



U.S. Trade and Development Agency

Linking U.S. businesses to global infrastructure opportunities

MEDIA ADVISORY

August 13, 2015

MEDIA INQUIRIES:

Anna Humphrey | (703) 875-4357

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

FARGO, N.D. – The U.S. Trade and Development Agency announces an opportunity for U.S. companies to meet and network with senior representatives from sub-Saharan Africa’s agribusiness sector at a Business Briefing on Thursday, August 18 in Fargo, North Dakota. The Business Briefing is part of a USTDA-sponsored reverse trade mission to the United States for a delegation of key decision-makers from leading agribusinesses and government entities in Kenya, Ethiopia, Botswana, Nigeria, Uganda, Rwanda, Angola, South Africa and Zambia. This reverse trade mission is designed to introduce the African delegates to U.S. companies that provide equipment and services for large-scale agricultural projects.

The Business Briefing will offer delegates the opportunity to share their priorities and procurement opportunities with U.S. firms during presentations and one-on-one meetings. The Briefing will facilitate 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
Agribusiness representatives from nine African countries

When: Tuesday, August 18, 2015
9:00 am – 5:00 pm

Where: Ramada Inn
1635 42nd St S
Fargo, N.D. 58103

For more information about participating in the Business Briefing or reverse trade mission, please contact Frank Naylor of The Peoples Group at (703) 538-2410 or fwnaylor@thepeoplesgroup.net.

###

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.