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## MEDIA ADVISORY

### **U.S. Agribusiness Trade and Investment Mission to the East Africa Region**

*Nairobi, 15 February 2007* - The United States Agribusiness Trade and Investment Mission to the East Africa Region will launch its plenary session at a high level meeting at the Windsor Hotel in Nairobi on Monday February 19<sup>th</sup>. U. S. Ambassador Michael E. Ranneberger will be joined by U.S. Department of Agriculture Administrator Mike W. Yost, Permanent Secretary Dr. Romano Kiome, Minister of Trade Mukhisa Kituyi, Minister of Livestock Joseph Munyao, Minister of Cooperative Development Peter Njeru Ndwiga and Secretary General of COMESA Erastus Mwencha.

The mission is being held to promote U.S. - Eastern Africa agribusiness cooperation, trade and investment, particularly in the dry grocery product, beverages, food processing, seafood, livestock genetics, and production inputs and equipment sectors. U.S. agribusiness participants will have the opportunity to form partnerships with African entrepreneurs from Burundi, DRC, Ethiopia, Kenya, Malawi, Rwanda, Tanzania, Uganda, and Zambia.

***Media Advisory:*** *News editors are invited to assign a reporter and photographer or a camera team to cover this occasion. They should arrive at **the Oak Room in the Windsor Hotel in Nairobi by 9:45 a.m. on Monday February 19<sup>th</sup>.***