

WHY AFRICA?

Sub-Saharan Africa is one of the world's fastest-growing regions. Six of the world's 10 fastest-growing markets are located in sub-Saharan Africa.

Economic growth is anticipated to accelerate even more. The International Monetary Fund estimated economic growth in sub-Saharan Africa was 4.9 percent in 2013. Growth is projected to reach 5.6 percent by 2018.

Increasingly friendly business environments. U.S. trade to and from Africa has tripled during the past decade thanks in part to trade preference programs such as the African Growth and Opportunity Act (AGOA), enacted in 2000.

Demand for U.S. products and services is growing. U.S. firms exported a record \$50.2 billion in goods and services to Africa in 2013, a 39 percent increase from 2009. Notably, U.S. merchandise exports to sub-Saharan Africa grew 58 percent during this same period and reached \$24 billion in 2013.

DOING BUSINESS IN AFRICA

President Obama believes that Africa could be “the world’s next great economic success story.”

The Doing Business in Africa (DBIA) campaign, launched in 2012, is furthering the president’s vision to help U.S. businesses identify and take advantage of the many export and investment opportunities in sub-Saharan Africa.

1. Trade Promotion
 - Africa-focused export counseling
 - More African buyer delegations visiting the United States
 - Targeted sector plans for high-growth industries
2. Financing
 - Using Export-Import Bank, Small Business Administration, Overseas Private Investment Corporation programs



Learn more at:

www.trade.gov/DBIA

Or contact your local U.S. Export Assistance Center:

<http://export.gov/eac/index.asp>

DOING BUSINESS IN AFRICA



Export to one of the world's fastest-growing regions

Africa is open for your business.

The Doing Business in Africa campaign provides you the resources, including government financing, to capitalize on trade opportunities on the continent.



OPPORTUNITY

Watch your small business thrive.

A record 31,000 U.S. firms are now exporting to the African continent. Of those, 93 percent are small or medium-sized businesses. In fact, being a smaller firm can increase your ability to act decisively and move nimbly in these markets.

Gain a competitive advantage.

U.S. exports are in high demand due to America's excellent reputation for innovation, quality, customer service, and integrity.

Diversify your markets.

U.S. firms that export are better prepared to weather changes in the economy more likely to stay in business.

ARE YOU READY TO EXPORT TO AFRICA?

- ✓ Are you committed to expanding your international business plan?
- ✓ Are you doing business in these key sectors?
 - Infrastructure
 - Agriculture
 - Mining
 - Telecommunications
 - Health care
 - Banking
 - Education
 - Consumer goods
 - Retail
 - Food industry
 - Tourism
- ✓ Have you established a process for performing due diligence in business partnerships?

Assess your export readiness:
<https://new.export.gov/export-readiness-assessment/login>

CAPITALIZE

The **Doing Business in Africa** campaign provides federal services to cut complexity and manage risk, including assistance in building an export plan to Africa.

Counseling

The U.S. Commercial Service provides market information, matchmaking, and in-country assistance

Connecting

We have the expertise to help you select the markets and find reliable buyers as well as to spot and seize opportunities in Africa.

Advocating

The Department of Commerce's Advocacy Center ensures a level playing field for U.S. companies competing for foreign government contracts.