Southern Africa Trade and Investment Hub

The United States Agency for International Development (USAID) Southern Africa Trade and Investment Hub (the Trade and Investment Hub) engages with partners across Southern Africa to deepen regional economic integration, promote two-way trade with the U.S. under the African Growth and Opportunity Act (AGOA), and attract investment that drives commercial expansion within the region and to global markets.

The Trade and Investment Hub works closely with regional governments and the Southern African Development Community (SADC) on trade policy. It also engages with private and public sector organizations, business and industry associations, and international development agencies and financial institutions.

Building a vibrant, broad-based and export-oriented private sector, encouraging the diversification of exports beyond natural resources, and promoting a business environment that is conducive to trade fosters resilience among Southern African economies and fuels demand for U.S. goods and services. The Hub implements activities in four critical areas: finance and investment, enabling environment/trade facilitation, export competitiveness, and agribusiness.

Target Markets

The Southern Africa Trade and Investment Hub is based in Pretoria, South Africa, and Gaborone, Botswana, with resident advisors in Malawi and Zambia.

The program works with eight Southern Africa Development Community member states: Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, and Zambia. The Hub is also exploring potential activities in Angola, the Democratic Republic of the Congo, and Zimbabwe.

Why U.S. Investment and Trade in Africa?

Rapid urbanization, a burgeoning middle class, and increasing demand for goods and services across Southern Africa are creating opportunities for U.S. businesses and investors seeking new frontiers for growth. The Hub supports U.S. business by:

- Fuelling demand for U.S. goods and services by growing export-related enterprises in Africa
- Lowering barriers to market entry by building more transparent, predictable and enabling business environments
- Mitigating risk by identifying and assessing trade and investment opportunities
History of the Hub

The United States Agency for International Development (USAID) launched the current, fourth generation Southern Africa Trade and Investment Hub in October 2016. The Trade and Investment Hub is a flagship regional initiative closely aligned with sister projects headquartered in Accra, Ghana (the West Africa Trade and Investment Hub) and Nairobi, Kenya (the East Africa Trade and Investment Hub).

A prominent feature of the current Southern African Trade and Investment Hub is its focus on finance and investment to increase U.S. business access and investment in the region.

2017 Highlights

- **Finance and Investment**
  Finalized a €30 million loan from the European Investment Bank (EIB) to the National Bank of Malawi (NBWM) to build commodities warehouses

- **Agribusiness**
  Collaborated with Cargill to develop a market information system (MIS) in Zambia conveying spot and future grain prices benchmarked against South Africa’s Grain Information Service (SAGIS)

- **Trade Facilitation**
  Partnered with the U.S. Produce Marketing Association to establish new buyer networks and identify investment opportunities in fresh produce markets in Swaziland and Zambia

- **Export Competitiveness**
  Linked over 200 Southern African textile, apparel, accessory and specialty food companies from Southern Africa to the U.S. and international markets via global trading platforms, including Fancy Food (New York), MAGIC (Las Vegas) and Gulf Foods (Dubai)