



Promoting Economic Growth in West Africa with Increased U.S. Trade & Investment

There has never been a better time for African firms to expand exports to U.S. markets and use business to empower communities. [Prosper Africa](#) is the U.S. Government’s most comprehensive and highly prioritized economic policy initiative in Africa. With its goal to foster two-way trade and investment between the U.S. and African countries, Prosper Africa’s potential to unlock private capital, stimulate economic growth, and address big development challenges provides new opportunities for businesses and investors to take advantage of innovative public-private partnerships.

The USAID West Africa Trade & Investment Hub is an important Prosper Africa tool for facilitating economic growth and inclusive business in the region. Working in 18 countries in West Africa, the Trade Hub offers co-investment opportunities to companies looking to create more jobs, add value to commodities and products, and diversify key value chains. The Trade Hub helps companies navigate and leverage Prosper Africa’s [Toolkit](#) of services, which includes resources to identify new investment opportunities, scale up existing investments, and lower costs.

The Trade Hub’s work to advance Prosper Africa will not only contribute to empowering women/youth and further enhancing agriculture productivity and smallholders’ income, but also strengthen sectors affected by the COVID-19 pandemic.

Unlocking Opportunities & Supporting Entrepreneurs

- The Trade Hub is supporting local entrepreneurs to export their products to international markets, particularly to the U.S. under the [African Growth and Opportunity Act \(AGOA\)](#). For example, the project has provided technical assistance on AGOA documentation and Food and Drug Administration (FDA) registration to a woman-owned enterprise in Guinea, enabling her palm oil processing unit, [Tahara & Fils](#), to expand into additional markets and export duty-free to the U.S.

- In direct response to COVID-19’s economic impact in the region, the Trade Hub is specifically targeting the hardest hit areas by providing customized country-level solutions towards financial stabilization and sustainable growth moving forward. Across West Africa, the Trade Hub is exploring partnerships to strengthen the foundations for economic recovery and self-reliance in strategic sectors.

- The Trade Hub will increase the access to finance and assist small and medium sized businesses in identifying opportunities for a wide range of public and private partnerships between West African firms and U.S. businesses. In an innovative blended finance model aimed at reducing risk to generate up to \$37 million of new private investment, the Trade Hub has partnered with Cordaid Investment Management B.V. and the U.S. International Development Finance Corporation to support small businesses, create over 20,000 direct and indirect jobs, and increase trade.

What Prosper Africa Offers



Helps U.S. and African companies identify partners and close deals



Provides comprehensive trade and investment support



Makes it easier than ever to access U.S. Government support