

# *Doing Business with Africa: Practice, Issues and Potential*

*October 29, 2008*

8:30 a.m. – 1:45 p.m.

Dr. Blaise F. Alfano Conference and Banquet Center  
11606 McKinley Dr., Tampa, FL 33612

**Outlook:** Dr. Karanta Kalley, *Global Insight*; Dr. Kenneth Mwenda, *World Bank*; Ms. Beatrice Selotlegeng, former CEO, *Botswana Air*

**Experience of Florida firms:** *A Linen Valley*; *Association of Floral Importers of Florida*; *Seald Sweet*; *Technology Frontiers*

**Workshops:** cultural issues; sectors to watch; government assistance programs; regulatory environment; South Africa

\$75 registration includes lunch and materials

To register (limited seating available):

<http://sbdc.usf.edu/calendareventdetails.asp?eventid=127>

Questions? Contact Dr. Linda Lucas: [llucas@cas.usf.edu](mailto:llucas@cas.usf.edu)

Sponsored by: The Center for International Business Education and Research (CIBER) and the Center for African Studies at the University of Florida; The International Affairs Office, Department of Women Studies, the Patel Center for Global Solutions, African Initiative Group and the Small Business Development Center at the University of South Florida.

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**(corner of McKinley Dr. and Fowler Ave.)**

*Conference Agenda*

- 8:15-8:30     **Check in** (Continental breakfast).
- 8:30-8:40     **Welcome:** Dr. María Crummett, Dean of International Affairs, University of South Florida.
- 8:40-9:30     **Session I: Overview:** *Risks and Opportunities in the Emerging Economic Landscape of Africa*, Dr. Karanta Kalley, Regional Managing Director, Country Intelligence Africa Group, Global Insight, Inc.
- Introduction** by Dr. Carol West, Director, Center for International Business Education and Research, University of Florida
- 9:30-10:30    **Session II: Practice:** *Learning from African Trade Experiences of Florida Firms.*
- Mr. Newton Owu, President, Technology Frontiers Inc.
- Ms. Nadia Rehman, Vice-President, A Linen Valley
- Ms. Christine Boldt, Executive Vice President, Association of Floral Importers of Florida (AFIF)
- Mr. Bruce McEvoy, former CEO, Seald Sweet
- Introduction** by Mr. Bryant Salter, Director, African Trade Expansion Program, Enterprise Florida.
- 10:30-10:40    **Break**

10:40-11:55 **Concurrent African issues workshops:** Six sessions each with 35-minute segments — 20 minutes of presentation by a segment leader followed by 15 minutes question and answer. Session 3b will be a panel discussion facilitated by Mr. Earnest Williams. There is a 5-minute break between each 35-minute segment so participants may move to a different topical group if desired.

### **1. Culture and Communication:**

Workshop chair: TBA

1a: (10:40-11:15) *Understanding Gender Issues and Gender Policies:* Dr. Linda E. Lucas, Visiting Professor, Department of Women's Studies, University of South Florida.

1b: (11:20-11:55) *Adjusting to "Africa Time":* Dr. Charles Bwenge, African Language Coordinator, Center for African Studies, University of Florida.

### **2. Sectors and Support:**

Workshop chair: Mr. Fassil Gabremariam, President and Founder, U.S. Africa Free Enterprise Education Foundation.

2a. (10:40-11:15) *What Sectors to Watch Where:* Dr. Kwabena Gyimah-Brempong, Chair and Professor, Department of Economics, University of South Florida.

2b. (11:20-11:55) *Government resources:* Dr. Cynthia Johnson, Senior Manager, Pinellas County Economic Development; Mr. George Martinez, Director, International Trade Administration, Tampa Bay US Export Assistance Center, US Department of Commerce; Ms. Eileen Rodriguez, Interim Director, University of South Florida Small Business Development Center; Ms. Rebecca Torres, Regional Manager, Tampa, Enterprise Florida.

### **3. Regulation and Regional Highlight:**

Workshop chair: Mr. Earnest Williams, former Councilman, City of St. Petersburg, and owner, Earnest Williams Insurance Agency.

3a. (10:40-11:15) *Tracking the Evolving Regulatory Environment:* Dr. Mark Jamison, Director, Public Utility Research Center, University of Florida.

3b. (11:20-11:55) *Focus on South Africa:* Ms. Tongila Manly, Director, Enterprise Florida, Office South Africa (invited); Mr. Bruce McEvoy, former CEO, Seald Sweet; Dr. Lilia Abron, President and Founder, PEER Consultants, P.C. (invited); Ms. Nadia Rehman, Vice-President, A Linen Valley.

11:55-12:25 **Session III: Issues Wrap-Up:** *US Challenges to Enhancing Trade with Africa*, Ms. Beatrice M. Selotlegeng, former CEO, Air Botswana, and current Executive in Residence Faculty, College of Business, Ohio University.

Introduction by Dr Linda E. Lucas, Visiting Professor of Women's Studies, University of South Florida.

12:30-1:45 **Lunch (buffet) and Session IV: Potential:** *Developing Sound Legal and Regulatory Frameworks for Financial and Private Sector Development in Africa*, Dr. Kenneth Mwenda, Senior Counsel, Legal Vice-Presidency, World Bank.

Introduction by Dr. Leonardo Villalón, Director, Center for African Studies, University of Florida.

1:45 Conference adjournment

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Tampa, Florida**

### **Featured Speakers, Panelists and Workshop Leaders**

#### *Speakers*

**Karanta Kalley, Ph.D.**, leads the Sub-Saharan Africa group of Global Insight, Inc. Covering over 200 countries and approximately 170 industries, Global Insight provides regular market analyses and forecasts to almost 4,000 clients world-wide. With roots that date back 40 years to economic forecasting pioneers, the firm is consistently recognized for its accuracy by *The Wall Street Journal*, *Reuters*, *The Sunday Times* and *USA Today*. ([www.globalinsight.com](http://www.globalinsight.com)).

**Kenneth Mwenda, Ph.D.**, is Senior Counsel in the Legal Vice-Presidency of the World Bank. A Rhodes Scholar, Dr. Mwenda is a former Law Lecturer at the University of Warwick UK and the author of twelve books in the field of international and comparative corporate law and financial services regulation. He is a Certified Anti-Money Laundering Specialist and additionally has professional qualifications in compliance and intellectual property law.

**Beatrice Selotlegeng** began her 37-year career in the airline industry with East African Airways Corporation in Nairobi, Kenya. She joined Air Botswana in 1973 and led it through privatization in the early years of this century first as Deputy General Manager and later as Acting Chief Executive. From 1997-2000, Ms. Selotlegeng served as Head of the Marketing and Service Quality Department at Standard Chartered Bank and she currently is an Executive in Residence at Ohio University.

#### *Panelists from Florida Industry*

**Christine Boldt** is Executive Vice President of the Association of Floral Importers of Florida (AFIF). The approximately 32,500 boxes of flowers that arrive daily at Miami International Airport account for two thirds of the fresh cut flower consumption in the US and AFIF members in turn represent 80 percent of the sales volume of Miami importers. ([www.afifnet.org](http://www.afifnet.org))

**Bruce McEvoy**, former CEO of Seald Sweet, was a principal in arranging that company's sourcing from South Africa. Founded in 1909 as The Florida Citrus Exchange, Seald Sweet is Florida's oldest and largest fresh citrus marketing company. ([www.sealdsweet.com](http://www.sealdsweet.com))

**Newton Owi**, President of Technology Frontiers, has extensive experience in the Internet Communication Technology (ICT) industry. Currently an adviser to the Executive Governor of Bayelsa, one of the oil producing states in the Niger Delta, Mr. Owi has consulted in Nigeria on joint ventures, business valuation, project management and finance operations. While with IBM, he consulted for firms in the United States, Canada and China. He holds an MBA degree and is certified as a public accountant (CPA) and Project Management Professional (PMP). (<http://technologyfrontiersconsulting.com/>)

**Nadia Rehman** is founder and Vice President of A Linen Valley, a family owned and operated linen manufacturing and rental company with over 35 years experience in the Bed and Table linen Industry both in South Africa and in the US. The company was the winner of the St Petersburg Chamber "Rookie Business of the Year Award". A Linen Valley has manufactured exclusive custom made bed and table linens for high end designers such as Lily Pulitzer, John Matouk and Tommy Hilfiger.  
([www.alinenvalley.com](http://www.alinenvalley.com))

### **Workshop Leaders**

**Charles Bwenge, Ph.D.**, coordinates the *Program in African Languages* at the University of Florida Center for African Studies which includes course offerings in Akan, Arabic, Swahili and Yoruba as well as tutorials in other languages. Specializing in the languages and cultures of Eastern and Central Africa, he has developed the university's first courses on the business culture of Africa.

**Kwabena Gyimah-Brempong, Ph.D.**, Professor and Chair, Department of Economics, University of South Florida, was a Principal Analyst on the *Defense and Development in Africa Project* of Elliot Berg Associates and served six years as the Secretary/Treasurer of the African Finance and Economics Association. In addition to extensive published research on African growth and development, Dr. Gyimah-Brempong has also been a consultant to the United Nations Economic Commission for Africa and the New Partnership for Africa's Development (NEPAD).

**Mark Jamison, Ph.D.**, Director of the Public Utility Research Center (PURC) at the University of Florida (UF), worked in both private sector telecommunications and government infrastructure regulation prior to joining UF in 1996. He is co-director of the renowned *PURC/World Bank International Training Program on Utility Regulation and Strategy*. Twenty-four offerings of the two-week program have yielded almost 2,000 graduates worldwide from 135 nations with approximately one-quarter of both the graduates and nations represented being African. PURC has also conducted specialized on-site training programs in Nigeria, Uganda, South Africa and Zambia.  
([www.purc.ufl.edu](http://www.purc.ufl.edu))

**Linda Lucas, Ph.D.**, Visiting Professor of Women's Studies at the University of South Florida, is an economist specializing in policy development and analysis. Her new book, *Unpacking Globalization: Markets, Gender and Work* (Lexington Books, 2007) details the responses of men and women all over the world to the processes of globalization. She has held Fulbright Professorships in Mexico City and Kampala, Uganda. She has been an East West Center Fellow, a Visiting Professor of Economics at Thammasat University in Bangkok, Thailand, Visiting Researcher at the Economic Policy Research Center in Kampala and the Thailand Development Research Institute in Bangkok.

## **Other Program Participants**

**Lilia Abron**, Ph.D., President and Founder, PEER Consultants P.C. (invited)

**María Crummett**, Ph.D., Dean of International Affairs, University of South Florida.

**Fassil Gabremariam**, President and Founder, U.S. Africa Free Enterprise Education Foundation.

**Cynthia Johnson**, Ph.D., Senior Manager, Pinellas County Economic Development.

**Tongila Manly**, Director, Enterprise Florida, Office of South Africa. (invited)

**George Martinez**, Director, International Trade Administration, Tampa Bay US Export Assistance Center, US Department of Commerce

**Eileen Rodriguez**, Interim Director, University of South Florida Small Business Development Center.

**Bryant Salter**, Director, African Trade Expansion Program, Enterprise Florida.

**Rebecca Torres**, Regional Manager, Tampa, Enterprise Florida.

**Leonardo Villalón**, Ph. D., Director, Center for African Studies, University of Florida.

**Carol West**, Ph. D., Director, Center for International Business Education and Research, University of Florida.

**Earnest Williams**, former Councilman, City of St. Petersburg, and owner, Earnest Williams Insurance Agency.