



## Africa unites and is destined to lead

The African Continental Free Trade Agreement (AfCFTA) is going to be a game changer, agreed by both Florie Liser, the CEO of Corporate Council on Africa (CCA) and Titus Olowokere, the CEO of USAfric Trade Cou nci (USAfric). Why is it a game changer? Because it is now the largest free trade area in the world in terms of the number of participating countries and is creating a market of 1.3 billion people explained Liser.



Florie Liser  
CEO of CCA

"African products and services will now become more competitive by lowering their prices, they'll reduce the red tape of goods and people, and capital will be moved freely across the continent. This will make trade and investment easier and more profitable, which is a very important for the US and other foreign countries and companies outside of

Africa to invest there" she added. "Africa has a lot of potential that the US is not exploiting fully. Ten of the world's fastest growing economies will be in Africa in the next ten years. In addition, Africa has a young population and by the end of the century, 40% of the world's population will be living in Africa. So this creates very huge market opportunities for developed economies such as the US" continued Olowokere.

Both, the Government and the private sector in the US, are very positive about the possibilities and potential of Africa assured Liser, who served as the Assistant U.S. Trade Representative for Africa in USTR. "Everything that we want to accomplish that is critical cannot be done effectively without Africa. Whether it is meeting the Sustainable Development Goals (SDGs), whether it is addressing climate change, whether it is controlling pandemics like COVID-19, and preparing to handle future pandemics. If Africa is not a partner then we will not be able to meet those goals" she said.

"We want the world to know that Africa is no longer looking for financial aids and bailouts. We are now partners at the table and we have

even more potential going forward and I encourage the developed countries and particularly the United States to invest more in Africa. This will be a win win for both parties. Africa will grow better and faster and the US will take advantage of the huge opportunities that arise in the continent" highlighted Olowokere while Liser concluded "I would like to send our congratulations to Mercury Global Reports and The Washington Times for focusing on Africa and bringing it to light for the American people that investing and trading with a developed Africa is crucial for the US and crucial for the world!"



Titus Olowokere  
CEO of USAfric

www.corporatecouncilonafrika.com  
usafricatrade.org

## Septimius Security: Taking care of your security so you can focus on your core business

Septimius Security was inspired by the Roman emperor Lucius Septimius Severus who was born in Leptis Magna of the Roman province of Africa, a city in what is now Libya. An Irish-registered Africa-focused security company that provides a wide range of assistance in Africa, from private jets to armored vehicles as well as fully qualified and trained staff, Septimius Security has enjoyed tremendous growth since its establishment in 2020. "In just 2 years, we have grown from having 3 employees to 133 staff on our books" said Abdullah Duibi, the Irish-Libyan CEO.



Abdullah Duibi  
CEO

Septimius Security was established due to the security issue in Libya and the first contract attained was the Embassy of the Netherlands. "We have not looked back since then and we went on to develop other relationships with other high-profile clients, for instance the European Delegation to Libya" highlighted Duibi. "This would be considered one of our biggest contracts."

The company also signed 3 additional ongoing contracts with

"As some African nations are now becoming emerging markets, we have set up partnerships with companies in both Egypt and Tunisia, as we feel that the African market is very important to us and we are expanding into other countries as part of our plan this year" explained Duibi. "Entering Africa and with security being such a major issue, you need a strong partner" he continued. "We focus on security so that our clients can focus on their core business and we have the expertise and know-how to bring businessmen and women or decision-makers in Africa safe and secure."

Septimius Security is ready to continue providing its services in Libya, and Africa in general, as international travel is set to return in 2022 following the easing of COVID-19 measures worldwide. "Africa is our home and we are committed to expanding our network and services to guarantee our clients' safety and security when they come to Africa for business or diplomatic purposes."

www.septimiussecurity.com

## Building back better and stronger: Ghana transforms and invites the US to invest in critical industries

Ghana Investment Promotion Center (GIPC) is Ghana's foremost investment promotion agency mandated to promote, facilitate and court investments into the country. It does so by creating partnerships with investors, formulating policies and marketing strategies, as well as by lobbying and engaging with policy makers in the country and internationally. "We are a '360 degree' agency, meaning that we do not just bring investment in the country, but also facilitate the process, guide them to implementation, as well as provide them with lifelong after-care," explained Mr. Yofi Grant, the CEO.

Ghana holds a very strategic position not just for the Economic Community of West African States (ECOWAS)



Factory of Carmeuse Ghana, a thriving company specialized in the production and sale of high-grade Quicklime and Hydrated lime in West Africa.



Yofi Grant  
CEO

agenda laid out by the Government to transform the country into a manufacturing hub, able to export processed goods and final products to Africa and the rest of the world. "The aim is to transform, modernize and diversify our economy from raw materials and resources to industrial and manufacturing, to add value to our economy and our people. We have plans to build refineries and plants to turn iron ore to steel using manganese, turn bauxite to aluminum, raw to processed cocoa such as paste, butter, polyphenols, chocolate, creams and powder etc.," explained Mr. Grant. "And as our President says, this is right time to do it."

In addition to manufacturing, Ghana is aiming to become a service exporting economy, with Banking and Hospitality

already receiving considerable amounts of FDI. Meanwhile, the country continues to show huge potential amid the post-pandemic era, as it has initiated the Ghana COVID-19 Alleviation and Revitalization of Enterprises Support (Ghana CARES), an ambitious recovery program that will enable the country to create opportunities for socioeconomic transformation following the challenges of the pandemic. "The COVID-19 pandemic is pushing faster digitalization in Ghana, with Fintech now being one of the most attractive sectors for foreign investors together with ICT and Healthcare," Mr. Grant added. "We now look to receive investment in infrastructure in order to connect all the dots of our economy for better connectivity locally, as well as regionally, with the neighboring countries."

Foreign investment will be a catalytic factor for Ghana's transformation, and the US is one of the top priorities for the Government. "We have very good cultural relations with the US, as well as economical, that go all the way back to the signing of the African Growth and Opportunity Act (AGOA). Although US investment in Ghana topped at US \$50 billion, the potential is great and the future looks definitely brighter than the past. In addition to being a friendly, stable and safe country, the new Ghana will be a strategic partner for US expansion in Africa, especially as our country hosts the African



Blackstar Square, located in the heart of the capital city of the Republic of Ghana, Accra

Continental Free Trade Area (AfCFTA) Secretariat," Mr. Grant highlighted. Indeed, already an increasing number of US Corporations such as Amazon, Google, GE and others have set up operations in Ghana and more are set to follow.

The AfCFTA is a big motivator that opens a huge market for Ghana's products, and Mr. Grant invites US manufacturers to "come and do your

manufacturing here. We will give you the space, the partnerships and the support so you can grow with Ghana, and in Ghana, as we both mutually enjoy the benefits. Ghana can be a great partner for the US to ensure we have a peaceful and free world especially in West Africa."

https://gipc.gov.gh



## AlSahl Group: Rebuilding and transforming a 21st century Libya



Dr. Abdulmagid Gadad  
Chairman

AlSahl Group Holding (SGH) is one of Libya's largest business conglomerates and a pioneer in many of its business sectors. The Group traces its roots back to the late 1950s when it was founded by Mr. AL Mahdi Gadad as the first locally owned olive and grains production company in the newly emerging and vitally important agribusiness sector of post WWII Libya that was in the midst of rebirth and reconstruction.

"Our Group is active across a wide and growing cross-section of industries vital

to Libya and regional development including investing, producing, importing, marketing, and distributing products and services in the agribusiness, industrial, healthcare, consumer and business services sectors, as well as in the real estate investment and construction sectors" said the Chairman Dr. Abdulmagid Gadad. "We cater B2B, B2G, and B2C consumers in Libya, as well as in the rest of Africa and the Middle East" he added.

Chairled by Dr. Abdulmagid Gadad and owned by the founder's sons, a distinguished family of intellectuals and business pioneers in Libya and the region, the Group is additionally directed and managed by a multinational team of seasoned professionals with decades of experience in SGH's business sectors. "AlSahl Group is one of Libya's largest employers with a workforce currently numbering over 3000 and this number is set to grow in line with the Group's local and regional strategic business expansion" highlighted the Chairman.

Anchored by its massive investments spread across 24 companies in Libya



AlSahl Group Industrial Infrastructure

as well as by its development of some of the most advance, state-of-the-art industrial complexes in the country that includes 36 factories and supported by a vast network of leading international suppliers originating from Europe, Asia, and North America, AlSahl Group has also evolved into the country's largest grain importer/distributor. "SGH is today a dominant force in ensuring Libya's food security, thanks to its equally dominant role as one of the country's leading producers/distributors in the fast growing animal feed and feed additives

sector, in poultry product, and in the production, importation, and distribution of many of Libya's in-demand, premium Fast-Moving Consumer Goods (FMCG) to satisfy the needs of its rapidly growing middle class" explained Dr. Gadad and continued by adding that AlSahl Group is additionally a key competitive force in the supply of a wide variety of medicines, medical equipment, and infant nutrition to Libya's extensive healthcare infrastructure and is also a leading supplier of premium personal-care products catering to the varied

needs of the entire family.

The Group's constantly expanding consumer and business services activities currently include the supply of leading automotive, home appliance and consumer electronics brands to B2C consumers, and the supply of both classic and alternative electric energy generation infrastructure and building equipment to businesses in the construction sector. AlSahl's offer additionally includes products and services targeting the needs of businesses active in Libya's marine sector and in the country's vast oil and gas sector, with several of its supply partners, such as Baker Hughes and Benchmark, originating from the US.

Rounding out AlSahl Group's business activities, are its increasing investments and developments in the real estate sector so vital to Libya's reconstruction

and its growing role as one of the country's leading construction and industrial materials producers.

Building on its rich history of forming long-lasting, mutually-beneficial relationships with leading international companies active in its varied business sector activities, AlSahl Group is actively exploring strategic partnerships with US and other international companies. "We are looking for partners capable of contributing to the fulfillment of the Group's SGH Vision Transformation, which is aimed at evolving Libya into a 21st Century economy in the coming 5-years, while positioning the country as a gateway to the fast-growing consumer and industrial opportunities present in Africa and the Middle East" the Chairman concluded.

www.alsahlgroup.com



## The time to invest in sustainable, competitive, well-proven and agile Morocco is now



Mohammed VI Bridge, named after the King of Morocco, is the largest cable-stayed bridge in Africa

Initiated by His Majesty The King Mohammed VI, the Special Commission For The Development Model has issued in April 2021 a roadmap for Morocco 2035 aiming at delivering a faster, sustainable and more inclusive growth.

To meet the above objectives, switching the investment model from 2/3 public share to 2/3 private share is one of the key strategies.

"The post-COVID period is a momentum for Morocco we would like to capitalize on to accelerate private and foreign investment and economic growth in accordance with the New Development Model carried by His Majesty King Mohammed VI" explained Mr. Youssef El Bari, the CEO of the Moroccan Agency for Investment

and Export Development (AMIDE) who recently launched Morocco Now, the national brand of investment and export promotion intended to create visibility and showcase Morocco



Abundant young and skilled workforce gives Morocco a competitive edge

potential for international investors. Under the leadership of His Majesty King Mohammed VI, Morocco emerged as a competitive industrial and export platform, illustrated in particular by the automotive cluster - one of the fastest growing in the world and #3 in terms of competitiveness - and supported by first-rank infrastructures such as Tanger Med, the leading maritime connection in Africa and one of the top 30 in the world, 19 international airports, the first fast railway train in Africa launched in 2018, and its several highly-specialized and fully-equipped industrial zones across the country.

Following Morocco's industrial development as well as the implementation of Morocco-USA FTA in 2006, the US - and as one of the Kingdom's traditional allies dating back to 1787 with the signing of the Treaty of Peace and Friendship - is now one of the largest sources of Foreign Direct Investment (FDI) in Morocco. In fact, between 2014-2018 the US represented 8,4% of Morocco's inward FDI, bilateral trade between the two countries has more than tripled since 2006 and Moroccan exports to the USA increased from USD 230 million in 2006 to USD 980 million in 2021. In addition, more than 120 American companies have chosen Morocco as their base for regional and continental expansion. "We have a traditionally strong and close relationship with the US, which has grown even stronger in recent years, and this encourages American investors to

invest in Morocco as a hub for all Africa" highlighted El Bari.

The hosting of the prestigious US-Africa Business Summit in July 2022 by Morocco provides a unique opportunity for the country to attract US interest and investment.

Don't miss out on Morocco! NOW is the time!



Tanger Med Port, proudly ranks as number 1 transhipment port in the Mediterranean and in Africa

industrialized, a leading economy in Africa and a serious contestant for the league of developed nations. Crucially important for FDI attraction

is the nation's ability to be Agile and adaptive to change. The Kingdom's swift and decisive response to COVID-19 pandemic has proven in reality that



Tanger Med Port, proudly ranks as number 1 transhipment port in the Mediterranean and in Africa

agility is instilled in the Moroccan DNA. Moreover, visionary decisions provide Morocco with specific competitive advantages in a global context of

climate emergency and reorganization of value chains. As a modern and Sustainable nation, Morocco is in the top 5 of the Climate Change Performance Index 2022 as a staggering 37% of its energy was produced by renewables in 2020.

Morocco's value proposition - location, competitiveness, human capital - is indisputable and Well Proven as the nation's has a successful history of foreign investment and execution of mega-projects in its rich portfolio to show. It is therefore rightfully dubbed as "The Gateway to Africa."

Having in mind challenges industries are facing in a turbulent world namely value chains reorganization and production decarbonization, Morocco is today - Now - a choice investment and export platform whose assets deserve to be highlighted.

"Don't miss out on Morocco! NOW is the time! Now is the right moment to reinforce trade and business relations. Now is the right moment for American investors to seize opportunities in Morocco!" assures El Bari.

www.morocconow.com

## BVC invites investors in a new era of sustainable and inclusive economy

Cape Verde Stock Exchange (BVC) was created in 1998 in a broader context of policy reforms promoting private initiative in Cape Verde. The privatization of public companies required a market for the sale and distribution of shares and subsequent trading of these securities. Many state-owned companies in the financial, telecommunication, pharmaceutical, construction, electricity and water, tobacco, fuel and other sectors were subsequently privatized through the market mechanism.

The advantages of African market integration following the signing of AfCFTA have already been identified by stock exchanges in the region, with the creation in 2013 of WACMIC (West African Capital Market Integration Council), with the ultimate goal of having a single capital market for ECOWAS and then at the African level. The AfCFTA initiative, and the arrangements in terms of simplification and harmonization of various legal and bureaucratic regulations, including free access to markets, will result in opportunities for



Miguel P. S. Monteiro  
Chairman of the Board of Directors

the BVC in terms of accessing new and broader markets, in terms of issuance of bonds at international/regional scale, in terms of its strategic positioning and maximization through north/south partnerships (ex: BVC, WACMIC, Luxembourg Stock Exchange, Euronext) explained Miguel P. S. Monteiro, Chairman of the Board of Directors. This combination of new regulations and partnerships will help unlock the potential of innovative products, especially those targeting SMEs that stand to benefit from free trade and its

spillover effects. BVC is taking important steps to support the economy in the region and we look forward to exploring new partnerships to develop our sustainable finance services as it enters a new era with the construction of the Blu-X platform, in partnership with the United Nations Development Programme (UNDP) aiming to attract regional and global investment for a sustainable and inclusive economy through the listing of sustainable financial instruments

"Investors should act now to take advantage of opportunities in emerging catalytic sectors, including Digital Economy, Renewable Energy, Blue Economy, Agrobusiness, Light Industry, and Tourism. The Government of Cabo Verde offers many incentives for foreign investment, including the issuance of diaspora bond to our community in the USA.

Visit BVC (www.bvc.cv) and Blu-X (https://blu-x.bvc.cv/) online for the full range of innovative and sustainable financial instruments we offer" Mr. Monteiro highlighted.

## MTN Ghana: Solid and state-of-the-art Technology Infrastructure for AfCFTA needs

MTN Ghana is the leading telecommunication provider in Ghana with a strong presence since 1996. As of now the company has 25 million active customers, 12 million of those have data plans which means they own a smartphone, and 11 million do their financial services through Mobile Money. "MTN has always been a leader in technology and distribution, customer experience as well as in giving back to the society through our corporate social

responsibility" said Mr. Selorm Adadevoh, the CEO. "We introduced technologies such as 3G, 4G and Mobile Money ahead of our competitors and we have managed to establish ourselves as the leader in these segments."

Adadevoh believes that the COVID-19 pandemic has accelerated the need for digitalization and connectivity by 3 to 5 years, and based on this, MTN Ghana is moving ahead with "Ambition 2025", an



Selorm Adadevoh  
CEO

aggressive strategy aiming to transform the company from Telecommunications (TelCo) to a complete Technology provider (TechCo) underpinned by five key pillars, namely: the development of Fintech, the launch of the all-in-one super app called Ayoba, the growth of MTN's Enterprise services, Network as a Service, and finally Chemosis, which will

serve as a cross-industry API marketplace. "With the transformation to a TechCo, MTN Ghana will emerge as a very unique player in West Africa and attract some of the incoming international firms that require such connectivity to be able to participate across the region, especially as the AfCFTA takes full effect" he added.

MTN Ghana is ready to offer its platforms to be leveraged by other participants within the ecosystems, whether it's

banking, retail, agriculture etc, in order to become digital players within the marketplace. "MTN will be here to support everyone, with our technology, our experience, our history and our service. And definitely we're looking forward to partner up with the various US companies that will be investing and do business in the region" highlighted Adadevoh.

https://mtn.com.gh

## Tunisia offers a transparent business environment with expansion opportunities

Strong friendship ties hold Tunisia and the US since the signature of the Tunisia - American treaty in 1797. Tunisia was elevated in 2015 by the state department to the strategic dialogue. Tunisia - US economic relations represent improvement opportunities as Tunisia was ranked as the 95th most important trading partner to the US. Historically, the top export categories contributing to stronger commercial relationships with the US continue and consistently include oilseeds and oleaginous fruits (soybeans) mineral fuels, plastics, railway vehicles/equipment auto components and aircraft. "Tunisia is at the crossroads between Europe and Africa. With a long tradition in attracting FDI's, mainly from Europe, Tunisia remains one of the main competitive spots in the region when it comes to investment's climate and incentives" explained Ms. Rym Bedoui Ayari, Vice President of the American Chamber of Commerce in Tunisia. "As neighboring Libya looks for reconstruction following years of war and with the rapid development of sub-saharan African countries, Tunisia can play a role as hub to these markets by facilitating the settlement of U.S.



Rym Bedoui Ayari  
Vice President

businesses. Moreover, Tunisia enjoys a unique human capital potential and a high level of expertise in different sectors of activity which would definitely add value to any company investing in the country" she added. In 2020, Prosper Africa Secretary General Office partnered with AMCHAM Tunisia to officially launch the Prosper Africa Initiative from Tunis. Over eight hundred participants across various sectors and coming from various countries in Africa attended the event. Consequently, AmCham's leadership resulted in ongoing opportunities for private sector growth and economic opportunity - keys to Tunisia's prosperity and long-term stability as a

focal point for US enterprises.

AMCHAM Tunisia fully supports free and fair trade in north Africa as an essential link to critical African growth markets and US and European trade powerhouses. AmCham's progressive engagements with both Tunisian and US based commercial and industrial manufacturers have been long supported by US investors - especially those visionaries targeting regional expansion. Pro-active US investors in Tunisia benefit from an efficient, transparent business environment, market intelligence, on the ground support and clearly identifiable expansion opportunities. "AmCham's mission is solid, tested, and continues to fully support resilient trade and commercial development with the US, Tunisia, and the robust international and regional growth opportunities" highlighted Rym Bedoui Ayari.

www.amchamtunisia.org.tn

## Djoukam: "Cameroon is a land with wealth of opportunities"

The American Chamber of Commerce in Cameroon (AmChamCam) is the leading organization that aims at fostering trade and investment between the USA and Cameroon, pursuing policy initiatives, and providing valuable advocacy, networking opportunities, and business support. Through the chamber's facilitation and other groundwork, some of the world's top franchisors are currently present in the Cameroon market and operational: Best Western Hotel, Pizza Hut, Cold Stone Creamery, and more is in the pipeline. "Lately, we have closely collaborated with the government in formulating sound improvements that were adopted at 90% in the finance law 2022, to the mutual satisfaction of tax authorities and the business community" said Laure Djoukam, the President of AmChamCam. "We have also conducted several inbound and outbound trade missions to facilitate private companies' negotiations and bilateral investments" she added.



Laure Djoukam  
President

to COVID 19 may have played a role, but there are opportunities for trade growth, especially in the food sector where the crisis in Ukraine is creating a food deficit estimated at more than 11 billion in the whole continent" explained Djoukam. "The AfCFTA however, is set to be a game changer for economic attractiveness of the region as it offers an integrated market opportunity of US \$1.3 billion, with a combined GDP of US \$2.5 trillion, provided African governments can take advantage by spurring an enabling business environment" said Djoukam. "In Cameroon both public and private leaders are strategically addressing issues related to infrastructure development, good

governance, and policy reforms aimed at improving investment climate" Djoukam highlighted.

"Despite internal unrest in some areas of the country, the economy has demonstrated resilience with GDP growth forecasted at 3.6% for 2021 and improving to 4.2% in 2022. The successful conduct of the Euro Bond Refinancing and conclusion of a three-year Extended Credit Facility (ECF) program in 2021, evidenced investors' confidence in the positive economic trajectory of the country. Cameroon is a land with wealth of opportunities and is definitely open for business. We, as AmCham Cameroon, are committed to promoting a peaceful and enabling business environment for U.S. and other international investors" she concluded.

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