



# HIGHLIGHTS FROM PROSPER AFRICA CONFERENCE ORGANIZED BY U.S. EMBASSY TUNIS & AMERICAN CHAMBER OF COMMERCE OF TUNISIA

## TUNIS, TUNISIA

On February 6, 2020, the U.S. Embassy in Tunis and the American Chamber of Commerce of Tunisia co-hosted the Prosper Africa Conference in Tunis, Tunisia. The conference, which builds on the U.S. Government's Prosper Africa initiative to increase trade and investment between the United States and Africa, saw 909 people from 33 countries attend the all-day event. In addition, 105 members of the press from 18 countries attended to cover the event.

The goal of the day's program was to facilitate U.S. and African business-to-business connections to promote investment and partnerships between U.S. and international investors with African businesses as well as provide strategic and valuable information through:

- Business-to-business (B2B) sessions
- Panel discussions on the landscape of pan-African trade & investment opportunities, U.S. Government tools to support trade & investment, and Tunisia as a gateway to Africa
- Breakout presentations on investing in innovation, power generation & distribution, and agribusiness



**USA**

The U.S. Government was represented by:

- U.S. Ambassador to Tunisia Donald Blome gave opening remarks
- Acting Under Secretary for International Trade at the U.S. Department of Commerce, Joseph C. Semsar gave opening remarks
- Assistant Administrator of USAID's Middle East Bureau Michael T. Harvey moderated a panel on U.S. Government Tools to Support Trade & Investment
- Acting Assistant Administrator of USAID's Africa Bureau Christopher Maloney moderated a panel on Why Africa: The Landscape of Pan-African Trade & Investment Opportunities



**TUNISIA**

The Head of Government as well as Ministers and representatives from several of Tunisia's Ministries attended, including:

- H.E. Youssef Chahed, Head of Government of Tunisia gave opening remarks
- Ministry of Commerce
- Ministry of Major Reforms
- Ministry of Tourism, Handicrafts and Transportation
- Ministry of Industry, Small and Medium-sized Enterprises and Energy
- Ministry of Investment, Development and International Cooperation
- Ministry of Foreign Affairs
- Ministry of Agriculture



## Highlights

**909**

Participants from 33 countries

**380**

Enterprises attended

**101**

B2B meetings, involving 52 companies and 17 investors

**\$166m**

High potential deals identified (across 12 companies)

**40%**

Investors had 'high' or 'very high' enthusiasm about commencing due diligence with companies from the conference

**67%**

Investors noted 'very high' enthusiasm for holding follow on meetings with companies they met at the conference



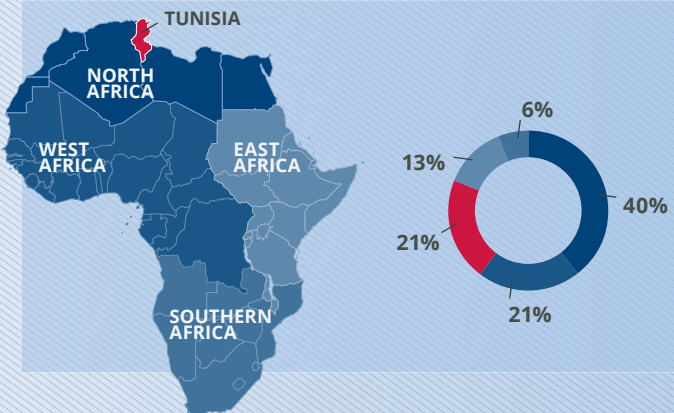
### Memorandum of Understanding (MOU)

USAID and United Bank for Africa (UBA) signed a Memorandum of Understanding as part of the opening ceremony of the conference. Recognizing tremendous growth opportunities, USAID and UBA are collaborating to advance Prosper Africa's goal of substantially increasing two-way trade and investment between the U.S. and nations of Africa. This partnership ensures businesses are equipped with the technical and financial tools they need to enter into new trading and investment relationships in Africa and the U.S.

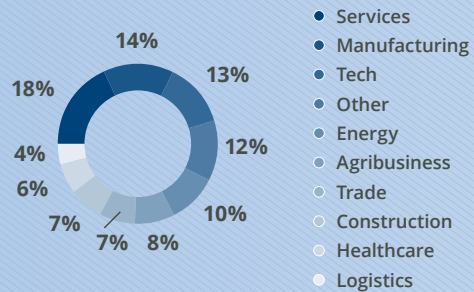


Over **900** participants in addition to **23** ambassadors/charge d'affaires and media attended the conference. Of the **380** enterprises that attended, **21%** were from Tunisia while **40%** were from elsewhere in North Africa. Enterprises from more than **15** different sectors attended the conference. Services, Manufacturing and Tech were the most well represented sectors, but overall no single sector was dominant at the conference. While more than half of enterprises had sought an American investor to grow their business, all felt brokering of direct connections to be a necessary intervention.

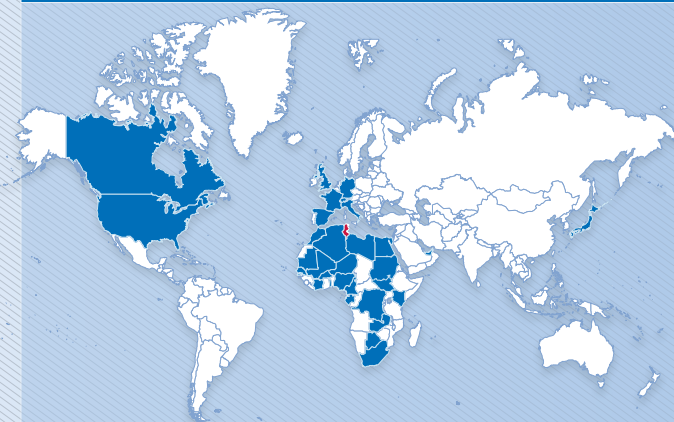
#### AFRICAN ENTERPRISE REPRESENTATION BY REGION



#### AFRICAN ENTERPRISE REPRESENTATION BY SECTORS



#### COUNTRY PARTICIPATION AT THE CONFERENCE



- Algeria
- Botswana
- Burkina Faso
- Cameroon
- Canada
- DRC
- Egypt
- Equatorial Guinea
- France
- Gabon
- Germany
- Italy
- Ivory Coast
- Japan
- Kenya
- Libya
- Mali
- Mauritania
- Morocco
- Niger
- Nigeria
- Senegal
- South Africa
- Spain
- Sudan
- Switzerland
- Togo
- Tunisia
- Uganda
- United Arab Emirates
- United Kingdom
- United States
- Zambia

**33**  
Different countries participated

**909**  
People attended

**23**  
Ambassadors & Chargé d' Affaires attended

**105**  
Members of the press attended

**103**  
Press hits