



SUB-SAHARAN AFRICA CHAMBER OF COMMERCE **Your Strategic Partner in Africa**

Advisory Board

The Organization

The Sub-Saharan Africa Chamber of Commerce is a trade and investment promotion organization whose mission is to enhance mutual partnership, trade and investment with Sub-Saharan Africa. We serve as an information resource for strategic market data, as a facilitator of stakeholder networking, and as a voice for our members and business community in the creation of ideal business and economic conditions that foster growth and prosperity in the private sector. The objective of the Sub-Saharan Africa Chamber of Commerce is to assist companies with finding suitable business partnerships, trade and investment opportunities as well as securing access to markets that result in increased business development and returns for exporters and investors. Visit www.ssachamber.org for more information.

Background and History

The USA-Kenya Chamber of Commerce (USKCC) has hosted programs facing the United States, Kenya, South Africa, Rwanda, Liberia, Guinea, Sierra Leone, Benin, Cote d'Ivoire and a host of other African nations since its inception in 2007. The Chamber has subsequently taken the decision to formally expand its scope and remit to cover Sub-Saharan Africa as the Sub-Saharan Africa Chamber of Commerce (SSACC). The SSACC Advisory Board has been established to provide strategic and tactical advice to the Chamber's operational leadership in order to help deliver the Chamber's strategic objectives.

Advisory Board Structure

The Sub-Saharan Africa Chamber of Commerce Advisory Board is structured as follows:

- Board Members are appointed to:
 - Provide advice to further the strategic objectives of the Chamber
 - Network on behalf of the Chamber
 - Facilitate key introductions to further Chamber goals and objectives
 - Offer advice on fundraising and revenue-generating programs
- Number of Members is unlimited and open to individuals and companies globally
- Board Meetings are once per quarter—in person, via teleconference or videoconference
- Board Meetings are approximately 2 hours each
- Board Members may be called upon occasionally by Chamber Leadership in between Meetings
- Board Members are appointed by the Chair of the Board
- Membership may be terminated by either party for any reason
- Tenure is 2 years with unlimited renewals

Areas of Focus

The SSACC Advisory Board offers advice in the following key areas of focus:

- Brand expansion from USKCC to the Sub-Saharan Africa Chamber of Commerce
- Facilitating Trans-Atlantic transactions in the following strategic sectors:
 - Infrastructure (Housing, Transport, Energy, ICT and Water)
 - Health
 - Agribusiness
 - Education
 - Private Sector Development and Entrepreneurship
 - Government Relations and Governance
- Identifying alternate business models for the growth and sustainability of the Chamber
- Identifying funding sources for the operational management of the Chamber and its programs.

Typically, international trade promotion and development organizations such as the Chamber secure operational funding from:

- Contributions (55%)
(*In-Kind & Donations*)
- Grants and Contracts (35%)
- Service & Event Fees (5%)
- Sponsorships (3%)
- Membership Dues (2%)

Essentially, 70% of the operational budget is comprised of Grants and Contracts while In-Kind Contributions (such as complementary event space and technical assistance) offset costs that would otherwise absorb 55% of the budget. *See Appendix I for a detailed analysis.*

Advisory Board Members with knowledge of government and foundation granting mechanisms add great value to the Chamber and its growth.

Chamber Operations

The Chamber manages a variety of revenue-generating operational activities including:

- Transaction Facilitation and Assistance
- Export Promotion and Assistance
- Trade Missions into Sub-Saharan Africa
- Reverse Trade Missions into the USA
- International Trade and Investment Conferences
- Local Networking Events (Forums, Golf Outings, Meet and Greet Events)
- Sector Specific Focus Group Meetings
- Educational Seminars
- Special Programs relevant to the Chamber's strategic objectives
- Web Portals (www.ssachamber.org and www.uskcc.org) and Advertising on those websites

See *Appendix II* for a sample of some of the programs the Chamber runs for its members as well as on a fee-for-service basis.

Advantages of Advisory Board Membership

Advisory Board Members stand to gain in one or more of the following ways:

- Networking with renowned and influential Advisory Board Members who are accomplished professionals in the area of international trade and investment globally and in Sub-Saharan Africa
- Networking with Chamber member businesses and sharing best practices
- Receiving complementary admission to Chamber events (excluding Trade Missions)
- Receiving advance notice of key events in industry

Invitation to Join SSACC Advisory Board

The Sub-Saharan Africa Chamber of Commerce would like to formally invite you to join its Advisory Board. We would be honored to have you bring your extensive professional experience to bear in an advisory capacity at the Chamber. We envision a relationship that is mutually beneficial and productive for trade and investment with Sub-Saharan Africa. Please indicate if you accept this invitation to join the Advisory Board of the Sub-Saharan Africa Chamber of Commerce by e-mailing its current chairman, Mr Vuyo T. Dunjwa at vuyo.dunjwa@ssachamber.org. In your affirmative response, please include a short biographical statement and photograph that the Chamber can use on its website and in key correspondence. We welcome the opportunity to work with you as an Advisory Board Member of the Sub-Saharan Africa Chamber of Commerce.

Chamber Contact Information

Philadelphia, PA — P.O. Box 87, Oaks, PA 19456, USA

Washington, DC — 1100 17th Street, 10th Floor, Washington, DC 20008, USA

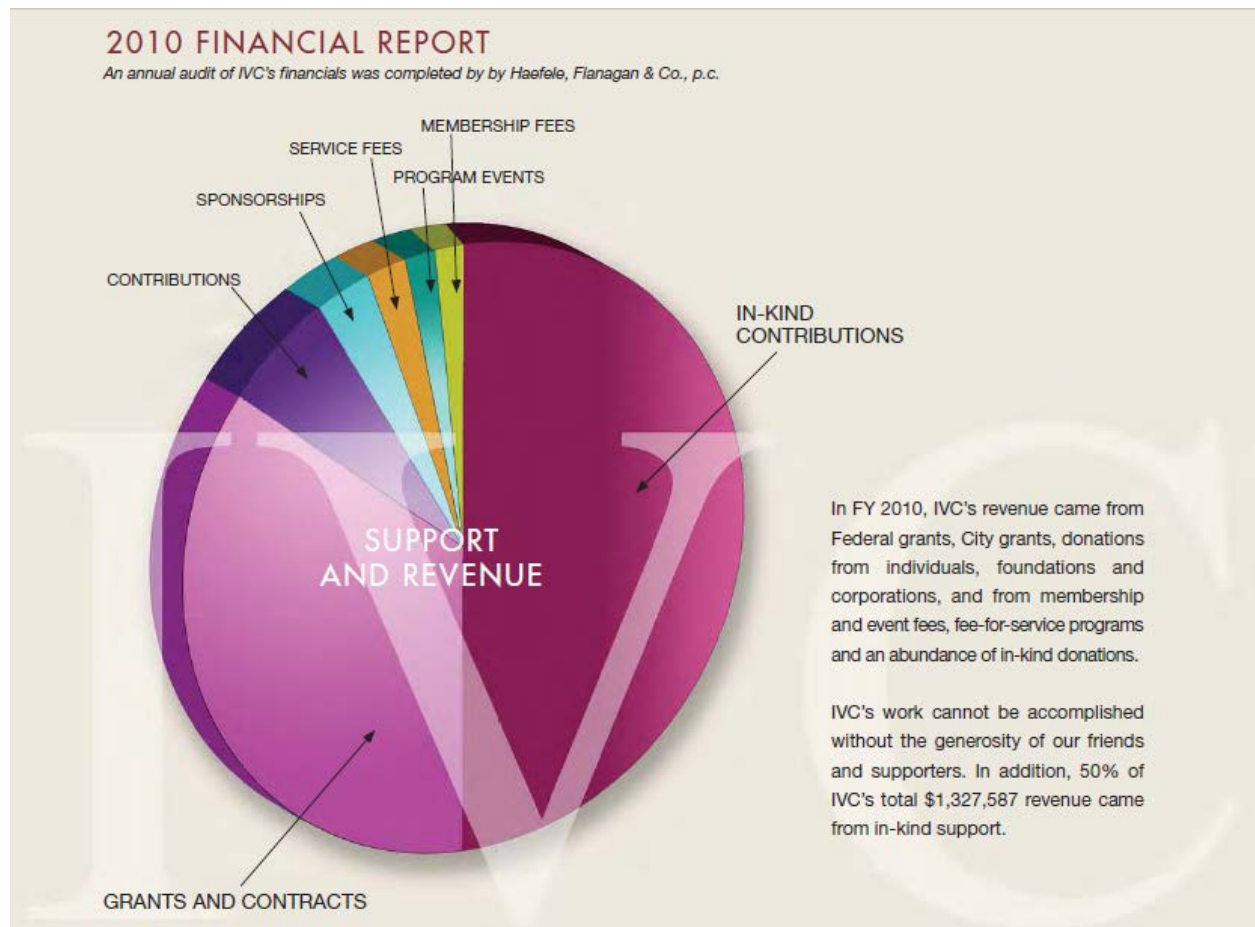
Website: www.ssachamber.org

e-Mail: info@ssachamber.org

Telephone: +1 610-618-9063

Appendix I – Financial Structure

Below are sample financials of an international organization that does work similar to that of the Sub-Saharan Africa Chamber of Commerce. The data highlights, among other things, the important role that grants and in-kind donations play in the viability of trade promotion organizations such as the Chamber.



SUPPORT AND REVENUE*		EXPENSES* / PROGRAMS / SERVICES	
Grants and contracts	\$ 468,252	Discover Philadelphia	100,240
Contributions	83,291	IVC Centers	171,175
In-kind contributions	663,960	Sister Cities	144,883
Service fees	29,875	NCIV	541,510
Membership fees	21,080	World Learning/CC	248,479
Program events	22,013	IREX	74,188
Sponsorships	39,055	Support Services: Management & General	33,873
Other	61	Support Services: Fund-raising	1,034
Total support and revenue	1,327,587	Total program services	1,315,282

Complete financial information can be obtained by calling IVC.

Appendix II – Sample of Chamber Programs

A sample of the revenue-generating programs that the Chamber develops and manages is outlined below.



USA – KENYA CHAMBER OF COMMERCE
Your Partner in Africa & America *Presents*



Ambassador
Elkanah Odembo

December 17, 2010 ▪ 9:00am-10:30am
Duane Morris, 30 S 17th St, Philadelphia, PA

Roundtable Discussion
One-on-One Principals Meetings

Kenya Energy Sector Opportunities
An Overview of the Sector and Opportunities for American Market Access

The USA-Kenya Chamber of Commerce and its partners cordially invite you to explore business opportunities in Kenya's Energy Sector. The Government of Kenya is availing opportunities in energy exploration, generation, transmission, equipment supply and utility management. Nuclear, Geo-thermal, wind, solar and other alternative energy sources are being sought to supplement Kenya's heavy reliance on hydroelectricity. Interested and qualified parties have an opportunity to meet with the Chamber to discuss details and next steps. There is also an opportunity to travel to Kenya on a customized USA-Kenya Chamber of Commerce trade mission to further discussions with key stakeholders in Kenya from March 7-11, 2011.

Kenya is a Key Trading Partner of the United States with

- ⇒ Over \$1 billion in annual trade (imports and exports)
- ⇒ U.S. Exports to Kenya total around \$600 million annually
- ⇒ U.S. Exports include Aircraft, Industrial Machinery, Electrical Machinery, Vehicles, Cereals, Vegetable Oils, and Coarse Grains with opportunities and bandwidth for more product and service introductions.

Kenya is East Africa's largest regional economy with a sophisticated and highly deregulated free market that is experiencing aggressive growth in

- | | |
|---|-------------------------------------|
| ⇒ Infrastructure Development | ⇒ Finance and Banking |
| ⇒ Renewable and Alternative Energy | ⇒ Agri-Business and Agro-Processing |
| ⇒ Healthcare | ⇒ Manufacturing |
| ⇒ Information Communications Technologies | ⇒ Tourism and other industries. |

This is an opportune time to grow your business through exports to a well capitalized market with outstanding returns. Whether exporting or investing, Kenya is the preferred commercial destination in East and Central Africa. Contact the Chamber to discover how you can access this emerging market of Kenya and the East African Community.

Sponsored By



Offices: Washington ⇒ 1100 17th Street NW, 10th Floor, Washington, DC 20036 ∞ Philadelphia ∞ Nairobi, Kenya



USA – KENYA CHAMBER OF COMMERCE
Your Partner in Africa & America

Kenya Energy Sector Roundtable
with Ambassador Odembo
Philadelphia, Pa - 17th December 2010



A Roundtable Discussion
Followed by One-on-One Meetings with Investors



USA – KENYA CHAMBER OF COMMERCE
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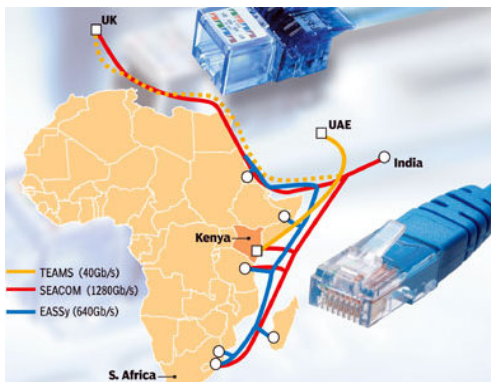
USA – KENYA CHAMBER OF COMMERCE

Your Partner in Africa & America

ACCESSING ICT IN KENYA

June 9, 2010—Washington, DC

- ❖ **Export** your IT Products and Services to Kenya and East Africa!
- ❖ **Invest** in the Expansion of ICT Companies in Kenya and East Africa!



Kenya is East Africa's largest regional economy with a sophisticated and highly deregulated free market that is experiencing aggressive growth in the Information Communications Technologies (ICT) sectors. In 2009, two competing fiber optic cables (SEACOM and TEAMS) landed on the east coast of Africa, switching connectivity in Kenya from satellite to the more reliable and cost effective fiber optic platform. The cost of broadband has dropped by more than 80%, fueling the growth of the ICT sector. This is your opportunity to export your products and services to a well capitalized market and invest in fast growing IT companies for outstanding returns.

BUSINESS OPPORTUNITIES

Learn about the enormous business opportunities that exist in the ICT sector in Kenya including:

- ⇒ ERP System Implementations
- ⇒ Data Storage, Migration and Digitization
- ⇒ Information Security Auditing & Management
- ⇒ Disaster Recovery Planning
- ⇒ e-Health Solutions, e-Banking, e-Government
- ⇒ Networking and more ...

Hear from U.S. and Kenyan Government officials about the latest IT projects and tenders on their roster. Find out about private sector opportunities in Kenya and learn how to prospect and access some of these opportunities. Meet companies that are operating and expanding in the Kenyan marketplace and discuss incentives and safeguards to help your business increase your export potential, expand your foreign market access, and increase your returns.

When: June 9, 2010 – 8:30am to 12:00pm
Where: 1100 17th Street N.W., Washington, DC
RSVP the event at info@uskcc.org by June 1, 2010

Registration Fee is \$35
Registration is open to the public
Register at www.uskcc.org

About the USA-Kenya Chamber of Commerce

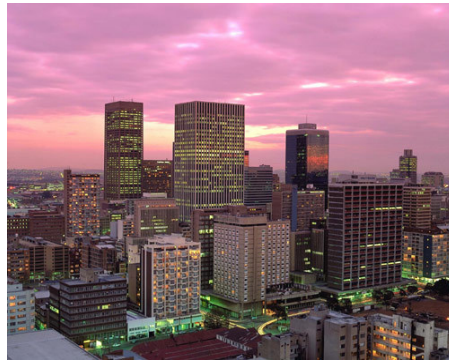
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USA – KENYA CHAMBER OF COMMERCE
Your Partner in Africa & America
ACADEMIC DEAN & FACULTY MISSION TO SOUTH AFRICA
October 10–14, 2011



USKCC Trade Mission Delegates at the
Gauteng Economic Development Agency - 2008



Johannesburg, Gauteng Province
Republic of South Africa



South African Department of Trade and Industry
Golf Outing, Cape Town, South Africa

South Africa (The Rainbow Nation) is Africa's largest and most sophisticated economy, a burgeoning democracy, home to nationals of every country on the African continent, an economic powerhouse with the most complex and highly diversified financial systems in Africa. It boasts world-class academic institutions and technical and scientific marvels from the first heart transplant, the successful separation of Siamese twins to the development and deployment of globally commercialized software applications such as PayPal. South Africa is a vibrant emerging market with superior performance in a myriad of sectors including mining (precious metals and minerals), capital markets, automotive manufacturing, agricultural exports, ICT, BPO and chemical production from fuel and plastics fabrication to pharmaceutical production. South Africa has engineered GDP growth of over 158% in the last 7 years with innovative economic development initiatives, sound governance, and bold political will to be the best in the world.

Join our Academic Dean and Faculty Mission to South Africa and capitalize on the opportunity for your school to establish robust academic partnerships, exchanges and collaborations with premier colleges and universities in South Africa. Meet with key stakeholders and decision makers at the universities, interact with captains of industry and meet with key government officials responsible for the rapid development and growth of South Africa's economy. Develop strategic links for your school, your students and your alumni with a crucial stakeholder in the global marketplace—South Africa, the Gateway to Africa.

Deans and Faculty who are interested in establishing these vital links with South Africa are invited to join us on this Mission to explore, experience, establish and expand your reach into South Africa. Please contact the Chamber at info@uskcc.org or on 610-618-9063 for more details about the mission and to **RSVP by August 1, 2011**.

Why Expand into South Africa?

- Strategic Location—The Gateway to Africa
- Africa's Largest Economy
- Stable Currency—South African Rand (R)
- High Returns on Trade and Investment
- Aggressive Economic Development Initiatives
- Free Market Economic Policies
- Highly Educated English-Speaking Workforce
- Expansive Regional Infrastructure – Air, Land & Sea
- Commitment to Public-Private Partnerships
- Intellectual Property Protections
- Sophisticated Fibre Optic Voice/Data Infrastructure
- Highly Diversified Economy
- A Current & Future Powerhouse in Global Markets
- Great Access to Fortune 500 Companies in Africa



ACADEMIC DEAN & FACULTY MISSION TO SOUTH AFRICA October 10–14, 2011



Companies Doing Business in South Africa include:

- **Automotive Manufacturers**
 - Mercedes Benz (C-Class)
 - BMW, Volvo, Volkswagen
 - Toyota, Nissan, General Motors
 - Ford Motor Company
 - Tata, Scania, Navistar
 - Man Truck & Bus
- **Other Sector Companies**
 - GlaxoSmithKline, Pfizer, J&J (Pharmaceuticals)
 - General Electric, Anglo-American (Mining)
 - ExxonMobil, Chevron, British Petroleum
 - Coca-Cola, Siemens, Bridgestone, Midas
 - Deloitte, PricewaterhouseCoopers
 - Microsoft, IBM, Oracle, Google ...

Preparing for Success in South Africa

This is an excellent opportunity for your School to establish strategic links to South Africa and the expanded African marketplace. For maximum effectiveness during your Mission to South Africa, the USA-Kenya Chamber of Commerce will customize your trip to suit the specific needs of your School. To ensure that you hit the ground running, the Chamber will pre-arrange your meetings and coordinate the exchange of preliminary information with principals in South Africa prior to your trip. Preparation and professional support are the cornerstones to a successful mission that delivers tangible results. Join our Dean and Faculty Mission and start planning today to succeed in South Africa.

Who Should Participate in the Mission?

Deans and Faculty from Schools of Business, Economics, Government, Public Policy, International Studies and more. Prospective schools in South Africa include the prestigious Universities of Cape Town, Witwatersrand, Kwazulu-Natal, Stellenbosch, Rhodes and others of similar caliber.

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"The USA-Kenya Chamber of Commerce added great value to my business during our trade mission to South Africa. Their contacts and connectivity in both the private and public sectors was pivotal for me and my colleagues."

- Anne Cheatham, President, Won by One, Lancaster, PA