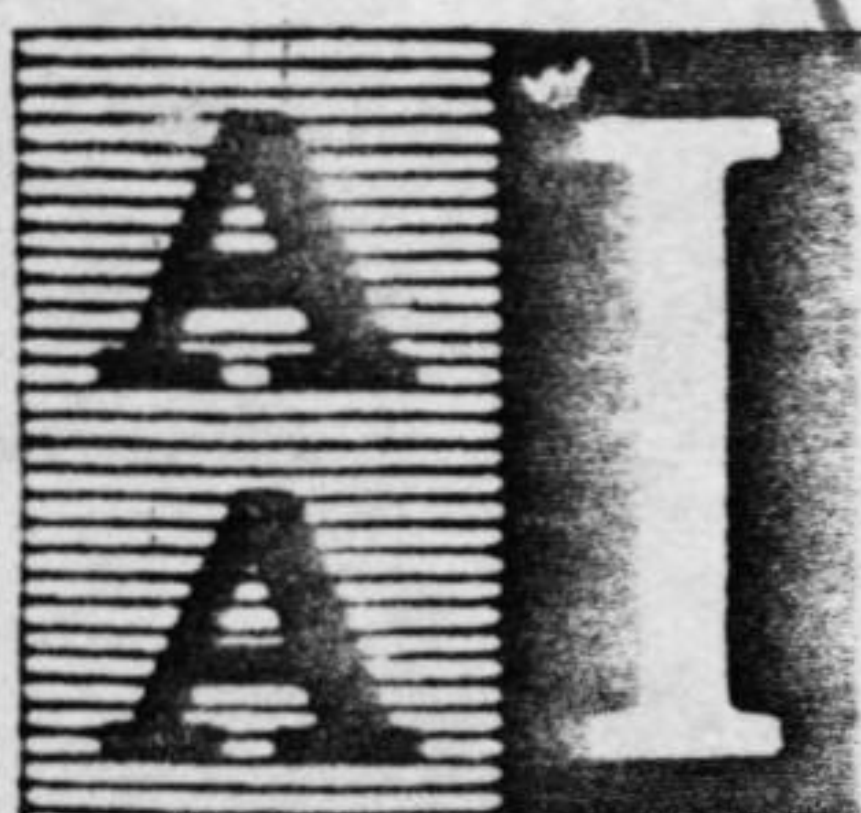


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# THE AFRICAN-AMERICAN INSTITUTE

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## THE AFRICAN-AMERICAN INSTITUTE TRADE AND INVESTMENT PROGRAM

Recognizing that private sector growth is an essential component of African development, the African-American Institute's Trade and Investment Program (TIP) facilitates linkages between African and U.S. business persons of like industrial sectors. To ensure the program's viability, the Institute collaborates with senior officials of the African Development Bank, the Overseas Private Investment Corporation, the Export-Import Bank and the African Business Roundtable as well as African and U.S. firms, including Compagnie Industrielle et Financière (Cameroon), Mwanabaganwa (Zambia), Colgate-Pomolive Company and H.J. Heinze Company.

The Institute manages TIP from its Washington Office which was established in 1962 to provide services to the African Diplomatic Corps, the Congress, visiting African dignitaries and Africa constituencies across the United States. As a programming agency for the United States Information Agency International Visitors, the Washington Office has historically arranged meetings between African entrepreneurs and their American counterparts.

Stemming from a February 1989 promotional visit by the ambassadors of twelve African countries to Houston, Texas, the Institute designed TIP to include three basic elements:

- \* Trade and Investment Seminars which introduce U.S. business persons to commercial opportunities in specific African countries;
- \* Trade and Investment Missions which afford African diplomats and business persons the opportunity to promote their countries' products, services and potential in America's regional business centers; and
- \* Trade and Investment Information Service which provides data to U.S. firms on conducting business in Africa and to African firms on exporting to and attracting investment from the United States.

AAI works to further African development and to strengthen African-American understanding



## TRADE AND INVESTMENT SEMINARS

To date, TIP seminars have focused on four African countries: Zimbabwe -- January 1990; Botswana -- February 1990; Burundi -- April 1990; and The Gambia -- August 1990. By holding TIP seminars at its Washington Office, the Institute ensures the participation of Washington-based officials from the World Bank, the International Monetary Fund and other organizations committed to strengthening Africa's private sector.

To augment formal TIP seminars, the Institute's Washington Office initiated the following events:

- \* Media breakfast for the African Development Bank Business Roundtable Group which served to underscore the numerous opportunities for American commercial activity in Africa for representatives of financial press -- April 1990;
- \* Two-day trade conference on Southern Africa in conjunction with the New York State Department of Economic Development, the Harlem International Trade Center Corporation and the Port Authority of New York and New Jersey -- April 1990;
- \* One-day trade conference on Uganda at the Rockefeller Estate in Pochantico, New York -- May 1990.
- \* One-day conference and reception for sixty-five South African business persons at Howard University -- October 1990;
- \* Consultation with Dr. Simba Makoni, Secretary General of the South African Development Coordination Conference (SADCC) for corporate representatives on the potential for trade and investment in (SADCC) member countries -- October 1990;
- \* Half-day meeting with SADCC ambassadors and the Senior Vice President, Vice President and Director for African Affairs of Bell Atlantic Corporation on that company's decision to enter the African market -- February 1991.

The Institute is currently organizing TIP seminars on Mozambique, Senegal, Namibia, Swaziland, Côte d'Ivoire, Burkina Faso and Zambia, and is securing the participation of municipal agencies, like the District of Columbia's Office of International Business, which have an interest in global commerce.



### TRADE AND INVESTMENT MISSIONS

Designed to acquaint U.S. business persons with the opportunities for trade and investment in Africa and to provide African representatives with a venue for promoting their countries' products, services and potential, these missions bring the two groups together away from Washington - in America's regional business centers. To date, the Institute has facilitated missions with representatives from fourteen African countries to the following U.S. cities: Dallas and Houston, Texas; Los Angeles, California; Detroit, Michigan; New York, New York; Minneapolis, Minnesota; Lansing, Michigan; and Columbus, Ohio.

To compliment United States Agency for International Development initiatives in SADCC countries, the Institute is arranging two missions for SADCC representatives: Pittsburgh, Pennsylvania -- May 1991; and Seattle, Washington and Minneapolis, Minnesota -- June 1991.

### TRADE AND INVESTMENT INFORMATION SERVICE

Through a direct grant from Mr. James Onobiono, President Compagnie Industrielle et Financière, the information service has fielded questions from U.S. and African firms on topics ranging from tariffs to financial backing. By taking advantage of the Institute's network of contacts, the Washington Office is able to respond to inquiries within a matter of days.

Without exception, response to TIP has been positive. The African Diplomatic Corps, U.S. Departments of State, Commerce and Treasury, international monetary organizations, nonprofit groups and private African and U.S. business have lauded this effort to stimulate Africa's private sector. For further information on the Trade and Investment Program, please contact:

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