



## **BPIA Business and Economic Development Committee Virtual Forum on Supporting African American Entrepreneurship**

### **Briefing Document**

## **Investment and Trade Opportunities between African American and African Enterprises**

**Thursday, October 13, 2022**

**12:00 PM – 1:00 PM (EDT)**

The BPIA Business and Economic Development Committee continues its 2022 Forum series with this event, which seeks to provide a platform for a discussion around the investment and trade opportunities between US-based African American enterprises and Africa-based entrepreneurs.

In addition to exploring the macroeconomic and B2B trends, opportunities and challenges, attendees will also benefit from hearing the personal experiences of entrepreneurs who have created (and are growing) business links between the US, the African American community, and Africa.

**Audience:** Primarily composed of stakeholders that are interested in learning more about opportunities and challenges related to entrepreneurship and international trade and investment. Approximately 80 guests are expected. Attendees are expected to include:

- COLLEGE ADMINISTRATORS, EDUCATORS, AND STUDENTS
- PROFESSIONALS FROM DIVERSE INDUSTRIES
- MEMBERS OF ORGANIZATIONAL PARTNERS AND SPONSORS
- ASPIRING ENTREPRENEURS
- REPRESENTATIVES FROM COMMUNITY ORGANIZATION
- BUSINESS LEADERS

**Value Proposition:** Attendees will learn about potential trade and investment opportunities to inform their growth strategy, join the conversation by having the opportunity to share personal experiences, and create action plans as they look to explore new market opportunities. Attendees will gain insight from the following panelists:

**Professor Landry Signé** will share his research on how companies can develop sustainable development strategies, how stakeholders can better analyze emerging market and industry opportunities, and provide an overview of the economic goals of markets on the African continent.

**Ms. Florizelle (Florie) Liser** will discuss how the Corporate Council on Africa (CCA) champions business and trade between the U.S. and Africa by facilitating key relationships with government and business leaders and highlight her experience as a former Assistant U.S. Trade Representative (USTR) to Africa, where she helped to lead the implementation of the African Growth and Opportunity Act (AGOA).

**Mr. Sean Walker** will discuss his journey launching Royal Hairstyles, including the challenges and opportunities of operating a business in Africa, and detail the emerging market opportunities that will arise from the shifting consumer trends of a rapidly growing middle-class across Africa.

**Ms. Amina Okpukpara** will discuss how Mina Stones has continued to expand its international consumer base through strategic partnerships, while also implementing a sustainable sourcing strategy for the company's fine jewelry value chain from miners to processors and dealers.



## PROGRAM AGENDA

<b>Registration and Sign In</b>	<b>11:50 – 12:00</b>
<b>Welcome</b> <b>Alexandria Maloney, President</b> <b>Board of Directors of BPIA</b>	<b>12:00 – 12:05</b>
<b>Introduction of Panelists (Please see attached Bio Sheet)</b> <b>Cal Williams, Moderator</b> <b>Vice President for Business and Economic Development BPIA</b>	<b>12:05 – 12:15</b>
<b>Panel Discussion</b>  <b>Professor Landry Signé,</b> <b>Brookings Institution   Thunderbird School of Management</b>  <b>Ms. Florizelle (Florie) Liser,</b> <b>Corporate Council on Africa (CCA)</b>  <b>Mr. Sean Walker,</b> <b>Royal Hairstyles</b>  <b>Ms. Amina Okpukpara,</b> <b>Mina Stones</b>	<b>12:15 – 12:45</b>
<b>Audience Question &amp; Answer and Discussion Period</b>	<b>12:45 – 12:55</b>
<b>Upcoming Events and Adjourn</b>	<b>12:55 – 1:00</b>

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For information on the June 2022 Forum, please visit: <https://iabpia.org/event-4840303>.

To learn more about BPIA membership, please visit: <https://iabpia.org/Join-us>.