

# Newsletter

Issue #2 | April 2020



## Message from Our Chief of Party About the Pandemic

Good day to all,

Like others across the world, you are undoubtedly being confronted with the realities we all face from this unexpected pandemic. Governments, businesses, and households are taking precautionary measures to limit this outbreak and protect civilians, colleagues, and our loved ones from infection. The Trade Hub has already implemented these measures since mid-March. Staff is currently working remotely while our physical offices are closed indefinitely in an effort to do our part and limit any negative impact within the West African region.

Nevertheless, in these times of crisis, the Trade Hub recognizes the importance of its role as a private sector catalyst in the upcoming months. To prospect companies, research institutions, and other potential partners, I can confirm to you all that the Trade Hub will continue to be fully operational during this time. As a USAID-funded program, the Trade Hub has a responsibility more than ever to generate private investment, create jobs, and increase trade across the region thanks to the support of the U.S. Government. Many within the private sector have also expressed their continued commitment to co-investment and are reassured to see the Trade Hub operating regularly. Indeed, we are presently developing these partnerships in preparation for significant post-pandemic impact in our areas of intervention. Despite the current situation, we remain confident that our efforts will sustainably support businesses, workers, and smallholder farmers in the upcoming months.

We thank you for your continued support to the Trade Hub and look forward to implementing these co-investment partnerships in the very near future. All the best and stay safe.

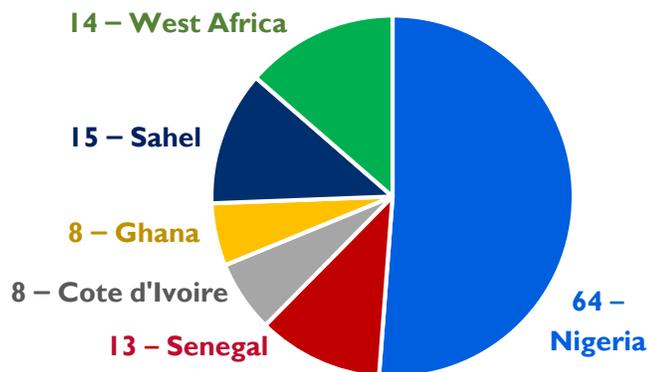
Sincerely,

**Michael Clements**  
Chief of Party

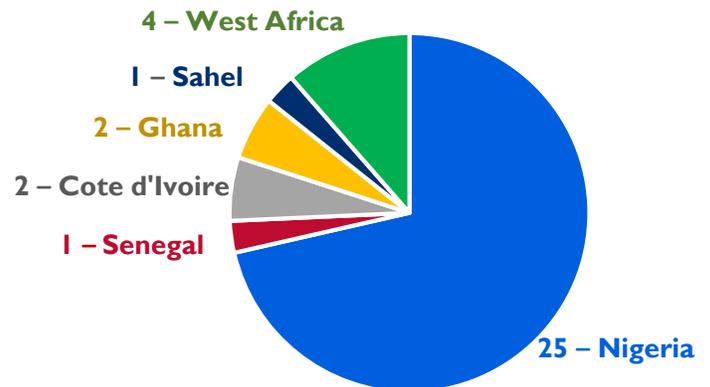
# Updates on Co-Investment Partnerships

The Trade Hub has receiving registrations and concept notes from the private sector and other organizations, both to promote catalytic business concepts and support research & development initiatives in Nigeria.

## 125 Registrations Approved



## 35 Concept Notes Submitted



## Other Updates

### Integrating Women in the West Africa Trade and Investment Hub

The Trade Hub promotes the Women's Global Development and Prosperity Initiative (W-GDP), a global program launched in February 2019 to reinforce the core priority of U.S. foreign policy on women's economic empowerment. To ensure the integration of women and youth in the Trade Hub, a robust Gender Integration and Other Vulnerable Group Action Plan has been developed.

### Bridging Gaps to Access the U.S. Market in Cote d'Ivoire



Participants at the AGOA conference in Abidjan, Cote d'Ivoire

The Trade Hub is working to increase the value of regional and international exports, particularly to the U.S. through the African Growth and Opportunity Act (AGOA). In order to inform businesses about the Trade Hub's Co-investment Fund and the U.S. market access and requirement for food and textiles, the PPP Director and AGOA specialist for Trade Hub held a workshop for business owners in Abidjan, Cote d'Ivoire. Similar workshops will be organized in other parts of the region.

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