, Brazil. This was the first cinema symposium held in conjunction with the Cultural Market conference

and festival. The event was a success and helped set the groundwork and shape plans for the GCUMI for the future and to identify and encourage independent film festivals around the world to become a part of this global effort. In August 2003 the African Marketplace Inc., include the GCUMI as part of the Annual African Marketplace & Cultural Faire and hosted a three day Global Cinema & Urban Music Initiative symposium in Los Angeles in association with the University of Southern California. Over 20 African Diaspora Pan African Film festival producers attended. For four years the Global Cinema & Urban Music Initiative continued to host events increase communication and dialog between the film industry and Pan African film festivals on every continent and in the Caribbean. In 2004 partnerships with the Ford Foundation and Variety Magazine, led to hosting a component of the GCUMI as part of Variety Magazine's participation in the Annual Cannes Film Festival. Each year GCUMI hosted a panel series during the Cannes Film Festival partnering festival Agora Lumiere Cinema Series. The African Marketplace is committed to continuing the vision of linking independent Pan African Film Festivals and to the inclusion of a "Super Festival" as part of the Conference. Other Cities and countries inquiring about hosting the event include the Bahamas and Salvador, Brazil. Plans in 2003 were created to develop a similar conference in Dubai, in the United Arab Emirates. In 2004, the GCUMI became the Global Cinema & Urban Media Initiative.

Plenary Session 5: Women In International Trade

Moderator: [Robin S. Thorne, President, SheTech International;](#)
Panelists (from right to left): [Barbara Sullivan, President, Sullivan International;](#) [Jessica Gray, Executive Director, Arab-USA Chamber of Commerce;](#) [Lynette Ntuli, CEO, Durban Invest;](#)



The panel discussed the increasing role of women in international trade. Women have the fastest growth in terms of businesses in the US and California in particular. The introduction of more women into the global market is positive. Women often come from a people centered viewpoint using collaborative approaches for consensus building and nurturing. Jessica Gray, Executive Director,

Arab-USA Chamber of Commerce stated that there is a lot of business opportunity in North Africa. Lynette Ntuli, CEO, Durban Invest discussed the role of business women in the South Africa. This is a great time for women in the South African economy for small and medium business. This is occurring in more technical fields such as resources, engineering, maritime, and the sciences. There are several assessments that need to occur to make sure that you have a product for the international marketplace. Conduct research to find a country with a market for what you are selling. Visit the country you want to do business in to look at who you are and see what you are willing to do and what you are able to take before selecting a country for your business. Emotional, psychological issues challenges often need to be addressed that are outside of your comfort zone. Always use a local guide. Make sure that a business that works with you is well connected and has access to current knowledge in their fields.

Plenary Session 6: Compressed Earthen Block Technology



Presenter: Bob Morris, President, Environmental Solutions Group

Environmental Solutions Group is a supplier of technologies that offer solutions some of the environmental and housing problems found in Africa. Environmental Solutions has been a part of a very good project in Durban,

S. Africa. The city of Durban has just finished building a 50 sq meter house that has two bedrooms, family area, kitchen, indoor toilet, solar hot water system, rainwater catch and storage tank and photovoltaic system to give light for inside the house during the evenings. The roof tiles are made from waste plastic and sand. The cost of this house is about 30% less than houses presently being built in S. Africa and the Durban house is of significantly better quality than those costing more. A partial list of ESG technologies includes:

- **Compressed Earthen Blocks (CEB)** is a process that uses local clay soils to manufacture CEB blocks. It is a mechanical process that manufacturers 7000 blocks per day . The blocks can go immediately into the wall and DO NOT require curing or mortar. A mud slurry is used that absorbs up and down into the block on top and bottom. In four minutes the blocks are stuck together. In 24 hours the mud creates an unbreakable bond. The blocks have a cost of less than \$.10 cents US to manufacture. A full "Set" of block making equipment will pay for itself in 200 working days. A "Set" will make enough blocks to build 2.5 homes per week. ³ ESG presently has a project in

³ A "Set" includes three major pieces of equipment, two block compression machines and one 20 cubic meter per hour soil mixer, A full set of spare parts for all three, Two

Durban, S. Africa. The City of Durban purchased a set of AECT block making equipment and has just finished the construction of a 50 sq. meter house in Durban. ESG has also recently signed agreement with a Nigerian Govt. group with a mandate to build low cost homes for low income citizens. ESG is also being considered for a variety of projects in DR of the Congo, Zambia, Angola, Ghana, Sierra Leone, Tanzania and S. Africa.

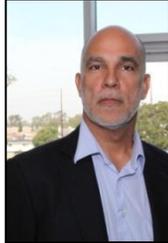
- **Roofing Tiles.** - The roof tiles they produce can be made out of waste plastic, fiberglass and other low cost ingredients.
- **Wood Plastic Composite** - ESG has a process that converts waste wood and plastic into an extruded material that becomes door and window frames, decking and fencing.
- **Builders Rubble Re-use.** Crushed rubble is re-used for the foundations of our CEB houses by pouring a mud slurry onto the rubble. Once hardened the blocks are applied. This process helps keep rubble out of the landfill.
- **Hydrocarbon Sludge Liquefaction.** ESG presently has over \$50 million dollars in contracts to treat hydrocarbon sludge found in storage tanks, pipelines and ship holds.
- **Hydrocarbon contamination in soil and water.** ESG has experience in removing hydrocarbon contamination in soil and water.
- **Organic Compost/Fertilizer process.** ESG converts green and market waste into an Organic Compost/Fertilizer that favorably competes with chemical fertilizers while costing significantly less than chemical fertilizers.
- **Solar water purification.** ESG has systems that purify water for drinking. We can do 30, 1000 and 3200 liters per day.
- **Rubber Tire recycling.** ESG provides a process that reduces the volume of tire waste and in some cases converts the waste into a useful by-product.
- **E Waste processing.** Durban has hired a number of disabled people to dismantle computers and TV's. This creates jobs and retains any value from the waste.
- **Dredging of reservoirs, water ways and dams.** ESG can remove mud and aquatic plants from water storage areas. This returns the storage capacity of the reservoir or dam and opens the waterway for travel.
- **General landfill management.** ESG has one of the very best landfill management and volume reduction experts in the world available to consult with you about your particular environmental or landfill problem.⁴

block cutters, one small block press, four (4) heavy duty conveyors, loading of the ocean shipping containers and TRAINING. Training is mandatory. We will not deliver the equipment to you until your staff has had 3 days of intensive training

⁴ Contact ESG at rbmorrissco@att.net or US phone 951.325.8200 or cell 951. 314.0903 or see the ESG web site at www.esgint.com for more information.

The Conference Planning Committee

The African-USA Chamber of Commerce & Industry, the California African American Political and Economic Institute, and the African Marketplace sincerely appreciate our planning committees' significant and invaluable contribution to the success of our 2nd Annual Pan African Global Trade Conference. Their support and participation enabled us to successfully organize a 2 day conference that provided important information for small business owners and students about opportunities for bilateral trade and commerce between the U.S., Africa and the African Diaspora.



Planning Committee (from left to right): Dr. Munashe Furusha, CSUDH; Cecil McNab, Consulate of Belize; Jim MacLellan, Port of Los Angeles; Brandy Williams, BR International Public Relations; James Burks, African Marketplace Inc.; Cyril Endaba, South Africa Consul General; Joyce Sloss, Los Angeles World Airports; and Al Washington, Africa-USA Chamber of Commerce

Post Conference Trade Mission To Ghana



A delegation of African Americans from the Pan African Global Trade Conference and the Sixth Region Diaspora Caucus (SRDC) conducted a trade mission in November after our 2nd annual conference to Aburi, Ghana to meet with local small business owners and government officials. As a result of their meetings and workshops the delegates have established SRDC's first Pan African Business and Trade Center in Africa.

The center will serve as a conduit and clearing house for Ghanaian small businesses interested in establishing business linkages with the African Diaspora. Africans in the Diaspora will also be able to use the center to either establish businesses in Ghana or business relationships with Ghanaian small business owners. We will use this center as our model for establishing additional centers in African and the African Diaspora.



The trade mission delegation met with local small business owners and key government officials. They subsequently established SRDC's first Pan Africa Business and Trade Center at the Maa Sankofa Hotel in Aburi, Ghana.

THANK YOU VOLUTEERS

Our student and community volunteers provided invaluable support, beautiful smiles and encouragement. Thank you again for your important contributions!



ADDENDUM

AFRICAN UNION		UNION AFRICAINE
الاتحاد الأفريقي		UNIÃO AFRICANA
AFRICAN UNION MISSION TO THE UNITED STATES OF AMERICA		
2200 Pennsylvania Ave. 4th Floor Telephone (202)-293-8006		Washington, DC 20037 Fax (202)-293-8007

A Presentation on the Economic Integration of Africa ,The tripartite trade agreement and Its impact for the Economic Development of Africa.

National Executives and Conference Planning Committee;

Invited guests,

Distinguished ladies and gentlemen,

I want to thank the organizer of this conference for giving me the opportunity to address this important gathering of participants from different backgrounds .This conference is taking place at a time where only good news is emerging from Africa. It is occurring at a time where Africa is coming of age and geared towards attaining its long cherished ambition of being a player in the international arena. The African renaissance is no longer a dream but a reality and it is within the reach of the African peoples.

Ladies and gentlemen, notwithstanding the existence of pockets of conflict situations in some parts of Africa and the devastating drought in the greater part of the horn of Africa, a vast majority of the economies of African countries economies are on the rebound. The economic growth throughout the last decades has exceeded the average growth rate of 5%. Despite the recent economic and financial crisis that has caused the collapse of the economies of many developed countries, Africa is still growing at a satisfactory and impressive rate. The recent growth figures show that Africa has had a real GDP growth rate average of 6.4% every year from 2005 -2008. Africa experienced an economic rebound with its growth rate accelerated to 4.8% in 2010.

Invited guests, African countries will continue to grow on the average of 4%per capita income growth. Additionally, the year 2011 has witnessed some countries in Africa with a GDP growth rate exceeding a double digit above 10%. This is a growth rate you can never see anywhere in the world except in Africa. The continent is attracting high FDI and it is expected to reach 150 billion by the year 2015. Accordingly, this figure surpasses the overall ODA that comes to Africa. As a result of these factors, the return of investment is very high in Africa than in any other continent. Recently, the World Bank report on doing business in Africa indicated that 4 countries in Africa are leading in the overall list of best countries to do business with. Thus, Africa is now being recognized as a continent of hope and opportunity.

Fellow participants, we all have a right to know the reason behind the success stories coming out of Africa .Fundamentally, Africa's success stories is partly due to the commitment of the African Government to undertake economic ,political and social reforms. These have created a foundation for good governance and economic growth and development .The most remarkable of these achievements was the commitment of the African leaders to realize the objective of economic integration as the only solution for an accelerated economic development that will eliminate poverty ,bring Africa to the fore and occupy its rightful position in the world . Now, Africa is courted by both the super powers and emerging powers and it will have greater influence in the future. The time has come for Africans to use our resources strategically to benefit Africa.

Ladies and gentlemen, Integration has been a major focus of African countries since the establishment of the then Organization of African Unity .The vision of the OAU was to create an integrated and united Africa. In this regard, African Countries made a number of declarations, Charters and resolutions to move the integration agenda forward. The land mark decision was taken during the meeting in Nigeria that came out with the Lagos Plan of Action and the Abuja treaty in the 90's that created the road

map for the implementation of the integration Agenda in Africa. It is imperative for me to address this important subject by looking into it from different perspectives. These perspectives are:

1. Historical perspective of the African economic integration.
2. The present status of Economic integration in Africa.
3. Tripartite trade agreement
4. The minimum integration agenda of the African Union

From the historical perspective of the African economic integration, The African Heads of States and Governments of the OAU met in Sirte Libya in 1999 and issued the (Sirte Declaration) calling for the establishment of an African Union with a view to accelerate the process of integration of the continent to enable the Continent to play its rightful role in the global economy while addressing social, economic and political challenges. The African Union Vision accordingly indicates this objective in the Statement, 'to have an integrated and prosperous Africa'. The African Union Commission was created in 2001 after transforming the OAU into AU. Prior to the transformation of OAU to AU, there were a number of meetings held which focused on discussions on the future of OAU and the implementation of the vision of the United Africa. In effect, the Meeting in Lagos brought up the Lagos plan of action and the Abuja meeting lead to the Abuja treaty being signed in 1993 which stipulated that the African States must endeavor to strengthen the Regional Economic Communities (REC'S by coordinating ,harmonizing and progressively integrating their activities to attain the African economic Community .It lays the foundation for the creation of the African Economic Community .The concept behind the AEC is to see that the African countries will be fully integrated within a 34 year period.

Therefore, I would to inform you that the goal of the African Economic Community is to fully integrate the economies of 55 African Countries into a single economic bloc, monetary union with a common currency, free mobility of capital and labor. The Economic Community will create a single market with a population of over 1 billion people, with vast natural resources, raw materials for manufacturing industries, a budding middle class estimated to be over 300 million people who have a high purchasing power and high demand for consumer goods to meet the needs of the growing population including its high percentage of young people. The creation of the African Economic Community presupposes the stages whereby Africa as whole would go through to reach the AEC. The REC'S was the building block for the AE Community.

From its conception, the African Economic Community was envisioned to be a gradual undertaking to pass through 6 stages .Currently the AEC has reached the 3 rd stage of the process which requires creating free trade Areas (FTA) and customs Union in each of the regional blocs by 2017. Currently the current progress of both FTA and Custom union varies from region to region in the context of the eight RECS' that the AU recognizes.

Invited guests, the second perspective seeks to shed insights on the present status of the economic integration in Africa. The continent has passed through positive steps towards integration in accordance to the stipulation in the Abuja treaty as follows:

i. In the area of Custom union there are different performance levels between the REC's, because this type of agreement requires a common external tariff to be negotiated and that took a lot of time to reach agreement between the REC'S Members. Therefore in the case of CENSAD and IGAD progress has stalled while in ECOWAS it is progressing slowly. The Economic Community of the Central African States (ECCAS) and SADC are at a more preliminary stage expected to create respective customs Union by 2011. CO MESA and EAC successfully launched their customs union in June 2009 .EAC Customs Union is fully in force.

iii. The major landmark development was the decision to push forward a long term project dealing with the creation of FTA (free trade Area) among the three REC's namely COMESA, EAC and SADC spanning over 26 African countries .There are efforts to harmonize the Regional agenda of COMESA, EAC, and SADC and this shows the shared interest of greater coherence among the different REC's. This development is particularly critical for those countries that are both members of COMESA and SADC who might face challenges once the SADC customs union becomes effective in terms of compatibility of both COMESA and SADC customs union requirements.

iv. The EAC has launched its common market to ensure free movement of goods, people, labor and capital. Already, the Common Market is in force and the Monetary Union is being negotiated for 2012 .Again, these changes will necessitate the tripartite members to discuss issues on how to coordinate, create harmonization and convergence of efforts within the tripartite.

v. The implementation of the free movement of people, goods , services, capital by member states has been very slow although the protocols are ready.

vi. Regional economic Communities have to position themselves as building blocks within the broader continental vision.

Distinguished guests, the tripartite trade agreement comprising COMESA, EAC, SADC was established in 2005 with the objective to strengthen and deepen economic integration of the southern and eastern Africa regions under the three main REC'S i.e. COMESA, SADC, EAC. The discussion for this tripartite agreement was undertaken by member states in June 12, 2011 in Johannesburg when the Heads of States and Government of the member States met and declared their intention to form a Free trade area aimed at harmonizing policies and programmes of the three regional Economic Communities (REC'S) in the areas of trade, customs, infrastructure development in a coordinated manner and jointly.

The tripartite agenda is focused by a determination and vision that is going to be operationalized through a comprehensive and wide ranging programme whose main foundation lies on the main pillars as follows:

- i. Harmonization and facilitation of the regional trading arrangement and programmes including establishing a tripartite free trade area encompassing 26 countries. This is a major step forward towards creating an African economic community.
- ii. Enhancement of trade facilitation to improve the flow of goods along the transport corridors by lowering transit times and the cost of trading. There are 9 transport Corridors in Africa but significant progress was achieved in the north-south corridor which has been implemented as a pilot project since 2007.
- iii. Joint planning and implementation of infrastructure programmes comprises surface transport (road, railway, border posts, seaports, inland water transport) and air transport(ICT and Energy)
- iv. Enhancing physical connectivity through infrastructure development and improving the operational efficiency in border crossing to enhance intra Africa trade and trade with the rest of the world .This focuses on free movement of people especially the business community and capital and information availability to facilitate the conduct of business.

Ladies and gentlemen, the benefit that will accrue from the Free trade can be used to enhance the much needed Intra African trade. Moreover, the tripartite FTA will create a large common market of 26 countries with a population of over 300 million people. Hence, this will attract more investments in productive sectors and indirectly create value chains in both new upstream and downstream industries to service this large market Available statics shows that intra African trade is just about 10% compared to Asian countries where half of the trade is within the region.

Therefore, the tripartite FTA will stimulate intra Africa trade and this will spur the development in the region. The tripartite trade agreement will also enhance the infrastructure development of the region because of the joint implementation of the regional project. The initiatives to address the lack of infrastructure was in establishment of the transport corridor projects .Within this region, there are four transport corridors as follows; Maputo corridor, the Walvisbay corridor, Northern corridor and the North south Corridor.

Invited guests, let me cease this opportunity to shed some insights on the minimum integration agenda. The AU Commission after several discussions by the Minister responsible for Integration decided to have a Minimum integration Agenda to fast track the Integration process in Africa .Therefore, it is envisaged for those REC's that have attained some stage of implementation of the Abuja declaration on integration other need to fast track and harmonize their process for integration so as to attain the Economic integration by 2017 .There is a deep discussions in the corridors of power and academic institutions to accelerate the process for the creation of a greater African Free Trade area (FTA) with the objective to increase intra African trade .The overall Intra African trade is less than 10% compared to other continents whereby the internal trade exceeds more than half of the total trade .There is a greater benefit to trade among ourselves .The African Union deems Regional Economic integration as being essential for the continental market integration necessary for the economic development Agenda for Africa. For Africa to survive and attain accelerated growth, it is imperative for the entire continent to integrate into one economy and one market. Through integration, the continent will have an opportunity to pool its resources to create one single market and will reverse its marginalization in the global trade. In order to achieve this goal, the continent has to promote Intra Africa trade which is why it remains a major focus of the AU Commission and REC'S.

In this regard, the Commission decided last year to elevate the discussion on intra Africa trade promotion and facilitation and adopted these concepts as its theme for this year's AU Summit to enable member states to agree on the fundamental process to reach the Abuja target of having an African Common market.

Ladies and gentlemen, in conclusion, I would like to drum home the message that Africa needs support from our friends, partners and the Diaspora because this is a win-win partnership. Opportunities and potentials do exist in Africa and so let's make this century an African century. Thank you.

**REPORT ON THE GHANA DELEGATION TRADE & INVESTMENT MISSION
TO THE CITY OF OAKLAND, CA.
provided by Dr. Ruth Love.**



Dr. Ruth B. Love, Oakland, California Dr. Love holds a Ph.D in Educational Administration, and is professor of Educational Administration on the PH.D Candidate Level. She is a former Bureau Chief of the California State Education Department, and is a former Public Schools Superintendent of both Chicago, IL and Oakland, CA school systems. The recipient of 12 honorary doctorates, Dr. Love is a consultant to numerous Pan African organizations, has many charitable organizations and businesses in Africa and travels extensively. She is a part of many invited Diasporan delegations, including the African Union Council of Intellectuals. Dr. Love was the special invited guest of His Excellency Abdoulaye Wade, President of the Republic of Senegal at the 2010 World Festival of Arts and Culture. During this Festival, Dr. Love was honored, along with ten other women, for her contributions to Africa.

A high-ranking delegation from Ghana spent several days in dialogue and interaction with Bay area business, corporate and officials from October 12 – 16, 2011. Oakland was pleased to host this group of government and business officials. Ghana has the distinction of being recognized as the fastest growing economy in the developing world. The World Bank and others have cited its economic resources. Ghana is a democracy and is looking for international trade and investments. Some of the areas of interests were:

- Oil Management
- High Technology Infrastructure
- Real Estate and Infrastructure development
- Solar and Alternative Power Generation
- Commerce and Export/Import
- Education: public and university collaboration
- Scientific and Medical Research

Kofi Bonner, a long time Oakland resident and honorary Chair of the Mission stated, “The bay area has the resources in terms of intellectual capital, ingenuity and innovative thinking to contribute to Ghana’s already impressive 20% growth rate. The bay area is host to leading edge companies that develop and deploy state of the art technology and solutions in the areas most needed to continue to fuel Ghana’s development.”

The Host team included: Kofi Bonner, Geoffrey Pete of Sterling Energy Partners, Cathy Adams and Rose Scott of CDA Consulting Group, Tracey Webb and Royston Scott, and John Martin of Tracey Webb Associates. This team executed a magnificent series of interactions and site visits to the Port of Oakland and San Francisco businesses.

BART (Bay Area Rapid Transit) welcomed the group with a reception on September 13th. Although, they had traveled thousands of miles, they began their work on the morning of September 14th. Dr. Ruth Love, who has been to Ghana many times, chaired the first day. Hon. Keith Carson, Alameda County Board of Supervisor, brought greetings and the delegation introduced themselves. It was impressive to note that all of the delegates were in a position to discuss and reach agreements.

The format called for presentations by the Hon. Sherry Ayittey, Minister of Environment, Science and Technology. Concurrent sessions focused on the areas of interests by both Ghanaians and American businessmen and women. The Head of the Political Party was among the delegation. Several high-ranking corporate heads as well as successful business leaders were outspoken regarding interests in doing business. As they were paired with U.S. corporate and business leaders, serious relationships developed.

The entire five days were extremely productive. Each evening, there were social events that exposed the delegates to citizens from Oakland, San Francisco and the bay area. One evening, the delegates enjoyed African American barbecue and lively discussion. After a visit to the Port of Oakland, there were private meetings with those of like interests.

On the evening of September 15th, the Formal Gala in honor of His Excellency Kobina Ade-Coker, Head of one of the country’s political parties and a businessman as well as Hon. Sherry Ayitty, Minister of Environment, Science and Technology. It was an elegant affair complete with an African motif. The delegates were presented with gifts and plaques. To our surprise, the

Ghanaians presented the local leaders with beautiful tokens from Ghana. This evening was their first exposure to the Black community. The music was lively. The food was delicious and everyone was in rare form for beneficial discussion. The Claremont Hotel provided a beautiful setting for meetings and socializing. City Council President Larry Reid sponsored a magnificent reception at City Hall. Mr. Reid promised a return Trade Mission from Oakland

On Sunday morning, the group was surprisingly stunned by services at a Pan African Baptist Church. Indeed, Allen Temple Baptist Church music and sermon were inspiring and informative. Dr. J. Alfred Smith Sr. delivered a spirited sermon regarding Africans and in bible and related the challenges of the day. The delegates could hardly contain themselves.

To close out their stay, a magnificent late afternoon reception offered them a splendid view from Oakland to San Francisco. By this time, relationships were developed and they could not refrain from talking business. The delegation left feeling well informed, beautifully socialized and ready for business.

Participating Organizations



Africa-USA Chamber of Commerce
California State University Dominguez Hills
California African American Political & Economic Institute
California State Board of Equalization
TREND Media City
Pan African Diaspora Union
Sixth Region Diaspora Caucus
African Union Mission to the United States
South African Consulate-General Los Angeles
The African Marketplace Inc.
26th Senate District Committee on Trade with Africa
Port of Los Angeles
Los Angeles World Airports Business Resource Center
U.S. Department of Commerce
Standard Bank of South Africa
City of Los Angeles Department of Cultural Affairs
Centers for International Trade Development-El Camino College
City of Los Angeles Office of Economic & Business Policy
U.S. Small Business Administration Export Assistance Center
Us Africa Business Forum
One USA
Africa Times Newspaper Jabari Wines
Universal Voice TV Show
African Diaspora Foundation
Africa Investment Fund
Shetech International
Vnesto Capital
First Asian Distribution & Trading Company
African Community Soccer Association
Natural Resources Corporation
Connect Right Consultant Inc
Western Technology Development
L.A. Customs Brokers & Freight Forwarders Association
District Export Council of
Southern California
Trade Development
CARICABELA
ABCD/ African Business & Culture Development
Mothers for Africa
Afrique Expansion
Afribiz
"ONE AFRICA TOURS AND SPECIALTY SERVICES LTD", GHANA
Immigrant Magazine
Overseas Private Investment Corporation (OPIC)
African Sport Management Association
Black Soccer Association
Black Star Media Global
Golden Bird Inc
Bay Area Center for International Trade Development
CNE-T

Conference Program

October 14, 2011
California State University Dominguez Hills
Loker Student Union
9:00 a.m. - 12:00 p.m.

8:30 a.m.: Opening Remarks: Conference Co-Chairs

Al Washington, Executive Director
Africa-USA International Chamber of Commerce & Industry
Dr. Munashe Furusa, Executive Director
California African-American Political & Economic Institute

8:45 a.m.: Greetings & Welcoming Remarks

Dr. Mildred Garcia, President
California State University Dominguez Hills

9:00 a.m. – 9:30 a.m.: Keynote Address: “The Tripartite Free Trade Agreement”

H.E. Amina Salim Ali,
African Union Ambassador to the United States

9:30 a.m. – 10:30 a.m.: Plenary Session #1 - “Historic, Political & Economic Significance of Africa's Tripartite Free Trade Agreement “
Sixth Region Diaspora Caucus

10:30 a.m. – 11:30 a.m.: Plenary Session #2: “Key Port Infrastructure Development, Tourism & Procurement Opportunities”

The Emerging Regional Port Hub of Durban & Its Importance as a Logistics Hub

Moderator:

Dr. Tayyeb Shabbir, Professor of Finance
California State University Dominguez Hills

Panelists:

Ms. Thato Tsautse, CEO
South African Association of Ship Operators & Agents

Ms. Lynette Ntuli, CEO
Durban Invest

Ms. Tholokele Dlamini, Chairperson
Kwazulu Natal Tourism Authority

James MacLellan, Marketing Director
Port of Los Angeles

LUNCH BREAK: 12:30 p.m. – 1:30 p.m.

Global Business Marketplace: Workshops & Meetings
1:30 p.m. - 5:00 p.m.

Finding & Financing Overseas Markets in Africa

US Department of Commerce-Los Angeles

Martin Selander,

US Small Business Administration, Export Assistance Center

Ricardo Tejeda, Managing Director

Vnesto Capital

Assistance with Documentation & Logistics

Guy Fox, Chairman

District Export Council of Southern California

Charles Anchang, A&A International Shipping Inc.

Export/Import Resource Panels

1:30 p.m. - 3:00 p.m.

**1:30 p.m. – 2:00 p.m.: Plenary Session #4 - Program Proposal for Bilateral Trade
Between California and Africa**

26th Senate District Committee on Trade with Africa

Uchenna Nworgu, Chairman

**2:00 p.m. – 3:00 p.m.: Plenary Session #5 - The African Growth & Opportunitites Act (AGOA),
Opportunites & Challenges**

Pauline Clay, CEO & Chief

The New Africa Trust

Mr. Richard Soyombo, Executive Director

Bay Area Center for International Trade Development

**300 p.m. – 4:00 p.m.: Plenary Session #6 - Competitive Advantages Provided by
the Port of Los Angeles & Los Angeles World Airports**

Jim MacLellan, Marketing Director, Port of Los Angeles

Joyce Sloss, Executive Director

Los Angeles World Airports Business Opportunities Center

Break: 4:00 p.m. – 4:30 p.m.

**4:30 p.m. – 5:00 p.m.: Plenary Session #7 - Update on National Export Initiative
& Foreign Trade Agreements**

Guy Fox, Chairman

District Export Council of Southern California

5:00 p.m. – 6:00 p.m.: Plenary Session # 8 - The Need for a Pro – Active U.S. Trade Policy in Africa

Reuben Jaja, President & Founder

Africa-USA Chamber of Commerce

Maurice Kogon, Director

Center for International Trade Development

Jim MacLellan, Vice Chairman

District Export Council of Southern California

October 15, 2011
California State University Dominguez Hills
Loker Student Union
Pan Africa Business Opportunities Showcase
10:00 a.m. - 6:00 p.m.

10:00 a.m. – 11:00 a.m.: Plenary Session #1
OPPORTUNITIES FOR INVESTING IN THE CARICOM/CARIBBEAN COMMUNITY

Ms. Marie Kellier, B.A. MFA
Marikel Consulting

11:00 a.m. – 12 noon: Plenary Session #2
Haiti: A Microcosm of Pan-African Experiences

Moderator: Idor Laurent, Chair
Coalition in Solidarity with Haiti
Update on Current Economic and Political Situation

Nana Sekyiaabea, Founder, Mothers for Africa
Collaborating with Grassroots Organizations in Haiti & Congo

Robert Muhammad, Nation of Islam's Haiti Project
Water Purification in Haiti, Haiti-Katrina Similarities

Berleter Hall, Museum of Haiti
Museums/Culture as Tools for Achieving Participation

1:00 p.m. – 2:00 p.m.: Plenary Session #3
AFRICA SPORTS BUSINESS & CAREER OPPORTUNITES

Dr. Mombi Thairu, President
RKE Sports & Entertainment

2:00 p.m. – 2:30 p.m.: Plenary Session #4
TREND MEDIA CITY-LAGOS, NIGERIA UPDATE

Mr. Okezie Ofegu, Principal
Libera Partners

2:30 p.m. – 3:30 p.m.: Plenary #5
Global Cinema & Urban Media Initiative

Professor Sylvester Ogbechie
Trend Media City/Trend TV
James Burks, Executive Director
African Marketplace, Inc

3:30 p.m. – 4:30 p.m.: Plenary Session #6

Women In International Trade

Moderator: *Robin S. Thorne*, Founder & CEO

SheTech International, LLC

Charlotte Kouassi, President, Vuvuzela Media & Marketing

Barbara Sullivan, President, Sullivan International

Max Viltz, Owner, Village Treasures African Gift Shop, Boutique and Art Gallery

Jessica Gray, Executive Director, National US-Arab Chamber of Commerce

Ms. Lynette Ntuli, CEO, Durban Invest

Ms. Tholokele Dlamini, Chairperson, Kwazulu Natal Tourism Authority

4:30 p.m. – 5:30 p.m.: Plenary Session #7

Compressed Earthen Block Technology

Bob Morris, President

Environmental Solutions Group, LLC

Closing Remarks & Adjournment

5:30 p.m. – 6:00 p.m.

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