

The background of the image features a clear blue sky and a view of the Dubai skyline from the water. The Burj Khalifa is the most prominent building on the left. A semi-transparent globe with a grid of white dots is overlaid on the sky, centered behind the main text. The text 'TRADEWINDS MIDDLE EAST & AFRICA' is written in a large, bold, white, sans-serif font across the middle of the image.

# TRADEWINDS MIDDLE EAST & AFRICA

MARCH 6-8, 2022  
DUBAI, UAE

Speaking: SHN7-16-GREAT WALL



Layout

Participants (7)

Search

- Barbara German Me
- Giacomo Drago Host
- Brandon Seeger
- Maria Seeger
- SHN7-16-GREAT WALL
- Alison Cassidy
- LA Leslie Alexander
- Simon Jones



Unmute Stop video Share ...

Participants Chat ...



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**U.S.  
COMMERCIAL  
SERVICE**  
*United States of America*  
*Department of Commerce*

## **Why Sub-Saharan Africa?**

Angola, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Africa & Tanzania

January 2022

## Let our global network work for you

### Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

### Global Network

Our unmatched global network, with trade experts in more than 80 countries, can provide you with on-the-ground knowledge and connections.

### Results Driven

Our expert, in-person counseling is unparalleled, and designed to help you succeed in global markets.



# The world is open for your business

Our global network of experienced trade professionals is located throughout the United States, and in U.S. Embassies and Consulates worldwide.

Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

## Our Services



### Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements, and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance, and trade financing options.



### Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



### Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



### Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

## Takeaways for U.S. exporters considering Sub-Saharan Africa

### A Growing Economy

Southern Africa's GDP is projected to recover strongly from the low point of 2020, growing by 3.7% in 2021, and 3.8% in 2022:

- Kenya's GDP is expected to grow to 5.3%
- Ghana's GDP is expected to grow to 5.1%
- The projection for Nigeria stands at 2.4%
- Cote d'Ivoire's GDP is expected to reach 6.2% in 2022 (World Bank)

### A Faster Growing Middle Class

The African Development Bank estimates that the African middle-class will grow to 1.1 billion (42% of the predicted population) by 2060.

### The Right Question

Can I afford NOT to be here?

## Sub-Saharan Africa: A Mixed Picture

- Still overly reliant on commodity exports: oil exporters make up 30% or more of total SSA exports
- Non-oil dependent countries show more consistent growth
- The per capita gross national income for countries in Sub-Saharan Africa is expected to grow by 11% in 2024 (Statistica)
- Nigeria, Kenya & South Africa are all great entry points for U.S. suppliers interested in Sub-Saharan Africa


# Key Industry Sectors in Sub-Saharan Africa

Energy (Oil & Gas),  
Renewables, Storage &  
Distribution



 Information &  
Communication  
Technology



 Infrastructure:  
Ports, Roads,  
Airports, Railroads

Agribusiness  
Healthcare



Distribution & Logistics

Hospitality & Tourism

Manufacturing & Mining

Franchising

Source: U.S. Department of Commerce's International Trade Administration, Bureau of the Census, and the Bureau of Economic Analysis



## PROSPECTS

- South Africa is generally a very good market for a broad range of competitive & well differentiated products
- Launching point into other markets

## ECONOMY

Population: 59 million

GDP: \$350 billion (2019)

Growth rate:

- 2021: 4.6% (est.)
- 2022: 2.1% (est.)
- 2023: 1.5% (est.)

Per capita: \$7,300 (2019)

Trade (2019):

- Exports to U.S.: \$10.5 billion
- Imports from U.S.: \$8.5 billion

## CONTACT

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[www.trade.gov/southafrica](http://www.trade.gov/southafrica)



# SOUTH AFRICA



## POSITIVE FACTORS

- Strong financial & business services sector
- Most advanced economy in Sub-Saharan Africa
- Launching point for Africa (also increasingly Kenya & Nigeria)
- Low entry threshold market
- Culturally accessible (English widely spoken)
- Affinity for U.S. lifestyle and products
- Free market & diversified economy
- Rule of law

## CHALLENGES

- Disruptions (power, water, security)
- National debt
- Low growth rate
- Unemployment

## CAREFULLY PLAN FOR

- BBEE – Broad Based Black Economic Empowerment
- CSR – Corporate Social Responsibility
- Localization





# U.S. Commercial Service Nigeria Team

**David Russell**  
Commercial Officer

**Ngozi Nkwoh**  
Sector expertise:  
• Energy  
• Environment

**Chamberlain Eke**  
Sector expertise:  
• Agribusiness  
• Healthcare

**Ambrose Thomas**  
Sector expertise:  
• ICT  
• Consumer Goods  
• Fintech

**Chidinma Akaniro**  
Sector expertise:  
• Franchise  
• Media & Entertainment  
• Travel & Tourism

[www.trade.gov/Nigeria](http://www.trade.gov/Nigeria)



# NIGERIA



## COUNTRY OVERVIEW

- Capital: Lagos
- GDP: \$432.3 billion (2020)
- Official language: English
- Two-way trade: \$3.3 billion (2020)
- U.S. exports to Nigeria: \$2.8 billion (2020)

## MARKET HIGHLIGHTS

- Largest population & economy in Africa
- Population: 219.5 million
- Significant middle class (20%)
- High regard for U.S. products & services
- Extensive natural resources
- Efforts to diversify economy from oil & gas
- Lucrative market for the determined

## GDP Projections (USD billion)

2020	2021 (est.)	2022 (est.)	2023 (est.)
432.3	442.7	453.7	466.4

## BEST PROSPECT SECTORS

- **Agriculture / Agribusiness**
- Education/Training
- **Energy / Oil & Gas**
- Healthcare
- **ICT**
- Logistics
- Safety & Security



# U.S. Commercial Service Angola Team

**Thomas Strauss**  
Senior Commercial Officer

**Clemencia Nogueira**

Sector expertise:

- Oil & Gas
- Healthcare
- Education

**Manuel Cafala**

Sector expertise:

- Agribusiness
- Information & Communication Technology
- Construction
- Mining

**Mauro Fonseca**

Sector expertise:

- Energy
- Transportation

<https://www.trade.gov/angola>



# ANGOLA



## COUNTRY OVERVIEW

- 8th largest economy in Sub-Saharan Africa with a population of 33 million, which is expected to double by 2050
- 3rd largest trading partner to the U.S. & 2nd largest oil producer in Sub-Saharan Africa
- Oil & gas represent the largest percentage of Angola's GDP & exports
- Significant fluctuations in oil production and oil prices, and the current health climate have severely affected the Angolan economy, but many opportunities still exist
- Projected growth: 2021: +.4%,  
2022: +3.1%,  
2023: +2.8%

## KEY CHALLENGES

- Current health climate & economic downturn
- Bureaucracy / Ministry stove piping
- Foreign Exchange

## OPPORTUNITIES

- Oil & Gas
- Energy
- ICT
- Aviation
- Mining
- Agriculture



# U.S. Commercial Service Mozambique Team

**Taylor Moore**

Senior Commercial Officer

**Daniel Donato**

Sector expertise:

- Energy
- Financial Services
- Logistics
- Aerospace & Defense

**Fiyona Guitunga**

Sector expertise:

- Agribusiness
- Design & Construction
- Healthcare
- ICT
- Environmental Technologies

**Shoubhit Palan**

Sector expertise:

- Franchise
- Travel & Tourism
- FMCG
- Education

[www.trade.gov/Mozambique](http://www.trade.gov/Mozambique)



# MOZAMBIQUE



## COUNTRY OVERVIEW

- Population: 31.26 million (2021)
- GDP growth: -1.2% (2020)
- Nominal GDP: \$14.01 billion (2020)
- GDP per capita: \$1250 (2020)
- Total exports: \$6.271 billion (2019)
- Total imports: \$11.55 billion (2019)
- Total Imports from the U.S.: \$196 million (2019)
- Official language: Portuguese
- Projected growth: 2021: 2.3%  
2022: 5.1%  
2023: 9.6%

## MARKET HIGHLIGHTS

- **Energy:** Natural gas projects with estimated CapEx of \$128 billion; largest generation potential in all of SADC; \$2.4 billion Mphanda Nkuwa Dam; \$2 billion backbone transmission line
- **Design & Construction:** \$300 million Cabo Delgado Province reconstruction; 18 urban water supply projects; roads, dams & bridges
- **Agribusiness:** PRONAI industrialization plan with focus on agricultural processing
- **Distribution and Logistics:** Charter aviation; intermodal LNG transportation; port management & dredging; potential liberalization of rail sector
- **ICT:** Only 20% internet penetration; need for rural ICT infrastructure; data centres
- **Millennium Challenge Corporation Compact II**



# U.S. Commercial Service Tanzania Team

**Ken Walsh**  
Senior Commercial Officer

**Mary Msemwa**  
Sector expertise:

- Healthcare
- Energy
- Infrastructure - Ports & Rail
- Information & Communication Technology

**Athanasius Lupatu**  
Sector expertise:

- Agribusiness
- Infrastructure – Roads & Airports
- Aviation
- Defense
- Education
- Environment
- Franchising

[www.trade.gov/Tanzania](http://www.trade.gov/Tanzania)



# TANZANIA



## COUNTRY OVERVIEW

- Capital: Dar es Salaam
- Population: 62 million
- Official language: Kiswahili/English
- GDP: 161 billion (2020)
- Two-way trade: \$364 million (2020)
- U.S. exports to Tanzania: \$245 million (2020)
- Projected growth: 2022: 5.1%  
2023: 5.5%  
2024: 5.8%

## MARKET OPPORTUNITIES & CHALLENGES

- Annual population growth rate of 3%
- Median age: 18 yrs
- Trade hub for neighboring landlocked countries (Uganda, Malawi, Burundi, Congo, Zambia, Rwanda)
- Significant infrastructure upgrades (seaports, airports, roads, rail)
- Corruption
- Strong Chinese presence
- Limited U.S. presence & small AmCham
- Improving relations with foreign firms

## BEST PROSPECT SECTORS

- **Agribusiness**
  - Storage technologies; irrigation
- **Energy**
  - Solar and wind storage & production
- **Healthcare**
  - Digitalization/telehealth; devices
- **ICT**
  - 5G & mobile telecoms development
- **Infrastructure**
  - Port & rail





# U.S. Commercial Service Kenya Team

**Diane Jones**  
Senior Commercial Officer

**Joshua Startup**  
Commercial Officer

**Mary Masyuko**  
Sector expertise:

- Transportation & Infrastructure
- Energy & Mining
- Aviation
- Environmental Technologies

**Janet Mwangi**  
Sector expertise:

- ICT & Smart Cities
- Financial Services
- Healthcare

**Catherine Malinda**  
Sector expertise:

- Agribusiness
- Franchising

**Leone Mutoka**  
Sector expertise:

- Defense
- Media & Entertainment

**Judy Magundu**  
Sector expertise:

- Consumer Goods & Cosmetics

[www.trade.gov/Kenya](http://www.trade.gov/Kenya)



## KENYA



### COUNTRY OVERVIEW

- Capital: Nairobi
- Population: 52 million
- Official language: English, Swahili
- GDP: 98 billion (2020)
- Economic growth: 5%
- Two-way trade: \$1.05 billion (2020)
- U.S. exports to Kenya: \$563 million (2020)
- Among the top 10 fastest growing economies in Africa
- Projected growth: 2021: 100 billion  
2022: 107 billion  
2023: 110 billion

### MARKET HIGHLIGHTS

- Defined government priority sectors under the 'Big Four' pillars (universal healthcare, food security, affordable housing, and manufacturing)
- Rapidly urbanizing & growing middle class with disposable income
- Preference for quality U.S. made products & services
- Availability of a highly skilled labor force
- Free market economy with government support & incentives for innovation / manufacturing

### BEST PROSPECT SECTORS

- ICT
- Energy
- Infrastructure
- Agribusiness
- Defense & Security



# U.S. Commercial Service Ethiopia Team

**Yasue Pai**  
Senior Commercial Officer

**Yemesrach Kassu**  
Sector expertise:

- Healthcare
- Mining
- Energy
- Financial Services

**Tewodros Tefera**  
Sector expertise:

- Aviation & Defense
- Information & Communication Technology
- Agribusiness
- Construction

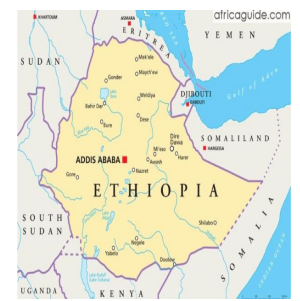
**Siraj Mustefa**  
Sector expertise:

- Education
- Franchising
- Industrial Parks

[www.trade.gov/Ethiopia](http://www.trade.gov/Ethiopia)



# ETHIOPIA



## COUNTRY OVERVIEW

- Capital: Addis Ababa
- Population: 110 million
- GDP: 100 billion (2020)
- Economic growth: 5.4% (2021-23)
- Official language: Amharic
- Two-way trade: \$1.5 billion (2020)
- U.S. exports to Ethiopia: \$910 million (2020)

## MARKET OPPORTUNITIES & CHALLENGES

- On track for market-oriented economic reforms
- Growing economy & middle class
- Strong base of international firms in market; growing AmCham
- High regard for U.S. companies, products & services
- Internal conflict destabilizing economic progress
- Limited access to financing; forex shortages

## BEST PROSPECT SECTORS

- Healthcare
- ICT
- Agribusiness / Food Processing
- Infrastructure
- Energy / Power Gen / Mining
- Service Industries / Franchising



# U.S. Commercial Service Ghana Team

## Dean Matlack

Senior Commercial Officer

## Paa Ekow Quansah

Sector expertise:

- Safety & Security
- Mining
- Clean Energy & Environmental Technologies

## Rita Adubra-Asante

Sector expertise:

- Services
- Franchising
- Energy
- Chemicals
- Construction

## Victoria Agbai

Sector expertise:

- Agribusiness
- Information & Communication Technology
- Healthcare

## Jane Annan

Sector expertise:

- Consumer Goods

[www.trade.gov/Ghana](http://www.trade.gov/Ghana)



# GHANA



## COUNTRY OVERVIEW

- Capital: Accra
- Population: 31 million
- GDP: 72 billion (2020)
- Economic growth: 5.1% (2021-23)
- Official language: English
- Two-way trade: \$2.5 billion (2021)
- U.S. exports to Ghana: \$884 million (2021)
- 3rd largest export market in Sub-Saharan Africa

## MARKET HIGHLIGHTS

- Stable political environment / democratic government
- Pro-business stance
- Growing economy & middle class
- 100+ U.S. firms operating in the market (AmCham)
- High regard for U.S. companies & products
- U.S. investment in food processing, energy, mining, ICT & consumer goods
- Gateway to African markets (AfCFTA, ECOWAS)

## BEST PROSPECT SECTORS

- Agribusiness / Food Processing
- Consumer Goods
- Energy / Mining
- Healthcare
- ICT
- Infrastructure
- Service Industries / Franchising
- Smart Grid Technologies



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## Why South Africa?

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A promotional graphic for a trade show. The background features a clear blue sky and a view of the Dubai skyline from the water, with the Burj Khalifa on the left. A semi-transparent globe with a dot-matrix pattern is centered in the background. The text 'TRADEWINDS MIDDLE EAST & AFRICA' is overlaid in large, white, bold, sans-serif font. The bottom of the image has a dark blue gradient bar containing the event dates and location.

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