



PROSPER AFRICA TOOLKIT
U.S. GOVERNMENT TRADE AND INVESTMENT SERVICES

**PROSPER
AFRICA**

A U.S. Government Trade and Investment Initiative



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This resource includes a selection of over 50 U.S. Government tools to support trade and investment across the following areas:

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Prosper Africa is a U.S. Government initiative to substantially increase two-way trade and investment between the United States and Africa. The initiative brings together the full range of U.S. Government resources to connect businesses with new buyers, suppliers, and investment opportunities. Prosper Africa modernizes and synchronizes U.S. Government capabilities and efforts, facilitates transactions, and fosters fair and accessible business climates and robust financial sectors.

A digital file is available for download at trade.gov/prosperafrica.

U.S. GOVERNMENT TOOLS TO FOSTER FAIR & ACCESSIBLE BUSINESS CLIMATES & ROBUST FINANCIAL SECTORS

Business Environment

Sample Activities - Government Technical Assistance and Capacity-Building

- Legal, policy, and regulatory environment reform
- Market, trade, and investment barrier identification and elimination
- Public financial management support
- Social and environmental safeguards
- Open and transparent government procurement systems
- Financial, investment, and trade market development

Sample Activities - Business Advisory Services

- Enabling environment analyses
- Public financial management support
- Country risk assessment
- Financial market access
- Diplomatic and commercial advocacy
- Business training and development
- Social and environmental compliance

Agency for International Development (USAID)

- [Information on the African Growth and Opportunity Act \(AGOA\)](#) - provides advisory services on U.S. market standards, import regulations, and AGOA compliance.
- [Standards Alliance](#) - supports standards, sanitary and phytosanitary measures, and trade barriers.
- [Trade and Investment Hubs](#) - provides technical advisory services, training, monitoring compliance, and infrastructure improvements that reduce barriers to trade and investment.

Department of Agriculture

- [Market Development and Exporter Assistance](#) - offers resources on exporting, food security, market development, and trade policy.
- [Food Safety and Inspection Service Export Library](#) - catalogs agricultural export requirements by country.

Department of Commerce

- [Commercial Law Development](#) - offers technical assistance, advisory services, capacity building, and legal risk assessments for host country governments.
- [Multilateral Development Bank Liaison Offices](#) - facilitates government-to-business and government-to-government exchanges via dialogues, CEO forums, working groups, and other fora.
- [Trade Barriers Support](#) - assists governments to protect commercial interests and helps businesses to overcome unfair foreign government-imposed trade barriers and remedy unfair trade practices.

Department of Energy

- [Energy Cooperation](#) - offers expertise and support on energy technologies and the development of policy, regulatory, and commercial frameworks to increase investment in the energy sector.

Department of Homeland Security

- [Authorized Economic Operator \(AEO\) Trade Program](#) - develops customs-to-business partnerships to facilitate low-risk trade that reduces border-related import and export delays (or waiting times).
- [Information on Exporting to the United States](#) - includes specific entry requirements per commodity and other resources for new and experienced exporters to the U.S.

Business Environment

Department of State

- [Business Tools, Deal Teams, and Commercial Diplomacy](#) - includes Business Information Database System; Direct Line Calls; Business Visa Center; Overseas Business Insights publications, and more.
- [Economic Diplomacy](#) - supports governments and opinion leaders to build investment and trade frameworks.
- [Investment Climate Information by Country](#) - analyzes markets for U.S. businesses of all sizes.

Department of Transportation

- [Project Planning and Development](#) - supports foreign governments to deliver and maintain high quality transportation infrastructure.

Department of the Treasury

- [Technical Assistance \(Revenue, Budget, Debt & Infrastructure Finance, Banking & Financial Services, and Economic Crimes\)](#) - supports governments in managing public finances and safeguarding financial sectors.
- [Engagement with Multilateral Development Banks and International Monetary Fund](#) - promotes economic growth, poverty reduction, economic management, debt sustainability and transparency, and good governance.

Millennium Challenge Corporation (MCC)

- [MCC Effect](#) - highlights the positive impact of MCC's rigorous commitment to sound policies; MCC's selection criteria and annual country scorecards incentivize policies that support a business friendly environment.

Power Africa

- [Power Africa App, with Tracking Tool](#) - tracks the status of energy projects across sub-Saharan Africa with links to energy sector news and country-level statistics.
- [Power Africa Toolbox](#) - catalogs tools to drive power deals and facilitate investment in sub-Saharan Africa, gathered from 12 U.S. Government agencies and 16 international development partners.

Small Business Administration

- [Grants and Technical Assistance to U.S. Small Businesses](#) - provides loans, investment capital, disaster assistance, surety bonds, and grants.
- [Training for U.S. Small Businesses](#) - includes online courses on starting and running a small business.

U.S. Trade and Development Agency

- [Global Procurement Initiative](#) - informs public officials on the total cost of ownership of goods and services for infrastructure projects.

U.S. Trade Representative

- [African Growth and Opportunity Act \(AGOA\) Preferences Program](#) - offers resources on how virtually all marketable goods from AGOA-eligible countries can enter the U.S. market duty-free.
- [Information on Trade, including Trade Barriers](#) - helps businesses understand and navigate foreign barriers to U.S. exports, the global state of intellectual property rights, telecommunications trade agreements, and more.
- [Trade and Investment Framework Agreements \(TIFA\)](#) - provides strategic frameworks and principles for dialogue on trade and investment issues between the United States and the other parties to the TIFA.

U.S. GOVERNMENT TOOLS TO FACILITATE TRANSACTIONS ACROSS THE LIFE OF A DEAL

Deal Identification

Sample Activities

- Outreach and promotion
- Market intelligence
- Deal origination
- Transaction development
- Partnerships and matchmaking
- Workshops, conferences, and trade shows
- Enterprise development and supply chain strengthening

Agency for International Development (USAID)

- [Information on the African Growth and Opportunity Act \(AGOA\)](#) - supports deal identification through market information systems, matchmaking platforms, trade delegations, and support to trade shows.
- [Trade and Investment Hubs](#) - supports pipeline development through market intelligence services, technical assistance, deal packaging, business linkages, and transaction advisory services.
- [USAID Grants, Contracts, and Global Development Alliances](#) - offers funding and services to buy-down transaction costs, such as pipeline identification, technical support, market analysis, and risk mitigation.

Department of Agriculture

- [Market Development and Exporter Assistance](#) - provides resources on exporting, food security, market development, and trade policy.

Department of Commerce

- [Business Matchmaking and Company Promotion](#) - increases companies' brand awareness and market exposure in countries around the world; aids companies in finding and establishing relationships with potential overseas business partners.
- [Market Intelligence Guides](#) - analyzes market potential and foreign competition and provide useful information on best prospects, financing, laws, trade restrictions, and cultural issues.
- [Trade Barriers Support](#) - assists governments to protect commercial interests and helps businesses to overcome unfair foreign government-imposed trade barriers and remedy unfair trade practices.
- [U.S. Commercial Service Offices \(Domestic and International\)](#) - provides access to trade professionals in 106 U.S. offices, as well as U.S. embassies and consulates in 77 markets across the globe.

Department of Homeland Security

- [Customs Brokers and Trade Program Contacts](#) - includes information on import/export topics.
- [Information on Exporting to the United States](#) - includes entry requirements per commodity for new and experienced exporters.

Department of State

- [Business Information Database System](#) - provides U.S. businesses with real-time, on-the-ground leads on international commercial and investment opportunities and connections to U.S. officials in the field.
- [Business Tools, Deal Teams, and Commercial Diplomacy](#) - provide real-time tools to help businesses navigate foreign environments: Direct Line Calls, Business Visa Center, Overseas Business Insights publications, and more.

Deal Identification

Department of Transportation

- [P3 Toolkit](#) - features model documents, contracts, and other helpful guidance on how to manage public-private partnerships.

Millennium Challenge Corporation (MCC)

- [Upcoming Contract and Grant Opportunities with Partner Countries](#) - includes procurements, grants, and public-private partnerships with MCC partner countries.

Power Africa

- [Power Africa App, with Tracking Tool](#) - tracks the status of energy projects across sub-Saharan Africa with links to energy sector news and country-level statistics.
- [Power Africa Toolbox](#) - catalogs tools to drive power deals and facilitate investment in sub-Saharan Africa, gathered from 12 U.S. Government agencies and 16 international development partners.

Small Business Administration

- [Export Finance Support](#) - supports U.S. businesses to increase exports and expand operations overseas, including exporting guide, counseling and training, export finance program, and resources for finding international buyers.

U.S. African Development Foundation

- [Grant Opportunities in Africa](#) - catalogs grants awarded to African individuals, businesses, cooperatives, and village associations, which assist in operations, financial management, and capital expenses.
- [Partnership Opportunities](#) - provides guidelines on sponsorships, co-funding opportunities, and agency protocol in support of programs aligned with the foundation's community-based mission.

U.S. International Development Finance Corporation (DFC)

- [Debt Financing](#) - provides structured finance (\$50-500M) and development credit (\$1-50M) for longterm debt; includes Portfolio for Impact (PI) Program for \$1-10M longterm debt investments for highly developmental projects.
- [Partial Credit Guarantees](#) - includes loan, loan portfolio, and bond guarantees that provide coverage for defaults among qualified borrowers to encourage investment in underserved sectors or markets.
- [Equity Financing](#) - finances direct equity into projects in the developing world that will have developmental impact or advance U.S. foreign policy (directly into projects or to support emerging market investment funds).
- [Political Risk Insurance](#) - covers up to \$500M against losses due to currency inconvertibility, government interference, and political violence, including terrorism.
- [Technical Assistance](#) - awards grants for feasibility studies and technical assistance designed to increase developmental impact or improve commercial sustainability for a project that has received, or may receive, DFC financing or insurance support.

U.S. Trade and Development Agency

- [International Business Partnership Program](#) - funds reverse trade missions, conferences, and workshops that connect America's private sector to infrastructure projects in developing and middle-income countries.

U.S. GOVERNMENT TOOLS TO FACILITATE TRANSACTIONS ACROSS THE LIFE OF A DEAL

Deal Evaluation

Sample Activities

- Partner screening
- Deal due diligence and packaging
- Technical and financial feasibility
- Commercial advocacy
- Transaction advisory services
- Project preparation
- Risk mitigation
- Competitiveness
- Licensing and permitting
- Bidding and contract finalization
- Close transaction/financing

Agency for International Development (USAID)

- [Information on the African Growth and Opportunity Act](#) - advises and trains buyers and sellers of AGOA-qualified products on AGOA rules and regulations.
- [Trade and Investment Hubs](#) - provides technical assistance, risk mitigation tools, and transaction advisory services, including due diligence and feasibility assessments to bring down costs and help businesses and investors advance transactions to financial close.
- [USAID Grants, Contracts, and Global Development Alliances](#) - directly funds and provides tailored services such as technical support, market analysis, and risk mitigation to buy-down some of deal evaluation costs.

Department of Agriculture

- [Market Development and Exporter Assistance](#) - includes resources on exporting, food security, market development, and trade policy.

Department of Commerce

- [Advocacy](#) - assists U.S. companies in overcoming trade obstacles and competing in international markets.
- [Market Intelligence Guides](#) - analyzes market potential and foreign competition; provides information on best prospects, financing, laws, trade restrictions, and cultural issues.
- [SelectUSA](#) - facilitates job-creating business investment into the U.S. and helps companies make decisions, connect to the right people at the local level, and navigate the federal regulatory system.
- [Trade Barriers Support](#) - works with governments to protect commercial interests and with businesses to overcome unfair foreign government-imposed trade barriers and remedy unfair trade practices.

Department of Energy

- [DOE Global Energy Storage Database](#) - provides free, up-to-date information on grid-connected energy storage projects and relevant policies around the world.
- [EIA International](#) - features international energy data, including trade, through the U.S. Energy Information Administration's online portal.
- [HOMER Pro Microgrid Software](#) - offers software, training, consulting, and market access through the global standard for microgrid and distributed energy system design.
- [PVWatts](#) - estimates the energy production and cost of energy of grid-connected photovoltaic (PV) energy systems throughout the world, based on user input.
- [REopt](#) - helps commercial building managers evaluate the economic viability of grid-connected PV, wind, and battery storage at a site; identify system sizes and battery dispatch strategies to minimize energy costs; and estimate how long a system can sustain critical load during a grid outage.

Deal Evaluation

Department of Homeland Security

- [Centers of Excellence](#) - includes a directory of centers that provide assistance by sector.

Department of State

- [Business Tools, Deal Teams, and Commercial Diplomacy](#) - includes Business Information Database System; Direct Line Calls; Business Visa Center; Overseas Business Insights publications, and more.
- [Investment Climate Information by Country](#) - analyzes markets for U.S. businesses of all sizes.

Export-Import Bank

- [Direct Loans](#) - provides financing for international purchasers of U.S. capital equipment and ancillary services; extends up to 12 years, 18 years for renewable energy projects.
- [Export Credit Insurance](#) - covers the risk of buyer nonpayment for commercial risks (e.g., bankruptcy) and certain political risks (e.g., war); can replace cash-in-advance, letters of credit, and other documentary sales.
- [Loan Guarantees](#) - provides guarantees to lenders financing a foreign buyer's purchase of U.S. capital equipment and ancillary services; includes working capital to U.S. exporters for pre-export financing.

Power Africa

- [Power Africa App, with Tracking Tool](#) - tracks the status of energy projects across sub-Saharan Africa with links to energy sector news and country-level statistics.
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U.S. African Development Foundation

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- [Partnership Opportunities](#) - provides guidelines on sponsorships, co-funding opportunities, and agency protocol in support of programs aligned with the foundation's community-based mission.

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- [Debt Financing](#) - provides structured finance (\$50-500M) and development credit (\$1-50M) for longterm debt; includes Portfolio for Impact (PI) Program for \$1-10M longterm debt investments for highly developmental projects.
- [Partial Credit Guarantees](#) - includes loan, loan portfolio, and bond guarantees that provide coverage for defaults among qualified borrowers to encourage investment in underserved sectors or markets.
- [Equity Financing](#) - finances direct equity into projects in the developing world that will have developmental impact or advance U.S. foreign policy (directly into projects or to support emerging market investment funds).
- [Political Risk Insurance](#) - covers up to \$500M against losses due to currency inconvertibility, government interference, and political violence, including terrorism.

U.S. Trade and Development Agency

- [Project Preparation](#) - funds feasibility studies, technical assistance, and pilot projects that focus on the transportation, telecommunications, and energy sectors.
- [Sub-Saharan Africa Program Information](#) - tracks USTDA's 30 years of support for sub-Saharan African deal evaluation, including more than 560 activities across 38 countries.

U.S. GOVERNMENT TOOLS TO FACILITATE TRANSACTIONS ACROSS THE LIFE OF A DEAL

Deal Structuring

Sample Activities

- Project design
- Construction
- Sub-contracting
- Public-private partnerships
- Corporate social responsibility
- Social and environmental compliance

Agency for International Development (USAID)

- [Trade and Investment Hubs](#) - provides market intelligence, technical assistance, risk mitigation, and deal structuring, including engaging external concessional financing, risk mitigation tools, or corporate social responsibility inputs, to bring down costs and increase returns to ensure facilitated transactions achieve trade/investment milestones.
- [USAID Grants, Contracts, and Global Development Alliances](#) - directly funds and provides technical and transaction support, including market analysis for deal right-sizing, risk-mitigation (such as first-loss), and the engagement of external resources through matchmaking and partnerships.

Department of Agriculture

- [Market Development and Exporter Assistance](#) - catalogs resources on exporting, food security, market development, and trade policy.

Export-Import Bank

- [Direct Loans](#) - provides financing for international purchasers of U.S. capital equipment and ancillary services; extends up to 12 years, 18 years for renewable energy projects.
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Deal Structuring

U.S. Trade and Development Agency

- [Project Preparation](#) - funds feasibility studies, technical assistance, and pilot projects that facilitate project development in the transportation, energy, and telecommunications sectors.



U.S. GOVERNMENT TOOLS TO FACILITATE TRANSACTIONS ACROSS THE LIFE OF A DEAL

Deal Implementation

Sample Activities

- Operation and maintenance
- Contract support
- Position for strategic flow of investment
- Monitoring and evaluation
- Diplomatic advocacy

Agency for International Development (USAID)

- [Trade and Investment Hubs](#) - provides market intelligence, technical assistance, risk mitigation, and deal structuring, including engaging external concessional financing, risk mitigation tools, or corporate social responsibility inputs, to bring down costs and increase returns to help get transactions over their hurdle rates.
- [USAID Grants, Contracts, and Global Development Alliances](#) - directly funds and provides bespoke technical and transaction support, including market analysis for deal right-sizing, risk-mitigation (such as first-loss), and engaging external resources through matchmaking and partnerships.

Department of Commerce

- [Commercial Diplomacy](#) - assists U.S. companies in overcoming trade obstacles and competing on a level playing field in international markets; coordinates U.S. Government engagement with foreign governments to maximize U.S. participation in international competition and protect U.S. business interests.

Department of State

- [Economic Diplomacy](#) - supports host governments and opinion leaders to build open investment and trade frameworks.

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INDEX OF REFERENCED WEB LINKS

Agency for International Development (USAID)

- Information on the African Growth and Opportunity Act (agoa.info)
- Standards Alliance (standardsalliance.ansi.org)
- Trade and Investment Hubs (www.usaid.gov/africa/trade-and-investment/hubs)
- USAID Grants, Contracts, and Global Development Alliances (www.usaid.gov/work-usaid)

Department of Agriculture

- Market Development and Exporter Assistance (www.fas.usda.gov/topics)
- Food Safety and Inspection Service Export Library (www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products/export-library-requirements-by-country)

Department of Commerce

- Advocacy (2016.export.gov/advocacy/index.asp)
- Business Matchmaking and Company Promotion (www.export.gov/Promote-and-Expand)
- Commercial Diplomacy and Trade Barriers Support (www.export.gov/Help-with-Trade-Problems)
- Commercial Law Development (cldp.doc.gov/countries-regions/sub-saharan-africa)
- Market Intelligence Guides (www.export.gov/Market-Intelligence)
- Multilateral Development Bank Liaison Offices (2016.export.gov/advocacy/eg_main_022753.asp)
- SelectUSA (www.selectusa.gov/welcome)
- U.S. Commercial Service Offices (www.export.gov/locations) - Domestic (2016.export.gov/usoffices/index.asp) International (2016.export.gov/worldwide_us/index.asp)

Department of Energy

- DOE Global Energy Storage Database (www.energystorageexchange.org)
- EIA International (www.eia.gov/beta/international)

Department of Energy, cont

- Energy Cooperation (www.energy.gov/ia/downloads/us-africa-energy-cooperation)
- HOMER Pro Microgrid Software (www.homerenergy.com)
- PVWatts (pvwatts.nrel.gov)
- REopt (reopt.nrel.gov/tool)

Department of Homeland Security

- Authorized Economic Operator Trade Program (www.cbp.gov/border-security/ports-entry/cargo-security/c-tpat-customs-trade-partnership-against-terrorism/mutual-recognition/aeo-programs)
- Centers of Excellence by Sector (www.cbp.gov/trade/centers-excellence-and-expertise-information/cee-directory)
- Customs Brokers and Trade Program Contacts (www.cbp.gov/trade/programs-administration)
- Information on Exporting to the United States (www.cbp.gov/trade/basic-import-export/importer-exporter-tips)

Department of State

- Business Information Database System (bids.state.gov)
- Business Tools, Deal Teams, and Commercial Diplomacy (www.state.gov/key-topics-office-of-commercial-and-business-affairs/commercial-diplomacy/tools-for-business/)
- Economic Diplomacy (www.state.gov/bureaus-offices/under-secretary-for-economic-growth-energy-and-the-environment/bureau-of-economic-and-business-affairs/)
- Investment Climate Information by Country (www.state.gov/reports/2019-investment-climate-statements/)

Department of Transportation

- Guidance on Project Planning and Development (www.transportation.gov/policy/international-policy-and-trade/about-us)

Department of Transportation, cont

- P3 Toolkit (www.fhwa.dot.gov/ipd/p3/toolkit/)

Department of the Treasury

- Lead Engagement with Multilateral Development Banks and International Monetary Fund (home.treasury.gov/policy-issues/international)
- Technical Assistance (Revenue, Budget, Debt & Infrastructure Finance, Banking & Financial Services, and Economic Crimes) (www.treasury.gov/about/organizational-structure/offices/Documents/FINAL%20-%20OTA%20Booklet%202017.pdf)

Export-Import Bank

- Direct Loans (www.exim.gov/what-we-do/direct-loan)
- Export Credit Insurance (www.exim.gov/what-we-do/export-credit-insurance)
- Loan Guarantee (www.exim.gov/what-we-do/loan-guarantee)

Millennium Challenge Corporation (MCC)

- MCC Effect (www.mcc.gov/news-and-events/feature/mcc-effect)
- Upcoming Contract and Grant Opportunities with Partner Countries (www.mcc.gov/work-with-us/mcc-partner-countries)

Power Africa

- Power Africa App, with Tracking Tools (apps.apple.com/app/patt/id1039913424)
- Power Africa Toolbox (www.usaid.gov/powerafrica/toolbox)

Small Business Administration

- Export Finance Support (www.sba.gov/business-guide/grow-your-business/export-products)
- Grants and Technical Assistance to U.S. Small Businesses (www.sba.gov/funding-programs)
- Training for U.S. Small Businesses (www.sba.gov/learning-center)

U.S. African Development Foundation

- Grant Opportunities in Africa (www.usadf.gov/apply)
- Partnership Opportunities (www.usadf.gov/opportunities)

U.S. International Development Finance Corporation (DFC)

- Debt Financing and Partial Credit Guarantees (www.dfc.gov/what-we-offer-our-products-debt-financing)
- Equity Financing (www.dfc.gov/what-we-offer-our-products/equity-financing)
- Political Risk Insurance (www.dfc.gov/what-we-offer-our-products/political-risk-insurance)
- Technical Assistance (www.dfc.gov/what-we-offer-our-products/feasibility-studies)

U.S. Trade and Development Agency

- Global Procurement Initiative (GPI) - Understanding Best Value (ustda.gov/program/global-procurement-initiative-0)
- International Business Partnership Program: Reverse Trade Missions, Conferences, Workshops; Project Preparation: Feasibility Studies, Technical Assistance, Pilot Projects (ustda.gov/about/mission)
- Sub-Saharan Africa Program Information (ustda.gov/program/regions/sub-saharan-africa)

U.S. Trade Representative

- African Growth and Opportunity Act (AGOA) Preferences Program (ustr.gov/issue-areas/trade-development/preference-programs/african-growth-and-opportunity-act-agoa)
- Information on Trade, including Trade Barriers (ustr.gov/about-us/policy-offices/press-office/reports-and-publications)
- Trade and Investment Framework Agreements (ustr.gov/trade-agreements/trade-investment-framework-agreements)



USAID EAST AFRICA TRADE AND INVESTMENT HUB

PROSPER AFRICA

A U.S. Government Trade and Investment Initiative



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