



# Grow Your Exports to South Africa and Kenya

November 9, 2022

Zoë Munro, Program Director

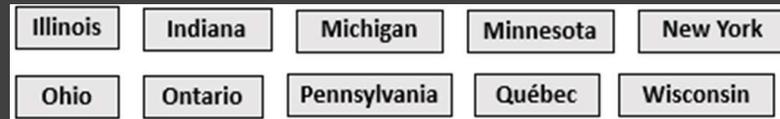
[zmunro@gsgp.org](mailto:zmunro@gsgp.org)



# Great Lakes St. Lawrence Governors & Premiers

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- More than 30 years of collaboration among the region's chief executives:



- Growing the region's economy and protecting the world's greatest freshwater system
  - Chair: Wisconsin Governor Tony Evers
  - Vice Chair: Ohio Governor Mike DeWine





## Great Lakes St. Lawrence Governors & Premiers

### Award-Winning Project Portfolio

#### **Economy**

- Promoting SME Exports
- Growing Strong Clusters
  - **Maritime**
  - **Transportation**
  - **Tourism**
  - **Cruising**
- Attracting Foreign Investment

#### • **Environment**

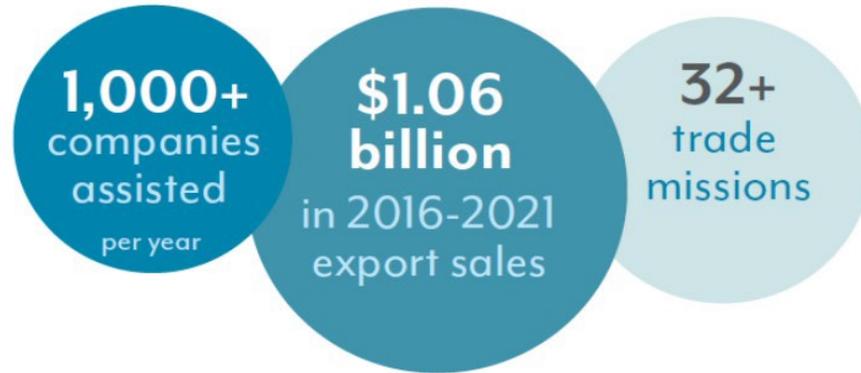
- Managing Sustainable Water Use
- Restoring and Protecting the Great Lakes St. Lawrence

# 16 Trade Offices



# GSGP Trade Missions

## PROVEN RESULTS

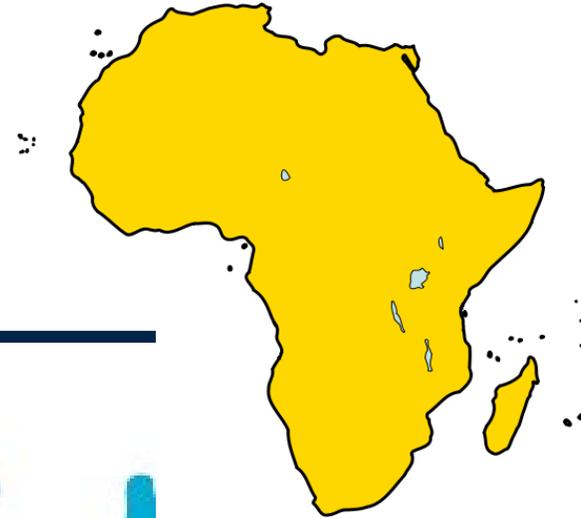


Abu Dhabi, Argentina, Australia, Brazil, Chile, Czech Republic, Colombia, Dubai, Germany, India, Indonesia, Japan, Mexico, New Zealand, Peru, Poland, Romania, South Africa, South Korea, Qatar, Québec, Tanzania, Thailand, Turkey, Vietnam, UAE and the United Kingdom





# GSGP Africa Trade Mission



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GSGP Africa Trade Office  
Richard Zurba, Director / November 2022





# GSGP Africa Coverage:



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**GSGP Africa  
staff coverage**



**Serving US Great Lakes  
companies since 1999**

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## GSGP Africa Services:

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Market Outreach / Insights

Market Selection / Counseling

Market Sector Research

Qualified Business Counterpart Matching

Regulatory Requirements Research

Company Background Research

Individualized Company In-Africa Appointments

Group Events

Trade Shows

Trade Ventures/Missions

Symposiums and Workshops





## Sectors of High Interest:

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Agricultural Technology / Food Processing

Automotive Machinery technology, Accessories

Aviation: MRO / Aircraft

Chemicals – specialty chemicals and technology

Education / Institutional Partnering

Information Technology / BPO Partnering

Infrastructure support in Roads, Ports, Rail

Machinery and high-tech manufacturing inputs





## Sectors of High Interest:

Medical equipment, and Healthcare requirements  
Mining Equipment / Conveyor technologies  
Power Generation & Supply /Renewable Energy  
Railway, Port, Road technologies.  
Telecommunications  
Water Technologies



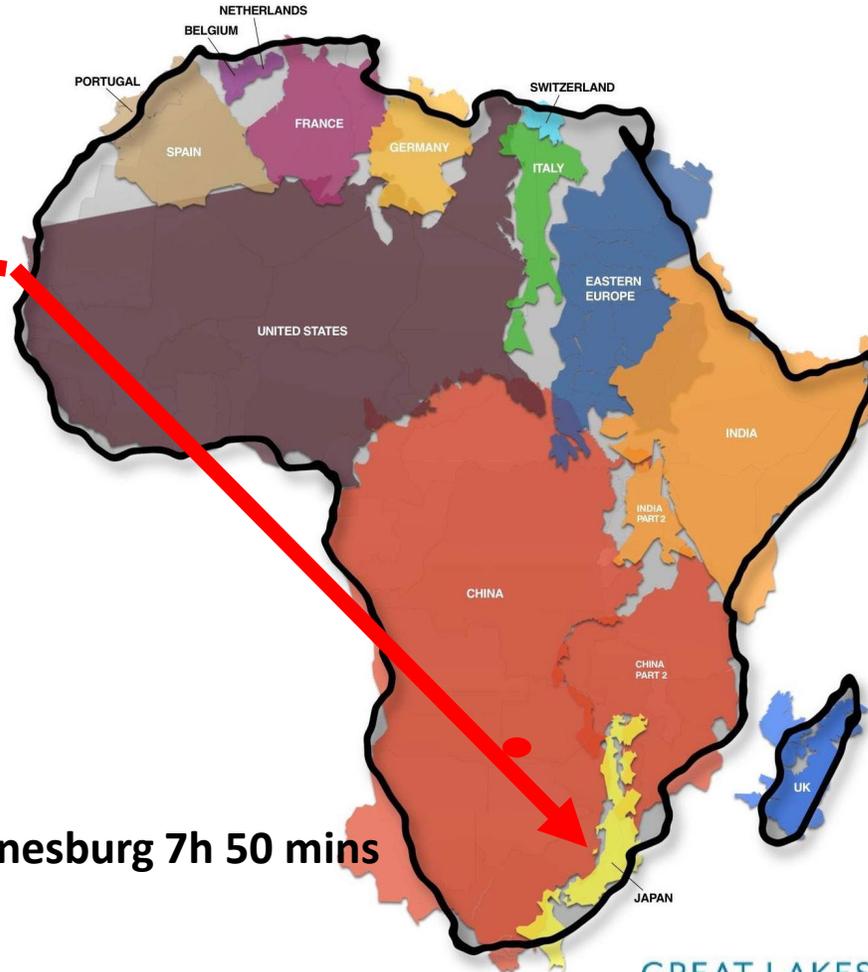


# Relative Geographic Size:

Dakar to JFK – 7h 30 mins



Dakar to Johannesburg 7h 50 mins



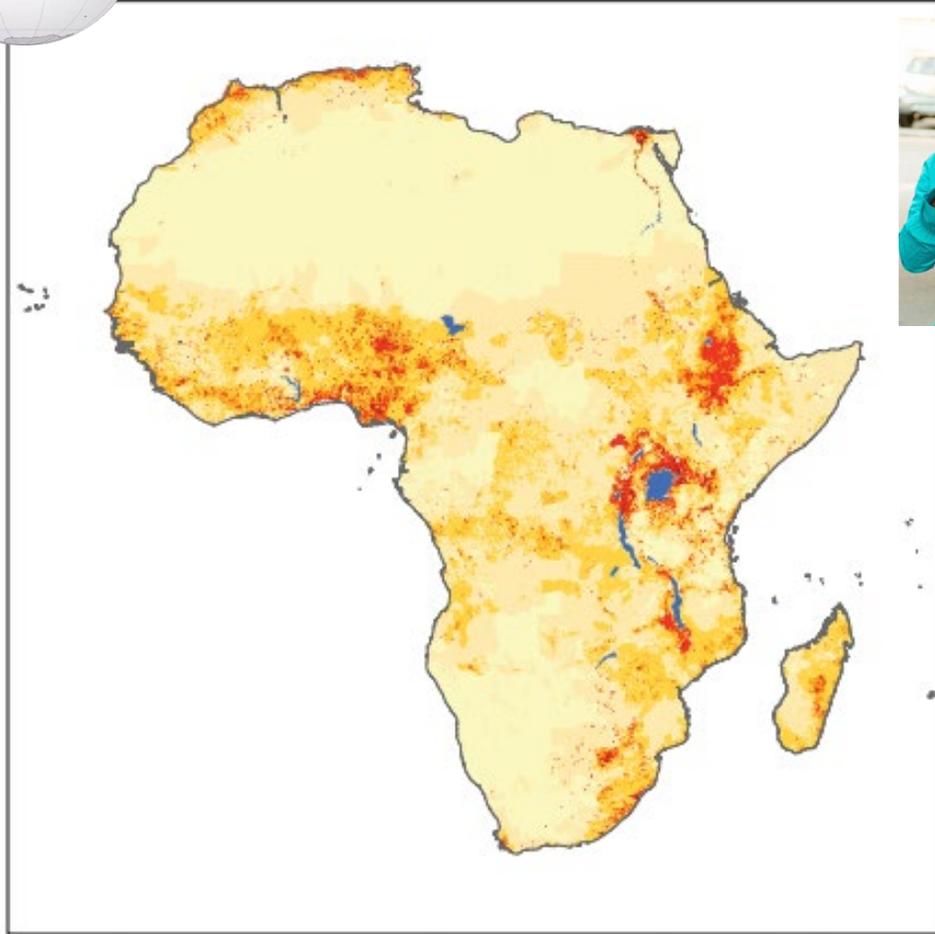
Courtesy: University of Sheffield





# Urbanization:

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Courtesy: OECD/UN Africa Economic Outlook 2015



# Communication: Languages



# Languages: English Growing



## Commonwealth of Nations

As of March 7, 2018

-  Member state
-  Former member
-  Neither



Togo



Gabon

[www.polgeonow.com](http://www.polgeonow.com)

**2.5 billion** citizens live in Commonwealth countries, with more than 60 per cent aged 29 or under,



**CHOGM**  
RWANDA2022

[Gabon and Togo join the Commonwealth](#)

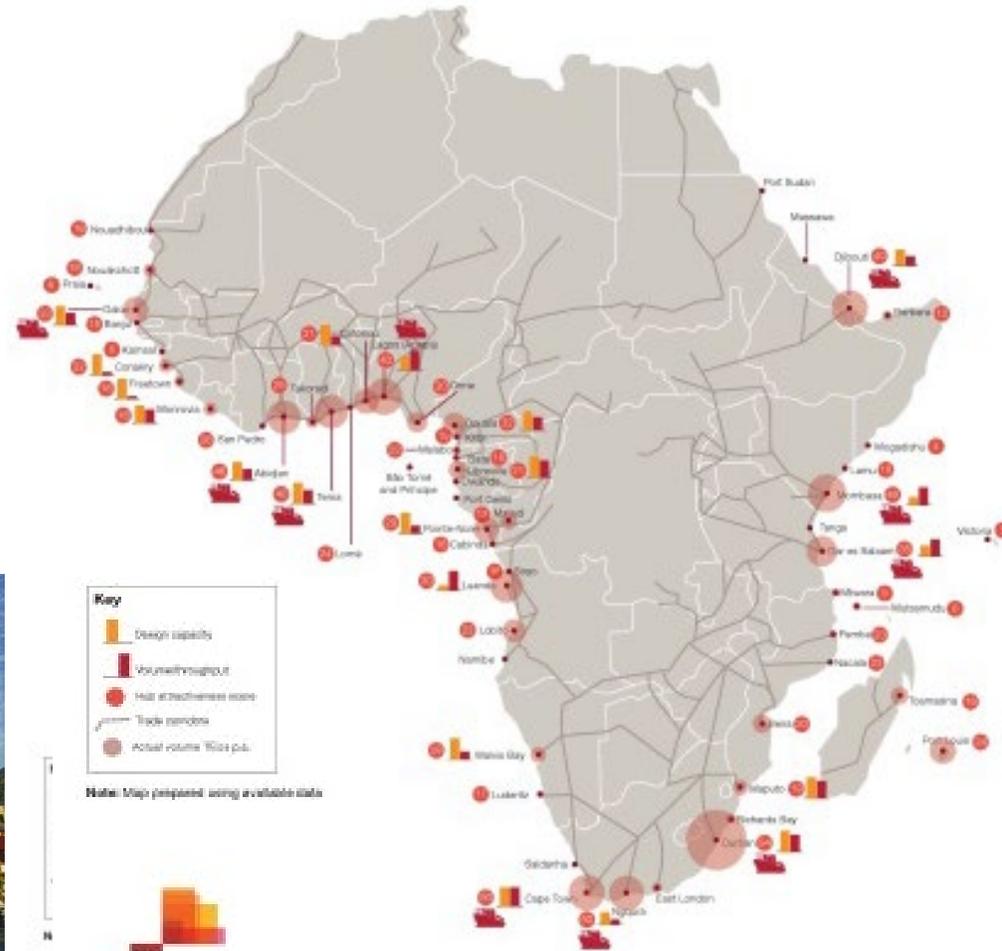
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# Infrastructure: Growing Demand

Structure of ports, rail and roads have left a latent market Open which the AfCFTA addresses.





# AfCFTA:



Creating One African Market





# AfCFTA:

## Which countries have ratified the AfCFTA Agreement?



- Instrument of ratification deposited
- Ratification approved or confirmation pending
- AfCFTA Agreement signed
- AfCFTA Agreement not signed

Last updated: 3 May 2022



© tralac, 2022

Listed by date on which the AfCFTA instrument of ratification was deposited with the AUC Chairperson

Country	Date
Ghana	10/05/2018
Kenya	10/05/2018
Rwanda	26/05/2018
Niger	19/06/2018
Chad	02/07/2018
Eswatini	02/07/2018
Guinea	16/10/2018
Côte d'Ivoire	23/11/2018
Mali	01/02/2019
Namibia	01/02/2019
South Africa	10/02/2019
Congo, Rep.	10/02/2019
Djibouti	11/02/2019
Mauritania	11/02/2019
Uganda	09/02/2019
Senegal	02/04/2019
Togo	02/04/2019
Egypt	08/04/2019
Ethiopia	10/04/2019
Gambia	16/04/2019
Sahrawi Arab Democratic Rep.	30/04/2019
Sierra Leone	30/04/2019
Zimbabwe	24/05/2019
Burkina Faso	29/05/2019
São Tomé & Príncipe	27/06/2019
Equatorial Guinea	02/07/2019
Gabon	07/07/2019
Mauritius	07/10/2019
Somalia*	14/08/2020
Central African Rep.	22/09/2020
Angola	04/11/2020
Lesotho	27/11/2020
Tunisia	27/11/2020
Cameroon	01/12/2020
Nigeria	05/12/2020
Malawi	15/01/2021
Zambia	05/02/2021
Algeria	23/06/2021
Burundi	26/08/2021
Seychelles	15/09/2021
Tanzania	17/01/2022
Cape Verde	05/02/2022
Democratic Republic of the Congo	23/02/2022
Morocco	18/04/2022

\* Confirmation of approval pending



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# AfCFTA:

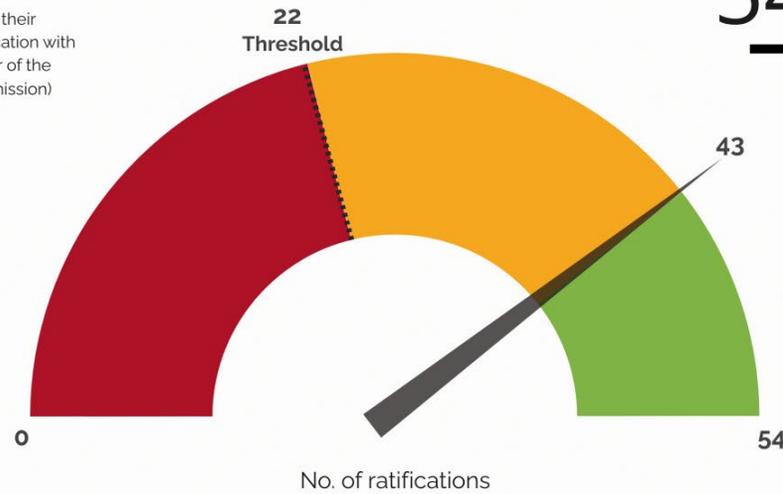
## AfCFTA Ratification Barometer

**43** No. of countries that have deposited their instruments of ratification with the depositary (Chair of the African Union Commission)

**54** No. of signatories (countries) that have signed the consolidated text of the Agreement Establishing the AfCFTA

**44** countries have complied with their domestic requirements for ratification of the AfCFTA Agreement

**1** country (of the 55 AU member states) has yet to sign the AfCFTA Agreement - Eritrea



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Last updated: 3 May 2022

### Number of ratifications deposited

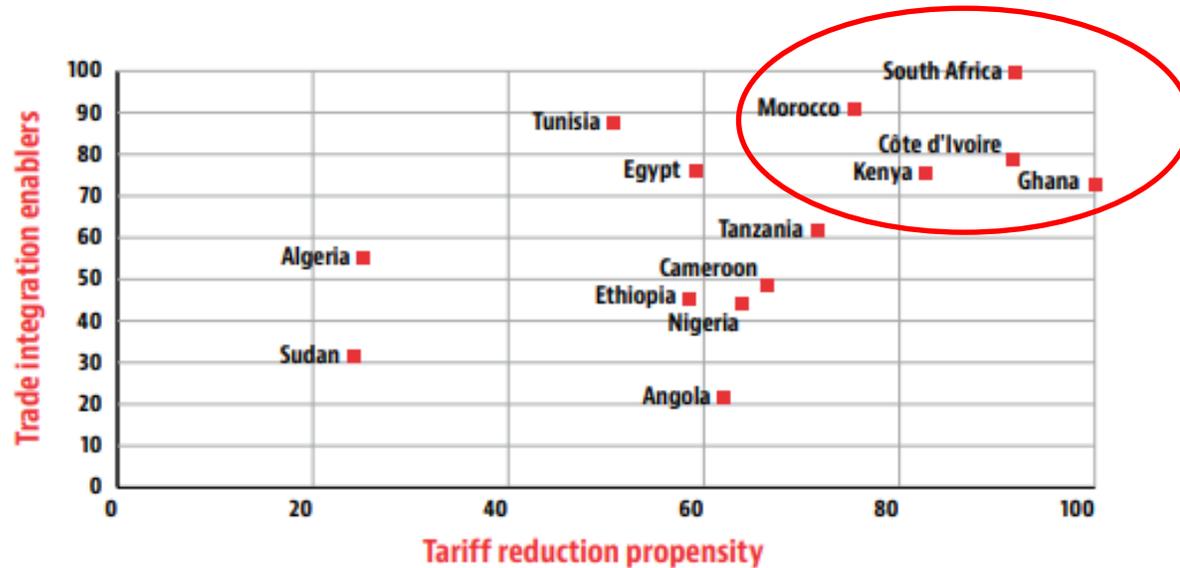


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Last updated: 3 May 20



# AfCFTA



Those inside the red circle have most to gain immediately through AfCFTA.

## Trade integration enablers

- Favorable conditions:
- Regulatory environment
  - Stable, business-friendly environment
  - Competitiveness of labor and production markets
  - Increased quality of infrastructure
  - Logistical performance
  - International trade environment

## Tariff reduction propensity

- Determining factors:
- Trade impact of removing tariffs
  - Attractiveness to foreign investments
  - External trade propensity
  - Recent trade performance
  - Bilateral trade
  - Manufacturing capacity to increase production

Courtesy: Oxford Economics / Baker McKenzie



## AfCFTA Benefits for USA:

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US Exporters benefit from understanding one comprehensive market:

1. Common tariffs;
2. Rules of origin;
3. Customs standards;
4. Standards and conformity assessment,
5. Sanitary and phytosanitary measures
6. Intellectual Property Rights.

Commonalities allow for easier analytics and better transparency.

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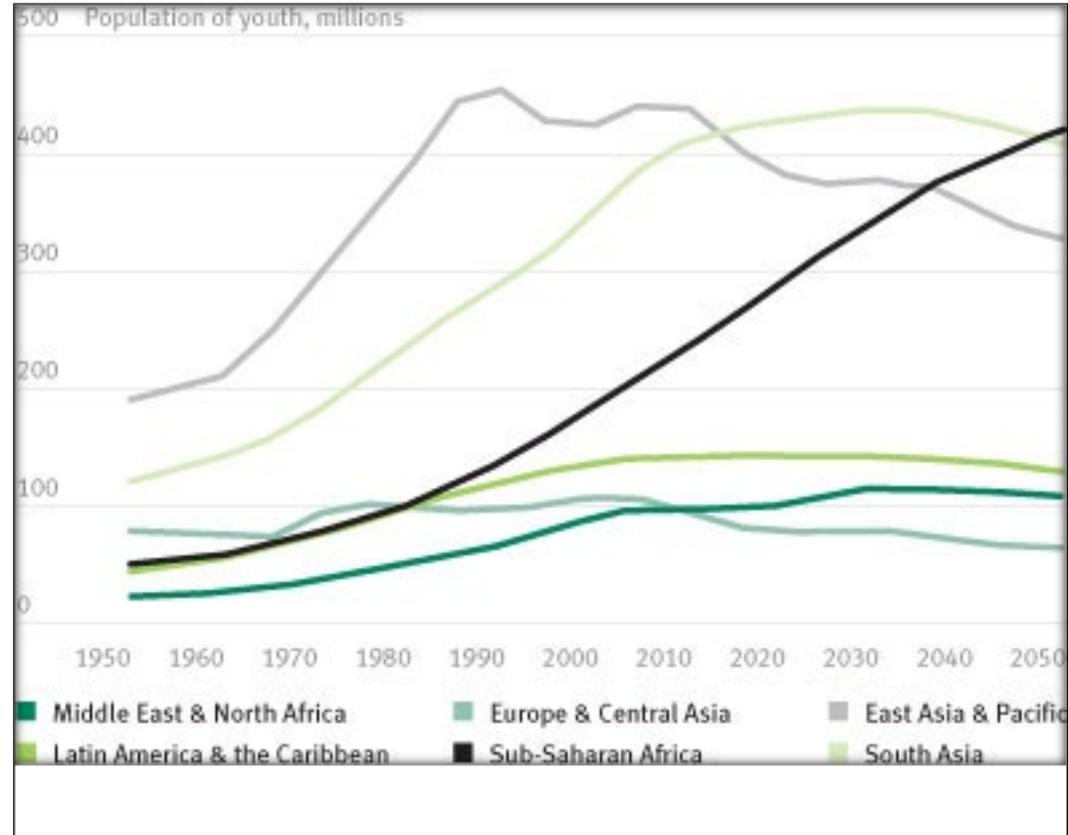




# Demographics:

2.5 billion in 2035.

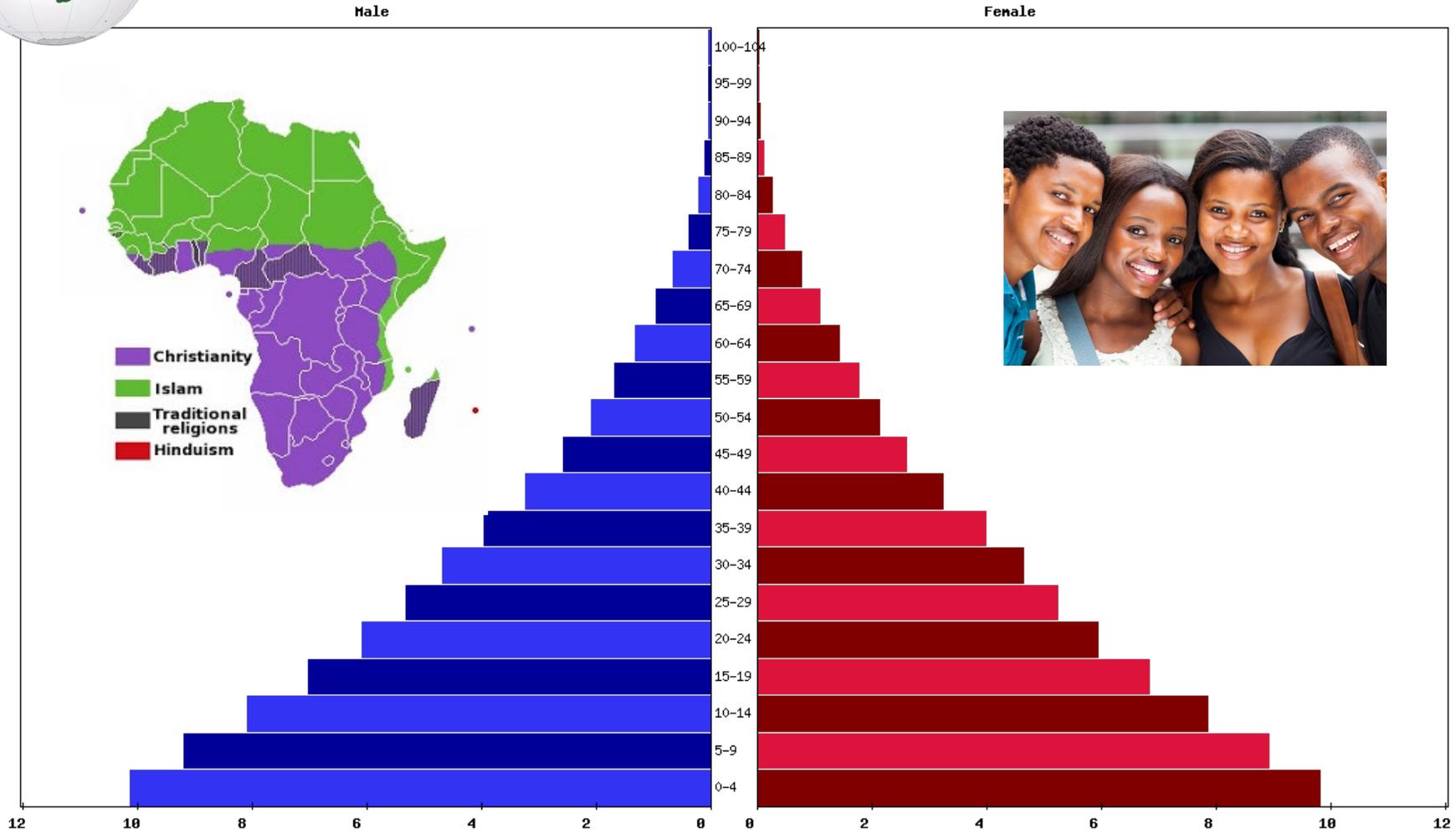
1.35 Billion People



Source: World Bank



# Demographics:



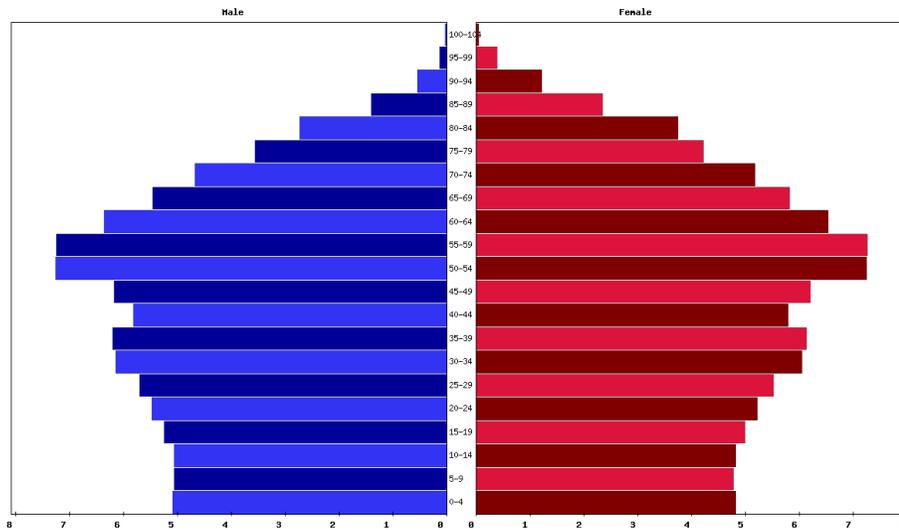
Source: United Nations



# Africa Demographics

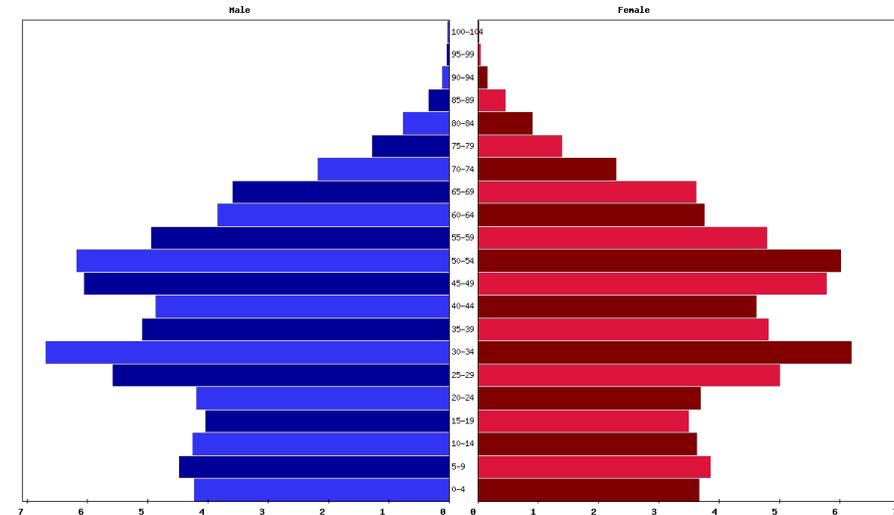


## DEMOGRAPHICS CHINA



Population (million)

## DEMOGRAPHICS EUROPE



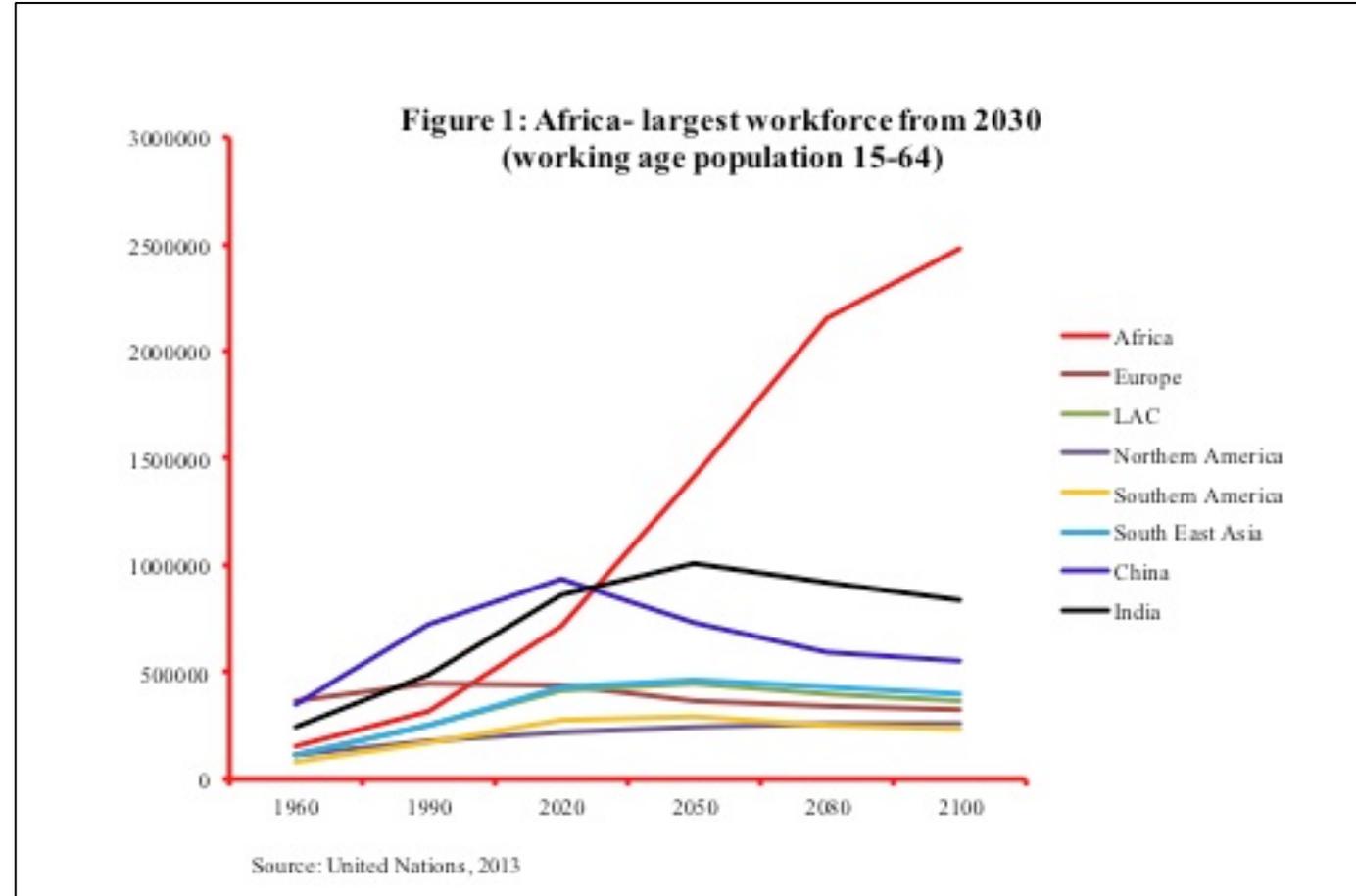
Population (ten million)



Source: United Nations



# Demographics: Market Size:



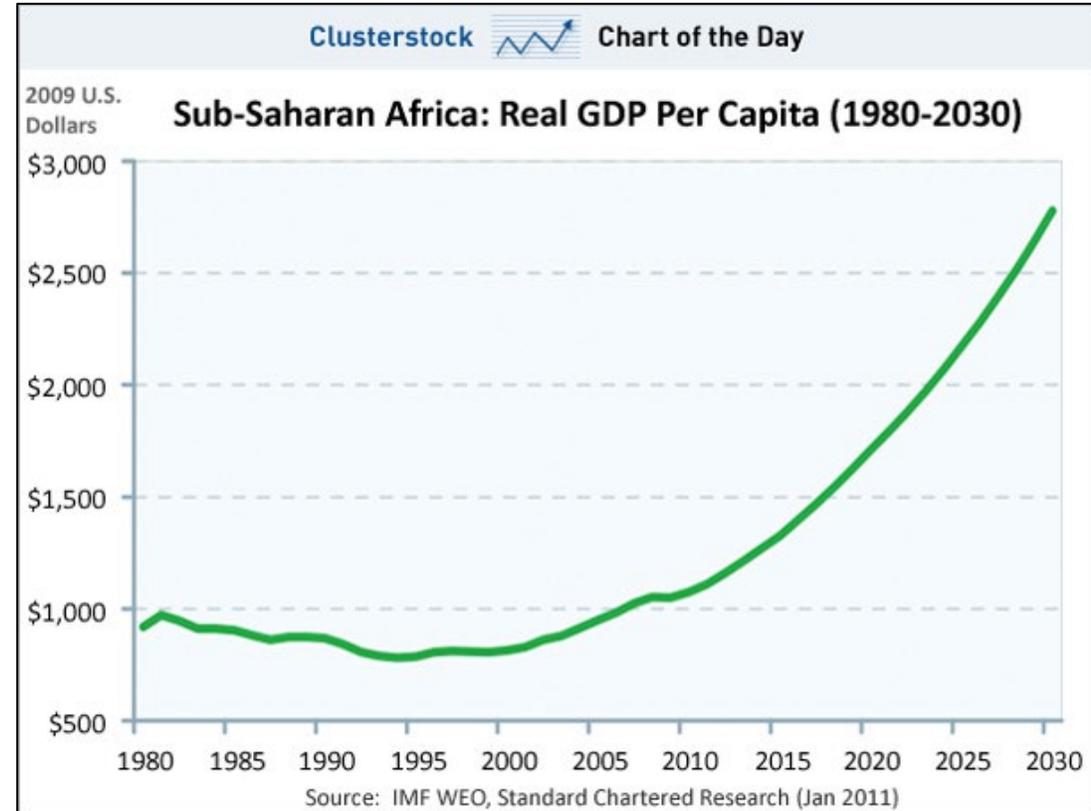
Source: United Nations



# Demographics: Market Size:



Source: IMF





# Demographics: Youth

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Culture of under 30s in African Middle Class

1. Communicate in Global Languages  
(English / French);
2. Access to Global Information;
3. Entrepreneurial / Education Focused



Combined with Cultural Characteristics,  
this produces an equation that did not exist in East Asia  
during the 1970s and 1980sduring that region's take-off  
phase.



# Demographics: Youth

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## Top Ten Global Job Requirements

### in 2020

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1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

### in 2015

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1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Courtesy: Future of Jobs Report: World Economic Forum





# Trends: the China Factor

Americas **Asia** Australia China Europe India Middle East United Kingdom

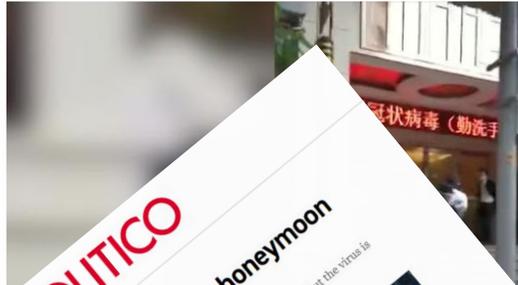
Edition

## China is facing a diplomatic crisis after reports of mistreatment of Africans in China causes outrage

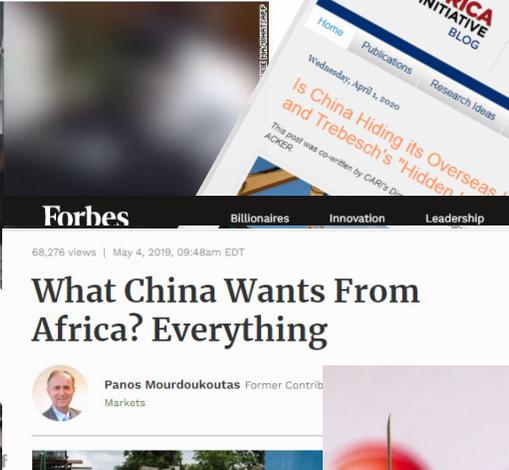


By Jenni Marsh, CNN

Updated 0037 GMT (0837 HKT) April 14, 2020



**POLITICO**  
Coronavirus ends China's honeymoon in Africa. But the virus is billions to win friends and influence politics in Africa. But the virus is 4 years of careful work.



Forbes

68,276 views | May 4, 2019, 09:48am EDT

### What China Wants From Africa? Everything

Panos Mourdoukoutas Former Contributor Markets



Photo by Swiegers/Bloomberg © 2018 BLOOMBERG VIA GETTY IMAGES

Everything from Africa: its strategic location, its oil, its minerals, and its fish, leaving African nations indebted to Beijing.

15:32



BBC NEWS

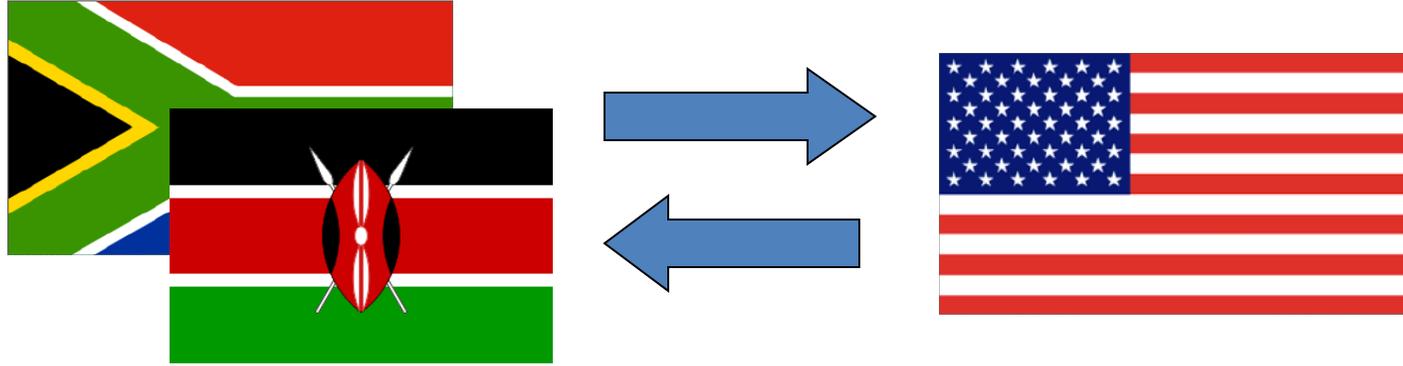
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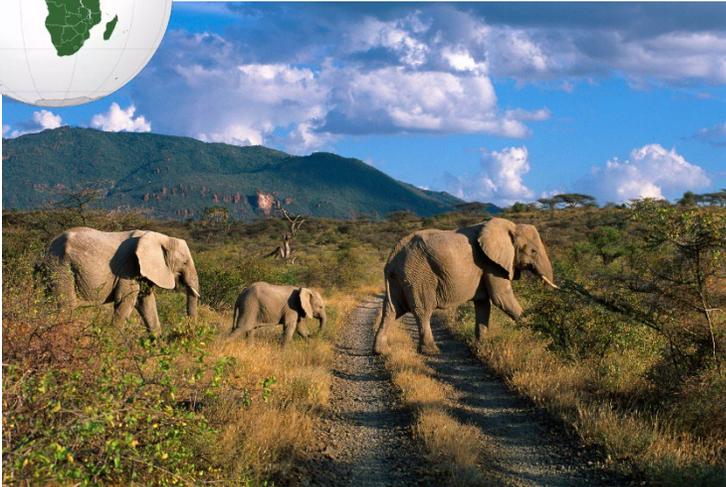
# Our Purpose:

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# GSGP Africa Trade Mission: Feb 13-18, 2022





# GSGP Africa Trade Mission:



## South Africa

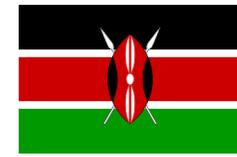


**Population:** 60 million  
**GDP (PPP):** \$680 billion (2019 est.)  
**GDP (FX):** \$280 billion (2019 est.)  
**Per Capita GDP (PPP):** \$11,500 (2019 est.)  
**Economic Growth:** 1.9% (2022 est. real growth)  
**Geographic Size:** 1,219,090 sq km  
**Currency:** South African rand \$1 = 17.9 (Jan 22)  
**Industries:** agriculture: 2.2%; industry: 29.2%  
 services: 68.7%  
**Imports:** \$103 billion (2019)  
**Capitals:** Pretoria, Cape Town, Bloemfontein  
**Languages:** IsiZulu (official) 22.7%, IsiXhosa (official) 16%, Afrikaans (official) 13.5%, English (official) 10% other.





# GSGP Africa Trade Mission:



## Kenya



**Population:** 55.8 million  
**GDP (PPP):** \$227 billion (2019 est.)  
**GDP (FX):** \$95.5 billion (2019 est.)  
**Per Capita GDP (PPP):** \$4,200 (2020 est.)  
**Economic Growth:** 5.4% (2022 est. real growth)  
**Geographic Size:** 580,367 sq km  
**Currency:** Kenyan Shilling (KES) \$1 = 120 (Nov 22)  
**Industries:** agriculture: 32.9%, industry: 17.8% services: 49.2%  
**Imports:** \$20.4 billion (2019 est.)  
**Capital:** Nairobi  
**Languages:** English (official), Kiswahili (official), numerous indigenous languages





Thank You!

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[www.ibgglobal.com](http://www.ibgglobal.com)



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# GSGP South Africa and Kenya Trade Mission 2022

## Multi-Sector Trade Mission February 13-17, 2023

Each mission participant will receive a customized schedule of B2B meetings with prospective customers and business partners.



### Mission Costs:

In-Person Participation Fee: US \$1,500 per company (additional company participant \$500)  
Includes group ground transport, networking events, briefing and logistical assistance.

Brief Market Research & Customized Appointment Setting Fee\*: South Africa US \$2,700 Kenya US \$2,700

\* Grant funding is available in many States to offset 50-75% of mission costs.

**Registration Deadline: December 1, 2022**

<http://www.gsgp.org/projects/international-trade/trade-missions/>





# GSGP Africa Trade Mission: Itinerary

Day	Location	Activity
Friday Feb 10	Arrive in South Africa	Travel to Pilannesburg / Sun City
Saturday Feb 11	Optional Safari – Pilanesberg / Sun City	Optional Safari
Sunday Feb 12	Optional Safari – Pilanesberg / Sun City	Optional Safari Arrive at Hotel, Johannesburg
Monday Feb 13	Johannesburg, Pretoria, South Africa	Orientation Business Meetings Welcome Dinner (GSGP)
Tuesday Feb 14	Johannesburg/Pretoria, South Africa	Business Meetings Informal Dinner (own cost)
Wednesday Feb 15	Johannesburg/Pretoria, South Africa Flight to Nairobi, Kenya	Business Meetings / Flight
Thursday Feb 16	Nairobi, Kenya (or alternative country based on requirements)	Business Meetings
Friday Feb 17	Nairobi, Kenya (or alternative country based on requirements)	Business Meetings
Saturday	Depart for USA	





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UNITED FOR GROWTH

Questions?



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