



U.S. Trade and Development Agency

Connecting U.S. companies with export opportunities overseas

MEDIA ADVISORY

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MEDIA INQUIRIES:

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SUB-SAHARAN AFRICA BUSINESS BRIEFING TO PROVIDE NETWORKING OPPORTUNITY FOR U.S. AGRIBUSINESSES

FARGO, ND – U.S. companies will have an opportunity to meet and network with senior representatives from sub-Saharan Africa's agribusiness sector at a Business Briefing on Thursday, August 22, 2013 in Fargo, ND. The Business Briefing is hosted by the U.S. Trade and Development Agency (USTDA), an independent Government agency that helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies.

The Business Briefing is part of a USTDA-sponsored visit to the United States for a delegation of key decision-makers from leading agribusinesses and government entities in Kenya, Botswana, Nigeria, Uganda, Malawi, and Mozambique. This reverse trade mission is designed to introduce the African participants to U.S. companies that provide equipment and services for large-scale agribusiness projects.

During the Business Briefing, the African delegates will share their priorities and procurement opportunities with U.S. companies. The Briefing will promote an interactive dialogue on technical and commercial solutions to help agricultural producers in sub-Saharan Africa improve productivity through the application of state-of-the-art equipment and technologies.

What: Business Briefing for Sub-Saharan Africa Agribusiness Reverse Trade Mission

Who:

- U.S. Trade and Development Agency
- African agribusiness from six African countries

When: Thursday, August 22, 2013 | 9:00 am – 5:00 pm

Where: Holiday Inn | Fargo, ND

For more information about participating in the upcoming Business Briefing or reverse trade mission, please contact Frank Naylor of The Peoples Group at (540) 668-6684 or fwaylor@thepeoplesgroup.net.

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The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

