

IFPF 2007 INVESTMENT FORUM REPORT:

Overview

Africa is home to nearly one-fifth of the world's natural resources and more than half a billion people. As U.S. commercial relations continue to grow with many African economies, an increasing number of American firms are recognizing the opportunities on the continent for mutually beneficial business partnerships and investments. **The key to unlocking these opportunities is to develop effective strategic finance models, and create value for money in projects in Africa.** The African Investment Corporation has recognized the need for innovative financing models and has thus created an investment forum: Projects & Finance in close collaboration with the US Embassy Cameroon. More than just an investment forum, participants will have an opportunity to have their projects analyzed, reviewed and further developed by experts in the consulting, banking and project finance industry.

What is IFPF?

The Investment Forum: Projects & Finance is a yearly business forum held in Washington D.C. focused on presenting Cameroonian investment opportunities to US businessmen and women. This forum consists of presentations by US Government Agencies focused on encouraging foreign domestic investment by providing project finance and facilitating trade. These agencies include; Export Import Bank of the United States, Overseas Private Investment Corporation (OPIC), United States Trade & Development Agency (USTDA) and the Minority Business Development Agency (MBDA).



What is the Goal of IFPF?

The goal of the IFPF is to be the “**one stop shop for building joint ventures and promoting investment opportunities**” IFPF will also strive to streamline foreign direct investment (FDI) through *project identification, development and finance.*



Through the IFPF, we are also able to create a platform to educate and assist participants on how to develop their projects and also to provide them with various options related to financing and partnerships.

Investment Forum: Projects & Finance (IFPF)

What are the benefits of IFPF?

- **Education:** to educate participants on how to develop their projects and also how to prepare financial documents for investors and banks. This is also a platform to educate participants on US Organizations focused on:
 - *Trade Finance*; (EXIM BANK)
 - *Investments* (OPIC, IFC) and
 - *Feasibility studies* (USTDA)
- **Matchmaking & Networking:** matching their projects with financing through investors, bankers or equity funds. We work with participants prior to the forum to identify potential investors for their projects.

Networking: For participants from Cameroon, this is an opportunity to network with one another and develop partnerships which can be leveraged and further crystallized back in Cameroon.
- **Business development:** we work with participants in developing strategies of how to approach financiers/investors and potential partners interested in financing their projects.

The “Fast-Track program” Streamlining the process for financing

The “Fast-Track program” was developed to provide a consistent and replicable process to screen companies interested in tapping into US financing. This process entails checks and balances at various levels of the financing process. This process ensures businesses have accurately defined their business strategies for expansion and/or development and that these strategies fall in line with US and Global standards prior to applying for guarantees. A key component is ensuring follow up is done after the forum.

US Commercial Service: *ICP Reports critical for Cameroon business success*

In order to do business in any economy it is critical to know who your customer is. Through the ICP reports we are able to put a face to a lot of the companies in Cameroon. This is critical for US businesses are now looking for partnerships with companies in Cameroon.

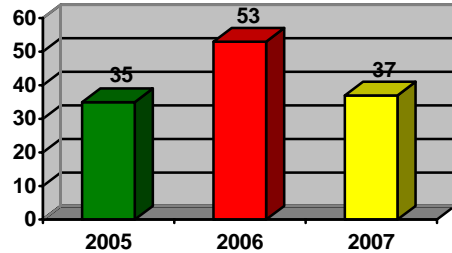
The International Company Profile is put together by the US Embassy Cameroon Commercial Service to assist U.S. companies to enter into international business relationships with confidence, the International Company Profile (ICP) helps U.S. companies evaluate potential business partners by providing a detailed report on overseas companies which have been personally visited, if feasible, by a commercial specialist or commercial officer of the U.S. Commercial Service. Through the service, clients can request answers to detailed questions about overseas companies on a variety of issues and receive expert advice from our commercial specialists about the relative strength of the

firm in its market and its reliability, among other things. Upon request, detailed questions will be asked of the overseas companies, beyond those in the standard questionnaire.

Key IFPF participants from Cameroon:

- AES Sonel
- Cameroon Shipyard & Industrial Engineering
- Cameroon Real Estate Company (SIC)
- Cameroon Water Utilities Corporation
- CHANAS Assurance
- Crédit Foncier du Cameroun
- Crédit du Sahel
- FEICOM
- National Office of Industrial Free Zones
- Union Bank Plc.
- Urban Council of Yaounde

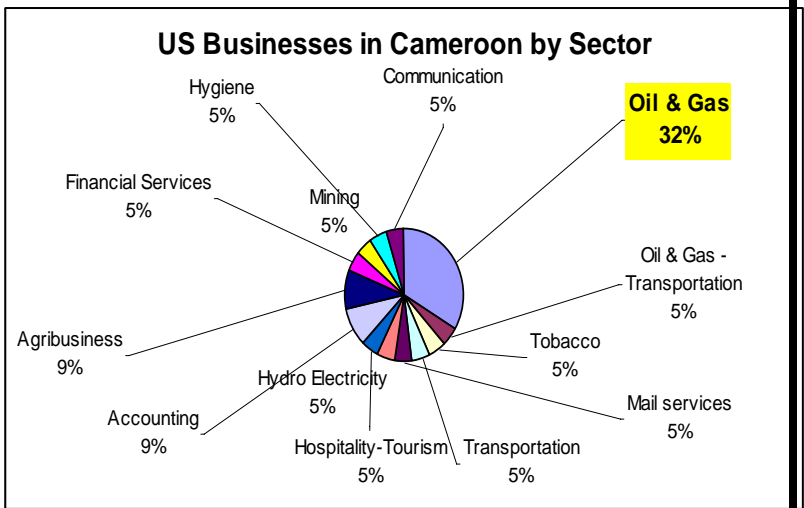
Participants from Cameroon 05-07



What is the US investment in Cameroon?

The United States is now the largest investor in Cameroon. The list below provides a snapshot of US investment in Cameroon.

- AES Sonel
- Aza-Afrigaz
- British/American Tobacco
- Cameroon Oil Transportation Company
- Citibank SA Cameroon
- Colgate Palmolive Cameroon
- Creolink Cameroon
- Del Monte Fresh Produce
- Deloitte & Touche
- Dowell Schlumberger
- GEOVIC
- Hilton Hospitality, Inc.
- Mobil Oil Cameroon
- Pectin Cameroon Company
- Phillips Petroleum Company Cameroon
- Pricewaterhousecoopers
- Texaco-Cameroon
- Tidewater Marine International Inc
- Transnational Automotive Group (Le Bus, Le Car)
- United Group USA
- UPS Cameroon



77.1 % of US Imports from Cameroon are in the Mineral Fuel Sector; OIL, Minerals, Bitumen Substances

THE 3RD ANNUAL INVESTMENT FORUM: PROJECTS & FINANCE APRIL 23-27 2007

Held at the North Bethesda Marriott Hotel & Conference Center from April 23-27 2007. This marked the 3rd Annual forum with 37 Cameroonian companies. The objective is to create a solid foundation for investments, partnerships and joint ventures **NOT AID**. 95% of the participants from Cameroon are private sector businesses.

Welcome note from the US State Department representative Dr. Ada Adler

Dr. Ada Adler US State Department made opening remarks on behalf of Jendayi Frazer. She welcomed the participants and she reiterated The United States commitment to continue work in Africa and in

What is the Bureau of African Affairs?

Assistant Secretary [Jendayi Frazer](#) leads the Bureau of African Affairs, the division of the Department of State that advises the Secretary about sub-Saharan Africa. Dr. Frazer believes that we are living in an historic window of opportunity. For example, in the last five years, we have seen belligerence yield to negotiation in six contentious settings: [Angola](#), [Burundi](#), [Democratic Republic of Congo](#), [Liberia](#), [Sierra Leone](#), and the North-South element of the [Sudan](#) crisis. Formerly divided by conflict, Burundi now has an elected government up and running. The Democratic Republic of Congo has similarly moved beyond transition to successfully hold its first national election in more than

40 years. This is an historical shift. In the years ahead, African leaders face three key challenges: consolidating democratic gains, expanding economic growth, and stemming the spread of HIV/AIDS.

Dr. Ada Adler US State Department made opening remarks on behalf of Jendayi Frazer. She welcomed the participants and she reiterated The United States commitment to continue work in Africa and in Cameroon.

Presentations from the Export Import Bank of the United States:

A team from the Export Import Bank of the United States presented their financing solutions and were specific about Cameroon. The team also met with and discussed individually with companies who participated in the Forum. The Credit Underwriting team in addition to the business development team presented Exim Bank services and products....

www.exim.gov



Dr. Ada Adler US State Department
Bureau of African Affairs



Ricardo Michel Business Development
Export Import Bank of the United States

US Ambassador to Cameroon presents and meets with 2007 IFPF participants:

The US Ambassador presented made a short but very powerful presentation at the forum. His presence was much appreciated he covered everything from politics, economics and society. He answered questions related to US – Cameroon business relationships and met with participants after the forum to discuss.



US Ambassador R. Niels Marquardt with the General Manager of FEICOM Mr. Philippe Camille AKOA.



US Ambassador R. Niels Marquardt with the 2007 participants

OTHER PRESENTERS INCLUDED:

The Overseas Private Investment Corporation:

What does OPIC do?

Self-sustaining government agency that enables U.S. businesses to succeed in emerging markets

Supports private sector growth in developing countries

- Provides long term financing for U.S. businesses in emerging markets
- Most experienced provider of political risk insurance in the world
- Brings equity capital to developing countries by supporting private equity investment funds
- www.opic.gov



International Finance Corporation, Private equity & Investment Funds Department:

The Private Equity & Investment Funds Department's (CFN) mission is to broaden IFC's reach in private equity and alternative assets by engaging fund managers who seek to add value to their investments proactively and whose interests are aligned with performance-based incentives.

With over \$1 billion committed to investments in about 100 emerging market funds, IFC is one of the largest institutional investors in global emerging market private equity and other alternative assets. These funds have provided capital and management expertise to more than 1100 companies in the emerging markets. We strive to be the global leader for private equity in emerging markets by:

- investing in high quality fund managers
- managing our portfolio as a value-added investor
- promoting best practice Corporate Governance and Environmental and Social Sustainability
- building a superior knowledge base for this asset class
- create direct investment opportunities for IFC through our relationships with fund manager
- One of the CFN's strategic goals is to create direct investment opportunities for IFC through our relationships with fund managers. As the largest provider of long term capital to privately owned emerging market companies, IFC offers

various [financial products](#) and [advisory services](#).

United States Trade and Development Agency

USTDA provides grant financing to assist African countries in accessing U.S. expertise in the planning and development of projects.

- Project Definition & Investment Analysis
- Trade Capacity Building & Sector Development
- www.ustda.gov

Project Definition & Investment Analysis:

- **Feasibility Studies:** Evaluate the technical, financial, legal, environmental, and other critical aspects of development projects.
- **Workshops and Conferences:** Sector or project specific conferences and workshops worldwide.
- **Orientation Visits:** USTDA brings foreign project sponsors to the United States to observe the design, manufacture, and operation of U.S. products and services. Listed below are some of the projects which received USTDA assistance from Cameroon;

Title	Type
LEASING REGULATORY FRAMEWORK	Technical Assistance
LOCAM HEAVY EQUIPMENT LEASING	Feasibility Study
AIRSPACE MANAGEMENT AND AIRPORT CONCESSIONS - AIRPORT SECURITY	Technical Assistance
POLYCLINIQUE BONANJO	Feasibility Study
NICKEL-COBALT MINING - PHASE I	Feasibility Study
CAMLAIT S.A. BEVERAGE PACKAGING	Feasibility Study
CODILAIT S.A. BEVERAGE PACKAGING	Feasibility Study
AIRPORTS CONCESSIONING	Technical Assistance
PORT OF LIMBE PROJECT - PHASE II	Feasibility Study
PORT OF LIMBE PROJECT - PHASE I	Feasibility Study
WBAF (RES) BIO-MEDICAL EQUIPMENT	Technical Assistance
ALUMINUM EXTRUSION PLANT	Feasibility Study
ROCHE/BOTTLING RGA	Feasibility Study

United States Trade Representative

The Office of the United States Trade Representative (USTR) is an agency of over 200 people, a highly committed group of professionals who have decades of specialized experience in trade issues and regions of the world. They negotiate directly with foreign governments to create trade agreements, resolve disputes and participate in global trade policy organizations. They also meet with governments, business groups, legislators and public interest groups to gather input on trade issues and explain the president's trade

policy positions. The agency was founded in 1962 and has offices in Geneva and Brussels.

They focus on the following sectors;

- Agriculture
- Services
- Investment
- Intellectual Property
- Manufacturing & Industrial Affairs
- Government Procurement
- Environment
- Labor

Their presentation focused on getting products from Cameroon AGOA ready.

OPPORTUNITY: Prince George's County MD

Prince Georges County Economic Development Corporation, VP Patricia Hayes-Parker

A Foreign-Trade Zone is a specially designated area, in or adjacent to a U.S. Customs Port Of Entry, which is considered to be outside the Customs Territory of the U.S.

The following is a partial list of the many benefits you can attain when using Foreign-Trade Zones or Foreign-Trade Zone Sub zone



- No Duty Is Ever Paid On Re-Exported Merchandise from a Foreign-Trade Zone
- If The Merchandise Is Sold Domestically, No Duty Is Paid Until It Leaves The Zone Or Zones
- Generally, No Duty Is Paid On Waste Or Yield Loss in a Foreign-Trade Zone or Sub zone
- Duty On Scrap Is Eliminated Or Reduced in a Foreign-Trade Zone
- Generally, If Foreign Merchandise Is Manufactured within a Foreign-Trade Zone or Sub zone Into A Product With A Lower Duty Rate, Then The Lower Duty Rate Applies On The Foreign Content When Duty Is Paid
- Merchandise In A Foreign-Trade Zone May Be Stored, Repackaged, Manipulated, Manufactured, Destroyed Or Otherwise Altered or Change

What can you do in the Free trade zone?

In a zone merchandise may be assembled, exhibited, cleaned, manipulated, manufactured, mixed, processed, relabeled, repackaged, repaired, salvaged, sampled, stored, sampled, destroyed, and displayed.

This zone is critical for the Government of Cameroon, in particular the Ministry of Trade & commerce. Through this zone Cameroon would be able to introduce Cameroonian products into the US market. Through strategic partnerships established in the US this process and the Free trade zone we

List of products covered.

- Housing related industries
- Auto parts related products
- Chemical Products
- Plastics
- Rubber Products
- Joinery
- Tubes
- Pigments
- Essential Oils
- Perfumery, cosmetics, shampoos, make up
- Polymers
- Electronics
- Polyethylene
- Polyurethane
- Petroleum resins
- Floor and wall coverings
- Plates and sheets
- Wood, cork and straw products
- Nickel
- Specialty steel Aluminum products
- Medicines
- Clothing
- Medicines
- Aerospace

Who is this applicable to?

SIC

FEICOM

Ministry of Commerce-Chamber of Commerce

Ministry of Housing and Urban Development

GICAM

Industrial Free Zones Agency (NOIFZ)

Why this is such a good opportunity for Cameroon?

A lot of consumer products coming from Cameroon are not properly finished and could use an extra touch to finishing. The Free trade zone would offer the following benefits;

- Streamline trade between the US and Cameroon.
- Encourage the development of partnerships between US companies and Cameroonian companies.
- Increase the availability of quality Cameroonian goods in the US market.
- Technology and service transfer.

How do we register for IFPF?

In the USA:

The African Investment Corporation
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Bethesda, MD 20814
Daniel Anagho, President
Tel: 240-893-4813
danagho@africaninvestcorp.com
www.africaninvestcorp.com

In Cameroon:

The United States Embassy in Cameroon
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Tel: (237) 2220-1500
<http://yaounde.usembassy.gov/>