



# PROSPER AFRICA TECH FOR TRADE ALLIANCE

**Recognizing the tremendous growth potential of Africa's technology sector, Prosper Africa, in collaboration with the U.S. Agency for International Development (USAID), is partnering with major U.S. and African companies to fuel Africa's technological revolution.**



The Prosper Africa Tech for Trade Alliance, announced in the 2022 U.S.-Africa Business Forum Deal Room, is an e-commerce and digital trade alliance supported by the U.S. Government's Prosper Africa initiative, USAID and 16 leading U.S. Government agencies. The Alliance advances the goals of two signature White House initiatives: Prosper Africa, which increases two-way trade and investment between the United States and African countries, and Digital Transformation with Africa (DTA) which strengthens digital access, literacy, and digital enabling environments across the continent.



The tech alliance will accelerate e-commerce and digital trade in Africa and address legal, regulatory, and logistical bottlenecks. By leveraging leading U.S. companies' technology assets, services, and expertise, the alliance will:

- Grow African trade and e-commerce flows in goods and services
- Promote African firms and economies' trade and productivity
- Build the African workforce's technological talent to thrive as digital service providers and create their own technology companies
- Promote a better policy-enabling environment for trade and investment in Africa

The inaugural Alliance includes Cargill, Google, Mastercard, Visa, DHL, UPS, FedEx, Paypal, Youredi, VTEX, eCommerce Institute, Celo, Interswitch, Kasha, King & Spalding, HelloTractor, The Africa Talent Company, and Nextrade Group.

*To learn more and join the Prosper Africa Tech for Trade Alliance, please visit [www.prosperafrica.gov](http://www.prosperafrica.gov)*

