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WEST AFRICA
**TRADE &
INVESTMENT
HUB**



West Africa Trade and Investment Hub

Project Overview

Quick Facts

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A \$60 million co-investment fund will increase competitiveness and spark innovation.

2

The Trade Hub will create 40,000 new private sector jobs, 50 percent for women

3

The Trade Hub will spark more than \$300 million in private sector investment

West Africa is home to many of the world's fastest-growing economies and a rapidly expanding middle-class consumer base.

The USAID West Africa Trade and Investment Hub Activity seeks to catalyze economic growth in this dynamic region through a market-based approach. By working in partnership with the private sector and fostering co-investment, the Trade Hub will improve companies' abilities to expand business operations, increase production, and create jobs that build on the talents and aspirations of West Africa's growing youth population.

A catalyst for sustainable growth

For sustainable economic growth in West Africa, businesses need the capacity to produce, process and sell high-quality goods to meet market demand. The Trade Hub's \$60 million fund will be directed to private sector partners—particularly innovative small and mid-sized firms—with the potential to make a positive impact on the economy and leverage significant private investment.

These businesses will receive technical assistance before, during and after their partnerships with the Trade Hub to ensure they can scale up and contribute to larger economic transformation in West Africa.

Co-investments in Nigeria will focus primarily on key value chains in the agricultural sector—including maize, rice, cowpea, soybean, and aquaculture. In other countries in West Africa, co-investments will focus on export commodities and non-agricultural sectors, such as apparel, with the goals of increasing production, employment and profits, from smallholder farmers to international distributors.

The Trade Hub seeks projects and

concepts that will strengthen business linkages among producers, processors and aggregators; reinforce existing business networks and increase their competitiveness through improved access to technology and financing; and expand the capability of producers, processors and manufacturers to meet market demands and scale domestic and international sales through improved product quality.

Increasing competitiveness

The Trade Hub's technical assistance to partners will increase their ability to compete and meet demand from domestic and international markets.

The Trade Hub seeks to facilitate trade by supporting West African businesses and American companies with investments in the region to increase production, meet quality standards, comply with regulations and leverage the U.S. African Growth and Opportunity Act. By working with financial institutions and potential lenders and investors the Trade Hub will increase access to financing for innovative private sector partners.

A separate Trade Hub fund for research and development in Nigeria will support new ideas and technological advancements in the agriculture sector

through the process of development, piloting, testing and dissemination of new agricultural technologies.

Involving women and youth

The Trade Hub's two-pronged integration strategy focuses on equal access to productive resources and the empowerment of women and youth. The program will prioritize co-investments that demonstrate the potential to promote empowerment of women and youth within business networks.

In addition, the program will make the business case to the private sector, key business network actors and associations for incorporating women and youth into partnerships. It will also leverage other private entities interested in investing in enterprises owned by or those that meaningfully engage youth and/or women to co-create sustainable initiatives for long-term youth and women's employment.

Improving food security

The Trade Hub's efforts to support economic growth at a country and regional level are rooted in improving livelihoods and food security in communities and households.

The Trade Hub will assist smallholder farmers to be more productive, increase incomes, reduce food insecurity and improve nutrition. It will also engage with the private sector and civil society to support food security efforts and invest in the agricultural sector.

The Trade Hub will support measures to ensure that those vulnerable to food insecurity, particularly smallholder female farmers, can access healthy, safe and nutritious foods.



www.WestAfricaTradeHub.com

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