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MEDIA RELEASE

AFRICA: THE NEW BUSINESS FRONTIER, PARTNERING FOR SUCCESS

As Trinidad and Tobago seeks to diversify its business sector in order to cope with changes in the global economy, the time seems right for the business community to pursue investment opportunities in the African continent. Apart from the United Nations declaring 2011 the International Year of People African Descent, Africa continues to gain recognition as one of the fastest growing economic regions in the world and full of investment opportunities by a number of business experts across the world. The Emancipation Support Committee



Michael Sudarkasa – Keynote Speaker

(ESC) will seek to highlight available opportunities to the Trinidad and Tobago business community when it hosts the 11th Annual Trans-Atlantic Trade and Investment Symposium at the Hilton Trinidad and Conference Centre on July 29, 2011.

Jim O' Neil, Asset Management Chief of American investment and banking firm Goldman and Sachs recently noted that the potential for growth in Africa 'is so vast that conventional metrics don't mean anything'. Additionally, according to the World Economic Situation and Prospects 2011 United Nations report, Africa is expected to lead the world's economic recovery with a growth expected to peak at 5%.

The symposium will address a range of issues relevant to the development of greater economic and strategic cooperation between countries in Africa and the Diaspora at both public and private sector levels. ESC Chairman, Khafra Kambon said that because of the growing uncertainty in the Trinidad and Tobago economy with respect

to emerging new energy sources, fluctuating natural gas prices and consistently declining levels in production of petroleum, it was imperative that the business community be apprised of these opportunities.

He said, "Africa has actually made an outreach to the Diaspora, and Trinidad has a lot of skills and potential that we can export to the wider world. The place where Trinidad and Tobago can really expand outwards and which has been willing to receive and support us, are the African countries and there is plenty of room for micro, small and medium-sized enterprise to do valuable trade. That is why this trade symposium is critical," Kambon said.

The ESC Chairman said that the panel of speakers at the Symposium this year were specially selected because of their intimate knowledge of the African economy. For example feature presenter, Michael Sudarkasa, will provide participants interested in pursuing African opportunities with insights into a range of areas of growth and opportunity on the continent and indicate the best ways to make use of these opportunities. Sudarkasa is an attorney, export promotion and investment attraction specialist with approximately 22 years experience; he is also the author and publisher of The African Business Handbook. Additionally, Minister of Transport of the Republic of Ghana, The Honourable Mike Hammah will lead a delegation which includes Ghana Port and Harbour Authority to T&T he should enrich the discussions for those interested in the shipment of goods from the Western Hemisphere to Africa.

Attendees will be further advised on forging business relations with Africa by Kwame N. Acquah, Managing Director of one of the region's most successful business consultancy companies - Research Development and Financial Consultants (RDFC) Limited. RDFC is a business development and market entry support services consultancy for the oil and gas industry which offers support to companies interested in investing in Nigeria, Ghana and the rest of the countries in the West African Sub-Region. Mr. Acquah, who earned his BSc degree at the University of Buckingham and received his graduate degree in Marketing Management from Middlesex University, both in the UK, was featured in the May 20, 2011 edition of **Upstream** which Times magazine notes "has become a must read" for energy executives.

The Trade and Investment Symposium comes on the heels of the South Trinidad Chamber of Industry and Commerce April, 2011 two-week Energy Services Trade Mission to Nigeria and Ghana. The trip

was aimed at exploring business opportunities, making contact with potential local partners and generally assessing the environment for doing business. A release on the Chamber's website notes that, "with the current economic uncertainty plaguing the world, there is a great need for countries to seek international markets for their goods and services, markets that are considered to be untapped". Chief Executive Officer of the Energy Chamber of Trinidad and Tobago, Dr. Thackwray "Dax" Driver, led the mission and will be giving insights into successes, challenges and the future plans the Chamber has for investment in Africa.

Additionally, in February of this year, the Nigerian High Commissioner to Trinidad and Tobago, Musa John Jen, also launched the Nigeria Trinidad and Tobago Chamber (NTTC) at the Hilton Trinidad. The NTTC is expected to play a key role in helping Trinidad and Tobago businesses get established in the West African nation. A number of other speakers and business executives from Africa, Trinidad and Tobago, the Caribbean and the United States of America will also present information on opportunities to form mutually beneficial links.

"This initiative has continuity and economic viability. The African continent is the world's second most populous continent. With more than 1 billion people there is certainly tremendous opportunity for concrete business development. Registration is open with the standard rate of \$150US per person" Kambon said.

Discounted rates are available for groups of 8 – 10 persons – please contact T: 633-9236 or e-mail: transatnet.esc@gmail.com, Fax: 633-9235.

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