Grow Your Exports to South Africa and Kenya

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Great Lakes St. Lawrence Governors & Premiers

- 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

1,000+ companies assisted per year
$1.06 billion in 2016-2021 export sales
32+ trade missions

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 Coverage:

Serving US Great Lakes companies since 1999
GSGP Africa Services:

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:

- 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:
Communication: Languages
Languages: English Growing

Gabon and Togo join the Commonwealth

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>10/06/2018</td>
</tr>
<tr>
<td>Kenya</td>
<td>10/06/2018</td>
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<tr>
<td>Rwanda</td>
<td>25/01/2018</td>
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<tr>
<td>Niger</td>
<td>19/06/2018</td>
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<tr>
<td>Chad</td>
<td>02/07/2018</td>
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<tr>
<td>Eswatini</td>
<td>02/07/2018</td>
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<td>Guinea</td>
<td>15/10/2018</td>
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<tr>
<td>Côte d’Ivoire</td>
<td>23/12/2018</td>
</tr>
<tr>
<td>Mali</td>
<td>09/02/2019</td>
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<tr>
<td>Namibia</td>
<td>03/02/2019</td>
</tr>
<tr>
<td>South Africa</td>
<td>10/02/2019</td>
</tr>
<tr>
<td>Congo, Rep.</td>
<td>10/02/2019</td>
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<tr>
<td>Djibouti</td>
<td>10/02/2019</td>
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<tr>
<td>Mauritania</td>
<td>11/02/2019</td>
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<td>Uganda</td>
<td>09/02/2019</td>
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<td>Senegal</td>
<td>06/04/2019</td>
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<tr>
<td>Togo</td>
<td>02/04/2019</td>
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<tr>
<td>Egypt</td>
<td>08/04/2019</td>
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<td>Ethiopia</td>
<td>10/04/2019</td>
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<td>Gambia</td>
<td>18/04/2019</td>
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<td>Sahrawi Arab.</td>
<td>30/04/2019</td>
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<td>Democratic Rep.</td>
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<td>Sierra Leone</td>
<td>24/04/2019</td>
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<tr>
<td>Zimbabwe</td>
<td>24/04/2019</td>
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<tr>
<td>Burkina Faso</td>
<td>29/05/2019</td>
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<tr>
<td>São Tomé &amp; Principe</td>
<td>29/05/2019</td>
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<tr>
<td>Equatorial Guinea</td>
<td>02/07/2019</td>
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<td>Gabon</td>
<td>07/07/2019</td>
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<td>Mauritius</td>
<td>07/09/2019</td>
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<td><em>Somalia</em></td>
<td>14/08/2020</td>
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<td>Central African Rep.</td>
<td>22/09/2020</td>
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<td>Angola</td>
<td>04/10/2020</td>
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<td>Lesotho</td>
<td>27/10/2020</td>
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<tr>
<td>Togo</td>
<td>27/11/2020</td>
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<td>Cameroon</td>
<td>06/12/2020</td>
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<td>Nigeria</td>
<td>06/12/2020</td>
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<td>Malawi</td>
<td>16/12/2020</td>
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<td>Zambia</td>
<td>05/02/2021</td>
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<td>Algeria</td>
<td>23/05/2021</td>
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<td>Burundi</td>
<td>26/08/2021</td>
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<td>Seychelles</td>
<td>15/09/2021</td>
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<td>Tanzania</td>
<td>19/09/2021</td>
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<tr>
<td>Cape Verde</td>
<td>05/02/2022</td>
</tr>
<tr>
<td>Democratic Republic of the Congo</td>
<td>23/09/2022</td>
</tr>
<tr>
<td>Morocco</td>
<td>18/04/2022</td>
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</tbody>
</table>

* Confirmation of suspension: November
AfCFTA:

**AfCFTA Ratification Barometer**

- **43** countries have deposited their instruments of ratification with the depositary (Chair of the African Union Commission).
- **54** countries have signed the Agreement Establishing the AfCFTA.
- **22** threshold.

**Number of ratifications deposited**

- **43** ratifications deposited (86%).
- **54** total ratifications.

**Countries that have not yet signed**

- 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
AfCFTA

Those inside the red circle have most to gain immediately though 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:

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

Commonalities allow for easier analytics and better transparency.
Demographics:

1.35 Billion People

2.5 billion in 2035.

Source: World Bank
Demographics:

Source: United Nations
Africa Demographics

Source: United Nations
Demographics: Market Size:

Figure 1: Africa - largest workforce from 2030 (working age population 15-64)

Demographics: Market Size:

Source: IMF
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 1980s during that region’s take-off phase.
# Demographics: Youth

## Top Ten Global Job Requirements

<table>
<thead>
<tr>
<th>2020</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Complex Problem Solving</td>
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</tr>
<tr>
<td>2. Critical Thinking</td>
<td>2. Coordinating with Others</td>
</tr>
<tr>
<td>3. Creativity</td>
<td>3. People Management</td>
</tr>
<tr>
<td>4. People Management</td>
<td>4. Critical Thinking</td>
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<tr>
<td>5. Coordinating with Others</td>
<td>5. Negotiation</td>
</tr>
<tr>
<td>6. Emotional Intelligence</td>
<td>6. Quality Control</td>
</tr>
<tr>
<td>7. Judgment and Decision Making</td>
<td>7. Service Orientation</td>
</tr>
</tbody>
</table>

Trends: the China Factor
Our Purpose:
GSGP Africa Trade Mission: Feb 13-18, 2022
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.
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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Websites: www.gsgp.africa / www.zurcom.net
www.ibggglobal.com
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/
<table>
<thead>
<tr>
<th>Day</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Feb 10</td>
<td>Arrive in South Africa</td>
<td>Travel to Pilanesberg / Sun City</td>
</tr>
<tr>
<td>Saturday Feb 11</td>
<td>Optional Safari – Pilanesberg / Sun City</td>
<td>Optional Safari</td>
</tr>
<tr>
<td>Sunday Feb 12</td>
<td>Optional Safari – Pilanesberg / Sun City</td>
<td>Optional Safari Arrive at Hotel, Johannesburg</td>
</tr>
<tr>
<td>Monday Feb 13</td>
<td>Johannesburg, Pretoria, South Africa</td>
<td>Orientation Business Meetings Welcome Dinner (GSGP)</td>
</tr>
<tr>
<td>Tuesday Feb 14</td>
<td>Johannesburg/Pretoria, South Africa</td>
<td>Business Meetings Informal Dinner (own cost)</td>
</tr>
<tr>
<td>Wednesday Feb 15</td>
<td>Johannesburg/Pretoria, South Africa Flight to Nairobi, Kenya</td>
<td>Business Meetings / Flight</td>
</tr>
<tr>
<td>Thursday Feb 16</td>
<td>Nairobi, Kenya (or alternative country based on requirements)</td>
<td>Business Meetings</td>
</tr>
<tr>
<td>Friday Feb 17</td>
<td>Nairobi, Kenya (or alternative country based on requirements)</td>
<td>Business Meetings</td>
</tr>
<tr>
<td>Saturday</td>
<td>Depart for USA</td>
<td></td>
</tr>
</tbody>
</table>
Questions?