



West Africa Trade & Investment Hub

Project Overview

Quick Facts

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The Trade Hub has a \$96 million Co-Investment Fund to spark more than \$400 million in new private sector investment into West Africa.

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The Trade Hub will create 60,000 new private sector jobs, with at least 50 percent dedicated to women.

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In line with the Prosper Africa initiative, the Trade Hub will promote two-way trade and investment to the United States, facilitating more than \$300 million in exports from West Africa.

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

The USAID-funded West Africa Trade & Investment Hub is a 5-year, \$116 million trade and investment facilitation activity that seeks to improve private sector competitiveness in West Africa through a market-based approach. By working in partnership with the private sector and fostering co-investments, the project will generate new private-sector capital investment in key sectors to create jobs and increase trade between the United States and West Africa. Part of this work builds on [a deep understanding of the African Growth and Opportunity Act \(AGOA\)](#) and how it can be utilized to benefit African businesses.

Through its Co-Investment Fund and technical assistance, the Trade Hub will improve companies' capacities to expand business operations, increase productivity, and create jobs that build on the talents and aspirations of West Africa's growing population. The Trade Hub is also working with the private sector to respond to COVID-19 challenges in the region.

Promoting sustainable economic growth

To achieve sustainable economic growth in West Africa, businesses need the capacity to produce, process, and sell high-quality goods to meet market demands. The Trade Hub's \$96 million Co-Investment Fund will be directed to dynamic and innovative private sector partners with the potential to make a positive impact on the economy and leverage significant new private investments. These businesses will receive technical assistance before, during, and after their partnerships with the Trade Hub to ensure that they can scale up and contribute to West Africa's economic transformation.

Approximately \$36 million of the Co-Investment Fund is dedicated to the urgent demands of businesses impacted by COVID-19. The Trade Hub will partner with companies to increase access to working capital, to prevent and mitigate job losses, and to respond to local and regional supply chain disruptions.

The Trade Hub will collaborate on specific commercial opportunities with firms, service providers, financial institutions, research organizations, and other business networks. With a focus on stakeholders with strong or potential links to U.S. companies and investors under the [Prosper Africa initiative](#), this collaboration will facilitate access to private capital, create new jobs, increase exports, and spur new investment.

Increasing competitiveness

The Trade Hub seeks to facilitate trade by supporting West African and U.S. businesses with investments in the region. With expert knowledge of AGOA, the Trade Hub's team will guide partners as they navigate the Act, allowing them to increase production, meet quality standards, comply with regulations, and maximize duty-free exports to the United States. The Trade Hub's technical assistance will increase partners' abilities to compete and meet both domestic and international market demands. 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 Research and Development Fund under the [Feed the Future Initiative](#) in Nigeria will support innovation and technological advancements in the agriculture sector through the process of developing, piloting, testing, and disseminating new agricultural technologies that will increase yields by over 50 percent in five targeted value chains: maize, rice, cowpea, soybean, and aquaculture. Modernizing agricultural practices within these value chains will provide more food security to Nigeria's growing population while increasing the revenues of smallholder farmers.

Elevating women and youth

The Trade Hub is committed to empowering women and youth, including through providing equal access to resources and opportunities. As part of its two-pronged integration strategy, the Trade Hub will prioritize co-investments that demonstrate the potential to promote and support women and youth. In addition, it will work with the private sector, business networks, and associations to bring them into a shared vision for incorporating more women into economic partnerships.

The Trade Hub will leverage other private entities interested in investing in enterprises owned by, or those that meaningfully engage, youth and women to co-create sustainable initiatives for long-term employment of these groups.

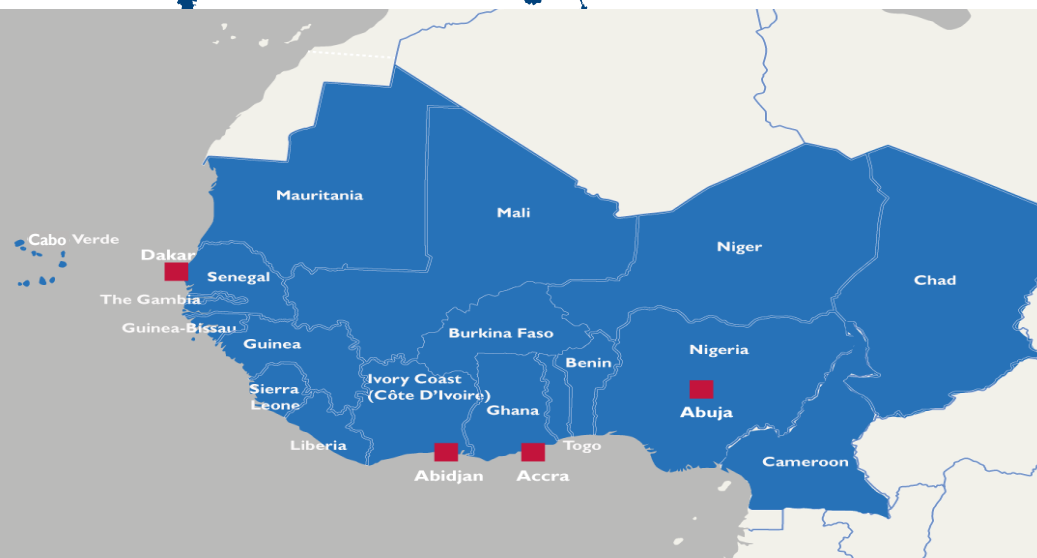
Improving food security

The Trade Hub's efforts to support economic growth at a country and regional level are rooted in a commitment to improving livelihoods and food security in communities and households. The Trade Hub will assist smallholder farmers to produce higher yields, increase their incomes, and improve nutrition, particularly for those directly affected by the pandemic. It will engage the private sector and civil society to further support food security efforts and invest in the agricultural sector. The Trade Hub will also promote measures to ensure access to healthy, safe, and nutritious foods, as well as activities that support sustainable practices.



\$400M

The Trade Hub is expected to spark more than \$400 million in private sector investment



www.westafricatradehub.com

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