



**USAID**  
FROM THE AMERICAN PEOPLE

**PROSPER AFRICA**

A U.S. TRADE AND INVESTMENT INITIATIVE



## USAID AFRICA TRADE AND INVESTMENT

This continent-wide program drives trade and investment across Africa.

### **Goal:**

Bolster trade and investment to, from, and within the African continent

### **Life of Program:**

2021 – 2026

### **Total USAID Funding:**

\$521 million contract ceiling

### **Geographic Focus:**

Continent wide (North Africa and sub-Saharan Africa)

### **Implementing Partners:**

DAI Global in collaboration with McKinsey & Company, the CrossBoundary Group, and Ndarama Works

### **A CONTINENTAL SCOPE**

The USAID Africa Trade and Investment program is designed to bolster the U.S. Government's ability to boost trade and investment to, from, and within the African continent. The continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative and will expand and accelerate two-way trade and investment between African nations and the United States. The program will complement the U.S. Government's trade and investment tools through customized services – from business consulting and transaction facilitation to targeted policy interventions. The program, which runs through 2026, will generate thousands of jobs across the African continent and within the United States, deliver billions in exports and investments, mobilize private-sector driven solutions, create healthy business environments, and spur economic opportunities for women and youth.

The USAID Africa Trade and Investment program will do this through a sector-agnostic, continental approach, representing a fundamental shift in how USAID normally programs resources. Supply chains cut across regions and countries, with the private sector evaluating the opportunities of markets rather than countries. The USAID Africa Trade and Investment program mirrors the private sector's approach and enables the U.S. Government to be more responsive to private sector needs than ever. The program will work hand-in-hand with the private sector to identify opportunities that deliver development impact, bring value to the private sector, and position the continent for future growth.

### **A PROVEN APPROACH**

The program allows USAID to work closely with the private sector to shape activities that unlock business opportunities, particularly those that drive trade and investment into and out of African markets. We do this through a range of services that advance Prosper Africa and beyond, including:

- Market intelligence, assessments, and feasibility studies
- Market linkages and trade services
- Fund and financial instrument design and structuring
- Financial advisory services
- Capacity building services
- Policy and regulatory services

### **A PARTNER-CENTRIC MODEL**

USAID's Africa Trade and Investment program is built on partnerships. Its ability to attract private sector partners—especially local businesses and those new to USAID—is at the heart of the program's long-term success.

Its streamlined partnership process makes it easy for new private sector partners to tap into subcontracts and grants with USAID and for USAID to access the expertise needed to spur trade and investment across the African continent.



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