



**1st Annual  
Pan African  
Global Trade  
Conference  
Report  
October 21 - 22, 2010**

**Unifying Africa and the African Diaspora through  
International Trade & Commerce**

## Executive Summary



Loker Student Union at California State University Dominguez Hills was the venue for the 1<sup>st</sup> Pan African Global Trade Conference

The Africa-USA Chamber of Commerce (AfUSA) has successfully conducted a 2 day Pan African Global Trade Conference™ at California State University Dominguez Hills on October 21-22, 2010 in collaboration with the California African American Political and Economic and Institute (CAAPEI), the African Marketplace Inc, the California State Senate 26<sup>th</sup> District Committee on Trade with Africa and a consortium of 49 public and private sector corporations and community based organizations from the U.S.A. and Africa. The conference is an important first step in the establishment of a U.S. based public/private coalition to develop and implement policies and strategies for bilateral economic development between the U.S.A., the African Continent and the African Diaspora.

The 1<sup>st</sup> Annual Pan African Global Trade Conference™ provided important information about trade and commerce with African and the African Diaspora for small business owners and students. This landmark event in Southern California covered topics designed to help small businesses get started in international trade and commerce with Africa.

The conference also offered a wealth of networking opportunities with private and public sector leaders from the U.S., Africa and the African Diaspora. Conference participants were exposed to essential business practices

associated with international trade and commerce and current business opportunities in Nigeria, South Africa and Liberia. They also participated in business roundtables to discuss & recommend programs to develop important international trade initiatives.

Mitch Maki,  
Acting  
Associate Vice  
President of  
Academic  
Programs,  
welcomed  
guests to the  
conference.



We were also able to use the conference to present and discuss African Diaspora Mobilization Initiatives currently being developed by the African Union, the World Bank and the Sixth Region African Diaspora Caucus and their potential for providing viable opportunities for bilateral trade and commerce between Africa, the State of California and the African Diaspora. The information we gathered during the conference will also further our efforts to support and inform the creation of a California State Commission on Trade with Africa to promote and facilitate bilateral trade, commerce and foreign direct investment between the State of California, the African Diaspora and the nation states of Africa.

The consensus opinion we have received from all of the conference participants is that our 1<sup>st</sup> Annual Pan African Global Trade Conference™ was an outstanding success. We know that any progress we have obtained would not have been possible without the support and participation of our public and private sector partners. We look forward to collaborating with them in the future as we develop programs that improve bilateral trade relations between the U.S.A., Africa and the African Diaspora and establish the Pan African Global Trade Conference™ as an annual U.S. based international trade event

## Pan African Global Trade Conference Collaborating Organizations



**The Africa-USA Chamber of Commerce & Industry**  
**The 25th Annual African Marketplace**  
**California State University Dominguez Hills**  
**The 6<sup>th</sup> Region Diaspora Caucus**  
**The 26<sup>th</sup> Senate District Committee on Trade with Africa**  
**California African American Political & Economic Institute**  
**Greater Port Harcourt City Development Authority (GPHCDA)**  
**TREND TV**  
**Sturdi-Quick International**  
**Masterson Public Relations**  
**Mothers for Africa**  
**Outreach to Africa**  
**Worksource California**  
**The Latin Business Association**  
**Mayor of Los Angeles Office of Economic Development**  
**Black Meetings & Tourism Magazine**  
**Overseas Private Investment Corporation**  
**Shaping Black Culture in the Diaspora**  
**Greater Port Harcourt City Development Authority**  
**U.S. Dept of Commerce Commercial Service**  
**Global Green Development Group**  
**Recycling Black Dollars**  
**The Port of Los Angeles**  
**The Latin Business Association**  
**The Los Angeles Air Cargo Association**  
**Los Angeles World Airports Business & Job Resource Center**  
**Centers for International Trade Development**  
**Foreign Trade Association**  
**Westchester Bay Consulting**  
**1imall.Com**  
**Africa Times Newspaper**  
**Golden Bird Chicken**  
**African Focus**  
**The Harbor City/ Harbor Gateway Chamber of Commerce**  
**The Alameda Corridor Jobs Coalition**  
**National Black MBA Association**  
**Southern California Regional District Export Council**  
**Mississippi Consortium for International Development**  
**ExIm Bank of the United States**  
**Comerica Bank**  
**US Small Business Association**  
**Juneteenth Industries**  
**CASA Hotels LLC**  
**Bowman Business Services**  
**Prevent Hate**  
**Pan Africa Diaspora Union**  
**Xerox**  
**RKE Sports & Entertainment**  
**The Vision for Restoration and Reunification, Inc**

## Historical Background

The 1<sup>st</sup> Annual Pan African Global Trade Conference™ was inspired by four recent and significant events.

1. In 2003 the African Union (AU) formally amended its constitution to add **the Article 3(q) Resolution** which invites and encourages the African Diaspora to join its deliberative body as a 6<sup>th</sup> region to help African further its current efforts to develop its emerging economies and unify the continent. In 2005 AU broadly defined the African Diaspora as comprising the following international groups:
  - People of African Heritage who were “involuntarily” migrated to North America, Europe, the Caribbean, Brazil and Latin America
  - People of recent “voluntary” and “involuntary” migration from Africa.<sup>1</sup>
2. In April 2006 in response to the AU’s 2003 Article 3(q) invitation the **Sixth Region Diasporan Caucus (SRDC)** was established after a meeting of the AU-Diaspora Roundtable in Los Angeles, CA. The primary mission of the SRDC is to:
  - a. Organize the African immigrants and descendants in the Diaspora in the U.S.A., Canada, the Caribbean, Central and South America and Europe for participation and membership in the AU per the 2003 Article 3(q) invitation and
  - b. Collaborate and network with Diasporan organizations on a global scale for international trade and commerce between their regions and Africa, joint international development projects and humanitarian relief programs.
3. In September of 2007 the World Bank’s African Region established the **African Diaspora Mobilization Initiative** in support of the African Union and African government’s agenda for harnessing African Diaspora expertise and resources for the economic development of the African continents emerging economies. The collaborative AU strategy and the World Bank program on the African Diaspora targets all organizations and individuals from the African Diaspora that can provide vital contributions of products and services.
4. In June 2010 California State Senator Curren Price initiated an unprecedented initiative to increase trade between California and the Africa at his Los Angeles District Office by convening the first planning meeting of the **26<sup>th</sup> Senatorial District Committee on Trade with Africa**. The committee has been established to enhance California’s role in global market development by promoting and facilitating opportunities to establish bilateral trade and investment partnerships between the nation states of Africa and the State of California. The first planning meeting included representatives from the US Department of Commerce, the Port of Los Angeles, Los Angeles World Airports, Comerica Bank, the Alameda Corridor jobs Coalition, the California African American Political & Economic Institute, the African Marketplace Inc., the Los Angeles Minority Business Opportunities Commission, the Center for International Trade and Development, the Africa-USA Chamber of Commerce & Industry and the Consul Generals of Burkino Faso, Ethiopia and Belize. Each organization committed to support the committee’s development and assist in planning the 1<sup>st</sup> Pan African Global Trade Conference.

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<sup>1</sup> Geographically the overall international African descendant diaspora population is currently estimated to be between 200-350 million and located in the U.S.A., Canada, the Caribbean,, Central and South America and Europe with Asian, Oceania and Asia-Pacific populations still to be determined. The official 2006 – 2007 estimate of this category in North America and Europe alone was about 3 million people (1 million in the U.S.A., 283,000 in Canada and 1.7 million in Europe)

In effect The World Bank Group, African Governments, the Africa Union (AU), the and other development partners of Africa have come to the realization that the African Diaspora must become full investment partners in Africa's economic development. In addition African American Chambers of Commerce and business associations also advocate African investment in the African Diaspora to build their local economies and eliminate the economic gap between the African Diaspora and the African continent. The overall understanding is that the African Diaspora must be directly involved with AU activities and vice-versa, regarding integrated development and the sharing of technical and financial expertise. The Pan African Global Trade Conference™ has been established to support and further the development of this historic initiative.

### Conference Goals and Objectives



Jim Dear the Mayor of Carson (top photo) and Danny Tabor the Mayor of Inglewood (bottom photo) joined us to provide their insights and best wishes for a successful conference

The Pan African Global Trade Conference™ has been developed to be a catalyst for Public/Private Partnerships that promote and develop the emerging economies of Africa and the African Diaspora through bilateral trade and foreign direct investment between Africa and African Diaspora global community.

The ongoing objectives of the conference are to:

1. Explain the purpose, objectives and progress of the African Union's 2003 Article 3 (q) invitation for African Diaspora participation and membership in the African Union
2. Provide a forum in which private and public sector leaders and potential business partners from the U.S., Africa and the African Diaspora can network in roundtable business panels and private business meetings to discuss and implement viable strategies for trade and commerce that support the implementation of the African Union's Article 3(q) invitation
3. Provide current information about small business opportunities for international trade and commerce in Africa's emerging markets
4. Provide small businesses with information about current financing and investment programs for international trade & commerce with Africa.
5. Strengthen business and cultural relations between the U.S., Africa and the African Diaspora through bilateral economic development and foreign direct investment.

Related activities that will be developed through the conference and throughout the conference year will include:

1. Bilateral trade & investment programs will be researched and developed for small businesses owners and investors from Africa, the African Diaspora & the U.S.
2. University based certificated and degreed education and training programs will be developed to prepare individuals and small businesses for career and business opportunities in international trade
3. Business tours will be planned and conducted to Africa, Central & South America and the Caribbean
4. The Conference will establish programs to receive trade missions and student exchanges to the U.S. from Africa & the African Diaspora



## Plenary Session and Workshop Information and Recommendations

The conference's plenary sessions, workshops and African Business Opportunity Showcase provided important information about current international trade programs for small businesses and business opportunities for trade and commerce between the U.S.A. and Africa. They also discussed current problems associated with these programs and opportunities and recommended constructive approaches for resolving them.



Former Congressman Mervyn Dymally (D-CA) and director of the Urban Health Institute, Charles Drew University of Medicine and Science and Robert Farrel, L.A. City Councilman-Retired were featured speakers at the first Pan African Global Trade Conference.  
photo by Fredwill Hernandez

The tone for the conference was set by opening remarks from **Robert Farrel, Los Angeles City Councilman – Retired, Mervyn Dymally, U.S. Congressman-Retired**, and a letter received from **Amina Salum Ali, the African Union Ambassador to the United States**. We were reminded that Pan African Global Trade is not a new phenomenon. There has been a long history of trade and commerce between the African Continent and the African Diaspora. However recent developments towards creating a global marketplace have emphasized the need to develop new and/or refined paradigms for trade with Africa that are prepared for the regional integration of Africa's markets and resources. African Union Ambassador Amina Salum Ali's letter to the conference provided an example of how regional integration is currently occurring. She described a recent agreement in which three of Africa's regional trading blocs, COMESA, the EAC and SADC have decided to unite and to create a single Free Trade Area with 600,000,000 inhabitants. The merger of these economic communities is seen as a precursor to the forthcoming total economic integration of the continent. This important event anticipates the need for those seeking trade relationships with Africa to develop new approaches that support the Africa's goals for economic growth, employment creation and poverty reduction as a united continent. Congressman Dymally emphasized the importance of this conference for preparing participants for international trade and commerce based on Africa's plans for regional transformation and continental unification.

### The Role of the Sixth Region Diaspora Caucus

C. Folashade Farr, the U.S. Facilitator for the Sixth Region Diaspora Caucus (SRDC) described SRDC's current approach for preparing the African Diaspora for participation in the African Union and trade and commerce with a united Africa. Since its inception the SRDC has utilized local community based AU-Town Hall Caucuses conducted on college campuses to establish an organized coalition of 65 regional/national groups that include:

- a. 18 U.S. based chapters in California, Maryland, New York, Washington State, Ohio, and South Carolina
- b. 35 Central American chapters including approximately 60% of the Garifuna-speaking population
- c. 4 from Martinique-Guadeloupe-French Guiana
- d. 1 from Canada
- e. 3 from Brazil (Bahia & Rio)

- f. 2 from the English Caribbean and
- g. 2 from Cuba

The SRDC is also affiliated with the AUADSA-Europe grouping of 15 countries with African descendant populations including the Black Hebrews in Jordan.

AU-Town Hall Caucuses are also used to recruit and prepare elected representatives and observers to participate in African Union deliberations and provide opportunities for youth, educators, health care providers and small businesses to participate in the development of the SRDC's programs for Pan African economic development and humanitarian relief. AU-Town Hall Caucuses are also used to educate local communities about the Pan African Mobilization Initiative and the African Diaspora. As a direct result of its town hall caucuses, the SRDC has grown from a U.S. based organization to becoming part of the Pan African Diaspora Union (PADU) an international consortium of over 150 international organizations.

### **Small Business Export Opportunities for Africa**

The first business roundtable discussed key issues related to conducting successful bilateral small business transactions with African businesses and governments. Rachid Sauyoti of the U.S. Department of Commerce presented a brief overview of what the US companies are doing in international trade. In spite of the fact that 95% of world's customers are outside US a small percentage of U.S. companies export and 58% of companies that export only do it to one market. Americans working for firms that export earn more than companies that do not export. Although we do a lot of business in Africa the US top export destinations are Canada and Mexico. The top exporting states to Africa are Texas, Louisiana and New York. President Obama's recently initiated a National Export Initiative (NEI) to expand U.S. exports, eliminate trade barriers and create 2 million American jobs. President Obama's stated goal is to double U.S. export in 5 years.



Reuben Jaja, PhD, President & CEO Africa-USA Chamber of Commerce moderated the panel on Small Business Opportunities' in Africa



Rachid Souyoti, U.S. Department of Commerce, Mary Flowers, Sturdi Quik International, Maurice Kogan, Center for International Trade Development and Norm Arikawa, the Port of Los Angeles discuss Small Business Export Opportunities for Africa.

**Norm Arikawa, the International trade Management Director for the Port of Los Angeles**, presented current trade statistics from the Southern California Trade Gateway the combined Ports of Los Angeles & Long Beach. According to Mr. Arikawa the time is right to export. In 2009 exports from Los Angeles exceeded \$86 Billion. Asia is the largest customer for the Port of LA. California's top trading partners are China and Japan. The top Africa trading partners are Nigeria, Algeria, Angola, South Africa, and the Congo. The top California exports are computers, aircrafts/parts, cotton, vehicles, and machinery. The demand for California's agriculture products has also increased.

**Maurice Kogan, the Executive Director of the Center of International Trade Development**, a community based

organization established to prepare small businesses to participate in international trade and commerce, stated that in spite of the statistics presented by Mr. Sauyoti and Mr. Arikawa it is very tough to motivate small companies to export their goods and services. Nationally only 15% of small business participate in

the global marketplace. The major challenge with Africa is dealing with reluctant U.S. small businesses. He stated that “the last place they want to go to Africa.” As a result a very small percentage of US exports are going to Africa. One of the reasons is Africa’s cash and carry economy in which African businesses prefer to pay cash for needed goods and services from businesses located in Africa. American companies who are reluctant to establish offices in Africa cannot participate in this market. Another critical issue that needs to be addressed is access to capital to finance export companies. African American businesses will have a hard time exporting and working in other countries if they can’t stay in business in the US. They are struggling to keep their businesses open. Something must be done provide the capital they need to strengthen their businesses in the U.S. so that they can participate in the global marketplace.

A recommend strategy that is being developed by the 26<sup>th</sup> District Committee on Trade with Africa is to establish U.S. based export management trading companies or investment associations to orchestrate export cash and carry transactions with African companies. Mary Flowers, the CEO of Strudi-Quik International, provided an example of how her export management trading company has successfully operated in Africa. About 12 yrs ago, her company started looking off-shore to export housing globally as a small business because housing is a major necessity in emerging economies. It wasn’t until they got to Africa, a very challenging market, that she created the Global Green Development Group to meet the one stop housing needs of third world and emerging countries by providing expert turn-key solutions through well defined master planning and capital development strategies. Her company coordinates the business activities of offices they have established in Africa and the U.S.

### **Global Logistics – Planning International Trade Transactions**

According to **Guy Fox, the Chairman of the Southern CA Regional District Export Council**, the key areas that must be addressed in global logistics are trade advocacy, improving credit access, enforcing international trade laws and removing unnecessary trade barriers. An important barrier small businesses have to overcome is the collateral required to get loans through local bank. Congress also needs to take action to level the playing field in our current international trade agreements. Current agreements with South Korea, Colombia, Panama, the Pacific Rim, and the EU allow duty free shipments from these countries into the U.S. while shipments from the U.S. into these countries require duty fees as high as 35%. For example wine shipments into the U.S. from the EU are duty free while wine from the USA into the EU pays a 35% duty fee. Colombia enjoys GSP (Generalized System of Preference) with no duty on goods entering the US while US goods going into Colombia pay 20% to 30% duty making US goods too expensive. If we had fair free trade agreements this problem disappears. We need fair free trade agreements, money and tax credits for the small business enterprises. Also a Transpacific Partnership is currently being developed which includes Singapore, Chile, New Zealand, Australia, Brunei, Peru, and Vietnam. Others countries that could join soon include Philippines, Japan, and China. The U.S. is also planning to participate as this would expand our trading partners and create jobs. Similar partnerships can be developed with nations in Africa and the African Diaspora.

**Jim MacLellan, Director of Trade Services-Port of Los Angeles** stated that the middle class is growing rapidly in Africa. This provides a fantastic opportunity for Americans to serve that rapidly growing group with our products and services. Competition is mainly coming from China. International trade is an economic engine generating over 1 million direct and indirect jobs in Southern California. International Trade is LA’s largest employment sector with 15 years of consistent growth before the recession. Despite the recession, the Port of Los Angeles is experiencing strong monthly growth and will finish the year up 25% with consistent monthly increases. Los Angeles and Long Beach ports handle 1/3 of total US International Trade. The advantages of L. A. & Southern California for International Trade are low shipping



and air transport cost and assistance for International Trade & Investment available through the Department of Commerce, the SBA, and the US EXIM Bank. LAX has over 1000 cargo flights each day linking LA to the world. LA/LB ports are the largest container shipping ports in the US. According to Mr. MacLellan, "LA has a huge port, manufacturing, and warehousing capacity, and affordable office space. This city was built for entrepreneurs."

**Roger Clarke, Chairman of LA Custom Brokers & Freight Forwarders Assn** focused on Africa's potential for exports/imports. According to Mr. Clark Africa has a large economy and lots of resources. U.S. businesses must strategically plan export and import transactions. They must use due diligence to know what and who you're dealing with and obtain accurate documentation that proves what and who they represent. This can best be accomplished by utilizing trade professionals and consultants to help in the verification process, keeping accurate records of all communications, and analyzing and planning for any logistics requirements and desired time frames. Consider possible carrier equipment and space problems such as intellectual property rights examinations and possible commodity licensing requirements. Non compliance will stop exports especially those involving automated export systems. Businesses should make sure you classify your invoice and make it precise with consistent pricing. They should also be prepared to discuss with customs and border protection what you are sending or importing before the transaction is completed. To avoid corruption in exporting negotiate with buyers, get more than one quote, and juxtapose quotes and see which one best suits your needs without the highest amount of expenditure. Also pick your freight forwarder carefully as if it was your doctor.

### **International Trade Financing**

**Caroline Brown of Comerica Bank, Matin Sealander of the U.S. Small Business Association and Paul Duncan from the ExIm Bank** provided current working examples of how they provide money to finance international trade transactions. Their loans are provided to support U.S. companies that have contracts with overseas companies. A typical export finance transaction would provide a credit line for "working assistance" that enables the American company to complete the transaction of the agreement or contract. Credit lines are typically provided to order or build parts, pay the needed workers, or to travel to consummate or service a trade agreement.

**The Export-Import Bank of the United States (Ex-Im Bank)** is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets. Ex-Im Bank enables U.S. companies — large and small — to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy. Ex-Im Bank does not compete with private sector lenders but provides export financing products that fill gaps in trade financing. They assume credit and country risks that the private sector is unable or unwilling to accept. They also help to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters. Ex-Im Bank also provides working capital guarantees (pre-export financing); export credit insurance; and loan guarantees and direct loans (buyer financing).

**The Small Business Associations Export Programs** are for exporters that do not meet the standard criteria for bank loans that need to be met before the bank takes on that responsibility. If you do not meet standard bank loan requirements SBA has programs that can assist you with rebuilding your company goals and plans to help you meet the requirements of standard individual lenders. Some criteria vary depending on the type of business, i.e. medical, air planes, ball point pens. SBA provides assistance programs in support of President Obama's NEI and have increased their express loan amount from \$2.5. mill to \$5 mill.

They are also working on a 90% payback guarantee program. This is to provide working capital for marketing, travel and related activities that support export transactions.

### African Business Opportunities Showcase



**Alison J. Germak, the Public Information Office for the Overseas Private Investment Corporation** moderated the African Business Opportunities Showcase. Her participation was significant in that OPIC is the federal gov. agency established to facilitate and invest in development projects in foreign countries. OPIC is especially interested in supporting opportunities to expand foreign markets for US exports of new technology. OPIC typically provides investment funding, direct Loans and Political Insurance Programs. They are very active in the African Continent. The following projects were presented for review and critique by the audience and Ms. Germak.

1. **Africa's Initiative: The Vision for Restoration and Reunification (TVRR):** 'The Vision for Restoration and Reunification organization serves as the umbrella for the reunification of African Americans with Africa, their native land, through an humanitarian effort involved with developing a 250,000 acre agriculture project in Liberia, West Africa. TVRR has acquired the machinery and farming equipment to help cultivate the land and implement a vast farming industry in Liberia to feed millions of people, create jobs and provide adequate housing, hospitals, and schools aid to war-torn Liberia, West Africa after the recent civil uprising that resulted in the displacement and death of many Liberians.. The project also includes a 200 acre beachfront city development project to attract tourist. TVRR is seeking a minimum start up budget of \$1million and overall budget of \$ 5 million.



Thomas Rodgers, his daughter Katrina and name presenting the TVRR Project

2. **The Greater Port Harcourt City Development Authority** - The Vision of the Authority is to transform Nigeria's Greater Port Harcourt Area into a world class city, internationally recognized for excellence, and the preferred destination for investors and tourist. The objective is to build a well planned city, through the implementation and enforcement of policies that will ensure the provision of first-rate infrastructure and delivery of quality services to enhance the standard of living and well being of the people. The Greater Port Harcourt City Development Project covers an area of approximately 1,900 square kilometres (40,000 Hectares of land) spanning eight Local Government Areas, with a projected population of about two(2) Million people. The New City will be an extension of the old Port Harcourt City. The intent is to allow for urban growth through strategic planning, and de-densification of the old city, whilst gradually integrating both cities as one single unit. The plan is to build a modern city with 24 hours electricity supply, network of reticulated water supply, bulk sewage system, network of good roads/streets, public transportation system, storm water management, waste disposal systems, surveillance systems, well laid out residential, commercial and industrial areas, parks, garden etc. The New City offers the following opportunities to would be investors:
  - a. Power generation and transmission



- b. Solid waste management
- c. Water supply and reticulation
- d. Housing project
- e. Commercial/office complex
- f. Golf course and club house development
- g. Urban transport system

Funding of the Project will be provided by Rivers State Government and also by Public Private Partnership initiatives. OPIC can help the Harcourt proposal by financing a particular project in the overall plan and finding investors to help implement and finance the entire project.

3. **CASA Hotels** - An American development company, Casa Hotels (CASA), An international organization based in Texas, showcased a plan to develop a new chain of limited service, business oriented hotels in South Africa as well as other countries throughout the continent. Investors are African born people, who



migrated to England and other Western countries, and plan on going back to help develop their mother country. CASA has conducted extensive research on the African limited service hotel market and has concluded that existing hotels in the African market are not well designed, offer small guest room accommodations, lack basic amenities and provide operating service levels far below acceptable international standards. Many African countries miss the mid-tier hotel markets 3 star hotels. Hampshire hotels include rate, breakfast, on-site gym, spa, free internet-a reasonable price for amenities that you would not normally get for a higher price at a upper-tier hotel. Hampshire is the high-end limited service hotel in Africa. This void in the marketplace offers an excellent opportunity for an experienced hotel developer and operator such as CASA to capitalize on developing a chain of well-designed hotels. Expanding in Africa will be a challenge. They are attempting to tap into new markets before their competition. They want to market hotels across all of Africa, franchise the brand name and collect royalties. They will ensure that all hotels with their brand name have the highest standards for customer satisfaction. Hampshire Hotels are associated with CASA. Hampshire hotels chose to go to South Africa because it has one of the largest trading ports and hubs to Western and Southern Africa and its expanding. Long term goal is to brand the name. OPEC insurance helps American investors who want to invest in Africa. CASA also plans to expand into building restaurants and casinos.

4. The **TREND MEDIA CITY** is conceived as an international tourist destination as well as a business park, film city, research center and ICT development center. It will be sited on a portion of reclaimed land from the Atlantic ocean near the city of Lagos, Nigeria. The idea is to build an "eco- friendly city" of the future in Africa which will integrate a film city, a business park and a theme park located within a spectacular woodland environment that is a "green building" technologies model for the rest of the world to follow. He is currently developing a new city that will be



built and managed by Africans, outside the governments control, for Africans anywhere in the world to "come back home." The city's movie making enterprise will be the cash cow. We will build facilities (50,000 square meters of land) to train Nigerian youth and host global events (tennis and basketball). The overall facility will include housing, offices, resorts, etc. A facility will also be provided to learn about biotechnology and call centers to tap into sources of wealth. The residency will be for Africans to buy and own the apartments.



## Pan-African Business Tourism

The panel agreed that tourism is #1 revenue generating business in the world with increasing numbers of people going to Africa (i.e. church ministries, businesses, vacationing, work incentive programs etc). **James Burks of the African Marketplace Inc** stated that African Americans represent a \$45 billion international tourism market.

**Yatish Nathraj, Research & Development, CASA Hotels** stated that their company currently invests 40% in the hotel market in the Americas. They decided to start their own brand in Africa and begin in South Africa because it is the source of 70% of Africa's GDP. "CASA Hotels believes conferences like the Pan African Trade Conference will help make people more aware of opportunities in Africa and why emerging markets are so important in a global economy. Without a gathering of intellectual minds on common interests emerging markets will continually be misrepresented as well as misunderstood if we don't take the time to educate ourselves on why places like Africa are the next frontier."



**Anderson Hitchcock of Junteenth Industries** has developed the largest database of black family reunions in the U.S. According to Mr. Hitchcock, "80% of all family reunions in USA are conducted by African Americans. The African people want African Americans to look at doing family reunions and business in Africa. It all comes down to organizing and working with each other."

**Charles Anyiam of Africa Times Newspaper** stated that the era of an African people looking for handouts is over because there is a growing African middle class. "First, visit Africa as a tourist. If you keep your eyes open and exchange ideas you can find business opportunities. Take advantage of the good opportunities by making goods friends and business relationships. An increasing area for tourism in African and the U.S.A is the health care industry.



The panel observed that there is also an increasing need for health care conferences that provide current information about technological advances, advanced health care methodologies and current market demands. They encouraged tourism by African Americans in Africa as well as tourism in African American communities by continental Africans.

**Solomon Herbert, Owner, Black Meetings & Tourism Magazine** moderated the Pan African Business Tourism panel



## Capital Development Strategies

A major problem addressed by this roundtable is the fact that the Pan African community must improve their overall understanding of how capitalism works. Two essential areas require in-depth study and strategic approaches – Human Capital Development and Capital Investment. Human capital development, also known as workforce development, is needed to provide local populations with the education, skills and technology to work in the industry sectors needed to build their local economies. There is also a need for strategic capital investment of money in the business activities of Pan African local economies that upgrade their production capacity and efficiency and generate income for the local workforce, business owners and investors. One of the ongoing purposes of this conference is to promote and facilitate collaborations that create and implement viable ideas for capital development. **Thomas Burr, Managing Director – Finance, Guggenheim Foundation** stated that countries grow when they have some product that everybody wants, build to raise the standard of living in that country and create jobs. “An important question that needs to be addressed is ‘What must we do in Africa and the Diaspora to develop and raise the human and investment capital needed to grow their emerging economies?’” Key approaches recommended for addressing this problem included:



**Thomas Burr**  
Guggenheim  
Foundation

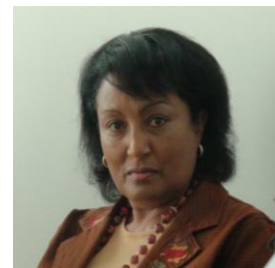
1. Acquainting and connecting the mainstream Pan African community in the U.S., the Diaspora and Africa with the international trade and commerce infrastructure
2. Using tax credits to finance business creation and expansion
3. Collaborating and working together to understand our needs help each other to obtain what we need
4. Developing business and workforce development capitalization strategies that provide micro financing to support the strategic development of local economies.
5. Creating international and localized small investment fund programs for Diaspora remittances

## PAN AFRICAN SOCIAL ENTREPRENEURSHIP



**Nehanda Sankofa-Ra, President (Mothers for Africa)** is currently developing programs in Haiti, the Congo and Ghana. Although she has heard it said non-profit work is no longer needed in Africa it is still very necessary. “Africans are ready for development through non-profit work that leads to “For Profit” work. By meeting immediate needs first (starvation, etc.) additional opportunities develop.” Ms. Sankofa-Ra added, “You need the right team and a good heart. You need to deliver on your promises! Lack of follow-through breeds discouragement. Economic development is not a handout or free trade but equal trade.”

**Evelyn Komatale, the President/CEO (Outreach to Africa)** is currently working in Uganda. Her advice to someone starting a non-profit is first to know what you’re doing as well as why are you doing it. “You cannot operate on excitement alone. Prepare comprehensive complete business plans because you need a business roadmap. Find the right people to work with. Get to know government officials and other people aligned with your goals. Transparency is important. Put yourself in order! Get your business registered. Good bookkeeping is extremely important.”







**Rev. Dr. Terri J. Evans (Life Ministries International)** is currently working in Ghana, West Africa. Rev. Evans advice to someone starting a non-profit is, "Write the vision and make it plain! Focus on what you can do in reality. Education and learning comes by trial and error. Learn the culture and establish good relationships. Remember you are not there to westernize the people you serve. Get accredited both here and in the place you want to work with. It will take time. Work alongside what is

already established so that you're not re-creating the wheel. You will be overwhelmed if you are not prepared. Do the homework and master your passion."



**Byron Nelson, Business Coach/Entrepreneur** specializes on educating inner city youth on wealth building. He works most with high school youth. He currently works through 'For Profit' corporations after a decade of working with non-profits. He has a passion for 'For Profit's because he believes in developing wealth that can be given back to the entire African family around the globe. He observed, "It starts with children because we as a people have not been educated on the culture of wealth building."

#### **QUESTION/ANSWERS:**

**Are there programs to help teenagers go to Africa?** Nehanda Sankofa-Ra's Mothers for Africa is working on it. Evelyn has humanitarian safaris that take children and their guardians. Her medical teams also get free tickets. She advises that we reach out to churches to get their youth to Africa because people are afraid to go to Africa. She calls for the stamping out of ignorance by encouraging people to go to Africa and see for themselves, tell their stories and do the work! "We can create jobs by discovering what can be imported from Africa. Terri's organization is organizing a trip right now that's leaving in May, and there are plenty of spots for young people. We need to start educating our own people on our motherland. We need to get over the various stigmas (eg. Flies, Africans don't like us, etc.) that stop us from going to Africa."

**What is Africa doing to ensure that the Chinese coming in are not simply raping Africa and who is responsible for one-sided contracts thus far?** Our leaders have been selling out due to greed – being dishonest. An example is the agreement to build a road in exchange for being able to build a mine. Yes, a need for a road is immediate, but the mine will be there forever and who's working those mines? The Chinese currently bring all their people to run the mine. What we're doing here with the conference provides solutions by communicating and educating ourselves to the issues at hand.

#### **What has been your biggest challenge?**

1. Finances - You need to find benefactors. You don't want to rely to much on government assistance, because with it comes with a lot of restrictions. Grants are available but the silent rule on applying grants is the IRS likes to see you attempting to raise your own funds first.
2. Finding reliable people. This kind of work comes with responsibility!
3. Government bureaucracy has been a source of frustration.

## Pan-African Bilateral Cultural Exchange

**Moderator Ernest Dillihay- Founder/Conference Organizer (Shaping Black Culture in the Diaspora)** began the discussion by noting that the Conference is a significant cultural and historical event. “We are in a new paradigm shift that promotes African unity on the continent of Africa and throughout the Diaspora. The conference will assist in promotion of African culture as a powerful instrument to control the way Africans are perceived world-wide.”



**Uchenna Nworgu, the Founder and Executive Director of African Focus and Chairman of the 26<sup>th</sup> District Committee on Trade with Africa** observed that culture and trade go hand and hand. “It is a duty for continental Africans to show Diasporian Africans that they have a stake in Africa. If you have African ancestry you will be accepted into the African community. We need to identify and harness those things that make us African.”

**James Burks the Founder and Executive Director of the African Marketplace** noted that the marketplace has established international relationships in the Caribbean, South America, and Africa. “If we do not work collectively we will not own anything. Through the arts and culture we can rebuild our relationships around the world. Africans have to find a way to work collectively. Politics will not do it. We must organize ourselves.”



**Mr. Uzo Udemba, the President/CEO Trendcorp Africa Limited** stated that continental Africans and Diasporan Africans coming together will change the world. “We must bring about awareness on what and who Africans really are. A lot of Africans do not know themselves. Africans need a base (cultural infrastructure) in Africa where we can call home. Africans must establish a media base that will tell our story. Blacks have not found a home outside of Africa. Africans have struggled anywhere they have existed. Africans can come back home.”

**Question:** What do we need to do to continue to build cultural exchange between continental Africans and Diasporan Africans? How can we begin to create those types of exchanges in Los Angeles?

**James Burks** - The urban plan for Los Angeles is about to change. We must strengthen the Diaspora. African Americans are the 7<sup>th</sup> largest economy in the world. We must control our economics.

**Uzo Udemba**- We must develop a communal focus in Africa. We need to spend time with one another. We can visit each other annually and each person/location and take turns in hosting events and building strong relationships. African progress is connected to the African Diaspora. The African Diaspora workforce needs to be involved in the rebuilding of the African continent. Our leaders need to begin to be active and lobby the diasporas’ interest in the continent of Africa. Culturally we need to be tied to Africa but we must also be interested in being a part of the Africa’s economy.

## **Career Opportunities in International Trade & Commerce**

The roundtable discussion focused on international business and employment opportunities. The audience was asked why they were there and what they expected to learn. They responded by saying they were interested in Africa development on the export side, helping to develop the country, business opportunities available for companies, how to assist in workforce development, empowering business owners, career opportunities in African community development, learning how trade is conducted and agriculture farming development.

**Joyce Sloss, Director of the Los Angeles World Airports Business and Job Resources Center** stated that her organization assists business desiring contracts at the airport in navigating the system and building their bonding capacity. They also offer a first source hiring program that prescreens and qualifies people for airport positions and an internship program for high school students. International trade is a new area they have been involved in for the last 18 months to help business learn how to do business overseas. 70% of available business dollars are in overseas markets. They currently offer small business workshops in international trade for architecture, construction and engineering firms.

**Damien Vaden of the Long Beach Harbor Patrol** discussed commercial diver and harbor patrolling as international employment opportunities. Port of Los Angeles is the largest in the United States. Deep sea diving is an excellent employment opportunities if you're not afraid of water. He has helped Black men establish their own deep sea commercial diving business. Harbor patrols keep the money flowing by directing port traffic and keeping commerce flowing thru the port.

**Question:** Are their career development centers for children related to deep sea diving?

Answer: Enroll young children in Aquatic learning centers that acclimate them to water sports at an early age

**Question:** How long is the training for deep sea diving?

Answer: One year. Deep sea diving is a high salaried job. The diving union commercial rate is \$55.00 to \$95.00 per hour. Diving provides an excellent career path. The more you add to your experience and credentials the more you make.

**Question:** Is recession affecting commercial diving?

Answer: No, the recession really has no effect. There are business opportunities and directions to job portal and all information related to particular positions listed on our website [www.lawa.org/bjrc](http://www.lawa.org/bjrc), or [www.jobsinlogisticslosangeles.com](http://www.jobsinlogisticslosangeles.com). Airport employees must have squeaky clean record because of high level security requirements. A number of jobs are currently available even though there is a recession. The jobs in international trade market are wide open. This website has jobs that are plentiful and pay at a much higher rate than your typical job. Ability to speak foreign languages is a definite plus. Its very important to start you children on second languages. An added benefit for doing business in other countries also is learning other country cultures to development relationships, because if they are going to do business with you, they have to like you. There are tons of jobs but the more you can bring to the table the better off your are, so it's best to prepare your children now. Local business should start exporting their goods and services. You have to do your homework but the opportunities are there.

## Bilateral Trade Agreements & Foreign Direct Investment



**Sarah Williams, Executive Director, Legacy Global logistics & Program Officer, International Visitors Center at Jackson State University** - Bilateral agreements create opportunities to organize international communities around a single trade agreement. Bilateral trade benefits both sides. For example the North America Free Trade Agreement (NAFTA) transformed our region into Trade Hub. As a result Brazil, Panama Canal, and other regions are getting port upgrades. What is the objective

for the upgrades in Brazil and the Panama Canal etc? The I-69 corridor that runs from Canada all the way to Santiago Chile. The Panama Canal expansion needed to ship more goods for international trade and commerce occurred as a result of NAFTA.

**Mary Flowers, CEO, SturdiQuik International** – The Global Green Development Group was created to address the needs and desperation in African countries by connecting dots required to successfully develop Africa's emerging economies. Many want to connect the dots but do not have resources to do so. The first thing we have to realize is that we can't expect doing business in African to be the same as doing business in America.



We must look for global resources to help Africa. For example we are currently working with group in Trinidad and Latin America to establish economic relationships with Africa. We could eventually use the Caribbean as a hub for connecting the Diaspora with Africa. The Phase 1b: 10-15 yr. development plan for the Greater Port Harcourt City Development Project is projected to costing \$15-100 billion when completed. Much of the financing will eventually come from Europe, the Middle East, and America.

Our next move will be to connect the Riverstate region, the richest Niger Delta state with the highest GDP in country) to our bilateral trade initiative with the state of California. Small businesses can get involved by getting a good client associated with the project. In Riverstate your plan has to be framed around how your company will help build their new city. For example a good entry point for small businesses can be education. They're building 150 primary schools. If you can only provide one product or service you might want to collaborate with a bigger corporation. Make sure that the business you're associated with is legit. Contact your local office of the U.S. Department of Commerce and stay in contact with them as your proceed with your research and negotiations.

## Negotiations, Conflict Resolution and Peace Building

The panel discussed critical issues associated with peace building in Africa. In African corporate and government conflicts are the major problems. . Colonization and the Cold War has left a lot of unresolved suffering and conflicts in Africa. Conflicts occur in areas blessed with resources owned by local tribes. Big businesses seek to exploit Africa's resources. Businesses are becoming small nations. Businesses pressure local tribes and bribe government officials to obtain these resources which cause wars between tribes. However not all conflict in Africa is due to external influences. There are also many internal problems such as domestic violence and traditional tribal conflicts.

The response to resolving conflict in African must therefore come from outside African and the people of Africa as well. The people of Africa must become more aware of what money hungry corporations are doing to exploit and destroy Africa's resources. A smooth relationship between African

people and their governments is important to helping Africa in general. Educating the people will help to both resolve local conflicts and protect Africa's resources.<sup>2</sup> We also need to build systems that stop Africa's brain drain. Many highly education Africans live in America and Europe.

A major source of problems between Africa and outside corporations is lack of collaboration between business and local communities. Multinational corporations in many cases have more power than



Matthew Rosenthal, Prevent HATE (left) & Moderator Nancy Erbe, CSUDH Professor (right) provided important input during the Negotiations, Conflict Resolution and Peace Building panel.

local African governments. There are too many exploitive contracts. Government must include conditional clauses in trade agreements and that require training and hiring of local community residents and resolve problems associated with introducing capital and technology without the involvement of Africa's tribal landowners. Economic development must focus on soliciting community investors rather than money hungry corporate sharks.

There is also a mistrust of outside groups by many Africans. Trust needs to be rebuilt. People with good ethics and values need to be solicited to invest in Africa. If profit is the only thing desired there will be problems with Africans. Those wishing to be welcomed by Africans must come not just exploit them but prepared to build relationships, contribute to the elevation of their communities, and promote human rights and nonviolence.

## Sports Management in Africa

The African Sports Management Association (ASMA) was founded on 8th June 2010 during the 17th Biennial International Conference of the International Society for Comparative Physical Education and Sport (ISCPEs) held at Kenyatta University, Nairobi (Kenya). ASMA was formed as a Pan African Sports Management Association to enhance the development of sports management in Africa. The following needs must be addressed:

- The lack of specialization of sports management as its own independent discipline.
- Not enough collaboration between the academic and the corporate sector of sports.
- Emphasis has been more on training graduates for careers in recreation and ministries of sports rather than careers in sports business.
- Lack of sports management programs for those in sports in other fields who want to get in sports management as a career choice. For example transitioning from coaching to sport promotion or marketing.
- Critical program development topics include Sports Leadership; Legal Ethical, Issues in Sports Management; Management of Athletes; Conflict Resolutions in Sports Organization; Sports Event Management; Sports Media; Sports Technology; and Sports Funding

Sports management in Africa must be developed as an academic discipline and a professional career that can provide vital contribution to the continent's global social-economic development.

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<sup>2</sup> Media in Africa is often not able to help with education. Good moral journalists are often exiled.



## PACTC 2010 – 2011 Program Development Projections



Dr. Munashe Furusa,  
Director  
California African  
American Political  
and Economic  
Institute

The 1<sup>st</sup> Pan African Global Trade Conference was the first of an ongoing series of conferences that will be conducted annually to discuss current issues related to promoting and facilitating international trade and commerce between the U.S.A., the African Diaspora and the African continent. Each conference will be designed to develop recommendations for programs that need to be developed during each conference year to accomplish this objective.

Subsequent conferences will be conducted to review programs established as the result of previous conferences for their overall effectiveness in furthering the accomplishment of the goals and objectives of the Annual Pan African Global Trade Conference series. We will also use each conference to identify and discuss current issues and problems associated with accomplishing the conferences goals and objectives and recommend strategic approaches for either the improvement of current programs and/or development of new programs during the subsequent conference year.



Al Washington  
Executive Director  
Africa-USA Chamber  
of Commerce

As a result of the issues and recommendations discussed in our first conference's plenary sessions and business roundtable discussions the primary collaborating organizations – the Africa-USA Chamber of Commerce, the African Marketplace Inc, the California African American Political and Economic Institute and the California 26<sup>th</sup> Senate District Committee on Trade with Africa – will collaborate to develop the following programs during the 2010 -2011 conference year to address the immediate problems that must be resolved to improve trade and commerce between the U.S.A., the African Diaspora and the African Continent.

- 1. Pan African International Trade Education & Training Program** – The small business owners and students attending the conference appreciated the opportunity to learn the essential components of international trade and commerce. However additional in depth training is needed to build their capacity to participate in the international marketplace. The conference has determined that the best method to address this problem is to establish a community and university based education and training program in international trade and commerce for individuals and small business owners. The curriculum and faculty will include the topics and presenters featured during the conference. Community based programs will involve the development of business seminars in collaboration with local chambers of commerce to include the Los Angeles Chamber of Commerce, the Carson Black Chamber of Commerce and Recycling Black Dollars. We have also begun negotiations to establish the first phase of a university based program at California State University Dominguez Hills in 2011. It will initially be offered in Phase I as a certificated program providing continuing education in international trade and commerce for small business owners, trade professionals and individuals. We will subsequently initiate the development of a Phase II four year program offering a Bachelor's Degree in International Trade and Commerce.
- 2. 6<sup>th</sup> Region African Diaspora Economic Community Development Program** – It is generally understood and agreed that a major stimulus of the African Union's interest in including the African Diaspora as a regional member of its deliberative body has been the multi- billion dollar remittance flows into Sub-Saharan Africa from Africans in the Diaspora and the ongoing support the Diaspora has historically provided to maintain and extend Africa's public infrastructure, donate needed equipment and supplies,

and advocate for the economic needs of their home countries through Diaspora led investment initiatives. A major problem that needs to be addressed is that most of the efforts are small scale uncoordinated enterprises. As a result of the information presented during the conference the 6<sup>th</sup> Region Diaspora Caucus (SRDC) has begun planning to establish the African Diaspora as a regional trading bloc that will develop coordinated trade, commerce and humanitarian assistance programs as a unified and integrated regional market. A plan for the establishment of an African Diaspora Regional Trading Bloc (ADRTB) is currently being developed. When completed the plan will be presented for review, ratification and implementation at the upcoming conference of the Sixth Region Diaspora Caucus and the Pan Africa Diaspora Union in 2011.

3. **African Business & Cultural Tourism Program** – As a result of the conference the coordinators have been asked to plan business and culture tours to Nigeria, Cote D’Ivoire and Ghana in 2011. Each tour will be planned to maximize bilateral business opportunities in predetermined industry sectors for each business participant and develop cultural relationships through student exchange programs and needed humanitarian assistance. Each participant will receive training in each countries business culture and opportunities before they depart. Follow up support will also be provided to assist in developing and consummating trade and service agreement opportunities provided by each trade mission.
4. **Regional Pan Africa Global Trade Conferences** - The primary mission of our International Pan African Trade & Investment Conference series is to establish economic development and cultural exchange programs that promote and facilitate international strategies for bilateral trade, investment, and cultural exchange between the U.S.A., the African Diaspora and the African continent. Regional conferences will also be developed to collaborate with local public and private sector businesses, investors and NGO’s in predetermined regional markets. Targeted industry sectors will include agriculture, oil and gas, manufacturing, health care, education, banking, telecommunications, transportation, tourism, and energy production. We have currently been asked to develop regional conferences at Jackson State University in Jackson, MS and Johannesburg, South Africa and the Caribbean.
5. The following related education, training and business programs will are also being considered for development within the next two years:
  - a) The Africa-USA Chamber of Commerce will conduct a post doctoral **Academic Conference on Africa’s Central Banks and the Development of the African Continent** at the University of California at Los Angeles (UCLA) in collaboration with the UCLA Anderson School of Business, the UCLA Political Science Department, the African Studies Centers at UCLA and California State University Dominguez Hills, and the California African America Political and Economic Institute.
  - b) An **Annual Seminar on Investment Banking for Infrastructure and Industrial Technology Development** will be conducted at the conference for African and US Investors, educators and business professionals. The mission of the seminar is to create a forum whereby banks and financial institutions are identified and encouraged to invest in the emerging economies of Africa.
  - c) **International Trade Exhibits, Workshops & Business Meetings** will be conducted for companies and individuals involved and/or interested in viable bilateral international trade with pre-identified potential business partners and financiers from Africa the African Diaspora and the U.S.
  - d) An **Ecumenical Community Development Workshop** will be conducted for faith based programs interested in learning how to create conflict resolution programs and harness investment financing to build local economies and support humanitarian activities in African and the African Diaspora.

- e) A functioning **Web-Site and Broad Band Network** will be designed to provide current information about Pan African trade opportunities and business, workforce and infrastructure development programs and funding opportunities on a daily basis.
- f) Seminars will be provided to discuss current valuable information about the **African Growth & Opportunities Act (AGOA)** for African and American investors.

#### THANK YOU COMMUNITY AND STUDENT VOLUNTEERS!

Student and Community Volunteers provided invaluable support under the direction of CSUDH students Charmaine Lang and Chardae Jenkins, Benetta Johnson the Executive Director of the Alameda Corridor Jobs Coalition, and Cheryl McNight the Director of the CSUDH Center for Service Learning, Internships & Civic Engagement. They were involved in directing participants to the conference venue, conference registration, documenting the conference plenary sessions and roundtables and obtaining additional administrative support when needed to keep the conference flowing smoothly. The conference sincerely appreciates all the help they provided. They were truly the greatest!



## ADDENDUM

**AFRICAN UNION**

**الاتحاد الأفريقي**



**UNION AFRICAINE**

**UNIÃO AFRICANA**

**AFRICAN UNION REPRESENTATIONAL MISSION  
TO THE UNITED STATES OF AMERICA**

**1919 PENNSYLVANIA AVENUE NW  
TELEPHONE (202) 293 8006**

**SUITE 700, WASHINGTON DC 20006  
FAX (202) 293 8007**

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**AU/WDC/W9/218/10**

**19 October 2010**

**Dear Mr. Washington,**

I was delighted to receive your letter of 15 July 2010, inviting me to participate to the Los Angeles Pan African Trade Conference. However, due to financial constraints, it is no longer possible for me to attend the Conference. The purpose of this letter is to convey to you my sincere apologies for any inconvenience you and other participants may have experienced with respect to my non-attendance and due to the late notice.

I wish to express my deep gratitude to you and your esteemed Organization for gathering high-powered individuals from private and public sectors and potential business partners from the US, Africa and the African Diaspora to participate in the Conference and to acknowledge your role in associating the African Union Mission to this commendable initiative, providing a platform where people who have Africa interests at heart can network and exchange ideas and, who are willing to share their expertise on various subjects, among others, positive image and the business culture of Africa, exchange experiences, identify areas of mutual interests and map out a follow-up agenda to enhance cooperation.

As you may be aware, one of the purposes of the African Union Representational Mission to the US, of which I act as Permanent Representative, is to deepen the relationship between the United States and the African continent in areas of trade, economic development, social affairs and cultural exchanges.

The Mission seeks to give a positive image of Africa as a continent of endless opportunities – an economically vibrant Africa imbued with investment opportunities and prospects for economic renewal.

**Mr. Al Washington  
Executive Director  
The Africa-USA Chamber of Commerce and Industry  
Los Angeles**



Everyone now knows that to succeed in a globalized world, common responses should be sought and collective action taken by facilitating regional integration. The awareness of this fact was recently echoed in the two strong and concrete signals jointly given by COMESA, EAC and SADC:

- The grouping of these three Organisations decided to unite and transform into a single Free Trade Area with about 600,000,000 inhabitants and therefore rightly considered as the precursor to the achievement of the total economic integration of the Continent;
- The North South Corridor Programme is a Model Aid for Trade Programme that has enabled the Regional Economic Communities of COMESA, EAC and SADC, their Member States and the International Community to implement an economic corridor-based approach to reducing costs of cross-border trade in Sub-Saharan Africa. It seeks to enable producers and traders to be more competitive, thereby creating higher levels of economic growth, employment creation and reduce poverty. The project will also focus on taking the necessary steps to ensure that adequate power supply is made available to support the growing demand from industrial, commercial and domestic consumers.

The African Union is working towards the achievement of political stability and rapid socio-economic development to which all the peoples of the continent legitimately aspire. In order to achieve this, the Commission has drawn up a fundamental instrument according to which the implementation of the political and economic integration process of the continent will cover a four-year period, which framework is built on four main pillars, namely peace and security, development and cooperation, shared values and institutional strengthening. This Plan puts, inter alia, the coordination of the Initiatives of the various Stakeholders and Partners at the very heart of its action.

I therefore, attach utmost importance to the useful contacts to be established and the gains to be initiated from this Conference. In this regard, I wish to inform and assure you, that I support wholeheartedly the Conference. In particular, I look forward to the prospects of consolidating the dialogue with various parties of the Conference.

I look forward to future follow-up Meetings which would serve as the building blocks that would provide the momentum for a permanent mechanism to implement the objectives set and sustain long-term and formalized cooperation in the future.

Thank you for facilitating the success of the Conference and I wish you good deliberations and hope to work with your Organization in the future.

Highest consideration.



**Amina Salum Ali (Amb.)**  
**Permanent Representative**

## 2010 Pan-African Global Trade Conference™ Schedule

California State University Dominguez Hills  
1000 E. Victoria Ave - Carson CA. 90747

Time

Activity

### October 20, 2010: Opening Ceremonies & Reception

7:00 p.m. **Opening Welcome Ceremony & Reception,**  
California State University Dominguez Hills

### October 21, 2010: Trade Connect Africa

7:00 a.m. **Registration/Continental Breakfast**

8:30 a.m. **Keynote Speaker: Mervyn Dymally,** United States Congressman Emeritus

9:00 a.m. **Plenary Session: Pan African Mobilization Initiatives**

The World Bank's Africa Region (AFR) has recently established the African Diaspora Mobilization initiative in support of the African Union and African Governments' agenda of harnessing African Diaspora expertise and resources for the continent's development. A Sixth Region Diasporan Caucus is also being organized to prepare the African Diaspora for participation and membership in the African Union. These initiatives are being developed because the World Bank Group, the Africa Union (AU) and other development partners of Africa have come to the realization that the African Diaspora must become full partners in the economic development of Africa's emerging economies. The overall understanding is that the African Diaspora must be directly involved with AU activities and vice-versa, regarding integrated development and the sharing of technical and financial expertise. Panelist will discuss the current status of these initiatives and the opportunities they currently provide for Pan African Trade & Commerce.

**Panel:**

**Robert Farrel**

Los Angeles City Council Member-Retired

**Mervyn Dymally**

United States Congressman Emeritus

**Folashade C. Farr, Washington State Facilitator**

Sixth Region Diaspora Caucus

9:45 a.m. **Break**

### Conference Roundtables

10:00 a.m. **Track A: Small Business Export Opportunities for Africa**

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, infrastructure development, power generation & renewable energy, health, water resources, natural gas development and housing & mortgage financing. Panelists will discuss key issues related to conducting successful bilateral small business transactions with African businesses and governments to include Joint Venture Business Opportunities, Trade Leads & Negotiations, Risk Management Assessments, and Understanding African Business Cultures

**Moderator: Reuben Jaja, President/CEO**

Africa-USA Chamber of Commerce

**Panel:**

**Rachid Sauyoti, Executive Director**

US Department of Commerce Commercial Service Los Angeles

**Maurice Kogon, Director**

Center for international Trade & Development

**Mary Flowers, CEO**

Sturdi-Quick International

**Norm Arikawa, International Trade Development Mgr**

Port of Los Angeles

11:00 a.m. **Track B: Global Logistics – Planning International Trade Transactions**

Global Logistics is the complex scope of locations, plants, warehouses, vendors and customers involved in the movement of products, components and finished goods through the Global supply chain. Panelists will discuss key critical components of global logistics -Movement of Product, Movement of Information, Time / Service, Cost/Financing, and Cultural Factors - and their required integration within a company for successful international trading with its vendors and potential international customers.

**Moderator: Guy Fox, Chairman**

Southern California Region District Export Council (U.S. Department of Commerce)

**Panel:**

**Jim MacLellan, Director of Trade Services**

Port of Los Angeles

**Giulio Battaglini, President**

Los Angeles Air Cargo Association

**Roger Clarke, Chairman**

Los Angeles Custom Brokers & Freight Forwarders Association

12:00 p.m. **Lunch**

2:00 p.m. **Track C: International Trade Financing**

Trade finance through commercial banks and other financial institutions is an essential component of international trade. Commercial banks and trade credit insurance companies, often supported by quasi-government export credit agencies, provide critical international trade financing loan and insurance programs to reduce risk, cover transaction costs and insure payment for goods and services rendered. Panelists will discuss how traditional and innovative trade financing strategies can be utilized to finance trade and commerce between California, the African Diaspora and the nation states of Africa.

**Moderator: Caroline V. Brown, 1<sup>st</sup> VP International Trade & Finance**  
Comerica Bank

**Panel:**

**David Josephson, Western Regional Director**  
ExIm Bank of the United States

**Martin Selander, International Trade Specialist**  
US Small Business Association – USEAC

3:00 p.m. **African Business Opportunities Showcase & USDC Business Meetings<sup>3</sup>**

The emerging economies of the nation states of Africa offer a wide range of business and investment opportunities for infrastructure development for agri-business, health care and education facilities, housing, retail and entertainment facilities just to name a few. This session will provide opportunities for representatives from preselected Africa nations to showcase their current development projects to potential investors, business partners, and vendors who are able to provide needed goods and services.

**Moderator: Allison Germak, Public Information Officer**  
Overseas Private Investment Corporation

**Showcased Projects**

**Project 1.) Greater Port Harcourt City Development Authority (GPHCDA)** is building a complete new international standard city. California can provide many of the technological resources (export of services & expertise etc.), tangible resources (equipment, machinery, goods, materials etc.) in the following areas: Electrical Engineering & Installation of Security & Alarm Devices, Mechanical & Structural Engineers, Project Managers, Procurement of Quality Control Processes, Quality Assessment Laboratories & Materials, Water & Wastewater Resources, Construction of Buildings, Housing Development, Road Construction, Drainage & Storm Water Channels, Civil & Engineering Works, Mass Infrastructure Development, Power Generation including Transmission & Distribution, Water Supply & Reticulation, Bulk Sewer & Sewer Treatment Plants, Horticulturists & Landscapers, Environmental Impact Assessments, Architects, Financial Advisory Services, Real Estate Services, Land & Estate Surveyors, Insurance Services, Health Services, Medical health Practitioners, Pension Services, IT Consultants (Software Design & Writing) & Communications, Pension Fund Managers, Commercial & Mortgage Bankers, Public Transportation, Education, Training Programs, and Social Services.

**Project 2.) CASA Hotels 1, LLC** - The development Company, Casa Hotels 1, LLC (CASA), a United States based Limited Liability Company, is planning to develop a new chain of limited service, business oriented hotels in South Africa as well as other select countries throughout the continent of Africa. CASA has conducted extensive research on the African limited service hotel market and has concluded that the existing hotels in the market are not well designed, offer small guest room accommodations, lack basic amenities and provide operating service levels far below

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<sup>3</sup> USDC Business meetings can also be scheduled throughout. A meeting room can be made available to accommodate reasonable requests.

acceptable international standards. This void in the marketplace offers an excellent opportunity for an experienced hotel developer and operator such as CASA to capitalize on the potential of developing a chain of well-designed hotels that would be operated with professional management.

**Project 3.) The Vision for Restoration and Reunification, Inc. (TVRR)** is an Agricultural Development Project that began as a humanitarian – short term aid project after the company's President, Rev. Thomas Rodgers, visited Liberia in 1987. The project involves the establishment of a transportation company and vegetable farm on purchased and leased land that will be organized into communal farms. The subsequent conflict in Liberia interrupted efforts to develop the project. However recent contact with the Liberian government indicates that they can begin the operation of this project in Liberia by early 2011, now that a stable democracy has again been established.

**Project 4.) The Trend Media City** - The TREND MEDIA CITY will be sited on a portion of reclaimed land from the Atlantic ocean near the city of Lagos, Nigeria. It is conceived as an international tourist destination as well as a business park, film city, research center and ICT development center. The idea is to build an "eco- friendly city" of the future in AFRICA which will integrate a film city, a business park and a theme park located within a spectacular woodland environment that is a "green building" technologies model for the rest of the world to follow.

5:00 p.m. **Conference Adjourns for Business Meetings**

#### October 22, 2010: Bilateral Trade, Tourism & Cultural Exchange

7:00 a.m. **Registration/Continental Breakfast**

8:00 a.m. **Keynote Speaker: California State Senator Curren Price, The 26<sup>th</sup> District Committee on Trade with Africa** - California State Senator Curren Price has begun an unprecedented initiative to increase trade between California and Africa by convening the 26<sup>th</sup> Senatorial District Committee on Trade with Africa. The committee is being established to enhance California's role in global market development by promoting and facilitating opportunities to establish win-win trade development partnerships between Africa and the California. Senator Price will discuss the committee's current status and its plans 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.

8:30 a.m. **Plenary Session: Pan African Business Tourism**

Tourism is the world's largest industry, responsible for more than one in ten jobs globally. In many developing and transition economies, tourism has emerged as the dominant tool for economic growth. According to the World Tourism Organization there will be one billion international travelers in 2010. Business tourism is a fast-growing, lucrative market segment of this industry and is expected to be one of the hottest growth markets for travel industry providers in the years ahead. This session will focus on how business tourism can be utilized to develop trade missions, trade



fairs, hotels and trade conferences that promote and facilitate bilateral trade & commerce and cultural exchange between California and Africa's emerging economies.

**Moderator: Solomon Herbert, Owner**  
Black Meetings & Tourism Magazine

**Panel:**

**Charles Anyiam, Editor In Chief**  
Africa Times Newspaper

**James Burks, Executive Director**  
The African Marketplace Inc

**Veno Nathraj, Partner**  
CASA Hotels LLC

**Anderson Hitchcock**  
Juneteenth Industries

9:45 a.m. **Break & Dissemination to Concurrent Business Roundtables**

**Concurrent Conference Roundtables**

10:00 a.m. **Track A: Capital Development Strategies**

Effective strategies for capital development encourages the establishment of mutually beneficial economic development investment programs that improve trade flows, secure preferential deals and cement ties with strategically important countries. Panelist will discuss how current and potential bilateral capital development and investment programs can develop bilateral trade relationships between California, the emerging economies of Africa and the African Diaspora.

**Moderator: Cecil McNab, Legal and Economic Adviser,**  
Consulate General of Belize

**Panel:**

**Bryan Franklin, Founder**  
1iMALL.COM

**Dr. J. Owens Smith, Professor**  
Afro-Ethnic Studies and Political Science

**Thomas Burr,**  
Guggenheim Foundation

**Jim Reynolds**  
Real Estate

**Track B: Pan African Social Entrepreneurship**

Social Entrepreneurship provides opportunities for important cultural linkages & potential bilateral trade relationships: Panelists will discuss how current humanitarian assistance programs in Haiti and Africa can lead to opportunities for social entrepreneurship in housing, health care and education.

**Moderator: Nehanda Sankofa-Ra, President**  
Mothers for Africa

**Panel:**

**Evelyn Komatale, President/CEO**  
Outreach to Africa

**Rev. Dr. Terri J. Evans**

Life Ministries International.

**Adjoa Linda Fletcher, Outreach Resource Coordinator**

Adele Women Association and Permaculture Network in Nkwanta, Ghana

**Melanie Cooper, Founder & Executive Director**

New Community Horizons Inc.

### **Track C: Pan African Bilateral Cultural Exchange**

The significant role arts, culture, education, humanitarian assistance and entertainment play in international trade and commerce cannot be overlooked or underestimated. The export of arts and entertainment is big business on a local and global scale. International student exchange programs are major sources of funding for universities all over the world.. This roundtable will discuss how cultural exchange programs can be instrumental in promoting bilateral trade and commerce between California, the African Diaspora and the African continent.

**Moderator: Ernest Dillihay, Founder/Conference Organizer**

Shaping Black Culture in the Diaspora

**Panel:**

**James Burks, Executive Director**

The African Marketplace

**Uchenna Nworgu, Executive Director**

African Focus Inc

**Munashe Furusa, Ph.D, Interim Executive Director**

California African American Economic and Political Institute (CAAPEI)

**Mr. Uzo Udemba, President/CEO**

Trendcorp Africa Limited

### **Track D: Negotiations, Conflict Resolution & Peace Building Programs**

Conflict resolution and peace building are issues which have become very topical in debates and discussions on Africa. This is not only because Africa is characterized by many conflicts, but much more so due to the realization that in most cases conflicts have negative impacts on Africa's socio-economic and political development. Roundtable panelists will examine and recommend essential conflict resolution and peace building strategies for addressing the problem of conflicts in the continent.

**Moderator: David Habib,**

Law Offices of David Habib

**Panel:**

**Nancy D. Erbe, Associate Professor**

California State University Dominguez Hill

**Elias Wondomu**

Journalist

**Matthew Rosenthal, Executive Director**

Prevent HATE

**Bob Ezeh, President**

Maestro ADR Services

### Track E: Career Opportunities In International Trade & Commerce

The International Trade (IT) industry has long held and will continue to hold a paramount role in California's regional economy. The IT industry is a huge, multifaceted and dynamic entity made up of a complex web of logistics companies, businesses, transport systems and infrastructure projects. There are over 2,000 logistics companies and 3,500 transportation carriers that provide over 400,000 IT business related jobs. Panelists will examine and propose workforce development models and strategies focused on developing and leveraging employment and business resources within Los Angeles and the Southern California region to address current and future IT career opportunities.

**Moderator: Benetta Johnson, Executive Director**

Alameda Corridor Jobs Coalition

**Panel:**

**Ray Bowman, Customs Broker**

Bowman Business Services

**Joyce Sloss, Director**

Los Angeles World Airports Business & Job Resource Center

### Track F: Bilateral Trade Agreements & Foreign Direct Investment

Bilateral free trade and investment agreements provide preferential treatment opportunities for participating countries while allowing each country to continue its current trade policies with countries outside the FTA.<sup>4</sup> Experts say small bilateral FTAs also accomplish the goal of liberalization and the expansion of markets for U.S. and African goods while increasing employment in their respective export industry sectors. Such deals also provide a better climate for bilateral U.S. and African foreign direct investment.<sup>5</sup> Panelist will discuss current bilateral trade agreements with Africa and propose programs to improve them.

**Moderator: Ed Anderson, Vice President**

Global Green Development Group

**Panel:**

**Sarah Williams, Executive Director**

**Legacy Global logistics & Program Officer**

International Visitors Center at Jackson State university

**Mary Flowers, CEO**

Sturdi-Quick International

11:00 a.m. **Repeat Tracks A – F**

12:00 p.m. **Lunch**

1:00 p.m. **Closing Remarks:**

Reuben Jaja, PhD, President & CEO, Africa-USA Chamber of Commerce

1:30 p.m. **Conference Report & Next Steps:**

Al Washington, Executive Director, Africa-USA Chamber of Commerce

2:00 p.m. **Conference Adjourns for Business Meetings**

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<sup>4</sup>The Rise in Bilateral Free Trade Agreements, Council on Foreign Relations, Author: Robert McMahon, Deputy Editor, June 13, 2006

<sup>5</sup>Jeffrey Schott, Senior Fellow on International Trade Policy, the Institute for International Economics

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Silva Opusunju	Board Secretary, GPHCDA	Rivers State, Nigeria
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**California Crusader News – Media Partner**  
**Our Weekly – Natalie Cole & David Horn**  
**EUR Web – Lee Baily**  
**Black Voice News**  
**Urban Buzz – Kevin Fleming**  
**Compton Journal**  
**Los Angeles Sentinel**  
**KJLH Radio – Mark Whitlock**  
**Peter Allen – Freelance Writer**  
**Ethiopian Mirror - Tes Davino**  
**L.A. Watts Times Newspaper**  
**Masterson Public Relations – Daniella Masterson**  
**World Trade 100 – Lara L. Sowinski**  
**KCBS FM 106.9 – Bob Butler**  
**Black Star Media Global - Keidi Obi Awadu**  
**Valley International Trade Association Newsletter**

November 15, 2010

**The Executive Director**

Africa-USA Chamber of Commerce  
Pan African Global Trade Conference  
California State University  
Dominguez Hills, Carson, California  
United States of America

Sir,

**LETTER OF APPRECIATION**

On behalf of the Administrator, Dame Aleruchi Cookey-Gam, Management and Staff of Greater Port Harcourt City Development Authority, I convey this letter of appreciation to the Africa-USA Chamber of Commerce and officials of the Pan African Global Trade Conference for inviting officials of the Greater Port Harcourt City Development Authority to participate in the just concluded 1<sup>st</sup> Annual Pan African Global Trade Conference held 21<sup>st</sup> to 22<sup>nd</sup> October, 2010.

This forum gave us an opportunity to showcase our organization, Greater Port Harcourt city Development Authority which is an agency of Government of Rivers State of Nigeria charged with the mandate to develop of a highly sustainable New city in Rivers State, consistent with an approved Master Plan.

We implore the African- American community and the people of the United States of America to see the Greater Port Harcourt City Development Authority as a model for active engagement and destination for investment in Africa. It should also be the basis for a bilateral relationship that will enhance opportunities.

Yours faithfully

For: **GREATER PORT- HARCOURT CITY DEV. AUTHORITY**

**Dr. Silva Opusunju**

Authority/Board Secretary

**cc:** Administrator (GPHCDA)



**PRESS RELEASE**  
For Immediate Release  
November 1, 2010

**AFRICAN UNION MOVES TO ESTABLISH STRONGER TIES WITH THE AFRICAN DIASPORA**

**NEW YORK, New York, Oct. 21-22** - The African Union took a giant step on Thursday and Friday, October 21 and 22, in its efforts to galvanize Africans in the Diaspora by convening the African Diaspora Meeting at the offices of the Permanent Observer Mission of the African Union to the United Nations. The African Diaspora Meeting, labeled "Building Bridges Across the Atlantic," was organized by the African Union Commission, the main administrative body of the African Union, through its offices in the United States, including the Permanent Observer Mission of the African Union to the United Nations, New York, and the African Union Embassy to the United States, Washington, DC. Taking charge of the two-day meeting was a strong delegation from the African Union Commission in Addis Ababa, Ethiopia. The African Union Permanent Observer Mission's Conference Hall was the venue of the meeting.

The high powered officials from the African Union headquarters, led by Mr. Anthony Okara, Deputy Chief of Staff of the Bureau of the Deputy Chairperson, included Dr. Jinmi Adisa, Diaspora Director of the African Union Commission (Citizens And Diaspora Directorate (CIDO); Dr. Fareed Arthur, Advisor (Strategic Matters, Bureau of the Deputy Chairperson of the Commission), Mr. Wuyi Omitoogun (Expert, Diaspora Relations, CIDO) and Ms. Nadia Roguai (Expert, ECOSOCC, CIDO). The two African Union Ambassadors in the United States, who attended, were Ambassador Tete Antonio, Permanent Observer of the African Union to the United Nations; and Ambassador Amina Salum Ali, Ambassador of the African Union to the United States, Washington, DC.

In his second welcoming address within minutes, the Ambassador and Permanent Representative of the Republic of Malawi Mr. Brian Bowler delivered a most explosive and rousing speech, in which he called on his colleagues in dealing with the Diaspora, especially when it comes to economic well-being of the group. "For example," he said, "during the UN General Assembly meeting each September, let's assume that each of the 53 African countries spend just \$500,000, we are talking of \$25 million that could go to an African Diaspora company. That's \$25 million in less than one month," he said. Ambassador Bowler, who was speaking as Chairman of the African Ambassadorial Group in his capacity as a representative of President Binbu wa Mutharika of Malawi as current Chairman of the African Union, challenged his colleagues to begin looking for African Diaspora companies to do business with, as he felt that the relationship with the Diaspora should not be a one-way street, "especially as a businessman who owns three breweries in three different African countries."

After Ambassador Antonio welcomed the group, Ambassador Amina Ali took over and delivered an equally forceful presentation of what the African Union office in Washington, DC, has accomplished since opening in 2007. She informed the group that she has aggressively moved to deliver the essence of the AU Diaspora Initiative by traveling all across the United States, Canada as well as the Caribbean and Central/ and South American countries in bringing a message of the need for the Diaspora to recognize its important role to Africa and the African Union, especially as the Sixth Region of the Union. Ambassador Ali stayed throughout the two-day meeting in helping to guide the deliberations of the meeting.

Consequently CIDO Director, Dr. Adisa, provided more reasons of why the meeting had been called. Dr. Adisa began by calling the meeting a "precedent setting event, which we hope will set the pace for an annual consultation process with the African Diaspora in US, the Caribbean and Central/South America, Europe and the Middle-East, amongst others. In organizational terms, this is also an exercise in inter-collegiality that serves as an inspiration for the Commission and various organs of the Union to work together as one in the spirit of cooperation and solidarity that underpins the purpose of the African Union."

Dr. Adisa went on to discuss the different sectors of the African Union, including "Objectives of This Dialogue," "The Initiative Within the Context of the Development of the African Union," "Rebuilding the Global African Family," "Definition of the African Diaspora," "Engagement Strategies," "Organizational Processes," and ending with the "Global African Diaspora Summit."

Dr. Adisa discussed the processes that led to the recognition of the Diaspora as a Sixth Region of the African Union. "Soon after the launching of the African Union in Durban, South Africa in 2002," he said, "the Assembly of Heads of States met in Addis Ababa, Ethiopia to establish, among other things, a legal framework that would create the necessary and sufficient conditions for putting this decision into effect. Hence, it adopted the Protocol of the Amendment to the Constitutive Act of the Union which in Article 3 (q) invited the African Diaspora to participate fully as an important component in the building of the African Union. In adopting the decision," he continued, "the Protocol symbolically recognized the Diaspora an important and separate but related constituency outside the five established regions of Africa - East, West, Central, North and South. Thus, although there is no specific legal or political text that states this categorically, it, in effect, created a symbolic sixth region of Africa."

Regarding the definition of the African Diaspora, Dr. Adisa said that a meeting of Experts from Member States had met in 2005 and adopted the following definition, "The African Diaspora consists of peoples of African origin living outside the continent, irrespective of their citizenship and nationality and who are willing to contribute to the development of the continent and building of the African Union." Dr. Adisa informed the group that there had been a lot of debates and disagreements on the definition. There were those who felt the need for an "academic" and "intellectual" aspects to the definition and the other that would be related to the political needs of the Union. Another group, he said, preferred the need to add "permanently" to "living outside the continent. "Others," he said, "argued that the phrase "willingness to contribute to the development of the continent and the building of the African Union" should be left out." Nothing, they felt, should be demanded or expected from the Diaspora.

The African Union preferred its earlier definition, as according to Dr. Adisa, it encompasses the following:

- (a) Bloodline and/or heritage: The Diaspora should consist of people living outside the continent whose ancestral roots or heritage are in Africa;

- (b) Migration: The Diaspora should be composed of people of African heritage, who migrated from or are living outside the continent. In this context, three trends of migration were identified - pre-slave trade, slave trade, and post-slave trade or modern migration;
- (c) The principle of inclusiveness: The definition must embrace both ancient and modern Diaspora; and
- (d) The commitment to the African case: The Diaspora should be people who are willing to be paid of the continent (or the African family).

Finally, with regards to the importance that the African Union attached to the Diaspora, Dr. Adisa informed the group that 60% of the Recruitment Committee of the African Union consisted of individuals from the African Diaspora, and how he himself attained his present position after interviewing with two recruitment committees chaired by African Diaspora.

**After the addresses, the group spent a lot of time making comments, asking questions and expressing their concerns about one issue or another. After the deliberation, the group was informed that it was necessary for the group to establish a Task Team, which should consist of five members, but later changed to six members due to numerous organizations represented at the meeting. Earlier, five elements had been identified as a guide to what the Task Team should consist of, including Afro-Latinos, Community, Gender, Media, and Youth. After the group was separated into its different elements to choose their representative, the following individuals emerged as members of the Task Team, including Dr. Georgina Falu for Afro-Latinos, Mr. Sidique Wai and Mr. Omowale Clay, for Community, Ms. Kathy Jenkins Ewa for Gender, Dr. Chika A. Onyeani for Media, and Engr. Daniel Ochweri for Youth. The Task Team was later given their terms of mandate within which to work, report and conclude their assignment within three months.**

Later on Thursday evening the 21st October, there was an Award Dinner Gala organized by Nation to Nation Networking (NNN), whose CEO is Ms. Abaynesh Asarat, in collaboration with the African Union at 3 West 51st Street at Club 51st Street, attended by the African Union Commissioner for Peace and Security, His Excellency Ambassador Ramtane Lamamra. Those who received awards included Ms. Elinor Tatum of the Amsterdam News; Dr. Kwame Akonor, Director of the African Development Institute; Dr. Muriel Petioni, M.D., known as "Mother of Medicine in Harlem"; Mr. Dabney N. Montgomery, Member of Community Board 10; and Mr. Seri Remy Gnoleba, Chairman of the African Chamber of Commerce in the U.S.

A special thanks must go to His Excellency Ambassador Tete Antonio, and his hardworking staff at the African Union office in New York, as well as Her Excellency Ambassador Amina Salum Ali of the African Union Embassy in Washington, DC, for assisting the African Union Commission in putting together such a successful African Diaspora meeting.

Chika A. Onyeani

Chair, African Diaspora Task Team of the AU

**African Diaspora Task Team of the African Union**

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