

**2nd Annual Pan African**  
**GLOBAL**  
**Trade & Investment Conference**

**Unifying Africa and the African Diaspora via  
Bilateral Trade and Investment**

# 2nd Annual Pan African GLOBAL Trade & Investment Conference

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## CONFERENCE DESCRIPTION

The Africa-USA International Chamber of Commerce (AfUSA) will be conducting its 2<sup>nd</sup> Annual Pan African Global Trade Conference in collaboration with the California African American Political & Economic Institute, The African Marketplace Inc, the UCLA Anderson School of Management, the Mayor of Los Angeles Office of Economic & Business Policy, the Los Angeles Minority Business Opportunity Center, the African Union Mission to the United States, the Port of Los Angeles, Los Angeles World Airports, the U.S. Department of Commerce, the 26<sup>th</sup> Senate District Committee on Trade With Africa and City of Los Angeles Department of Cultural Affairs.

The conference will be conducted from October 13 – 15, 2011 at California State University at Dominguez Hills and the UCLA Anderson School of Management and. The conference theme is "Bi-Lateral Cultural Exchange and Trade between the U.S., Africa and the African Diaspora".

Conference plenary sessions, workshops and exhibits will provide information about bilateral international and domestic trade and investment with Africa.



## The Pan African Global Business Marketplace

The conference will feature a **Global Business Marketplace** and the **Los Angeles African Marketplace, Inc.** to bring together trade & investment, global logistics, entertainment, infrastructure development and tourism industry experts and decision makers. AFUSA's Global Business Marketplace in collaboration with the African Marketplace, its local partners and the African Union Mission to the U.S. will

- Provide insightful analysis and assistance in bi-lateral trade and investment markets domestically, on the Continent of Africa, and globally through the African Diaspora, the 6<sup>th</sup> Region of Africa for small businesses.
- Feature experts that provide information about funding and investment information programs, marketing resources and current industry sector international trade and business opportunities.

- Offer “A Destination for Trade and Business Connections and Knowledge” exhibition area where representatives from private enterprises, corporate, and Africa’s regional economic communities will be able to display and promote opportunities for international trade & investment business opportunities.

## Plenary Session and Workshop Topics & Presenters

### 1. Africa’s Regional Markets & Investment Opportunities

- Economic Community of West African States (ECOWAS)
- South African Development Community (SADC)
- Economic Community of Central African States (ECCAS)
- Common Market for Eastern & Southern Africa (COMESA)
- Arab Maghreb Union (UMA)

### 2. The African Diaspora 6<sup>th</sup> Region Initiative

- Office of the African Union Ambassador to the U.S.
- PADU/SRDC

### 3. Finding Buyers in Africa

- U.S. Department of Commerce

### 4. Trade Finance

- U.S. EXIM Bank and/or SBA
- U.S. OPIC
- U.S. TDA (to be advised)

### 5. Trade Logistics & Documentation

- LA Customs Brokers & Freight Forwarders Association (LACBFF)
- Port of Los Angeles
- Los Angeles World Airports

### 6. Trade Education

- CSUDH Department of International Trade
- CITD (El Camino College)
- UCLA Anderson School of Business Management

## Conference Participants & Activities

- Delegates/Exhibitors from Africa’s Regional Economic Communities
- International Trade Pavilion and Business Marketplace
- Music, Dance and Art Exhibits
- Domestic and International Small Business Exhibits (Existing, & New startup companies)
- University, State and Community College Schools of Business and International Trade

## Key Collaborating Organizations

- The Africa-USA Chamber of Commerce
- California African American Political & Economic Institute
- The African Marketplace Inc
- UCLA Anderson School of Management
- Mayor of Los Angeles Office of Economic & Business Policy
- Los Angeles Minority Business Opportunity Center
- African Union Mission to the United States
- Sixth Region Diaspora Caucus
- Port of Los Angeles
- Los Angeles World Airports
- U.S. Department of Commerce
- Overseas Private Investment Corporation
- Center for International Trade Development
- LA Customs Brokers & Freight Forwarders Association (LACBFF)
- 26<sup>th</sup> Senate District Committee on Trade With Africa
- City of Los Angeles Department of Cultural Affairs

## Location: CSUDH LOKER STUDENT UNION (#26)



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## Trade & Investment Conference Schedule

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Oct. 11	<b>Sacramento Reception/Hearings</b>
Oct. 13	<b>UCLA Anderson School Colloquium: "Africa Growth and the Role of Africa's Central Banks"</b>
	<b>CSUDH Opening Ceremonies, Keynote Speeches &amp; Reception</b>
Oct 14	<b>CSUDH - AU Regional Presentations &amp; Business Marketplace Activities</b>
	<ol style="list-style-type: none"> <li>1. Opening Keynote Speech</li> <li>2. Introduction to Africa's Regional Markets &amp; Investment Opportunities <ul style="list-style-type: none"> <li>• Economic Community of West African States (ECOWAS)</li> <li>• South African Development Community (SADC)</li> <li>• Economic Community of Central African States (ECCAS)</li> <li>• Common Market for Eastern &amp; Southern Africa (COMESA)</li> <li>• Arab Maghreb Union (UMA)</li> </ul> </li> </ol>
	<b>Conference Luncheon: Keynote Speaker -</b>
	<b>Trade Match Business Marketplace Workshops &amp; Exhibits</b>
	<ol style="list-style-type: none"> <li>1. <b>Finding Buyers in Africa</b> <ul style="list-style-type: none"> <li>• U.S. Department of Commerce</li> </ul> </li> <li>2. <b>Trade Finance</b> <ul style="list-style-type: none"> <li>• U.S. EXIM Bank and/or SBA</li> <li>• U.S. OPIC</li> <li>• U.S. TDA (to be advised)</li> </ul> </li> <li>3. <b>Trade Logistics &amp; Documentation</b> <ul style="list-style-type: none"> <li>• LA Customs Brokers &amp; Freight Forwarders Association (LACBFF)</li> <li>• Port of Los Angeles</li> <li>• Los Angeles World Airports</li> </ul> </li> <li>4. <b>International Trade Education</b> <ul style="list-style-type: none"> <li>• CSUDH Department of International Trade</li> <li>• CITD (El Camino College)</li> <li>• UCLA Anderson School of Business Management</li> </ul> </li> <li>5. <b>Concurrent African Regional Economic Community Workshops</b></li> </ol>
Oct 15	<b>CSUDH - The African Diaspora - Africa's 6<sup>th</sup> Region</b>
	<ol style="list-style-type: none"> <li>1. The African Diaspora 6<sup>th</sup> Region Colloquium: Defining the Role of the Diaspora as a Regional Economic Community</li> <li>2. African Marketplace Activities – Open Air Market and Cultural Activities</li> </ol>