

BROCHURE

WEST AFRICA TRADE & INVESTMENT HUB

Learning Event
Abuja, Nigeria
September 6 - 7, 2023





Welcome to the USAID West Africa Trade & Investment
Hub Learning Event - Leveraging Private Sector
Engagement to Promote Sustainable Impact



WELCOME

On behalf of our team, I would like to welcome you to the USAID-funded West Africa Trade & Investment Hub (Trade Hub) Learning Event: Leveraging Private Sector Engagement to Promote Sustainable Impact. We are thrilled that you, as one of our vital stakeholders, have decided to share the gift of your time, participation, and insights with us!

Over the course of the next two days, we hope we all gain valuable insight from content and conversations that are specific to the Trade Hub itself, but also indicative of the current landscape of development and private sector engagement in West Africa. As we share how the Activity has successfully bolstered economic growth, trade expansion, and investment opportunities for private-sector businesses, we will also celebrate the connected instances of improved livelihoods and transformed communities in the region. Three words that come to mind as I think of all we have accomplished together are collaboration, innovation, and transformation.

We are fortunate to open our Learning Event today in the presence of the USAID/Nigeria Acting Mission Director, Sara Werth, and other USAID leaders, the Executive Governor of Kaduna State, His Excellency Uba Sani, our co-investment partners' representatives from across the region, and other stakeholders who have been played a role in the Trade Hub's achievements. We thank you for your part in making this Learning Event a success through your presence and participation and look forward to continuing to work together with you and our co-investment partners in West Africa!

Sincerely,
Robin Wheeler
Chief of Party

ABOUT THE TRADE HUB

The USAID West Africa Trade & Investment Hub (Trade Hub) is a 5-year trade and investment facilitation activity that is improving private sector competitiveness in West Africa through a market-based approach. Through the support of USAID missions across West Africa and partially funded by the U.S. Government's Prosper Africa and Feed the Future initiatives, the Trade Hub works in partnership with the private sector and fosters co-investment activities, generating new private-sector capital investment in critical sectors to create jobs and increase two-way trade.

The collaboration between the private sector companies and the Trade Hub—through USAID-funded co-investment partnerships—has resulted in locally-led initiatives being implemented in 16 countries; initiatives that are improving food security, boosting employment among women and youth, building resilience to climate change, fostering agribusiness competitiveness and productivity, and boosting international and regional exports.

Since the Trade Hub was launched in 2019, the Activity has successfully used a unique blended finance approach to catalyze 93 private-sector investments across West Africa with funding from 9 different sources and has successfully unlocked \$319.6 million in new private investments (of the target of \$400 million expected by September 2024) and created over 60,000 new jobs in the region to date.

Using the blended finance model to engage a grant portfolio of 93 private sector co-investment partnerships, the Trade Hub has successfully achieved remarkable results:



\$82.6 M

Awarded in
co-investment grants



\$319.6 M

Mobilized in
Private Investment



60,356

Jobs created



431,801

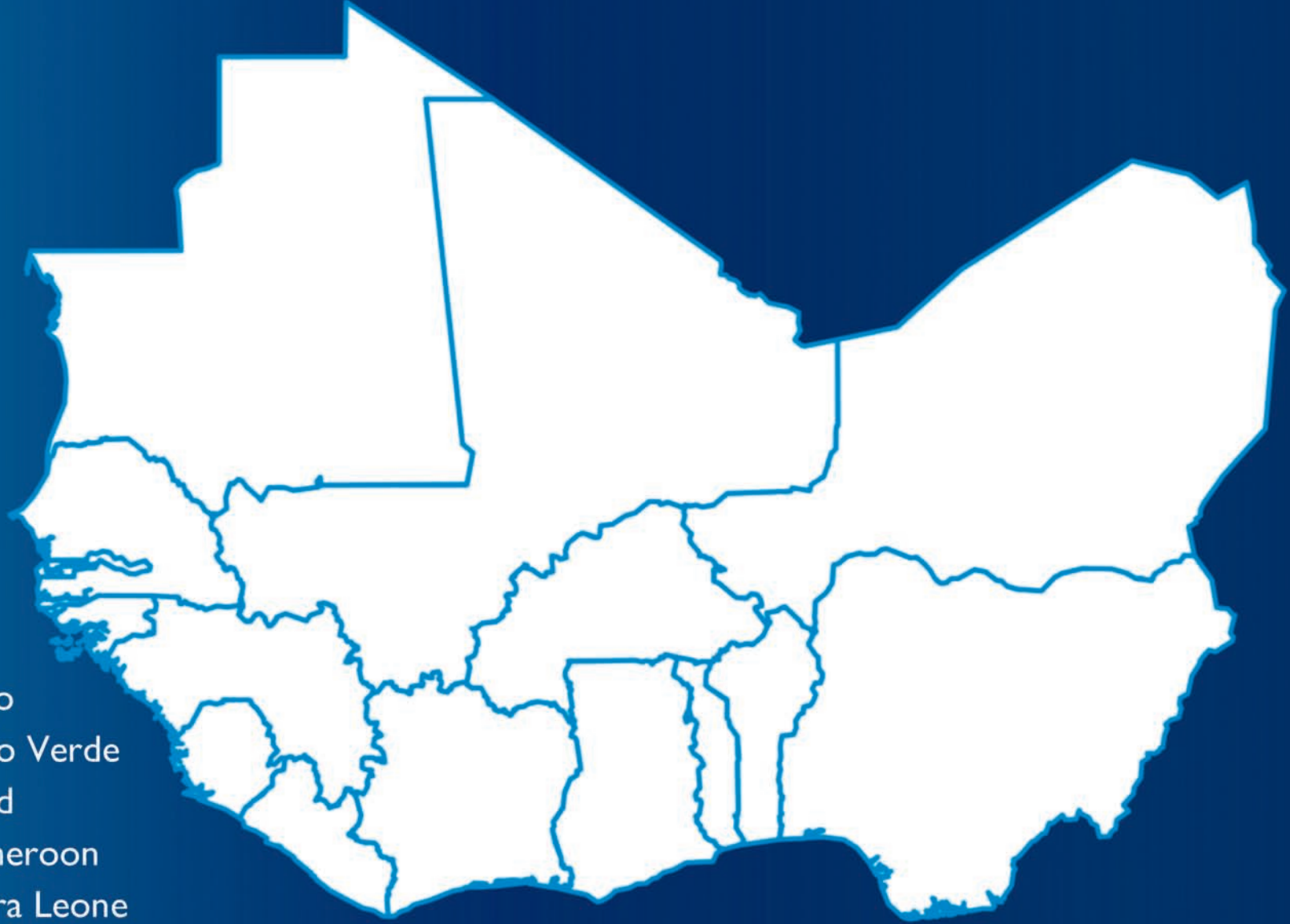
Participants reached,
including smallholder
farmers



\$154.8 M

Generated in export
sales

WHERE WE WORK



Nigeria

Mali

Ghana

Senegal

Liberia

Benin

Niger

Burkina Faso

Côte d'Ivoire

Togo

Cabo Verde

Chad

Cameroon

Sierra Leone

The Gambia

Guinea Bissau



Through the USAID West Africa Trade & Investment Hub, we have been able to achieve zero rejection rates from our premium buyer, Nestlé. This is all thanks to our improved laboratory facility, enhanced logistics fleet (which has helped to reduce haulage time), and adequate GAP training for our smallholder farmers, which has enabled the production of premium quality grains.

Adeoluwa Michael Adeshola
CEO- Adefunke Desh Nigeria Limited

DAY ONE

The times shown are in West Africa Time (WAT) – GMT+1, EST+5

AGENDA

| | | |
|-------------------|--------------------------------------|---|
| 8:30 - 9:00 a.m. | Registration & Networking | All participants |
| 9:00- 9:05 a.m. | Introductions | Tia Swain Facilitator |
| 9:05 - 9:15 a.m. | Welcome Remarks | Robin Wheeler Chief of Party, West Africa Trade & Investment Hub |
| 9:15 - 9:25 a.m. | Opening Remarks | Sara Werth Acting Mission Director, USAID/Nigeria |
| 9:25 - 9:35 a.m. | Remarks | His Excellency, Sen. Uba Sani Executive Governor of Kaduna State |
| 9:35 - 9:45 a.m. | Acknowledgment of Grantees | Tia Swain Facilitator |
| 9:45 - 9:55 a.m. | Photo Session | Key Dignitaries |
| 9:55 - 10:15 a.m. | Tour of Grantee Stands | Key Dignitaries |

DAY ONE

AGENDA

| | | |
|-------------------|---|---|
| 11:30 - 1:00 p.m. | Panel Session One <i>The West Africa Trade & Investment Hub: The Power of Private Sector and Blended Finance in West Africa</i> | Evelyn Ayivor Senior Trade & Investment Adviser, USAID/Nigeria Moderator |
| 1:00 - 2:00 p.m. | Lunch | All participants |
| 2:00 - 3:45 p.m. | Panel Session Two <i>Financing for Sustainable Development</i> | Michael Andersson Investment Officer, USAID/West Africa Moderator |
| 3:45 - 4:30 p.m. | Wrap up | Jennifer Tchorly- Boadi Facilitator |
| 4:30 - 5:30 p.m. | Grantee Showcase | All participants |
| 5:30 - 7:30 p.m. | Networking Reception | |

AGENDA

DAY TWO

| | | |
|--------------------|---|---|
| 8:30 - 9:00 a.m. | Registration & Networking | All participants |
| 9:00- 9:30 a.m. | Recap | Tia Swain Facilitator |
| 9:30 - 11:00 a.m. | Panel Session Three <i>Enhancing Food Security through Agricultural Investment Projects</i> | Jazmian D. Ohanyere Feed the Future Team Lead, USAID/Nigeria Moderator |
| 11:00 - 11:30 a.m. | Coffee Break | All participants |
| 11:30 - 1:00 p.m. | Panel Session Four <i>Unleashing Trade and Export Growth</i> | Pythagore Guigui Private Sector and Trade Specialist USAID/Côte d'Ivoire |
| 1:00 - 2:00 p.m. | Lunch | All participants |
| 2:00 - 3:40 p.m. | Panel Session Five <i>Advancing Gender and Social Inclusion: Women Role Models</i> | Hafsat Grema Project Management Specialist-Livestock, USAID/Nigeria - Moderator |
| 3:40 - 4:10 p.m. | Presenting the Trade Hub Mid-term Evaluation | Patrick Koomson Facilitator |
| 4:10 - 5:10 p.m. | Learning Actions | Patrick Koomson Facilitator Evelyn Ayivor Senior Trade & Investment Adviser, USAID/Nigeria |
| 5:10 - 5:20 p.m. | Closing Remarks | |

PANEL

The West Africa Trade & Investment Hub

*The Power of Private Sector
and Blended Finance in West Africa*

SPEAKERS

Moderator



Evelyn Ayivor

*Senior Trade & Investment Adviser,
USAID/Nigeria*



Habiba Sulaiman

WACOT Rice Ltd, Nigeria



Dr. Samson Afolabi

Premier Seeds, Nigeria



Diene Selemba

Biosene, Senegal



Gustave Bakoundah

Label d'Or, Togo



Shadi Saleh

Caspian Holdings, Liberia



Lotfi Kourdali

PPP Director, Trade Hub

PANEL

Financing for Sustainable Development

SPEAKERS

Moderator



Michael Andersson

*Investment Officer,
USAID/West Africa*



Pauline Koelbl

ShEquity, West Africa



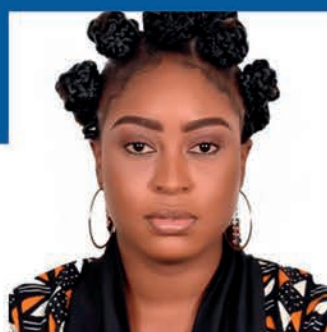
Michael Oluwagbemi

LoftyInc, Nigeria



Ali Djire

CrossBoundary, West Africa



Samiratou Cyrielle Traore

Sinergi Burkina, Burkina Faso



Ibrahima Diakhoumpa

Locafrique, Senegal



Charles Polet

*PPP Deputy-Director,
Trade Hub*

PANEL



Enhancing Food Security through Agricultural Investment Projects

SPEAKERS

Moderator



Jazmian D. Ohanyere

*Feed the Future Team Lead,
USAID/Nigeria*



Samirah Bello

Thrive Agric, Nigeria



Nafissa Hamidou

Entreprise Salma, Niger



Mamadou Boye

Agro Boye, Senegal



Wilondja Muyoma

WARC, Ghana



Siaka Sanon

Agroserv, Burkina Faso



Ganiat Ettu

*PPP Lead Manager,
Trade Hub*

PANEL

Unleashing Trade and Export Growth

SPEAKERS

Moderator



Pythagore Guigui

*Private Sector and Trade Specialist
USAID/Côte d'Ivoire*



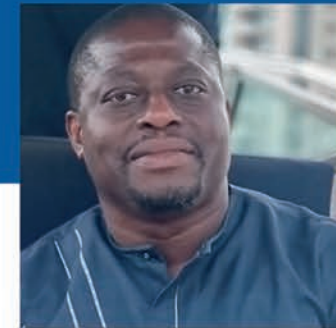
Alladjodjo Dieu-Donne

Promo Fruits, Benin



Sylvain Cattin

Koster Keunen, West Africa



Abi Monnet

EcoCajou, Côte d'Ivoire



Rosemonde Toure

Rose Eclat, Burkina Faso



Etienne Chia'ah

*PPP Deputy Director,
Trade Hub*

PANEL



**Advancing Gender
and Social Inclusion:
*Women Role Models***

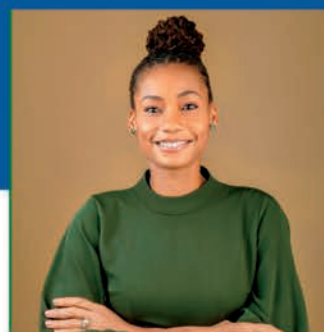
SPEAKERS

Moderator



Hafsat Grema

*Project Management Specialist-Livestock,
USAID/Nigeria*



Affiong Williams

ReelFruit, Nigeria



Khadidiatou Nakoulima

Nest for All, Senegal



Mira Mehta

Tomato Jos, Nigeria



Dora Torwiseh

Nuts for Growth, Ghana



Emilie Kyedrebeogo

Palobdé Afrique, Burkina Faso



Aminata Mbaye

*Deputy Chief of Party,
Trade Hub*

CO-INVESTMENT PARTNERS



