

PROSPER AFRICA

A U.S. TRADE AND INVESTMENT INITIATIVE



Overview

U.S. and African businesses and investors are natural partners. Prosper Africa brings together services and resources from across the U.S. Government to empower them with market insights, deal support, financing, and solutions to strengthen business climates.

- **THE OPPORTUNITY:** Africa's immense economic potential, increasing integration into global markets, and a young, growing, and rapidly urbanizing population provide a remarkable opportunity to enhance U.S. trade and investment ties across the continent.
- **THE CHALLENGE:** As other countries have expanded their economic engagement with Africa, trade and investment between the U.S. and Africa have declined or stagnated.
- **THE SOLUTION:** Prosper Africa modernizes and synchronizes the U.S. Government's trade and investment toolkit and drives greater U.S. private sector interest in doing business in Africa through targeted outreach.

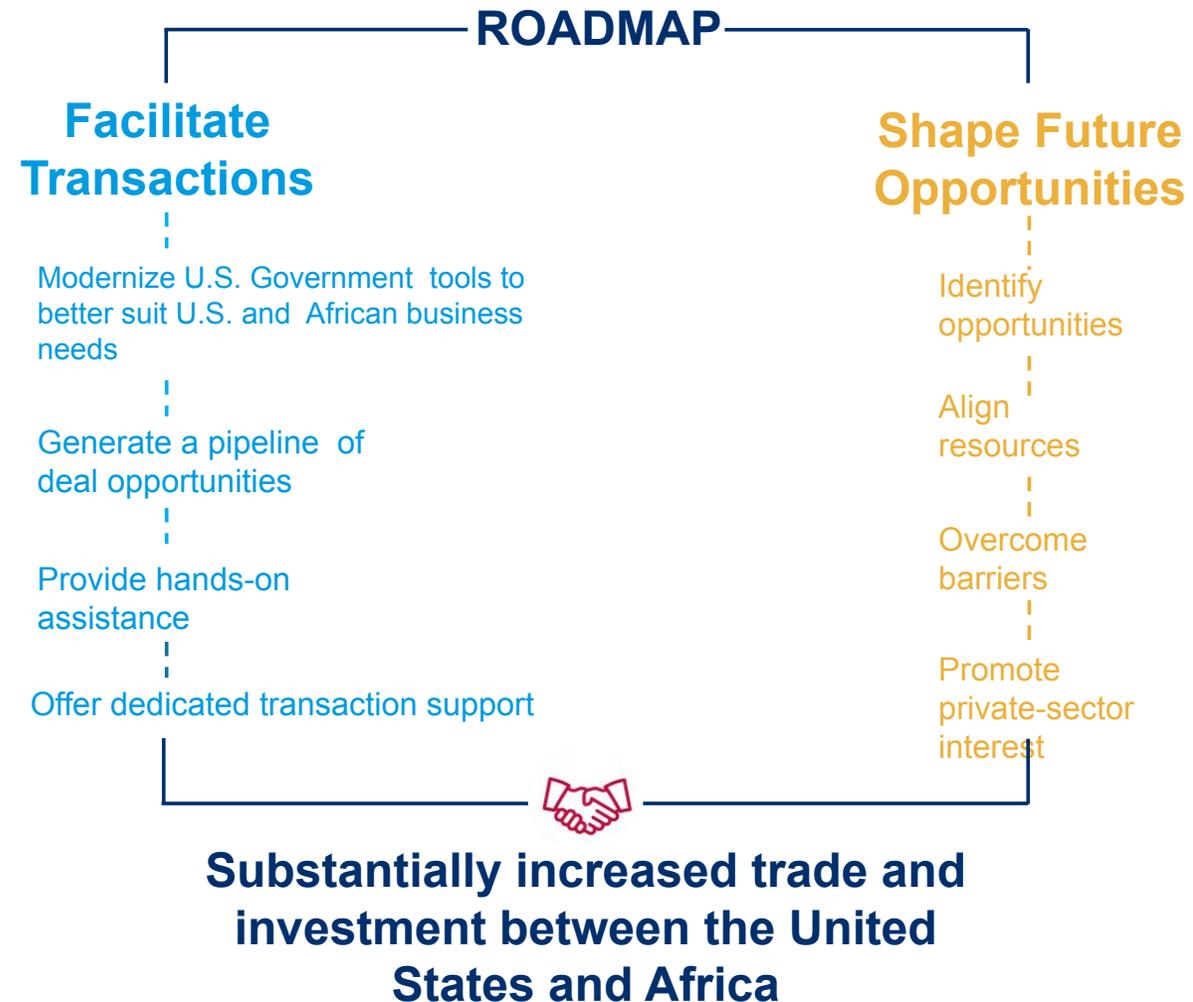


Objectives

Prosper Africa follows two pillars of activity:

- **Facilitate Transactions:** by aligning all 17 participating Prosper Africa agencies on country and sector priorities and synchronizing the end-to-end customer experience.
- **Shape Future Opportunities:** by encouraging improvements to Africa's business enabling environment. To achieve this goal, we address the institutional, infrastructural, and value chain barriers hindering two-way trade and investment.

Across both of these pillars, Prosper Africa modernizes and synchronizes U.S. Government tools to reduce costs, mitigate risks, and better respond to private sector needs.



What Prosper Africa Offers

We make it easier than ever to access U.S. Government support. Prosper Africa is a one-stop shop so you don't have to waste valuable resources navigating Washington in order to do business in the U.S. and Africa.



We provide **market insights** so businesses and investors across Africa and the United States can learn about the economic opportunities available today and those emerging tomorrow.



We offer a wide range of **deal support** services to help businesses and investors across the United States and the African continent identify partners, advance opportunities, and close deals.



We support businesses and investors in **attracting financing** through our resources gathered from across the U.S. Government.



We work with governments across the African continent to craft solutions that **strengthen business climates**.

The Prosper Africa Toolkit

Prosper Africa offers comprehensive services and resources to help execute deals.

Export to Africa

Financing, loan guarantees, advocacy, and other tools to identify and close deals

Invest in Africa

Insurance, financing, and advisory services to make strategic investments in growing markets

Export to the United States

Export guidance, financing, and technical assistance

Invest in the United States

Matchmaking, advisory services, and market intelligence to make strong investment decisions

Attract U.S. Investment

Technical assistance, advisory services, matchmaking, and more

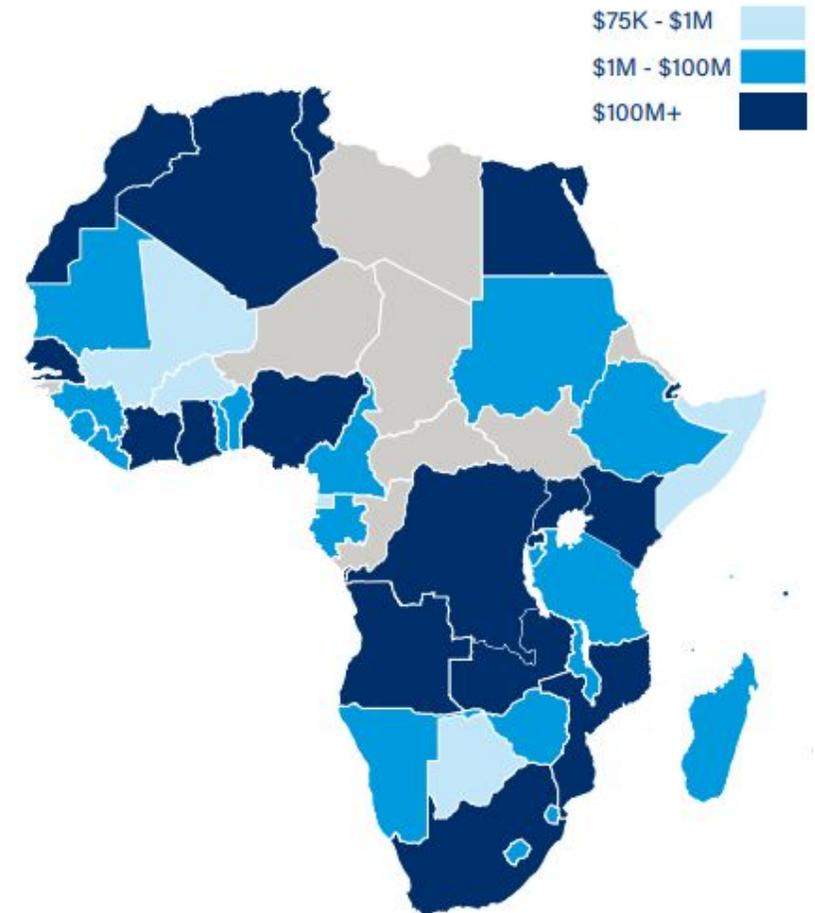
Impact

800+ deals worth ~\$50B closed across 45 countries.

Top sectors by number of deals



Number of deals by country





Examples

Export to Africa

Chicago's Weldy Lamont won a \$100 million grid-extension contract to provide energy access to about 400,000 people across Senegal. With U.S. Export-Import Bank (EXIM) financing, the deal will support 500 American jobs across 14 states. This success builds on U.S. Embassy Dakar Deal Team advocacy for Weldy Lamont's bid, which beat out a Chinese-Turkish joint venture, Herz Construction. In a note to the U.S. Government, Weldy Lamont attributed much of its success to "Team USA."

Key tools at work: USTDA training grant, USAID technical assistance, EXIM financing



Invest in Africa

CR Energy Concepts (CREC) signed an agreement with the Government of Djibouti to construct a \$190 million Renewable Energy Park - the first infrastructure project in Djibouti to be built by the U.S. private sector. The project will support \$115 million in U.S. exports and 90% of the equipment in the plant will be American made. The park will add capacity to the Djiboutian power grid and create over 100 local jobs. CREC is making use of a whole-of-U.S. Government support package to advance this deal.



Export to the U.S.

Mother-daughter team Eugenia and Naa-Sakle Akuete are leaders in Africa's shea industry. About 16m women across Africa work in shea, a natural product that is in high-demand in U.S. food and cosmetic markets. Since the 1990s, Eugenia has used U.S. Government support to build her business from the ground up. Thanks to a follow-on grant from the U.S. African Development Foundation (USADF), they are now exporting Mother's Shea moisturizer to Target Stores across the United States and supporting 10,000 women shea pickers in the process.

Key tools at work: USADF grants, USAID Trade and Investment Programming (technical assistance, training, and more)



Invest in the U.S.

Prosper Africa supports asset owners across Africa to make lucrative investments in U.S. markets. For example, USAID has developed a \$10 billion pipeline of two-way opportunities for pension funds, corporates, and green/impact bonds across the continent.

Key tools at work: USAID transaction advisory support



Business Climate Reform

With U.S. Government support, the Bank of Sierra Leone recently issued guidelines to make financial services accessible and affordable for the people of Sierra Leone. By supporting financial inclusivity, Sierra Leone is providing entrepreneurs, small businesses, and the general public with new financial and employment opportunities. This critical reform will support inclusive and resilient private-sector led growth.

Key tools at work: Technical Assistance from the U.S. Department of the Treasury





Additional Success Story Examples

Kenya Mobilizes Large-Scale Infrastructure Investment

With Prosper Africa support, the Kenya Pension Funds Investment Consortium (KEPFIC) intends to mobilize more than \$229 million for alternative asset investments, such as long-term infrastructure projects and private equity over the next five years. In time, this will help unlock billions of dollars in infrastructure development in Kenya; and provide an opportunity for greater collaboration between Kenyan and American pension funds.



Cordaid Expands Credit Access Across West Africa

The DFC is providing Cordaid with a \$14.75 million loan portfolio guarantee. Cordaid will use this financing to support small and medium sized companies and microfinance institutions that are creating economic opportunity and building more prosperous communities in Burkina Faso, Sierra Leone, Guinea, and Mali. The transaction uses a blended finance model, including first-loss capital to be provided by USAID's West Africa Trade and Investment Hub.



Tech Company Raises \$3.6 Million

Field Intelligence, a Nigeria-based healthcare technology company, completed a \$3.6 million investment round thanks to transaction advisory support from the U.S. Government. Field Intelligence uses software to help pharmacies forecast, manage, and finance drug orders. This investment will fund the scale up of Shelf Life, a technology-enabled supply chain finance platform that helps pharmacies manage their inventory and stock high-quality medicines their customers need.



South African FinTech Company Expands Its Reach

Mukuru, a South African-based fintech company, completed a strategic acquisition of Zoono's operational assets in Malawi thanks to transaction advisory support from the U.S. Government. Mukuru, which offers a convenient and low-cost way to make mobile payments, aims to increase financial inclusion and financial access to the underserved in sub-Saharan Africa. This acquisition will help Mukuru boost financial inclusion and increase jobs in Malawi.



Nigerian Agribusiness Raises \$4.4M

Tomato Jos, a farmer-first agribusiness in Nigeria, raised \$4.4M in equity thanks to Prosper Africa transaction advisory support funded by the United States Agency for International Development (USAID). Founded by Mira Mehta, an American entrepreneur, Tomato Jos uses best practices in agriculture and food processing, coupled with local market expertise, to produce high-quality, local products. This has significantly increased farmers' yields leading to an average income increase of 455%. This investment in Tomato Jos comes primarily from local and U.S. investors.



Woman-Owned West African Business Enters U.S. Market

Tahara & Fils, a Guinean-based palm oil business, shipped its first container of palm oil to a distributor in Maryland thanks to technical assistance from the U.S. Agency for International Development (USAID). “We have learned how to apply strict quality criteria, fill out required documentation, and improve our commercial export billing process,” founder Tahara Haidara Diallo explains. “These exports enable our growth and investments in new markets and give more value to our products.”



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