



USAID
FROM THE AMERICAN PEOPLE

WEST AFRICA
**TRADE &
INVESTMENT
HUB**

Newsletter

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Welcome to the Trade Hub Newsletter!

On behalf of the West Africa Trade & Investment Hub, I would like to humbly thank you for expressing interest in this innovative initiative funded by USAID. We hope the information provided will give you valuable insight on our program and the impacts from our future co-investment partnerships. After our first official launch event in Nigeria, the Trade Hub is now fully mobilized and ready to engage with prospect partners all across Western Africa to generate private investment, create jobs, and increase the value of exports. With your support, we look forward to reaching these ambitious goals these next five years!

Respectfully,

Michael Clements
Chief of Party

The Trade Hub Launches in Nigeria



“The launch of the Trade Hub will unlock opportunity for private sector investment in Nigeria by improving the ease of doing business in the agricultural sector & facilitating access to private capital.”

U.S. Ambassador to Nigeria,
Mary Beth Leonard

The U.S. Ambassador to Nigeria, Mary Beth Leonard accompanied by the Governor of Cross River State, Prof. Ben Ayade.

The Trade Hub officially held its launch of the USAID-funded program in Abuja, Nigeria on January 28, 2020 in the presence of over 250 participants including Nigerian and U.S. Government officials, private sector companies, research institutes, and NGOs. Keynote speakers reinforced the importance of bilateral collaboration between the Nigerian and U.S. Governments, notably with regards to private investment and trade. The Trade Hub also reaffirmed its commitment to create jobs, particularly for women, in Nigeria and across Western Africa over the next five years.



“My hope is to change the narrative and improve the lives of women and children.”

Minister of Women Affairs
Dame Pauline Tallen

[READ MORE HERE](#)

The Minister of Women Affairs, Dame Pauline Tallen, speaking at the launch event.

Primary Objectives of the Trade Hub

1 Create **40,000** new jobs across the region, in agriculture, apparel, and other industries with **at least 50%** dedicated to women

2 Generate **\$300 million** of private investment thanks to its co-investment fund

3 Increase the value of **regional and international exports**, particularly to the U.S. via the African Growth and Opportunity Act (AGOA)



The Trade Hub will work in Nigeria, Senegal, Cote d'Ivoire, Burkina Faso and Niger, with the opportunity to work in all of ECOWAS countries in West Africa.

What you need to know about the co-investment fund

The Trade Hub aims to co-invest in activities that contribute to:

- Creating new jobs
- Generating high levels of private investment
- Increasing the value of exports and/or sales
- Empowering women and the youth
- Introducing innovations to modernize agriculture

Eligible partners include the following:

- Private sector companies
- Research institutions and universities
- Non-profit and for-profit organizations

The Trade Hub website is coming soon. In the meantime, for updates please follow us on;

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