

USAID AFRICA TRADE AND INVESTMENT

TRADE AND ENABLING ENVIRONMENT CONTINENTAL SERVICES UPDATE

9/28/2022

CONTINENTAL SERVICES

- AFRICAN CONTINENTAL FREE TRADE AREA (AfCFTA)
- AFRICA GROWTH AND OPPORTUNITY ACT (AGOA) AND GENERALIZED SYSTEM OF PREFERENCES (GSP)

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AFRICAN CONTINENTAL FREE TRADE AREA (AfCFTA)

The ATI's aims are:

- To support African trade priorities, including the continental vision for intra-African trade and Africa's trading position with the U.S.
- Provide information to the African and U.S. private sectors on the status of the AfCFTA agreement negotiations, and anticipated outcomes.
- Work with the private sector/industry associations at continental and regional levels.

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McKinsey Global

- Contracted and Kick-Off held on September 28th, 2022

The aim of this project is to support one Regional Economic Community (REC) in implementing the AfCFTA private sector strategy.

The project will identify one REC to support based on highest representation of value chains included in the AfCFTA private sector strategy, and willingness to engage. Direct support will be provided to the REC in understanding and implementing the AfCFTA private sector strategy and in increasing private sector participation.

The project will assess the gaps between the AfCFTA private sector strategy and the REC's trade strategy and an implementation plan will be outlined to fill these gaps and focus on trade facilitation from the AfCFTA private sector strategy

An alignment workshop will be facilitated with the selected REC, AfCFTA and USAID representatives, and private sector stakeholders from selected value chains to review and align stakeholders on the implementation plan.

Tutwa Consulting
– Contracted and Kick-Off held on September 27th, 2022

The project will be tackling the Illustrative Interventions aspect of the AfCFTA by supporting private sector engagement, coordinating with Regional Economic Communities (RECs) and countries on relevant issues, and developing new metrics on the implementation of the AfCFTA.

Private sector engagement (PSE) will be supported on e-commerce regulatory and interoperability issues (investment and trade enabling environment).

The project will coordinate with regional economic communities (RECs) and countries on relevant issues (e.g., intellectual property (IP), e-commerce, competition).

CCA AND TRALAC
- Scope of Work (SOW) in Review

- Provide information to the African and U.S. private sectors on the status of the AfCFTA agreement negotiations, and anticipated outcomes.
- Work with the private sector/industry associations at continental and regional levels.
- Facilitate business to business (B2B) opportunities in support of African continental trade activities e.g., the Annual IntraAfrica Trade Fair and U.S. buyer events.

DNA Economics and African Women in Business - SOW being finalized

- Provide information to the African women owned and managed firms on the status of the agreement negotiations, and anticipated outcomes.
- Develop relevant new metrics on the implementation of the AfCFTA and its impact on women trading companies for use by ATI and AfCFTA Secretariat.



Alliance for Commodity Trade in Eastern and Southern Africa (ACTESA) and African Fertilizer and Agribusiness Partnership (AFAP)

– SOW in review

- Direct support to private sector associations and firms (seed and fertilizer sectors) to help them prepare for full implementation of the agreement and avenues for benefiting from agreement compliance.
- Provide support to U.S. and African firms' intra-Africa trade activities in the expanded African market in seed and fertilizers.

AFRICA GROWTH AND OPPORTUNITY ACT (AGOA) AND GENERALIZED SYSTEM OF PREFERENCES (GSP)

Demand for AGOA and GSP related information and support has evolved. With Africa itself integrating under AfCFTA and Prosper Africa's continental approach to trade and investment, support for preferential trade under AGOA and GSP would benefit from a more agile and cost-effective team of AGOA and GSP experts to provide on-demand counsel to private sector firms, regional organizations, and Missions.

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ATI-001 Continental Services Trade Preferences Support: Africa Growth & Opportunity Act (AGOA) and Generalized System of Preferences (GSP)

ATI issued an RFP to advance AGOA and GSP priorities seeking to create economies of scale and scope on the U.S.-buyer end and within Africa with business membership organizations and export firms.

Responses: 12 responses to the RFP and a Technical Evaluation Committee selected a total of five firms to offer a range of services in support of the private sector in Africa and the U.S.

Offeror 1 : TRALAC (SOW in Review)

- Inform various stakeholders on relevant AGOA and GSP information.
- Provide positive user experience, ensure integrity, and continued functionality by manking enhancements to the existing *AGOA.info platform.*
- Advance AGOA/GSP priorities in combination with virtual trainings, an enhanced suite of digital services available through the trade preferences-AGOA and GSP- website
- Expand the library of AGOA Toolkit Guides through the addition of new guides and updates.

Offeror 2 : VENTURE LIFT AFRICA (SOW in Review)

- Mobilize 70 AGOA & GSP experts for on-demand AGOA and GSP services across the continent
- Facilitate 4 in-person and virtual training sessions in Africa and the U.S. with focus on business associations with young professionals for sustainable career development opportunities.

Offeror 3: BHAVANA (Awarded)

- On-Demand AGOA/GSP/Export Advisory Services by mobilizing 10 African and international AGOA/GSP and US/Africa trade experts in textile and apparel Sector.
- Conduct AGOA and GSP related trainings for various industry stakeholders on US Regulatory Requirements of 245 African textile and apparel export firms.
- Conduct US Market Access Training with African Associations targeting: Collaborate with African associations and 60 business membership Organizations.

Offeror 4: FOXFIN (Pending CO consent)

- Upgrade the African Trade Platform (ATP) to achieve an immersive experience to effectively drive future trade and investment.
- Develop an expansive AGOA & GSP information & resource repository including frequently asked questions with answers from experienced experts, video materials for quicker assimilation and introduction to pertinent and complex concepts.
- Conduct marketing activities to ATP's main audience, targeting USD 5 million per month of value in trade deals closed, with a total of $60 million in one year

Offeror 5: CATALYZE (Pending delivery to CO)

- Supply a team of on-demand multi-lingual coordinators, AGOA/GSP Experts, and Logistics Experts to counsel at least 750 private sector firms, regional organizations, and Missions.
- Outline What AGOA is and where to look for information by creating a 1-minute long Animated AGOA Informational Video.
- Organize a series of training webinars on AGOA and GSP reaching out to 100 associations and translated into Portuguese and French.


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