



Celebrating US - Africa Cooperation through
African Growth & Opportunity Act

SOURCE & TRADE WITH AFRICA

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INCREASE US – AFRICA TRADE WITH AGOA



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ACCESS THE US MARKET WITH AGOA

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AFRICAN GROWTH & OPPORTUNITY ACT (AGOA)

Enacted on May 18th, 2000 as Public Law 106 by President Georges Bush, the African Growth and opportunity Act (AGOA) is a United States Trade Act offering tangible incentives to qualifying Sub-Saharan African Countries to strengthen their economies and build free markets under certain conditions. African Countries AGOA Eligible can export duty free up to 6.400 products including Apparel, Textile, Agricultural Products, Dairy products, Beverages, Essential Oils, Skins and Leather Products, Energy related products, Transportation Equipment. AGOA is expected to end on September 30th, 2025.

40 AFRICAN COUNTRIES AGOA ELIGIBLE



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PROMOTING BUSINESS, CULTURE, TOURISM

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AGOA EXPO & TRADE FAIR

The AGOA Expo & Trade Fair (AGOAFestival) is a business and cultural platform committed to celebrate US – Africa Cooperation, strengthen bilateral trade relations, promote AGOA key export products and investment opportunities through African Growth & Opportunity Act (AGOAFestival).

It is also a great opportunity for American Companies to explore sourcing opportunities in Africa, expand their business or introduce new products, services in the African Countries AGOA eligible with direct access to Authorities and Business Leaders with new partnerships and joint ventures.

AGOA FESTIVAL MAIN ACTIVITIES

- AGOA Expo Welcoming Gala Diner
- AGOA Expo & Trade Fair
- AGOA Expo Workshops, Panels, Conferences
- AGOA Apparel Fashion Week
- African Apparel, Textiles & Footwear Exhibition
- Skins & Leather Products Made in Africa
- African Beverages & Food Show
- African Cosmetics & Essential Oils Bazaar
- African Jewelry & Made up Goods Show
- African Music & Urban Dances
- AGOA Expo Awards
- AGOA Expo City Tours



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TAKE ADVANTAGE OF STRATEGIC PARTNERSHIPS



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OBJECTIVES

- ★ Promote and sale the AGOA key exports products in the United States before, during and after the Event;
- ★ Promote AGOA eligible countries investment and business opportunities in AGOA related sectors;
- ★ Use the AGOA Expo as a platform to implement and evaluate the countries' AGOA National Strategies;
- ★ Use the AGOA Expo as a case study for specific capacity building training;
- ★ Cease the opportunity of the Event to promote AGOA eligible countries culture (food, beverages, dances, arts, unique handicrafts skills, etc.) and the country as a tourism destination
- ★ Increase job creation and women empowerment by promoting entrepreneurship in AGOA related sectors;
- ★ Meet AGOA Experts, investors, industry leaders, main buyers and retailers in the US;

STRATEGY

NEGOTIATE

Strategic partnerships on behalf of the AGOA eligible countries with the US Government Agencies, International Organizations, Lobbying and Private sector mainly Buyers, Investors and Retailers

PROMOTE

- ★ African Countries AGOA eligible in the United States (SME, youth and women owned businesses in AGOA related field of activities)
- ★ American Companies in Africa for their business expansion

ASSIST

African companies and eligible Countries to take a better advantage of AGOA and develop our Retail Network in the United States

SALE

- ★ Before the Event with a Pre-sales campaign via E-Commerce
- ★ During the Event with the Exhibition and Trade Fair
- ★ After the Event via E-Commerce and our Retail Network



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ACCESS THE MAIN US RETAILERS

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PARTNERSHIP WITH WALMART AND RANGEME

Besides being a Walmart Supplier, our partnership with RangeMe will give you access to more than 500 main US Retailers including:



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INVESTMENT IN FREE ECONOMIC ZONES



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PARTICIPANTS – EXPECTED GUESTS

AUTHORITIES: President, First Lady, Ministries of Trade, Commerce, Development, Culture, Agriculture, Transportation, Tourism, Infrastructures, Energy, Labor, Mayors. Etc.

- Government Agencies and International Organizations
- International Agencies for Development
- Chambers of Commerce and Business Councils
- Customs
- AGOA National Commissions, AGOA Experts
- Import - Export Organizations
- Private Sector Companies
- Apparel and Textile Associations and Corporations
- Fashion Industry and Cultural Actors
- Universities, Foundations
- Media

EXHIBITION SECTORS: Agriculture and Fishing, Agrifood and Agribusiness, Apparel, Textiles and Footwear, Skins and Leather, Jewelry, Made up Goods and Manufacturing, Beverages, Cosmetics and Essential Oils, Logistics, Minerals, Oils and Precious Stones, Handicrafts, Sculpture and Artwork, Banking, Financing and Investment Companies, Tourism and Development Boards.



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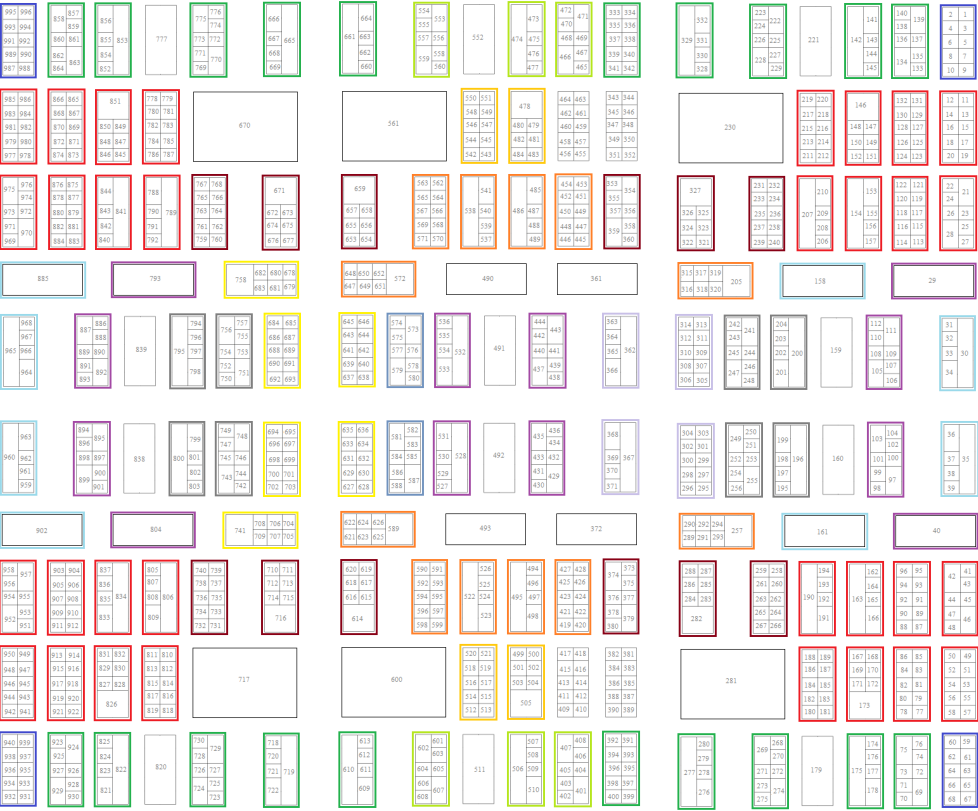
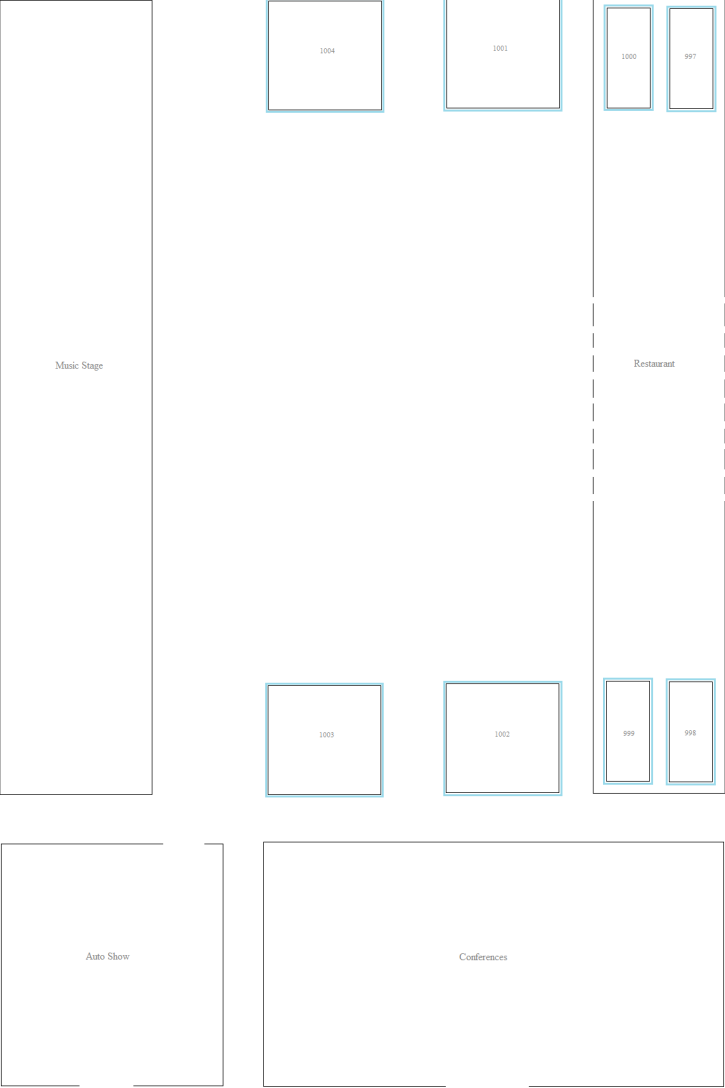
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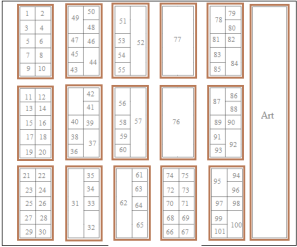
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- | | |
|---|---|
| Apparel, Textiles and Footwear | Skins and Leather Products |
| Logistics | Jewelry, Made up Goods and Manufacturing |
| Beverages | Cosmetics and Essential Oils |
| Agriculture and Fishing | Chambers of Commerce |
| Agrifood and Agribusiness | Handicrafts, Sculpture and Artwork |
| Tourism and Economic Development Boards | Government Agencies and International Organizations |
| Minerals, Oils and Precious Stones | Banking, Financing and Investment Corporations |





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**VISIT THE US
AND PROMOTE
YOUR
COUNTRY**



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PARTICIPATION FEES

Exhibition booths and Space is available for Host Countries / Cities, Companies, National Pavilions, Trade Hubs as described on the floor plan. The minimum exhibition booth is 9sq. meters (10ft x 10ft) and costs \$2000.

TOURIST PACKAGE IS ALSO AVAILABLE FOR 7 NIGHTS PER CITY AT THE SAME PRICE WITH ACCESS TO THE EVENT.

For more information regarding Exhibition space, Host Country and Pavilions contact us at:

Exhibitions: exhibition@agoafestival.com

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CONTACTS

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