Developing the path for U.S. businesses to export to Africa

Project Title	Developing the path for U.S. businesses to export to Africa
Project Summary	Create a framework to guide U.S. companies through the process of exporting to Africa.
Country	United States

Project Description

Help U.S. businesses export to key markets in Africa. The U.S. Commercial Service (under the U.S. Department of Commerce-International Trade Administration) has a network of U.S. Export Assistance Centers (USEACs) across the United States to help small to medium-sized businesses export overseas and find new markets. The Prosper Africa Initiative is looking closely at Africa, with its huge market potential, as an opportunity to grow U.S. exports and diversify market portfolios for U.S. companies. The project consists of three tasks:
1) Identify top concerns for exporting to specific markets in Africa and work with the trade team in Atlanta and Prosper Africa work group in Washington, DC to develop ways to work through those issues. Create material to disseminate information about the issues and how to work through them.

2) Plan a round table discussion linking U.S. companies to relevant U.S. Commercial Service trade specialists and officers, and market opportunities in Africa.
a. Develop presentations outlining market assessments and data supporting the demand for specific products and services in Africa
b. Coordinate one-to-one consultations and counseling to develop a specific work plan for each U.S. company interested in exporting to Africa. Finalize work plans.
c. Begin implementing work plans and planning for export-promotion activities

3) Find opportunities with other U.S. government partners involved in the Prosper Africa Initiative, and Georgia trade partners such as the Georgia Department of Economic Development, Georgia's Office of the Mayor-Office of International Affairs, the Small Business Development Center, and Georgia District Economic Council to support U.S. companies attempting to export to Africa

This project is geared toward specific, tailored, practical engagement with U.S. businesses to promote African markets in a concrete way and help U.S. businesses export to Africa. Working with the U.S. Commercial Service in Atlanta, the goal is to provide export-promotion services geared toward helping U.S. businesses every step of the way to export to a country in Africa.

Required Skills or Interests

Skill(s)
Analytical writing
Cultural diplomacy
Data analysis
Data visualization
Design thinking
Economic analysis
Infographic design
Marketing
Research
Writing

Additional Information

Looking for individuals with the following interests: Africa, business development, exporting, international trade and finance, international business. Ability to work both independently and part of a team. Strong interpersonal skills to contact U.S. and African businesses (make cold calls) and oral and written communication skills are required.

Language Requirements

None