

BCIU AND AFRICA PARTNERING OPPORTUNITIES



Prepared for:

*Trade Promotion Coordinating Committee
Commercial Diplomacy Training*

Thursday, February 19, 2009

**BUSINESS COUNCIL
for INTERNATIONAL
UNDERSTANDING**

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ABOUT BCIU

Launched in 1955 as a White House initiative under President Eisenhower, the Business Council for International Understanding (BCIU) is a non-partisan, results-focused facilitator of dialogue and action between the world's business and political leaders.

BCIU's 140 members represent world-leading companies. Senior level business executives are brought together with heads of state and government, cabinet ministers, and senior level government officials.

"...I am most anxious that broader understanding of America be encouraged by private American groups carrying on their own people-to-people activities. In my opinion, the importance of the Business Council's work is great..."



- Dwight D. Eisenhower, 1957

BCIU CORE EXPERTISE SNAPSHOT

Group Roundtables

Limited to about 20 to 30 senior executives, our roundtable discussions are informal, off-the-record meetings with one or several government officials. About 150 group roundtables are organized every year.

Conferences & Receptions

Conferences and receptions managed by BCIU offer opportunities for member companies and governments to jointly address issues of common concern. The initiative to organize a conference is taken by BCIU members, U.S. government officials, or foreign government officials. BCIU organizes multi-city tours, both in the U.S. and abroad, for delegations from the private and public sectors. The missions are usually thematic and focus on achieving specific objectives and providing maximum exposure to local businesses and government constituents.

Trade Missions

BCIU organizes multi-city tours, both in the U.S. and abroad, for delegations from the private and public sectors. The missions are usually thematic and focus on achieving specific objectives and providing maximum exposure to local businesses and government constituents.

Services included range from arranging the agenda to preparing briefing materials as well as devising marketing campaigns to managing public relations.

Strategic Networks



Non-Governmental Strategic Partnerships



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BCIU

BCIU AFRICA REGION ACTIVITIES



- ❖ Botswana Outlook Conference (New York, July 2008)
- ❖ West Africa ICT Road Map to Opportunities Conference
Sponsored by USTDA (Accra, Ghana, July 2008)
- ❖ Mozambique Compact Trade and Investment Seminar and
Reception organized by BCIU and the Millennium
Challenge Corporation (Washington, D.C., July 2007)
- ❖ Nigeria Investment Promotion Program (New York and
Washington, D.C., November 2005)
- ❖ South Africa Branding, Trade and Investment Mission to the
United States (New York, Chicago, Atlanta, June 2004)

Botswana Outlook Conference

New York, July 2008

BCIU and KRL International LLC
Organized with the support from the
Embassy of Botswana

BCIU

Botswana
Investment Outlook
Conference
2008

Thursday, July 17 – Friday, July 18, 2008
NEW YORK CITY

FEATURING:

BEDIA
Botswana Export Development & Investment Authority

botswana
tourism board

Zbpa
Botswana Investment and Trade Authority

I.F.S.C
Botswana International
Financial Services Centre

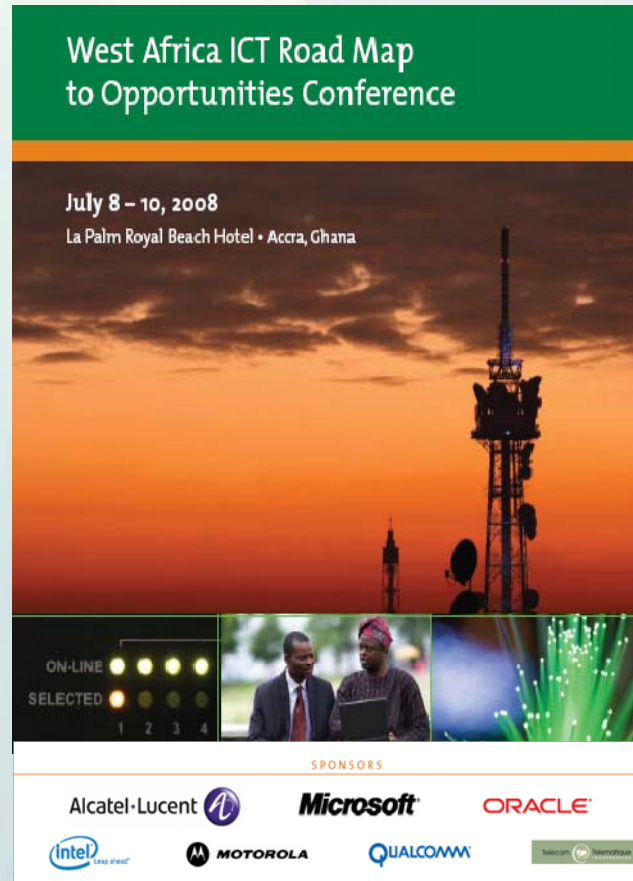
The Business Council for International Understanding (BCIU) coordinated a two day Botswana Investment Forecast Conference in New York from July 17, 2008 to July 18, 2008. The delegation was headed by Mr. Gobopang Duke Lefhoko, Assistant Minister of Trade and Industry of the Republic of Botswana and included high-ranking government officials and top business executives from Botswana. The delegation meet with companies and associations interested in investing decisions in Africa.

The conference included:

- A breakfast discussion highlighting the advantages and opportunities of investing in Botswana
- Small group meetings on Tourism, Energy, Philanthropy, Global Health and ICT
- One-on-one meetings were organized for the delegation with U.S. companies

West Africa ICT Road Map to Opportunities Conference

Accra, Ghana, July 2008

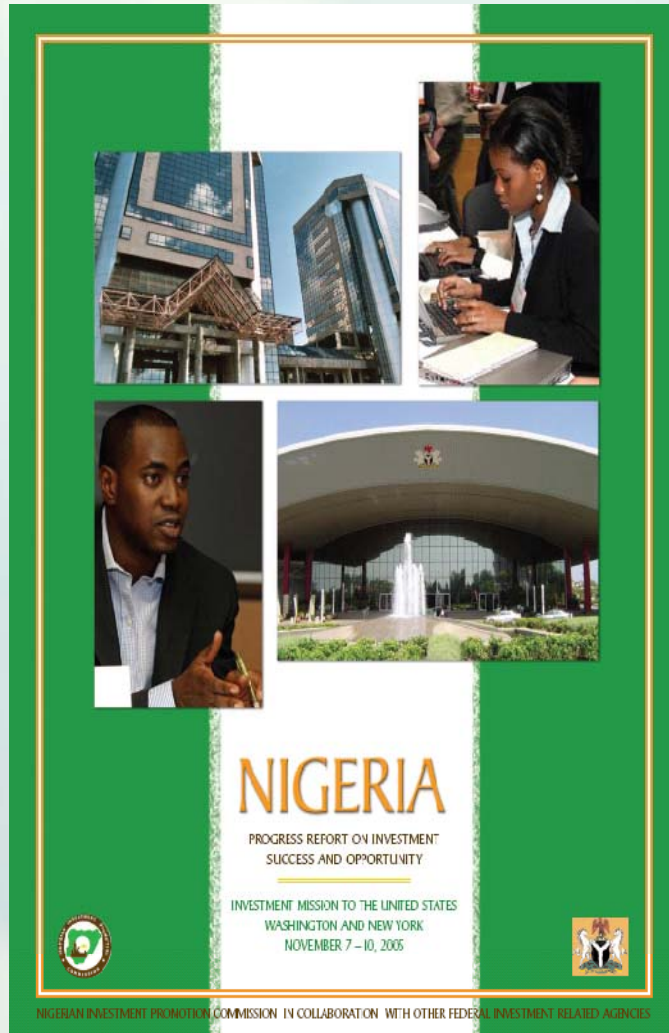


The U.S. Trade and Development Agency, the U.S. Department of State and the Government of Ghana sponsored the West Africa Road Map to Opportunities Conference from July 8 to 10, 2008 in Accra, Ghana. BCIU won the contract to organize and host the conference.

The goal of the conference was to promote a dialogue on the development of the ICT sector necessary to support West Africa's economic development. The conference agenda addressed key policy issues and highlighted efforts to expand telecommunications infrastructure; improve delivery of government services; and support the growth of e-commerce. In particular, the event is focused on regional market creation and cross-border cooperation on wireless technologies and included an examination of ICT in the areas of e-Commerce and e-Government in West Africa.

Nigeria Investment Promotion Program

New York & Washington, D.C., November 2005

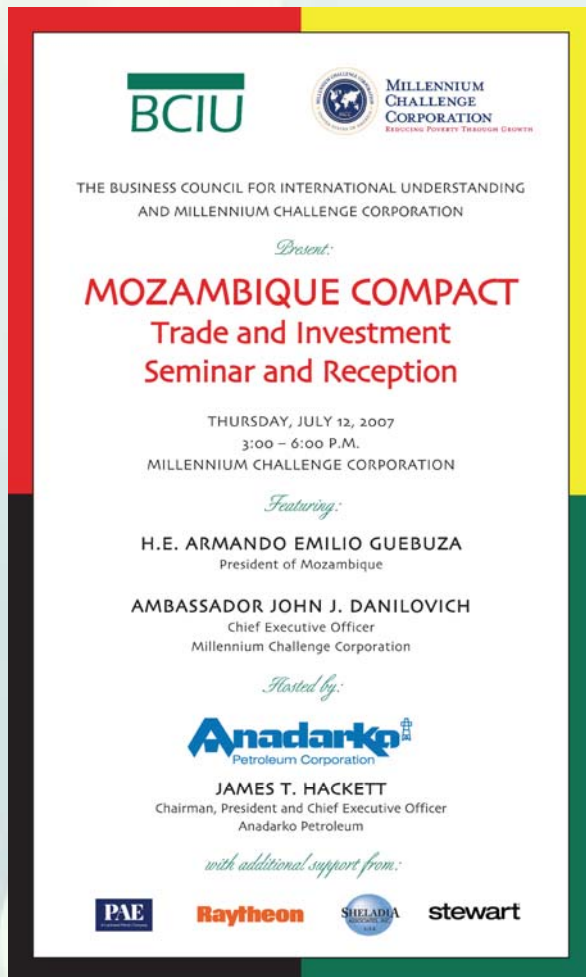


President Olusegun Obasanjo commissioned the Nigeria Investment Promotion Commission to organize a mission to Washington D.C. and New York (November 7-10) to promote business and investment ventures in Nigeria. Led by Federal Finance Minister Ngozi Okonjo-Iweala, the government officials and business executives on this mission (partially listed below) will meet with their U.S. government counterparts, U.S. companies, the New York Stock Exchange, media institutions and multi-lateral agencies to discuss Nigeria's progress as an emerging democracy that is striving for investor-friendly policies, an appropriate regulatory structure, and an increasingly transparent business environment.


The Business Council for International Understanding (BCIU) supported the Nigerian Investment Promotion Commission as consultants for this Mission. BCIU garnered support and cooperation from a number of firms and institutions to support the mission, including The Boeing Company, Exxon Mobil Corporation, Shell Oil Company, J.P. Morgan Chase and Company, C.S. First Boston, GoodWorks International LLC, Mayer Brown Rowe & Maw LLP, the New York Stock Exchange, Forbes Inc., Zephyr Management, the Lugano Group, Coltrin & Associates, Miracle Corners of the World, and the Council on Foreign Relations.

Mozambique Compact Trade and Investment Seminar and Reception

Washington, D.C., July 2007



The poster is framed with a red top-left corner, a yellow top-right corner, and a green bottom-right corner. It features the BCIU logo (The Business Council for International Understanding and Millennium Challenge Corporation) and the Millennium Challenge Corporation logo (Reducing Poverty Through Growth). The event title is in red and black text. The date and time are listed as Thursday, July 12, 2007, from 3:00 to 6:00 P.M. The speakers are H.E. Armando Emilio Guebuza, President of Mozambique, and Ambassador John J. Danilovich, Chief Executive Officer of Millennium Challenge Corporation. The host is Anadarko Petroleum Corporation, with James T. Hackett as Chairman, President and Chief Executive Officer. Additional sponsors include PAE, Raytheon, Sheladia, and Stewart Title.

BCIU  **MILLENNIUM CHALLENGE CORPORATION**
REDUCING POVERTY THROUGH GROWTH

THE BUSINESS COUNCIL FOR INTERNATIONAL UNDERSTANDING
AND MILLENNIUM CHALLENGE CORPORATION

Present:

MOZAMBIQUE COMPACT
Trade and Investment
Seminar and Reception

THURSDAY, JULY 12, 2007
3:00 – 6:00 P.M.
MILLENNIUM CHALLENGE CORPORATION

Featuring:

H.E. ARMANDO EMILIO GUEBUZA
President of Mozambique


AMBASSADOR JOHN J. DANILOVICH
Chief Executive Officer
Millennium Challenge Corporation

Hosted by:

Anadarko
Petroleum Corporation

JAMES T. HACKETT
Chairman, President and Chief Executive Officer
Anadarko Petroleum

with additional support from:

PAE **Raytheon**  **stewart**

The Millennium Challenge Corporation (MCC) and the Business Council for International Understanding (BCIU) presented a forum on Mozambique trade, procurement, and investment opportunities. Procurement opportunities discussed included equipment, civil works and services such as management, auditing and environmental assessment.

The seminar focused on the Millennium Challenge Corporation Compact with Mozambique, which was signed on July 13, 2007, and featured His Excellency Armando Emilio Guebuza, President of Mozambique and Ambassador John J. Danilovich, Chief Executive Officer of the Millennium Challenge Corporation. The objective of the \$507 million Compact program is to reduce poverty in Northern Mozambique. The Compact will target urban water and sanitation, dam rehabilitation, and road construction. Procurement opportunities will include equipment, civil works, and services, such as project management, auditing, and environmental assessment.

This event was sponsored by Anadarko Petroleum, Raytheon, and Stewart Title.

South Africa Branding, Trade and Investment Mission to the United States

New York, Chicago, Atlanta, June 2004



BCIU worked in conjunction with the U.S. Commercial Service in Johannesburg, the government of the Republic of South Africa and The International Marketing Council of South Africa (IMC) to organize the “South Africa Alive with Possibility” Branding, Trade & Investment Mission to the United States.

The delegation of 50 individuals travelled to New York, Chicago and Atlanta to highlight South Africa’s economic and business success and encourage trade and U.S. investment. The delegation not only included top business leaders but also representatives from emerging companies owned and led by historically disenfranchised South Africans, including women and South African Blacks. Highlights of the visit included a lunch with Congressman Charles Rangel and a conference at the NY Stock Exchange on Monday. BCIU also convened a workshop in Atlanta on how U.S. and South Africa business can anticipate the benefits and plan for the implementation of the U.S.-Southern African Customs Union.

BCIU Africa Programs

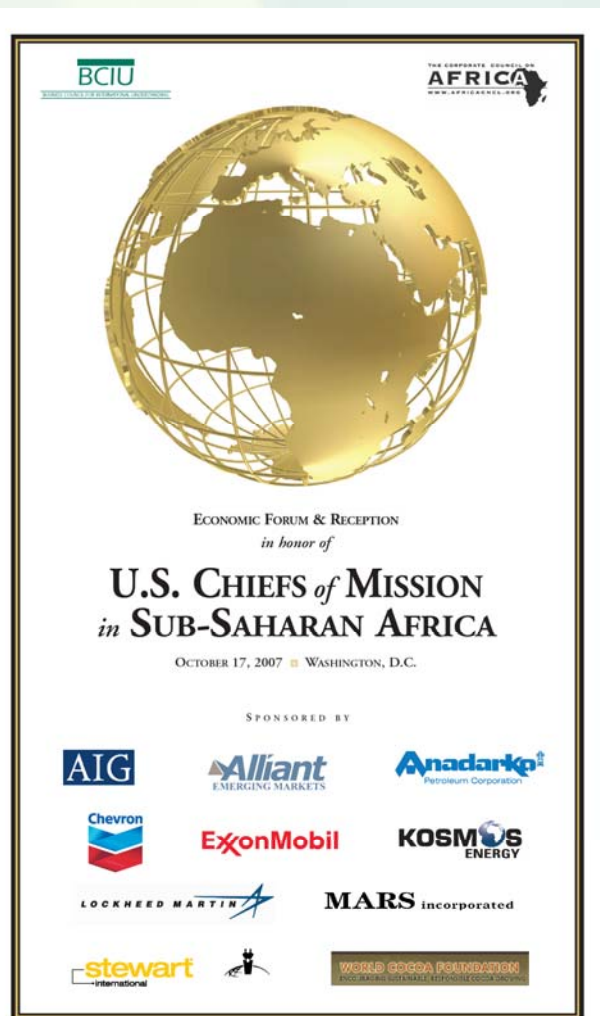
Through custom-tailored events, briefings and off-the-record discussions where stakeholders can speak candidly about timely, core issues, BCIU promotes the resolution of problems and the development of business opportunities in both the private and public sectors worldwide. Business leaders brief government officials on their projects and concerns regarding any country or region; senior government officials provide honest and accurate assessments of local events and their impact on business. BCIU has conducted these industry consultations with several U.S. and Foreign officials in Africa, including :

- *His Excellency John Kufuor, President of Ghana*
- *His Excellency Yoweri Museveni, President of Uganda*
- *His Excellency Armando Emilio Guebuza, President of Mozambique*
- *His Excellency Hifikepunye Pohamba, President of Namibia*
- *His Excellency Festus Mogae, President of Botswana*
- *His Excellency Blaise Compaoré, President of Burkina Faso*
- *His Excellency Thomas Yayi Boni, President of Benin*

- *The Honorable Eric M. Bost, Ambassador of the United States to South Africa*
- *The Honorable Donald G. Teitelbaum, Ambassador of the United States to the Republic of Ghana*
- *The Honorable John Campbell, Ambassador of the United States to Nigeria*
- *The Honorable Linda Thomas-Greenfield, Ambassador of the United States to Liberia*
- *The Honorable Stephen James Nolan, Ambassador of the United States to Botswana*
- *The Honorable Dan Mozena, Ambassador of the United States to Angola*



Annual Economic Forum & Reception with U.S. Chiefs of Mission Sub-Saharan Africa



BCIU has organized conferences during the Regional Chiefs of Mission meetings. Each Regional Bureau of the U.S. Department of State usually sponsors an annual Chiefs of Mission internal gathering, for which BCIU obtains State Department approval to add a business outreach segment where BCIU members and U.S. Ambassadors meet informally. After breakout sessions – in which government officials provide in-country perspectives and views on the economy and political pressures in the region – a networking reception is held. When scheduling allows, a dinner session is also added to the agenda.

These receptions have offered BCIU members ample networking opportunities with U.S. or foreign officials from the entire region and with business leaders across a range of sectors in a single setting. In the past, BCIU has organized the reception for the Ambassadors in Sub-Saharan Africa in cooperation with the Corporate Council on Africa. Over one hundred corporate executives, in addition to Ambassadors from countries in Sub-Saharan Africa serving in Washington, D.C. have attended this event.

Building an Effective Global Commercial Diplomacy Team



BCIU's Commercial Diplomacy Training program:

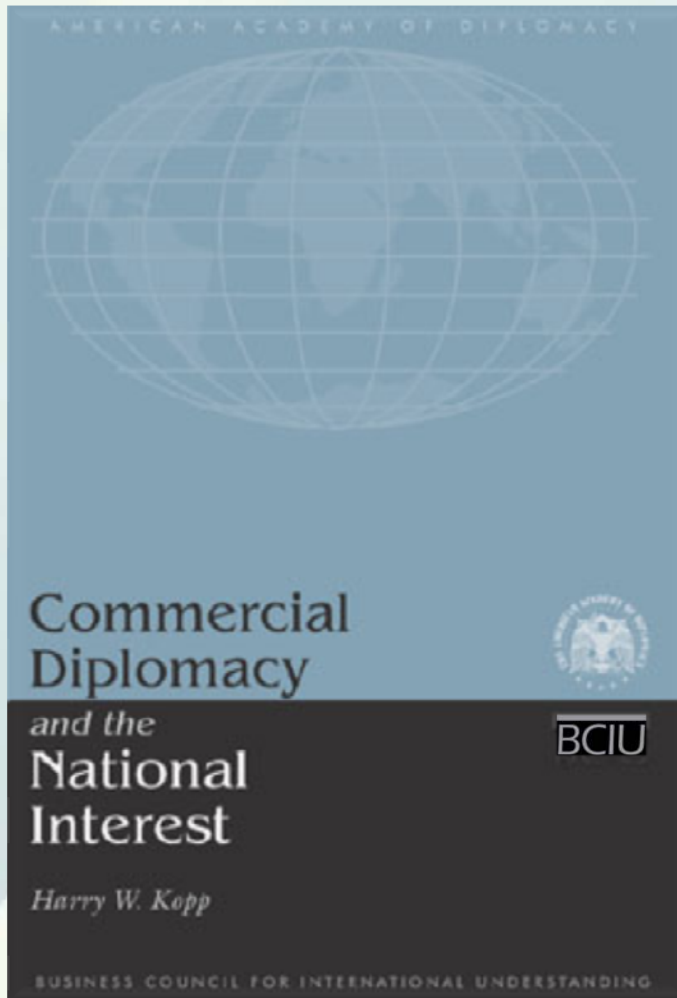
- ✓ Promotes the U.S. national interest and strengthens American embassy and trade promotion agencies' support for business
- ✓ Cultivates contacts between business and U.S. Embassies
- ✓ Keeps BCIU and its membership in tune with the priorities, policies, and mandates of the Foreign Service, U.S. & Foreign Commercial Service, and TPCC agencies
- ✓ Increases effectiveness in promoting U.S. business interests in overseas markets



over 5,000 officers have been exposed to BCIU partners through Commercial Diplomacy Training

BCIU partners trained 523 officers serving in 127 countries in 2007 alone

Commercial Diplomacy – National Interest / BCIU Interest



Introduction to the Ambassador's Checklist for Promoting U.S. Business

“United States Ambassadors and their missions serve as advisors to our businessmen when they plan their market strategies. Their interventions with host governments improve the chances that the playing field will be level and their advocacy of sound economic policies build a context for successful American competition. BCIU has been an important bridge between business and the foreign policy community. It will continue to play that role. BCIU’s reflections on international business and our diplomatic missions deserve your close attention. They are borne of years of close observation.”

Frank G. Wisner, II

United States Ambassador to: India, Philippines, Egypt, Zambia
Vice Chairman, External Affairs, American International Group
Vice Chairman, BCIU

America's trade and commercial competitiveness are integral to our economic and national security. Through their unique leverage and status, Ambassadors can protect, expand and create new commercial opportunities for American companies and workers by:

I. PROVIDING TIMELY ADVICE AND MARKET INTELLIGENCE

- ★ Brief U.S. companies on the country's economic and political environment
- ★ Identify and inform U.S. companies of trade and investment opportunities
- ★ Establish whether the host government possesses the resolve and funding to execute prospective projects and procurements
- ★ Provide information on key government contacts of importance to U.S. business
- ★ Offer advice on effective tactics for pursuing business opportunities in the country
- ★ Share information on the commercial priorities and strategies of foreign governments and host country competitors
- ★ Conduct proactive outreach to the U.S. business community, e.g. by hosting regular networking and commercial strategy roundtables

II. BUILDING EFFECTIVE ADVOCACY STRATEGIES

- ★ Integrate commercial diplomacy into overall U.S. foreign policy objectives
- ★ Ensure that the Embassy has a proper understanding of the background and bona fides of U.S. companies requesting assistance
- ★ Guide U.S. companies through completion of the Advocacy Questionnaire and have them submit it to the Advocacy Center
- ★ Query U.S. companies on their long term plans in and commitment to the market
- ★ Work with U.S. companies to establish the true economic value to the U.S. of trade and investment deals
- ★ Work with the Advocacy Center and the State Department's Office of Commercial and Business Affairs (EB/CBA) to get Washington-based agencies involved and to coordinate advocacy efforts
- ★ Keep companies informed of host country reactions/responses to USG advocacy

III. ENCOURAGING FREE MARKETS AND TRADE AGREEMENT COMPLIANCE

- ★ Encourage trade liberalization, privatization and other economic reforms to create a fair and transparent commercial climate
- ★ Alert U.S. companies and relevant USG agencies to specific barriers to U.S. trade and investment and work with them to overcome these barriers
- ★ Establish support for the negotiation of Bilateral Investment Treaties (BITs), Trade and Investment Framework Agreements (TIFAs), and Free Trade Agreements (FTAs) to advance U.S. trade and investment interests
- ★ Encourage active participation in the World Trade Organization and other multilateral trade-related organizations

IV. LEVERAGING EXPORT AND PROJECT FINANCE AND DEVELOPMENT RESOURCES

- ★ Monitor political and economic developments and advocate for the opening of credit facilities by the Export-Import Bank and Overseas Private Investment Corporation (OPIC)
- ★ Stay informed on financial packages offered by major foreign export credit agencies and press Ex-Im Bank and OPIC to match offerings and be creative in expanding services

IV. LEVERAGING EXPORT AND PROJECT FINANCE AND DEVELOPMENT RESOURCES (CONTINUED)

- ★ Track opportunities with multilateral development banks and other national and international financial institutions
- ★ Invite the host government to take advantage of Trade and Development Agency (TDA) feasibility study and orientation visit opportunities when planning major infrastructure projects
- ★ Brief U.S. companies on U.S. economic development assistance objectives and priorities (USAID, Millennium Challenge Corporation)

V. PROTECTING INTELLECTUAL PROPERTY RIGHTS

- ★ Press the host government for implementation of international obligations, better enforcement of existing laws and regulations, and reforms that keep pace with technological change
- ★ Encourage the host government to strengthen IPR protections by improving their commitments via multilateral and bilateral trade mechanisms
- ★ Coordinate efforts to combat piracy with U.S. and local business associations, parliamentarians, and the local media and academic communities
- ★ Work with U.S. industries to identify and showcase the benefits of better IPR protections to the local economy

VI. ADDRESSING SANCTIONS/LICENSING

- ★ Clarify for U.S. business the objectives of applicable USG sanctions and licensing policies
- ★ Provide a realistic assessment of the likelihood of obtaining waiver/license
- ★ Work with U.S. industries to determine how a sanctions waiver/license would support U.S. foreign policy goals

VII. PROMOTING TRANSPARENCY AND COUNTERING CORRUPTION

- ★ Encourage the host government to adopt effective policies and enforcement mechanisms to promote transparency and combat corruption
- ★ Determine the applicability of multilateral anti-bribery conventions (e.g. OECD and OAS)
- ★ Advise U.S. companies to be fully cognizant of the provisions of the Foreign Corrupt Practices Act (FCPA)
- ★ Support the efforts of business and non-profit groups to promote transparency and eliminate corruption
- ★ Stress USG interest in a fair and transparent selection process for major procurements

VIII. ENSURING A STABLE INVESTMENT CLIMATE AND CONTRACT SANCTITY

- ★ Identify and, as appropriate, counteract unexpected changes in law, regulation, and policy that undermine existing investments
- ★ Emphasize U.S. Government support for the sanctity of contracts and strongly caution host government on the negative consequences an investment dispute can have on prospective U.S. trade and investment
- ★ Advise companies on aspects of the local environment which may affect their dispute
- ★ Help companies secure access to appropriate host government officials
- ★ Inform U.S. companies of the protections afforded by existing BITs and applicable multilateral conventions
- ★ Encourage mechanisms for dispute resolutions, including international arbitration and BITs
- ★ Avoid commenting on the merits of the case in a legal dispute

Government Leaders Say...

“I am extremely pleased that the State Department and BCIU have developed a close, cooperative relationship over the years. In particular, our work together on a training initiative in commercial diplomacy is helping Department officers, at home and abroad, to become better versed in ways to advance U.S. business interests abroad.”

General Colin Powell
then Secretary of State

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MIDDLE EAST AMBASSADOR AND SENIOR COMMERCIAL OFFICER TOUR

LOS ANGELES – CHICAGO – NEW YORK

OCTOBER 2006



BCIU BUSINESS COUNCIL FOR INTERNATIONAL UNDERSTANDING
in cooperation with

NEW YORK DISTRICT BUSINESS COUNCIL
MIDDLE EASTERN BUSINESS COUNCIL
LOS ANGELES DISTRICT BUSINESS COUNCIL

presents

Middle East Business Update 2006

A Regional Investment and Trade Conference with U.S. Ambassadors,
Senior Commercial Officers and Middle East Leaders

OCTOBER 16-17, 2006 ♦ NEW YORK CITY

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THANK YOU



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