

Doing Business under AGOA Workshop

14th U.S.-Africa Trade & Economic Cooperation Forum

Speakers Agenda

August 26 & 27, 2015
Libreville Conference Center
At the Trade Expo Fair
Gabon, Libreville

SMEs, Civil Society and AWEF members are invited to register now for two days of intensive workshops with technical experts that will provide interactive training of the essentials on how to do business under AGOA. The workshop focus is on improving the ease and understanding of US-Africa trade and to fully utilizing the benefits of AGOA. Workshops will include breakout groups, interactive quizzes and one-on-one counseling opportunities. Participants who complete Modules B and/or C will receive Certificates of Participation. Sessions will be conducted in English and French.

August 26th 2:15pm – 3:15pm/14:15-15:15

Module A - Opening Plenary

What are the different opportunities and programs available to African businesses for technical assistance and capacity building for trade under AGOA?

- Trade Assistance
- Technical Capacity Building

OPENING WELCOME:

Fred Oladeinde, Chair, AGOA CSO Network Secretariat -
Chantal Paraiso, Chair, Co-Chair, AGOA Civil Society Gabon –
Rachel Ebaneth, President, AWEF Gabon (invited)

PANELISTS:

Mathew Rees, Deputy Coordinator Trade Africa (East Africa), USAID
Andre Brice Boumbendje, Director General of Pension Plan and Investment of Defense Forces, Gabon
Charles A. Harwood, Director, Northwest Regional Office, U.S. Federal Trade Commission
Abigail Burgessson, Special Programmes Manager, African Women Development Fund, Ghana
Caroline Sack Kendem, President, AWEF Cameroon Chapter-
Chair: Ana Guevara – AGOA CSO Advisory Board

August 26th 3:30pm- 6:30pm/15:30 -18:30

Module B – Doing Business Best Practices

What are the options and best practices for African businesses to use for access to U.S. credit, financing and payments when they are shipping goods to the U.S? Why is it important to do market research and know about cultural and customer service practices when building a brand and finding a U.S. partner? How can you find distributors and options for logistics and transportation providers to move product from Africa to the United States?

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Module B – Doing Business Best Practices (continued)

- Financing and Payment Terms
- Marketing, Competitiveness and Culture
- Distribution & Logistics

Cosmas Mamhunze, Southern Africa Trade & Investment Specialist, USAID
Jeffrey L. Jackson, Senior Private Sector Advisor, Africa Bureau, USAID
Erik Watremez, Managing Partner Francophone Africa, Ernst & Young
Fred Oladeinde, Chair, AGOA CSO Network Secretariat)
Abou Fall, AGOA & Value Chains Coordinator, West Africa Trade Hub
Brian Glancy, Director, Trade Facilitation Southern Africa Trade Hub, Botswana
Pascale Ayitebe, AWEF (invited)
Comfort Sakoma, Executive Director for Nigeria, WEConnect International (TBC)
Chair: Ana Guevara, AGOA CSO Advisory Board

August 27th 10:00am - 1:00pm/10:00 -13:00

Module C – Regulatory Requirements

Why is it important to comply with U.S. policies and programs that promote consumer choice and encourage consumer confidence in the international marketplace? What are the rigorous branding, marketing and packaging regulatory rules that businesses importing to the U.S. must comply with to avoid possible refusal of the products into the country, product detention, monetary penalties, seizure, or even recall after the importation is completed?

How can you ensure compliance with the rules and documentation required by U.S. import agencies?

- Consumer Protection & Fair Marketplace Competition
- Packaging, Labeling & Trademarks
- Customs, Agriculture and other Compliance

Deon Woods Bell, Counsel, U.S. Federal Trade Commission
Finn Holm-Olsen, Director East Africa Trade & Investment Hub, USAID
Evans Chinembiri, Trade & Investment Specialist, Southern Africa Trade Hub (invited)
Tony Carroll, Pragma, USAID
Fred Oladeinde, Chair, AGOA CSO Network Secretariat
Erik Watremez, Managing Partner Francophone Africa, Ernst & Young
Gladice Constance, AWEF (invited)
Chair: Ana Guevara – AGOA CSO Advisory Board

To reserve your space at the workshop please:

- Send your request to agoacsonet@democracy-africa.org and provide the following information: name, organization, country, language preference, and a brief statement with your specific interest.
- Or sign up at the AWEF and Civil Society Organization booths at the 14th U.S.-Africa Trade & Economic Cooperation Forum beginning August 24, 2015.

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