



## Invitation to Membership of the U.S.-Africa Trade Commission

The Board of U.S.-Africa Trade Commission cordially invites you to membership of the Trade Commission, and take advantage of what the U.S.-Africa Trade Commission, has to offer! Whether you're looking to meet your next client or business partner, promote your commerce through networking events, international exposures to the largest markets in Africa and in North America, increase awareness or stay up to date on business and community issues across the U.S.-Africa trade hub, the Trade Commission offers many opportunities to help create even more success for your business.

The objective of the Trade Commission is to strengthen and enrich the non-government vehicle of investment and trade between the United States of America and Africa, while *preserving respective national identity* in our host countries. The U.S.-Africa Trade Commission's core agenda is built around three interdependent themes:

- Establishment of linkages, policy input and advocacy to increase bilateral trade and investment between US and Africa;
- Interchange with the American Business community on the resources that abound in Africa, generating Trade, Tourism and Foreign investment in Africa;
- promote internationalization of African businesses, products and services to the US marketplace

### **Why Invest...in the U.S.-Africa Trade Commission?**

- 1) **Business Referrals:** Each week we receive many inquiries asking to be referred to a business for various trade opportunities and projects. The Trade Commission will give preference, and only recommend their members as necessary. The Trade Commission will also maintain a library of your brochures, business cards, and business guides.
- 2) **Advocacy:** The Trade Commission has strategic political insight, knows the players and is a champion at tackling business issues with government. It helps members advocate for solutions on key business issues, works with policy makers to understand business priorities, promote interests of free market economy, and work with government on simplifying regulations for doing business across the aisle.
- 3) **Support for Your Business (Internationalization):** Global growth can be both daunting and rewarding. The American market for almost everything is HUGE, but it's not large enough for many entrepreneurs. Seeking international growth by going global as an importer-exporter or service provider offers opportunity aplenty. As a member of the U.S.-Africa Trade Commission, you can improve your potential for expansion and growth.

- 4) **The Business Advisory Services (BAS)** : This team provides quality one to one business advice and support to U.S. and African companies that have the potential and commitment to develop and maintain new business relationships.
- 5) **Educational Opportunities:** Stay informed on timely topics. We communicate pertinent, important, and interesting information by hearing from our periodic luncheon speakers, attending The Trade Commission sponsored seminars, workshops, and committee meetings.
- 6) **Promotion of *Your* Business:** We work hard to promote each member by developing and participating in special events and marketing opportunities, and we are always ready to send people your way.
- 7) **Networking Opportunities:** Participate in The Trade Commission activities such as periodic Business luncheons, committee meetings, Agribusiness Summit, Export-import workshops, ICT Expos and our Annual Banquet Awards to familiarize our members with your business.
- 8) **Advertising Opportunities:** Members can have an advert space on the Trade Commission website at no additional charge. Direct/indirect benefits from the Trade Commission's aggressive marketing strategies, and occasional co-op advertising at discounted rates.
- 9) **Involvement Opportunities:** You have the opportunity to lend your skills to a committee/s dealing with important areas such as Agriculture, economic development, business promotion, and community events.
- 10) **Strength in Numbers:** In becoming a member of the U.S.-Africa Trade Commission, you are not only a part of the collective body, but an integral piece of the organization. You have a choice and a voice in the situations surrounding your business needs. When many voices are raised and many people are working together in strong professional platform, much is achieved.

**JOIN TODAY!**

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