2025 Strategic Plan of the U.S.-Africa Trade Commission

The U.S.-Africa Trade Commission (USAfriTrade) is dedicated to strengthening economic ties between the United States and African countries through trade, investment, and strategic partnerships. This comprehensive 2025 strategic plan outlines the key programs, events, strategic partnerships, resource mobilization, and sponsorship strategies aimed at accelerating trade relations, promoting economic development, and providing opportunities for and African businesses.

Executive Summary

Strengthening Economic Ties

The Commission seeks to create an environment conducive to expanding trade, fostering innovation, and building lasting business relationships between the US and Africa.

Comprehensive Strategic Plan

The plan for 2025 includes programs, events, strategic partnerships, and resource and sponsorship acquisition strategies.

Focus on Opportunities

The goal is to accelerate business relations and promote economic development for US and African companies.

Vision and Mission

Vision

To be the leading platform and catalyst for sustainable trade, investment, and economic cooperation between the US and Africa, facilitating inclusive economic growth in both regions.

Mission

To promote bilateral trade by providing market intelligence, facilitating cross-border transactions and collaborations, advocating for trade-friendly policies, and empowering businesses to access new markets and create high-quality jobs.

Strategic Objectives - Part 1

1

Promote US Businesses in Africa

Objective: Provide US businesses with the tools, resources and access to local markets in Africa, with a special focus on small and medium enterprises (SMEs) and startups.

2

Support African Businesses

Objective: Help African SMEs expand their reach into the US market, leveraging US technology and expertise in key sectors.

3

Promote Political Dialogue

Objective: Strengthen the political environment in both regions to remove trade barriers, improve regulatory frameworks and enhance ease of doing business.

Strategic Objectives - Part 2

Strengthen partnerships

Build and maintain strong relationships with government, private sector and civil society.

Promote innovation

Encourage the adoption of innovative technologies and practices.

Support African economic development

Promote sustainable economic growth in African nations.

Increase awareness and engagement

Increase awareness of trade opportunities between the US and Africa among stakeholders.

Goals for US Businesses in Africa

US-Africa Business Matchmaking Platform

Launch a US-Africa business matchmaking platform with the goal of connecting 100 US companies with African business partners by the end of 2025.

Trade Missions

Organize at least 4 trade missions targeting key industries.

Support for African Businesses

Commercial Education and Digital Capacity Building

Launch a series of commercial education and digital capacity building programs for African countries' businesses.

Entry into the US Market

Facilitate the entry of 50 African SMEs into US markets through specialized trade missions or acceleration programs.

Promoting Political Dialogue

1. **Policy Roundtables**

   Conduct 3 policy roundtables with authorities from the and African governments.

2. **Policy Briefs**

   Publish 2 policy briefs addressing trade barriers and regulatory issues.

Supporting African Economic Development

1

Identifying Key Sectors

Collaborate with African governments to identify key sectors for investment (e.g. agriculture, technology, renewable energy).

2

Access to Technology

Facilitate access to US technology and expertise in these sectors.

3

Training Programs

Develop training programs for African entrepreneurs and businesses.

Increased Awareness and Engagement

Marketing Campaign

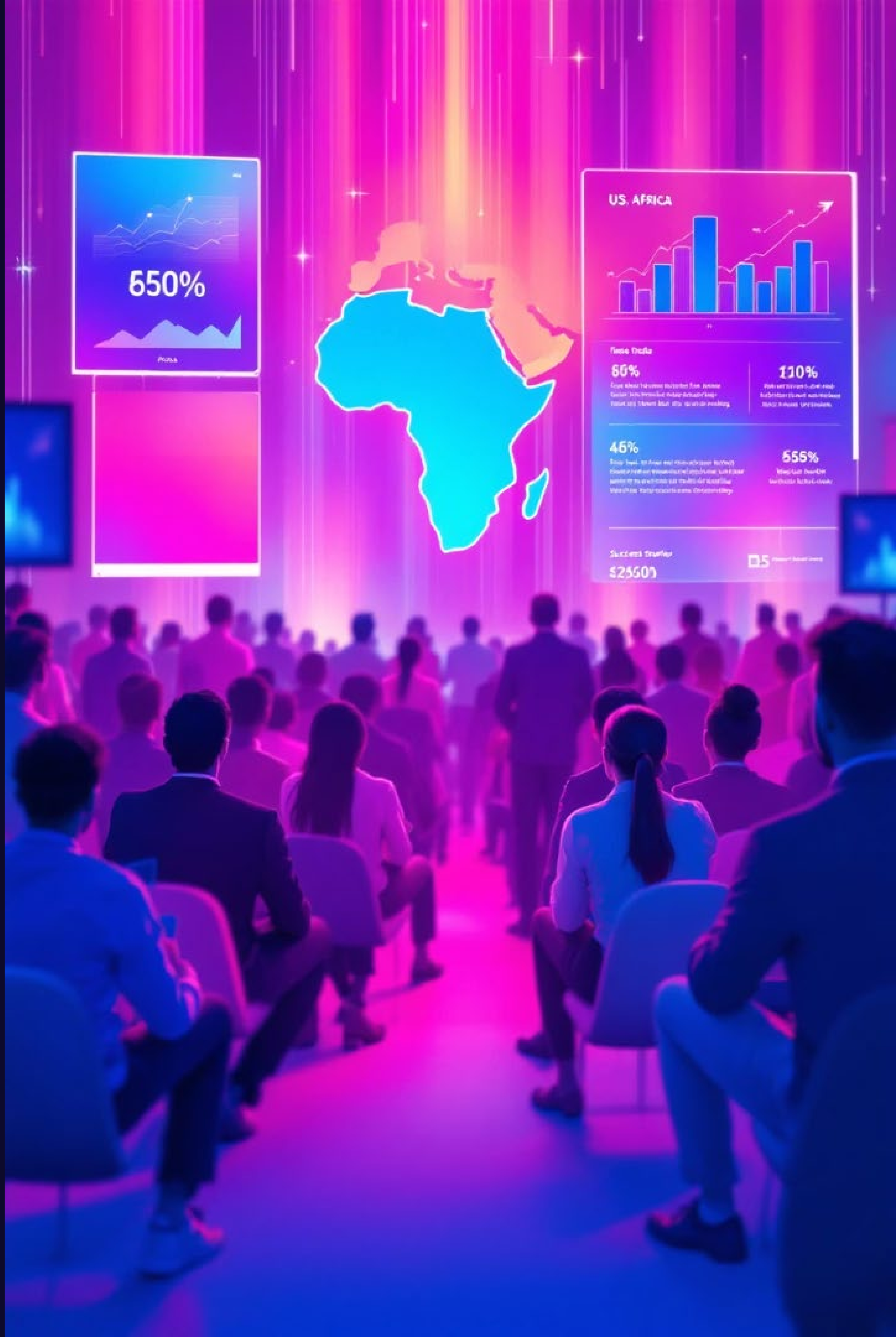
Launch a marketing campaign highlighting success stories and trade benefits.

Webinars and Forums

Organize webinars and forums to discuss policies and trade opportunities.

Diaspora Engagement

Engage with diaspora communities to promote trade initiatives.



Strategic Partnerships for 2025 - Part 1

1. Partnerships with African Governments and Economic Blocs

Collaborate with the African Union (AU), the African Development Bank (AfDB), and regional economic organizations (e.g., ECOWAS, SADC) to align USAfriTrade activities with continental economic and trade policies.

2. Partnerships with the US Government

Collaborate with US agencies such as the United States Agency for International Development (USAID), the US Trade and Development Agency (USTDA), and the Export-Import Bank to support trade missions and development programs in Africa.

Strategic Partnerships for 2025 - Part 2

Corporate Partnerships

Build long-term corporate partnerships with multinational companies, banks, and industry leaders to support USAfriTrade initiatives and events.

Chambers of Commerce and Industry Associations

Establish partnerships by the second quarter of 2025 with various chambers of commerce to provide platforms for business networking and policy advocacy. Collaborate with sector-specific associations to gather insights, customize programs, and drive sector-focused initiatives.

Academic Institutions

Establish partnerships by the third quarter of 2025 with universities and research institutions to promote innovation and provide research-based insights on market trends and opportunities.

Strategic Partnership Timeline

1

Ongoing throughout 2025

Maintain continuous dialogue with African governments and trade bodies to ensure that USAfriTrade programs are aligned with regional trade priorities.

2

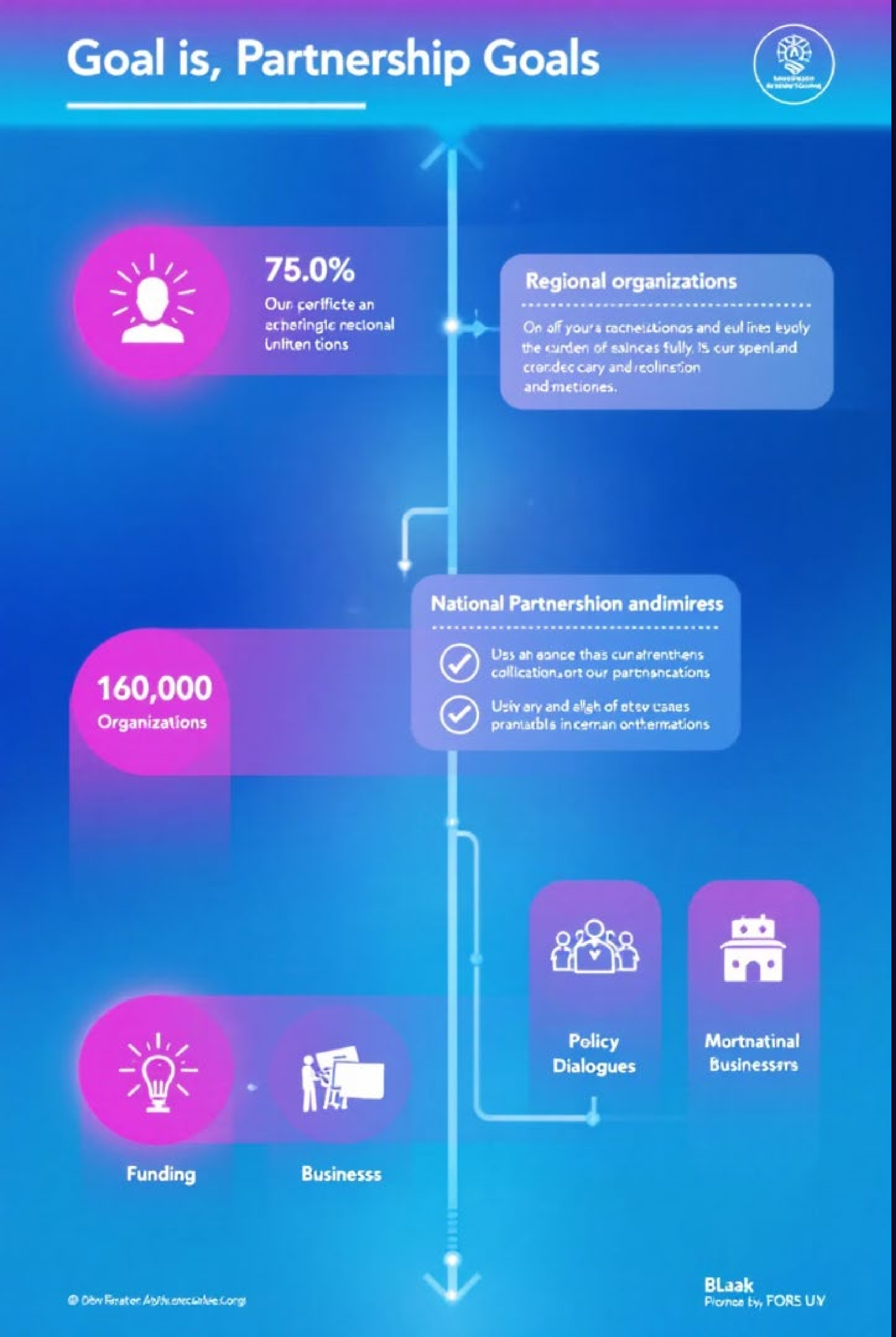
Q1-Q2 2025

Establish partnerships with USAID and USTDA to fund capacity building and infrastructure development programs in Africa.

3

Q3 2025

Partner with the US Export-Import Bank to provide trade financing to US companies participating in trade missions.



Key Partnership Objectives

5

Regional Partnerships

Formalize partnerships with 5 African regional economic organizations.

3

Policy Dialogues

Co-host 3 policy dialogues or capacity building workshops with African governments.

$5M

Funding

Secure over $5 million in funding for USAfriTrade programs from US government agencies.

20

Funded Businesses

Facilitate financing for at least 20 US companies involved in trade missions.

Corporate Partnership Objectives

Corporate Sponsorships

Secure over 3 million euros in corporate sponsorships for USAfriTrade events and programs.

New Partnerships

Establish 5 new corporate partnerships for collaborative trade programs and initiatives.

Key Programs and Events for 2025 - Part 1

1

West Africa Regional Trade and Investment Summit

Date/Location: March 2025, Accra, Ghana. A regional event that brings together business leaders, policymakers, and investors.

2

North Africa Regional Trade and Investment Summit

Date/Location: June 2025, Addis Ababa, Ethiopia. A regional event that brings together business leaders, policymakers, and investors.

3

US-Africa Annual Trade and Investment Summit (USATIGS 2025)

Date/Location: August 2025, Lagos, Nigeria. A flagship event that brings together business leaders, policymakers, and investors to explore new opportunities, discuss trade policies, and network.

Details of the Annual US-Africa Trade and Investment Summit (USATIGS 2025)

Format

3-day event including plenary sessions, sector-specific panels, networking opportunities, business partnerships, and a trade exhibition.

Target Audience

Business leaders from the US and Africa, government representatives, investors, policymakers, and entrepreneurs.

Key Objectives

Facilitate 200 business-to-business (B2B) matchmaking sessions. Engage over 500 participants from the US and Africa. Secure over 10 high-level corporate and government sponsors.

Bimonthly Business and Networking Events

1. **January 2025**

   Focus on Agriculture

2. **March 2025**

   Focus on Technology

3. **May 2025**

   Focus on Manufacturing

4. **July 2025**

   Focus on Healthcare

5. **September 2025**

   Focus on Energy

6. **November 2025**

   Focus on Infrastructure

U.S.-Africa Trade Missions

1

Q2 2025

Trade mission to Kenya and Ethiopia focused on renewable energy, agribusiness, and infrastructure.

2

Q3 2025

Trade mission to Nigeria, Zambia, and the US targeting tech startups and agritech.

3

Q4 2025

Trade mission to the US focused on manufacturing, logistics, and industrial equipment.

Monthly Seminars and Workshops

Schedule

Last Friday of every month

Topics

Trade regulations, market entry strategies, and business development.

Format

Online discussions on key trade and investment topics, enabling broader participation from both continents.

U.S.-Africa Digital Trade Platform

1

Q1 2025

Official launch of the platform with over 100 US and African companies on board

2

Q4 2025

Platform development and partnership with SMEs and logistics companies

Goals of the Digital Commerce Platform

100

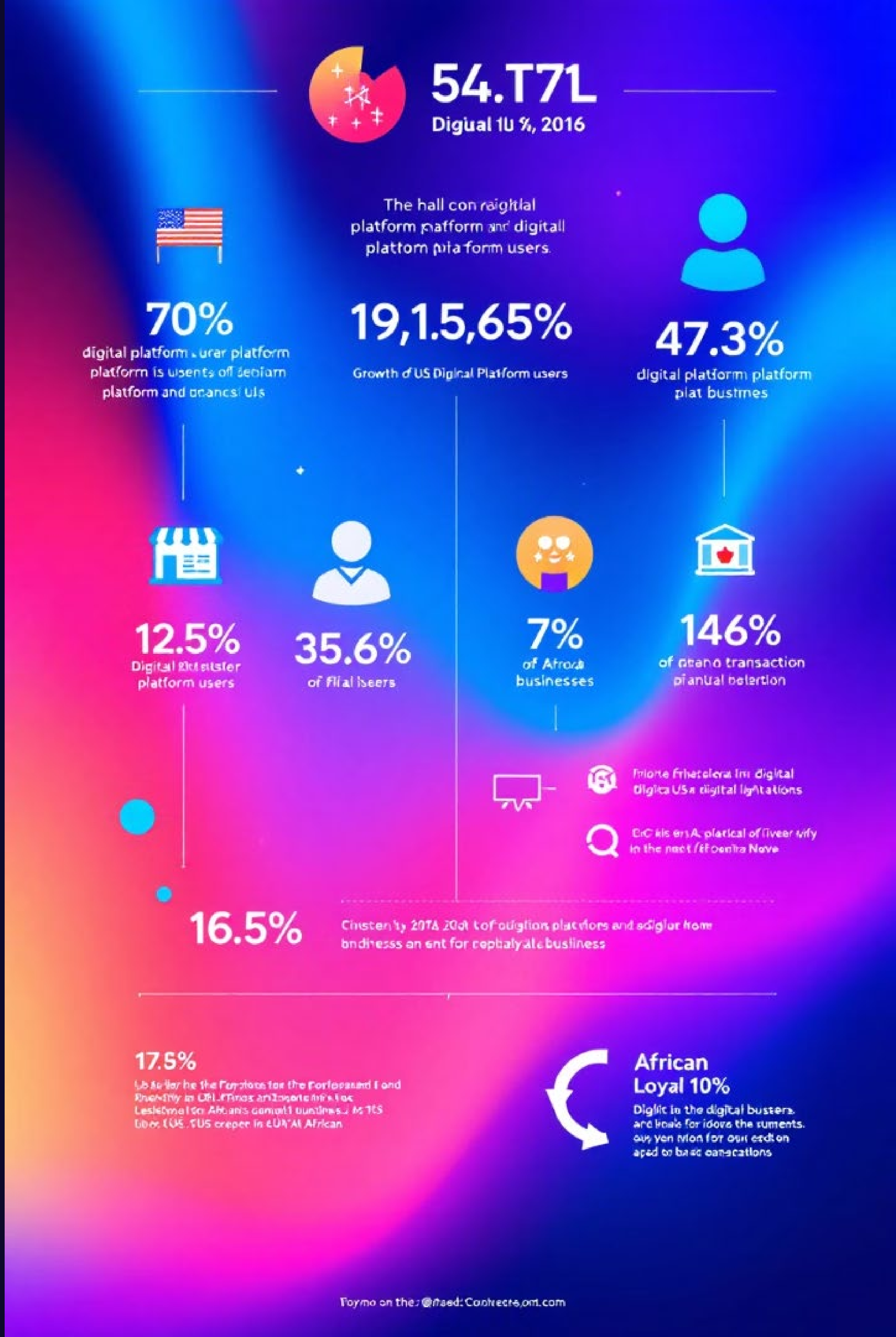
Transactions

Facilitate 100 e-commerce transactions in the first 6 months of launch.

200

SMEs Integrated

Integrate 200 SMEs (100 from the US and 100 from Africa) by the end of 2025.



Capacity Building Programs for African SMEs - Part 1

1

Q1-Q2 2025

Organize a series of virtual webinars focused on trade compliance, export documentation, and digital tools for SMEs.

2

Q3 2025

Organize in-person workshops in major African cities on international trade, financing, and accessing the US markets.

3

Q4 2025

Launch a US-Africa Trade Acceleration program, focusing on high-potential African SMEs seeking to enter the US markets.

Training Programs for African SMEs - Part 2

500

SMEs Trained

Train at least 500 African SMEs in collaboration with DHL, in trade-related skills, by the end of 2025.

50

Entry into the US Market

Facilitate the entry of at least 50 African SMEs into the US market.

Mentorship and Exchange Programs

Mentorship

Implement mentorship programs that pair experienced U.S. business leaders with emerging African entrepreneurs.

Exchange

Promote the sharing of knowledge and best practices through exchange programs.

Data Research and Analysis

Trade Trends

Conduct research on trade trends between the US and Africa.

Investment Opportunities

Identify and analyze investment opportunities in emerging African markets.

Economic Challenges

Study the economic challenges faced by African nations.

Report Publication

Publish reports to inform stakeholders and guide strategic decisions.

Partnerships with African Governments - Objectives

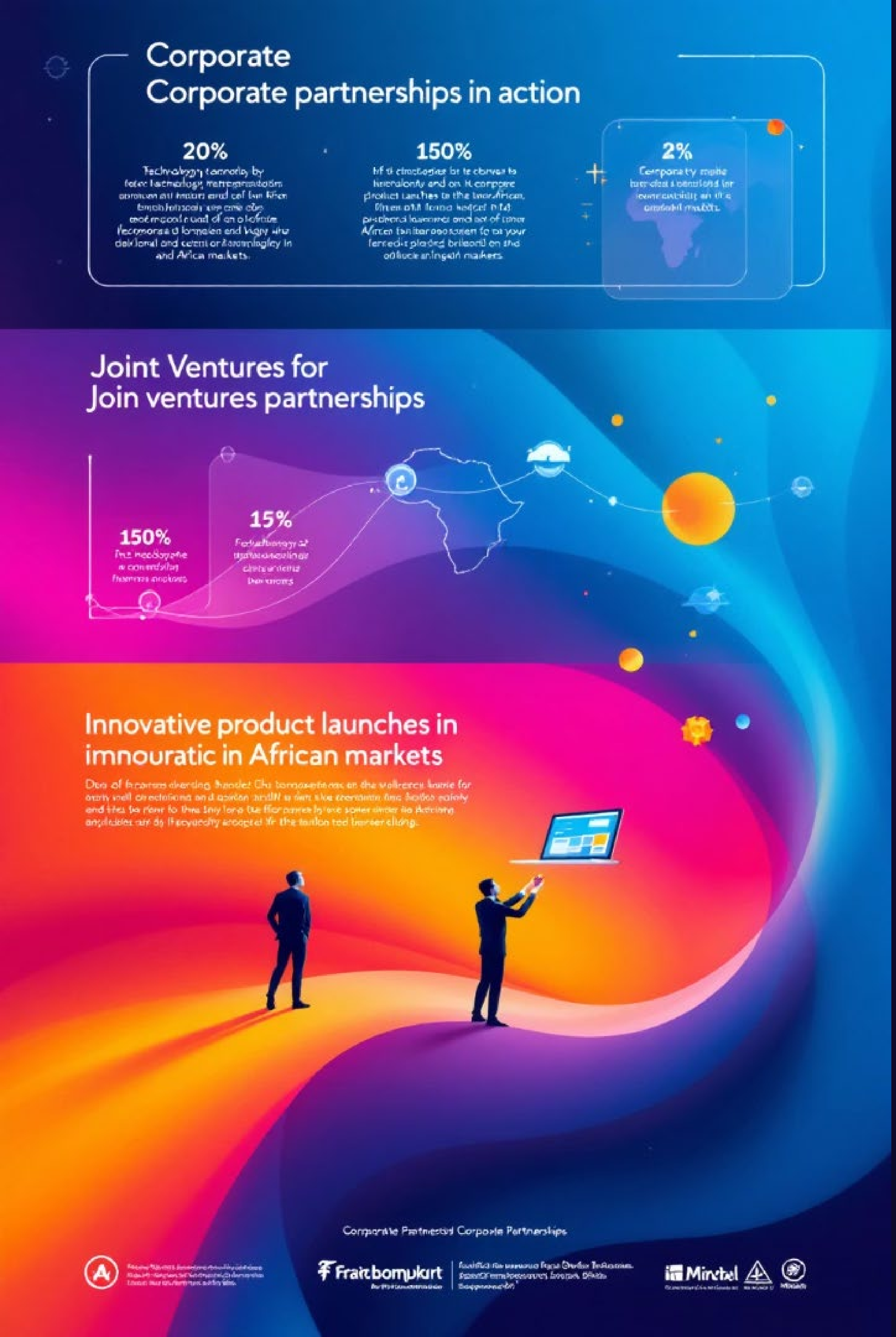
1. Policy Alignment
2. Trade Facilitation
3. Infrastructure Development
4. Institutional Capacity Building
5. Investment Promotion

Partnerships with African governments aim to create a conducive environment for trade and investment by aligning policies, improving infrastructure, and strengthening institutions.

U.S. Government Partnerships - Benefits

1. Project Financing
2. Technical Expertise
3. Market Access
4. Risk Reduction

Partnerships with U.S. government agencies offer crucial benefits, from financing to technical expertise, facilitating market access and mitigating risks for companies engaged in U.S.-Africa trade.



Impact of Corporate Partnerships

Strategic Collaboration

Corporate partnerships strengthen collaboration across sectors and regions.

Market Growth

Partner companies gain access to new markets and growth opportunities.

Innovation

Collaboration between companies drives innovation and the development of new solutions.

Global Reach

Partnerships expand the global reach of USAfriTrade's initiatives.

Next Steps and Conclusion

1 Plan Implementation

Initiate the execution of the planned programs and events for 2025.

2 Monitoring and Evaluation

Establish success metrics and monitoring systems to assess progress.

3 Continuous Adaptation

Maintain flexibility to adjust strategies based on feedback and market changes.

4 Partnership Expansion

Continue to seek and strengthen strategic partnerships to amplify impact.

The US-Africa Trade Commission is committed to strengthening the economic ties between the United States and Africa, promoting sustainable growth, and creating opportunities for businesses in both continents. With the implementation of this strategic plan, we expect to achieve significant and lasting impact on bilateral trade and economic development.