



PROSPER AFRICA

A U.S. Government Trade and Investment Initiative

THE OPPORTUNITY

PEOPLE



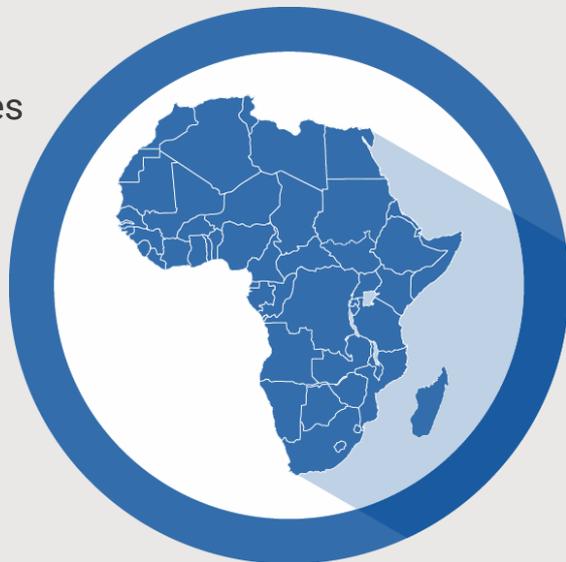
6 of the 10
fastest growing economies
in the world



Population growth
1.2 → 2.5 B
by 2050



70% under the age of
30



CONSUMER GROWTH



\$4 trillion
spent annually by Africa's
businesses and consumers



\$5.6 trillion by 2025
consumer and business
spending

TRADE



\$22 billion
in U.S. exports to
Africa in 2017.

WHAT IS PROSPER AFRICA?

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



GOALS

- Connect U.S. and African businesses with new buyers, suppliers and investment opportunities.
- Scale opportunities to do business across the entire African continent with smart policy reform.
- Support African governments looking to shift from a debt-based approach to development, to model based on investment and partnership.

WHAT WE DO



HOW WE SUPPORT BUSINESSES



NEXT STEPS

- Implementation Plan
- Pipeline Development
- Online Platform
- Trade Missions
- Outreach with new tools: DFC, EXIM, USAID Platforms
- Private Sector Engagement

Thank you.

Sign-up with **Prosper Africa** at
<https://www.trade.gov/prosperafrica/>