

## 1. Premier Trade Events



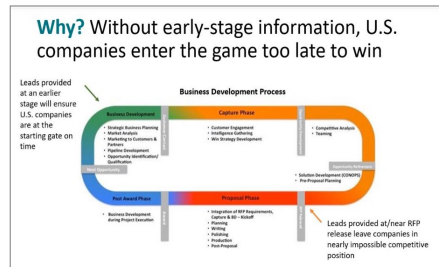
**March 6-8, 2022.** Trade Winds, the largest U.S. Government-led trade mission and business development forum, is coming to Dubai during Expo 2020, the World's Fair. Organized by the U.S. Commercial Service, it features meetings with U.S. Commercial Diplomats from over 20 countries in the Middle East, North Africa and Sub-Saharan Africa; exciting conference programming; optional pre-arranged matchmaking and plenty of networking. See: [www.trade.gov/trade-winds](http://www.trade.gov/trade-winds).

## 2. Experts on the Ground



Commercial Service has a strong presence in Africa. We have **12 CS offices** in U.S. Embassies in Morocco, Algeria, Egypt, Ethiopia, Cote D'Ivoire, Angola, Ghana, Kenya, Mozambique, Nigeria, South Africa, and Tanzania. We also cover **24 additional countries with part-nership posts**. We continue to add staff with new officers in Ethiopia, South Africa, Ghana and Mozambique for your export promotion, advocacy, and commercial diplomacy needs. See: <https://www.trade.gov/middle-east-africa-country-contact-information>.

## 3. Market Research and Leads



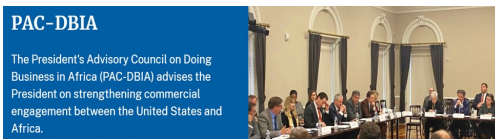
Our sectoral experts in-country develop [Country Commercial Guides and market research on key sectors](#) such as infrastructure, agribusiness and water, environmental tech, energy, ICT, health care and aerospace/defense. **Express Leads** gives U.S. companies an advantage by providing early-stage information on emerging opportunities. Email [itaexpressleads@trade.gov](mailto:itaexpressleads@trade.gov) and indicate your interest in one of the sectors above.

## 4. Women Empowered Leave Legacies Through Trade and Investment Initiative (WELLTI)



WELLTI coffee chats bring together leading businesswomen from the United States, the Middle East, and Africa to discuss strategies and techniques to that can provide them with the data, knowledge, contacts and financing to increase trade. See upcoming events at: <https://tinyurl.com/WELLTI>.

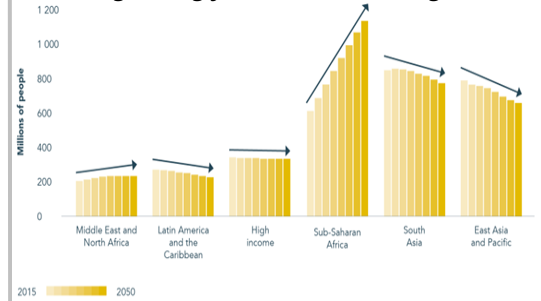
## 5. President's Advisory Committee on Doing Business in Africa (PAC-DBIA)



We lead the PAC-DBIA. See <https://www.trade.gov/pac-dbia> for events and capture the knowledge of seasoned U.S. companies operating in Africa by reading the PAC-DBIA's [Keys to Success Report](#).

## Clear Business Case for Africa

*Africa is where future growth is. Its population is growing faster than other regions*



## African Economies Are Too Big to Ignore



*Africa is creating the world's largest single market by population and number of countries.*



The new African Continental Free Trade Agreement (AfCFTA) creates a continent-wide market of 1.3 billion people with US\$2.6 trillion in GDP.

*Africa's Sheer Geography— Your Company Can't Afford to Miss This*

