

PROSPER AFRICA

TRADE. INVESTMENT. OPPORTUNITY.

Our Goal

Prosper Africa is a U.S. Government initiative to substantially increase two-way trade and investment between the United States and Africa.

The Initiative offers a comprehensive package of U.S. Government services and resources to support U.S. and African businesses and investors. By connecting U.S. and African companies with new trade and investment opportunities, we create jobs and drive shared economic growth.

Export to Africa

Access financing, loan guarantees, advocacy, and other tools to identify and close deals.



Export to the U.S.

Learn critical information for selling to the U.S., explore financing, and benefit from technical assistance.



Invest in Africa

Obtain insurance, financing, and advisory services to make strategic investments in growing markets.



Invest in the U.S.

Explore matchmaking, advisory services, and market intelligence to make strong investment decisions.



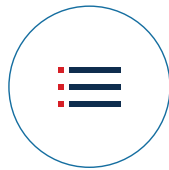
Support Throughout the Deal Cycle

Identification



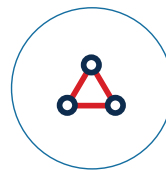
- Market intelligence
- Matchmaking
- Trade missions
- Training and advising

Evaluation



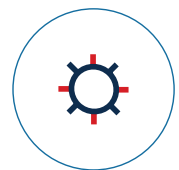
- Financing
- Insurance
- Feasibility studies
- Advocacy

Structuring



- Technical assistance
- Project design
- Risk mitigation
- Construction

Implementation



- Operations & maintenance
- Contract support
- Investment flows
- Monitoring & evaluation

Business Environment Reform

- Public financial management support
- Diplomatic advocacy
- Trade barrier reduction
- Procurement transparency training



Get Started

Prosper Africa Secretariat

Interagency teams in Washington, DC and at U.S. embassies across Africa are available to help U.S. businesses close deals. Contact the Prosper Africa Secretariat to learn more. prosperafrica@usaid.gov

U.S. Commercial Services Offices & Export Assistance Centers

The U.S. Commercial Service, part of the U.S. Department of Commerce, helps U.S. businesses export and grow internationally by offering companies the full range of expertise in international trade. <https://go.usa.gov/xfGQm>

U.S. Export-Import Bank (EXIM)

EXIM assists in financing and facilitating U.S. exports of goods and services. The newly reauthorized bank catalyzes economic growth, builds capacity, and enhances infrastructure across Africa. exim.gov

U.S. Small Business Development Centers

With support from the U.S. Small Business Administration, U.S. Small Business Development and International Trade Centers provide U.S. entrepreneurs and small businesses with consulting and training on business planning, marketing, international trade, and much more. <https://go.usa.gov/xwSDR>

Additional Tools

Access Africa

Access Africa is a collaboration between the U.S. Trade and Development Agency and U.S. industry leaders to support the quality development of priority information and communication technology infrastructure and related services across Africa. Access Africa brings stakeholders together to design targeted programming that advances inclusive, secure, and sustainable connectivity. <https://go.usa.gov/xwSBZ>

Advocacy

By helping U.S. companies navigate the decision-making processes of foreign governments, the Advocacy Center at the U.S. Department of Commerce makes it possible for U.S. companies to pursue and win foreign government contracts, even when competing against foreign firms. <https://go.usa.gov/xwSDe>

Agricultural Trade Groups

The U.S. Foreign Agricultural Service supports trade groups that help U.S. companies create and expand export markets for value-added food and agricultural products. Services include: training, market intelligence, trade shows and missions, and support for marketing campaigns and product promotion. <https://go.usa.gov/xwSZf>

Animal and Plant Health Inspection Resources

The U.S. Department of Agriculture provides useful information on standards for exporting animal and plant products to and from the United States. <https://go.usa.gov/xwSZQ>

Business Information Database System

The Business Information Database System gives U.S. businesses up-to-the-minute information on significant foreign government and multilateral development bank procurements. Through an interactive map, businesses can find new export opportunities validated by U.S. economic and commercial experts overseas. <https://go.usa.gov/xwSWe>

Business Matchmaking and Company Promotion

The U.S. Department of Commerce increases the brand awareness and market exposure of U.S. companies in countries around the world. It also helps them find and establish relationships with potential overseas business partners. <https://go.usa.gov/xfGRJ>

Business Visa Center

The Center, run by the U.S. Department of State, serves businesses in the United States by providing information on business (B1) visitor visa travel to their partners, customers, and colleagues around the world. <https://go.usa.gov/xwSZh>

Commercial Diplomacy

The U.S. Commercial Service engages directly with foreign governments to advance and protect your business interests and help your company overcome barriers to trade. <https://go.usa.gov/xfGQm>

Contract & Grant Opportunities

The Millennium Challenge Corporation (MCC) awards and administers procurements, grants, and public-private partnerships with MCC partner countries. <https://mcc.dgmarket.com/>

Country Commercial Guides

Prepared by trade and industry experts at U.S. embassies worldwide, Country Commercial Guides describe market conditions, opportunities, regulations, and business customs for over 125 countries. <https://go.usa.gov/xwSZj>

Credit Insurance

The U.S. Export-Import Bank insures against nonpayment by international buyers. It covers both commercial risks (such as bankruptcy), and certain political risks (such as war). It can replace cash-in advance, letter of credits, and other documentary sales. <https://go.usa.gov/xwSD6>

Direct Line for American Business

The Direct Line for American Business program connects U.S. businesses, U.S. Ambassadors, and overseas U.S. Mission personnel, creating an inclusive “country team” from representatives of different organizations. Members of the program receive up-to-the-minute information on markets vital to their business and learn about new sectors and tenders that can help them expand their businesses. <https://go.usa.gov/xwSWJ>

Direct Loans

The U.S. Export-Import Bank provides direct loans to purchasers of U.S. capital equipment and ancillary services. These loans provide financing for international buyers of U.S. goods and services, and they extend up to 12 years, with loans for renewable energy projects extending up to 18 years. <https://go.usa.gov/xwSD6>

Emerging Markets Program

The U.S. Department of Agriculture Emerging Markets Program helps U.S. organizations promote exports of U.S. agricultural products to countries that have the potential to be viable commercial markets. It provides cost-share funding for technical assistance activities such as feasibility studies, market research, sectoral assessments, orientation visits, specialized training, and business workshops. <https://go.usa.gov/xwSWy>

Export Credit Guarantee Program

The U.S. Department of Agriculture Export Credit Guarantee Program provides credit guarantees to encourage financing of commercial exports of U.S. agricultural products. By reducing financial risk to lenders, credit guarantees encourage exports to countries — mainly developing countries — that have sufficient financial strength to have foreign exchange available for scheduled payments. <https://go.usa.gov/xwSWn>

Export Finance support

The U.S. Small Business Administration provides lenders with up to a 90 percent guarantee on export loans. <https://go.usa.gov/xwSWC>

Facility Guarantee Program

The U.S. Department of Agriculture Facility Guarantee Program provides credit guarantees to facilitate the financing of manufactured goods and U.S. services to improve or establish agriculture-related facilities in emerging markets. <https://go.usa.gov/xwSWn>

Food Safety Library

The U.S. Department of Agriculture provides export requirements, by country, for meat, poultry and processed egg products. <https://go.usa.gov/xwSZ7>

Foreign Market Development Program

The U.S. Foreign Agricultural Service partners with U.S. agricultural producers and processors, who are represented by non-profit commodity or trade associations, to promote U.S. commodities overseas. <https://go.usa.gov/xwSZE>

Global Agricultural Information Network

This database from the U.S. Foreign Agricultural Service offers on-the-ground intelligence, insight, and analysis on foreign agricultural markets, crop conditions, and agro-political dynamics of interest to U.S. agriculture. <https://go.usa.gov/xwSZp>

Global Procurement Initiative

The U.S. Trade and Development Agency Global Procurement Initiative educates public officials in emerging markets on how to establish procurement practices and policies that integrate life-cycle cost analysis and best value determination in a fair, transparent manner.

<https://go.usa.gov/xf8vR>

Gold Key Service

When representatives of U.S. companies travel overseas, the U.S. Department of Commerce will, for a small fee, identify, vet, and arrange meetings with up to five potential partner firms operating in foreign markets. <https://go.usa.gov/xfGQm>

Information on U.S. Agricultural Trade

The U.S. Department of Agriculture's Economic Research Service provides comprehensive information on global agricultural trade. <https://go.usa.gov/xwSBK>

International Agricultural Trade Reports

The U.S. Department of Agriculture provides reports on global trade, including opportunities for U.S. agricultural exports. <https://go.usa.gov/xwSZe>

International Trade Hotline

The U.S. Small Business Administration Office of International Trade can help any U.S. small business that faces barriers in accessing international markets. The toll-free trade hotline can help connect U.S. small businesses with the tool they need to unlock new markets abroad. **Contact the hotline at 1-855-722-4877**

Loan Guarantees

The U.S. Export-Import Bank (EXIM) lender loan guarantees help U.S. exporters secure competitive financing for their international buyers. EXIM offers term financing, generally up to 10 years, to creditworthy international buyers in both the private and public sector and finances up to 30 percent of U.S. exporters' local costs. <https://go.usa.gov/xwSD6>

Market Access Program

The U.S. Foreign Agricultural Service partners with U.S. agricultural trade associations, cooperatives, state regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities. <https://go.usa.gov/xwSWm>

Minority Business Development Agency

MBDA is an agency of the U.S. Department of Commerce that promotes the growth of minority-owned businesses through the mobilization and advancement of public and private sector programs, policy, and research.

<https://www.mbda.gov/>

Online Training for U.S. Small Businesses

The U.S. Small Business Administration offers online courses to help Americans start and run their own business, including how to write a business plan, find investors, and more. <https://www.sba.gov/learning-center>

Pilot Projects

The U.S. Trade and Development Agency identifies new development opportunities abroad through on-the-ground testing of U.S. equipment and technology that can provide and promote cutting-edge U.S. solutions with the potential for scalability and replicability throughout emerging markets. <https://go.usa.gov/xfwnZ>

Power Africa Enabling Environment Tracker

This interactive tool provides comprehensive information on policy and regulatory trends across Africa's energy sector. https://public.tableau.com/profile/eads#!/vizhome/PowerAfrica_0/EnablingEnvironmentDataTracker

Project Preparation Assistance

The U.S. Trade and Development Agency tests U.S. equipment and technology in overseas settings to promote cutting-edge U.S. solutions and identify opportunities for scalability and replicability across Africa. <https://go.usa.gov/xfwnZ>

Quality Samples Program

Participating U.S. exporters obtain agricultural commodity samples, export them, and provide the recipient with guidance on how to use the samples. When a project is finished, the U.S. Department of Agriculture reimburses the participant for the costs of procuring and transporting the sample. <https://go.usa.gov/xwSZP>

Report a Trade Barrier

The U.S. Department of Commerce's Office of Trade Agreements, Negotiations, and Compliance specializes in working with U.S. businesses to remove unfair foreign government-imposed trade barriers. U.S. businesses can access this service by reporting such barriers to the Office, which will have its team of experts investigate the claims. <https://go.usa.gov/xwSDu>

Reverse Trade Missions

The U.S. Trade and Development Agency brings African project sponsors to the United States to observe the innovative design, manufacture, and operation of American products and services to support their infrastructure development goals. <https://go.usa.gov/xfwnZ>

State Trade Expansion Program (STEP) Grants

STEP financial support helps U.S. small businesses learn how to export, participate in foreign trade missions and trade shows, obtain services to support foreign market entry, develop websites to attract foreign buyers, design international marketing products or campaigns, and find their next global customer. STEP grants are supported by the U.S. Small Business Administration. <https://go.usa.gov/xwSvww>

Trade and Investment Hubs

The U.S. Agency for International Development's Trade and Investment Hubs offer U.S. and African businesses and investors the support they need to grow. The Hubs provide a wide range of services from business consulting and transaction facilitation to targeted policy interventions. <https://go.usa.gov/xwSDr>

Trade Missions for Agriculture

International trade missions, sponsored by the U.S. Department of Agriculture, open doors and deliver results for U.S. exporters, giving them the opportunity to forge relationships with potential customers, gather market intelligence and, most importantly, generate sales. trademissions@fas.usda.gov

Trade Shows for Agriculture

The U.S. Department of Agriculture endorses the trade shows that will provide the best international exposure and marketing opportunities for U.S. companies and producers. USDA works with show organizers and other partners to create a "USA Pavilion" to showcase the variety of quality of made-in-America products to potential foreign buyers. <https://go.usa.gov/xwSWP>

Training Grants

U.S. firms may face a competitive disadvantage from foreign competitors offering incentives that exceed tender requirements. U.S. companies may request that the U.S. Trade and Development Agency help level the playing field with a training grant to fund the cost of beneficial training for the project sponsor. <https://go.usa.gov/xfwnZ>

Workshops and Conferences

The U.S. Trade and Development Agency organizes sector and region-specific events to connect U.S. firms with foreign buyers, highlight upcoming infrastructure projects overseas, and showcase U.S. goods and services. <https://go.usa.gov/xfwnZ>



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The International Development Finance Corporation (DFC)

The DFC partners with the private sector to finance solutions to the most critical challenges facing the developing world today. dfc.gov

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Additional Tools

Business Visa Center

The Center, run by the U.S. Department of State, serves businesses in the United States by providing information on business visitor visa travel to their partners, customers and colleagues around the world. <https://go.usa.gov/xwSZh>

Contract and Grant Opportunities

The Millennium Challenge Corporation (MCC) awards and administers procurements, grants, and public-private partnerships with MCC partner countries. <https://mcc.dgmarket.com/>

Debt Financing

The U.S. International Development Finance Corporation provides direct loans and guarantees of between \$1 million and \$1 billion for tenors as long as 25 years, with specific programs targeting small and medium U.S. businesses. <https://go.usa.gov/xf8G6>

Equity Financing

The U.S. International Development Finance Corporation (DFC) provides equity financing to projects making a positive impact in the developing world or advancing U.S. foreign policy. DFC also provides equity financing to support emerging market investment funds. <https://go.usa.gov/xf8GJ>

Grants and Technical Assistance

The U.S. International Development Finance Corporation offers grants and technical assistance to increase the developmental impact or improve the commercial sustainability of its projects. This support complements the grants and technical assistance provided by the U.S. Agency for International Development and U.S. Trade and Development Agency. <https://go.usa.gov/xfwnt>

Investment Climate Statements

The U.S. Department of State's Investment Climate Statements provide country-specific information on the business climates of more than 170 countries. These reports analyze a variety of economies that are or could be markets for U.S. businesses of all sizes. <https://go.usa.gov/xwSVWS>

Political Risk Insurance

Political risk insurance from the U.S. International Development Finance Corporation provides coverage for losses incurred from currency inconvertibility, government interference, or political violence, including terrorism. Insurance covers exposures from \$1 million to \$1 billion. <https://go.usa.gov/xfwQ3>

Power Africa Enabling Environment Tracker

This interactive tool provides comprehensive information on policy and regulatory trends across Africa's energy sector. https://public.tableau.com/profile/eads#!/vizhome/PowerAfrica_0/EnablingEnvironmentDataTracker

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Additional Tools

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Customs Guide to Exporting to the U.S.

U.S. Customs and Border Protection (CBP) is charged with regulating and facilitating international trade, collecting import duties, and enforcing U.S. regulations, including trade, customs, and immigration. In order to avoid potential problems in the clearance of merchandise, CBP strongly recommends that importers and exporters familiarize themselves with CBP policies and procedures. <https://go.usa.gov/xwSZR>

Grant Opportunities

The U.S. African Development Foundation (USADF) invests grants of up to \$250,000 directly into underserved community enterprises. USADF partners with community enterprises to support organizations that create and sustain jobs, improve income levels, and achieve greater food security. <https://go.usa.gov/xwSWk>

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U.S. Customs Information

U.S. Customs and Border Protection supports foreign businesses in exporting to the United States. Resources include information on customs regulations, restrictions, exemptions, brokers, ports of entry, and more. <https://www.cbp.gov/trad>



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SelectUSA

SelectUSA, part of the U.S. Department of Commerce, provides African investors with the information, tools, and connections they need to succeed in the U.S. market. SelectUSA services include market intelligence, connection with potential partners, and assistance navigating the regulatory environment. <https://go.usa.gov/xwSDS>

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To learn more about Prosper Africa services and resources,
connect with us at prosperafrika@usaid.gov



The U.S. Government is adapting existing trade and investment tools, and creating new ones, to help U.S. and African exporters and investors adjust their strategies, protect their investments, and find new opportunities in the wake of COVID-19.

Export to Africa

Debt Relief for Small Businesses

U.S. small businesses face unprecedented economic disruption due to COVID-19. The U.S. Small Business Administration offers a range of loans to help weather the pandemic.

<https://go.usa.gov/xfn2d>

Fast Track Loans for Small Businesses

Express loans from the U.S. Small Business Administration allow U.S. small businesses that currently have a business relationship with an SBA Express Lender to quickly access up to \$25,000.

<https://go.usa.gov/xfn2f>

Loan Advances for Small Businesses

An Economic Injury Disaster Loan Emergency Advance from the U.S. Small Business Administration provides up to \$10,000 of economic relief to U.S. small businesses that are currently experiencing temporary difficulties. <https://go.usa.gov/xfn2G>

Paycheck Protection for Small Businesses

The U.S. Small Business Administration offers loans to help businesses keep their workforce employed during the COVID-19 crisis. <https://go.usa.gov/xfwP4>

Temporary Bridge Financing

To help businesses weather the COVID-19 pandemic, the U.S. Export-Import Bank Bridge Financing Program will enable exports to go forward through short-term financing.

<https://go.usa.gov/xfn2z>

Temporary Progress Delivery Payment Financing

To help meet the challenges from COVID-19, the U.S. Export-Import Bank has temporarily expanded its Pre-Export Payment Policy. <https://go.usa.gov/xfn2z>

Temporary Supply Chain Finance Guarantees

The U.S. Export-Import Bank has expanded its existing Supply Chain Financing Guarantee Program by relaxing its criteria and increasing its guarantee level. This helps suppliers obtain cash quickly and increase liquidity to fulfill new orders.

<https://go.usa.gov/xfn2z>

Temporary Working Capital Guarantees

The U.S. Export-Import Bank facilitates loans from commercial lenders to creditworthy U.S. businesses that export over the term of the loan. EXIM has made the program more flexible in response to COVID-19. <https://go.usa.gov/xfn2z>

Virtual Export Promotion Services

The U.S. Commercial Service offers U.S. exporters a wide range of virtual export promotion services - currently with reduced or no fees. Services include matchmaking, ecommerce, and due diligence support. <https://go.usa.gov/xfn2s>

Invest in Africa

DFI Alliance

The U.S. International Development Finance Corporation is part of the DFI Alliance, which addresses current liquidity issues, supports the viability of existing companies, and promotes new investments in developing countries.

<https://go.usa.gov/xfn2y>

Health and Prosperity Initiative

The U.S. International Development Finance Corporation mobilizes private sector investment in support of global health resilience. DFC seeks to invest between \$5 million and \$500 million per project. <https://go.usa.gov/xfn2H>

Export to the U.S.

Technical Assistance and Other Services

The U.S. Agency for International Development's Trade and Investment Hubs offer businesses and investors the support they need to weather the COVID-19 pandemic. Services include access to credit, business development services, due diligence and feasibility assessments, risk mitigation, technical assistance, and transaction advisory services.

<https://go.usa.gov/xwSDr>

Working Capital for USADF Grantees

The U.S. African Development Foundation is dispersing working capital to its grantees, which include 300 African enterprises and entrepreneurs. <https://go.usa.gov/xf7ja>

Invest in the U.S.

Assistance Navigating the Regulatory Environment

SelectUSA works with companies to address issues or questions involving federal regulations, programs, or activities related to existing and potential investments.

<https://go.usa.gov/xfpTZ>

Connections with Potential Partners

SelectUSA can provide direct and personalized introductions to economic development organizations and federal resource networks. <https://go.usa.gov/xfpTZ>

Market Intelligence

SelectUSA investment specialists help companies find helpful information and interpret data on a wide range of topics – from the overall economy and investment trends through industry overviews and information about consumers, the workforce, supply chains, and available federal resources.

<https://go.usa.gov/xfpTZ>

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