



THE GLOBAL EXCHANGE



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TRADE WITH AFRICA PROMOTED Center Hosts Successful International and Multi-Cultural Event

by **Jhai James**

Africa has arrived! Well, at least the citizens of those African countries seeking to do business with the United States via Atlanta, Georgia – the gateway to the South. Officials and dignitaries representing Ethiopia, Ghana, Kenya, Senegal and Uganda were hosted by the Center for Trade and Technology Transfer, April 26th and 27th, during the *Georgia Conference on Investment, Trade and Tourism with Africa* at the Westin Peachtree Plaza Hotel. Although agriculture still dominates the economies of most African countries, technological growth and cultural advances have produced an atmosphere that is responsive to lure of capitalism.

The Center sponsored a successful seminar targeting small to medium sized businesses eager to take advantage of the many ventures available as incentives for increasing investment, trade and tourism with Africa. Countries such as Japan, China and Korea, as well as Canada and Mexico, our neighbors in North America, have long benefited from fruitful and long standing relationships with the United States. With the

recent development and negotiation of several trade agreements, African countries are poised to create a mutually beneficial relationship with U.S. investors as well. Panelists who have had significant experience with African trade relations presented information to an audience consisting of members of the Atlanta business community, govern-



Keynote speaker Mr. Leonard Robinson, Jr. with Mrs. Davidayon Mayers-Kelley, International Conference Chair, Global Council on African Unity

ment officials and citizens representing the many cultures and countries of Africa.

The featured keynote speaker, Mr. Leonard H. Robinson, Jr., has dedicated more than thirty years pursuing and strengthening international trade relations. As Deputy Assistant Secretary of State from 1990-1993, he was responsible for U.S. policy toward Central and West Africa. Robinson

presented information to the audience based on his extensive experience and encouraged all to take advantage of programs created specifically to target and capture African business.

Additional information was presented during three separate panel discussions focusing on investment, trade and tourism. Panelist W. Kneeland Roberts

were intrigued and excited about such information because of often negative media portrayals. Ethiopia, for instance, has long been viewed as a country plagued by drought and famine. Mr. Roberts informed the audience that "...there is so much more to Ethiopia than what is reported. The natural beauty of the country makes it an ideal location for strengthening and increasing tourism." During his presentation Mr. Roberts also discussed protocol for effective communication necessary for creating and continuing an ongoing dialogue. "Understanding the cultural differences as they relate to business is crucial for success. As a rule of thumb, business per se is absolutely not discussed until the third or fourth meeting. Prior meetings are often social in nature and serve the purpose of forming a bond and creating a relaxed environment."

Additional material was presented during the trade and tourism panel discussions with the audience actively participating in roundtable discussions. Panelists presenting information from a personal point of view were particularly well received and questioned enthusiastically.

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The audience actively participated in roundtable discussions during the trade and tourism panels. Panelists presenting information based on personal experience were particularly well received and questioned enthusiastically. Mr. Babatunde Williams, who owns and operates Skylink Tours and Travel of Atlanta, spoke extensively about his experience of being a native of Lagos, Nigeria and what opportunities were available to him. Other presenters included Mr. Jake Henderson, Owner of Henderson Travel Service; Mr. Donald Smart, Managing Director of Jackson Securities; and Mr. Miguel Southwell, Director of Marketing and Public Relations for Atlanta's Hartsfield Airport.

An ongoing highlight of the conference was its focus on cultural exchange. The week prior to the event, the Center welcomed a delegation from Nigeria who toured Atlanta. Representatives from several countries were honored guests during the conference. Dignitaries such as The Honorable Simbi Mukabo, Ambassador for the Republic of Zimbabwe, answered questions and actively interacted with the audience. Also attending as honored guests of the Center were Mr. Mohammed Garad, Economic Consular for the Embassy of the Republic of Ethiopia; Ms. Nimisha Madhvani, First Secretary for the Embassy of the Republic of Uganda; Mr. Peter Nyikuli, Commercial Attaché for the Embassy of the Republic of Kenya and Mr. Cobs Pilay, Economic Consul for the Embassy of the Republic of Ghana.

The Center will continue to provide the Georgia business community with opportunities to network and interact with a variety of cultures representing business opportunities around the world. Previous conferences and seminars have been held to orientate business owners with Jamaica (*Get a Jump on Jamaica*, September 2000) and Brazil (*Making a Brazilian Million*, International Teleconferences March and May 2000). Upcoming trade missions include travel to Brazil, Africa and the Caribbean. For more information, contact Jhai James at (404) 651-7456 or visit the Center's



Executive Director George Brown gives the Welcoming Address



Investment panel participants prepare to present information



Mr. Julius Coles, Director of the Andrew Young Center for International Affairs at Morehouse College, moderates the trade panel.



Audience members take note of information presented



Attorney Jason M. Waite answers a question about trade with Africa.



(left to right) Commercial attaché for the Republic of Kenya, Mr. Peter Nyikuli, ; Kenyan Ambassador the Honorable Yusuf Nyzibo; Center Business Resource Specialist, Mrs. Sandra Bell and Mr. Tom Amolo, Counselor of Political Affairs for Kenya



Conference vendor displays products at one of the many exhibit booths



Ms. Jennifer Jenkins of Coca-Cola (left) and Ms. Bonnie Clark of the Center for Trade and Technology Transfer greet guests and provide information during a seminar break.

DELEGATION WARMLY RECEIVED IN JAMAICA

More Than Fifty Participants in Trade Mission To Kingston and Montego Bay, Jamaica Network With Education, Political, Health and Business Leaders in the Jamaican Community

by Sandra R. Bell

Jamaica is one of the most popular tourist destinations in the world. However, when the Center for Trade and Technology Transfer traveled to this tropical paradise, it was all work and no play as trade mission participants met with Jamaican government representatives, agencies and business owners in whirlwind sessions. The trade mission to Kingston and Montego Bay, Jamaica was the most successful to date. Georgians from across the state, more than fifty in all, accompanied the Center's staff to the Caribbean.

The delegation was led by State Senate Majority Leader, the Honorable Charles Walker of Augusta and Representative Carl Von Epps, Black Caucus Chairman. Other government representatives participating in the trade mission include: Senator Gloria Butler; Representative Lester Jackson; Senator Donzella James; Representative Pamela Stanley and Representative Lannett Stanley-Turner. Board members of the Center – Mr. Sam Dumas and Mr. Ron Spencer – also traveled to Jamaica. In order to accommodate individual interests and needs, the delegation was divided into four groups: Education, political, health and business. Each of these groups had separate and concurrent activities to become acquainted with how their respective industries are handled in Jamaica.

The entire delegation was welcomed by Minister Colin Campbell, who presented the keynote address during the Center's preliminary seminar, *Get A Jump On Jamaica*, during the Med-Week 2000 activities in Atlanta. A highlight of the visit included a visit to the Jamaican Parliament where the delegation observed how a foreign government handles active legislation. Those interested in education had the opportunity to visit several schools and interact with educators interested in establishing distance learning programs in the U.S. Additionally, the members of the health group toured hospital facilities and discussed service delivery needs. Business owners were given general information and attended meetings to learn about foreign taxes and trade incentives. During one-on-one sessions, participants had the opportunity to develop a more personal relationship with potential business partners.

ISLAND HIGHLIGHTS



(left to right) President of the Trelawney Chamber of Commerce, delegation co-leader the Honorable Carl von Epps and Chairman of the Center's Board, Mr. Sam Dumas



Center for Trade and Technology Transfer Board Members, Mr. Ron Spencer (left) and Mr. Sam Dumas discuss Jamaican trade opportunities.



Members of the business group tour a factory in Jamaica. Assistant Director Carla Sanders is pictured third from the left.

UPCOMING TRADE MISSIONS & EXPOS:

SEPTEMBER 2001
EXPO 2001
Santo Domingo, Trinidad

OCTOBER 2001
Rio de Janeiro &
Bahia, Salvador
BRAZIL

MARK YOUR CALENDAR TODAY!

**Center for Trade and
Technology Transfer**

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Upcoming Events and Activities

JUNE :

The Second East Africa 2000: Beyond the Rhetoric

A summit on business, trade and investment opportunities available in East African countries. Carter Presidential Center, Atlanta, Georgia
June 28—29, 2001 For more information: www.eastafrica2000.com

JULY :

Women of Vision Breakfast

Business networking function recognizing women in the Atlanta community who have made significant contributions to the pursuit of business. Sponsored by the Atlanta Business League. Atlanta Marriott Marquis Hotel, July 24, 2001, 7:58 a.m.
(404)584-8126

AUGUST:

The 2001 Governor's Trade Expo

Georgia World Congress Center. August 15, 2001. Sponsored by the Governor's Small Business Center, 200 Piedmont Avenue, 1102 West Tower, Atlanta. For more information call: (404) 656-6315 or visit www.doas.state.ga.us

SEPTEMBER:

Atlanta MED Week

Sponsored by the U. S. Department of Commerce's Minority Business Development Agency. September 16—22, 2001. The Center for Trade and Technology Transfer will sponsor a seminar as part of the activities on September 20, 2001. Be sure to watch our website for upcoming developments.

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