



2015 US Trade & Investment Mission in Algeria March 1-3, 2015

Hosted by the US-Algeria Business Council, the Embassy of Algeria in Washington, DC, the National US-Arab Chamber of Commerce, & the Forum des Chefs d'Entreprises

On March 1-3, 2015, the US – Algeria Business Council (USABC), the Algerian Embassy in Washington DC, the U.S. Department of State, the National U.S. – Arab Chamber of Commerce (NUSACC), and the FCE (Forum des Chefs d'Entreprises) hosted the 2015 US-Trade & Investment Mission to Algeria. The high-level US delegation, which included executives of 18 American firms, spent time with top business leaders in the private and public sectors, and senior government officials.



Delegation members pose with H.E. Abdeslam Bouchouareb (center, top row), Algeria's Minister of Industry and Mining, at the U.S. - Algeria Trade & Investment Conference.

The US-Algeria Business Council benefited from tremendous support from its co-organizer the Embassy of Algeria in Washington, DC for this trade mission.

Participating companies included: Air Products & Chemicals, Boeing, Coca Cola, Ayabros International, the Didion Group, First Solar, Ford Motor Company, Future Pipe Industries, Global Healthcare Integrators, Idaho Seed Production, NeuSeed, International Waste Industries, PhRMA, Purely Organic, Ramla Benaissa Architects, S&W Seeds, Sexing Technologies & Dairy Farms.

On March 1, 2015 Day One was dedicated to high-level briefings at the Ministry of Industry and Mining, the Ministry of Water Resources, and the Ministry of Health.

In a briefing at the Ministry of Industry and Mining led by Mr. Abdelkrim Mansouri, Director of Algeria's National Agency for the Development of Investment (ANDI), delegates learned about Algeria's new development plan (2015 - 2019), which will guide the investment of \$262 billion in infrastructure development projects over the next five years.

According to Mr. Mansouri, priority sectors will include agriculture, industry, tourism, and information & communications technologies (ICT). Geographically speaking, Mr. Mansouri said, Algeria is the biggest country in Africa, at 2.38 million square kilometers, with plenty of room to grow. "Algeria is the most stable country in the region,"



At a briefing at the Ministry of Industry and Mining, Mr. Abdelkrim Mansouri (center), discussed Algeria's priority growth sectors and opportunities for U.S. businesses.

There are commercial opportunities across the board, Mr. Mansouri suggested, including such leading edge (and potentially lucrative) sectors as biotechnology, healthcare, housing, and alternative energy, especially solar technologies. (Algeria receives 3,000 hours of sunlight per year.) Education is also a growth area, Mr. Mansouri said. Algeria is growing by one million persons per year, he concluded, with 1.5 million graduates annually.

At the Ministry of Water Resources, delegates met with H.E. Minister Hocine Necib, who noted that Algeria spends more money on water projects than any other country in Africa: \$40 billion spent since the year 2000, with an average expenditure of \$3 billion per year.



H.E. Hocine Necib, Minister of Water Resources (center left), invited U.S. companies with expertise in dams, high-intensity pumps, and irrigation to partner with Algeria on its upcoming water projects, averaging \$3 billion per year.

In the new five-year plan (2015 – 2019), Minister Hocine Necib said, management of water resources will be a high priority, including but not limited to building and maintaining dams, installing high intensity pumps, and undertaking extensive irrigation projects. Algeria plans to irrigate more than one million hectares, the minister noted, “and we need the best expertise and know-how to take on this challenge.”

Minister Hocine Necib concluded, “We are seeking partnerships with enterprises that are experts in this field, with sufficient capacity to tackle these projects. We know that American companies have strong capabilities, and the ministry looks forward to working with them.”

Day One ended with a VIP Dinner hosted by the Ministry of Health under the patronage of H.E. Minister Abdelmalek Boudiaf. The reception and Dinner was held at the Algeria’s State Hall, *Djennan El Mithak*. Many officials from the ministry of health attended the dinner.

Day Two was dedicated to the U.S. – Algeria Trade & Investment Conference. More than 200 Algerian companies participated in the event, which presented excellent opportunities for Business-To-Business (B2B) meetings. U.S. companies made presentations at the conference, which included the following keynote speakers:

- H.E. Abdeslam Bouchouareb, Minister of Industry and Mining
- Hon. Charles Rivkin, Assistant Secretary of State
- Mr. Ali Haddad, President of the Forum for Heads of Enterprises
- Mr. David Hamod, President & CEO, NUSACC
- Dr. Ismael Chikhoun, President & CEO, USABC

Remarks of the Minister of Industry and Mining

The American delegation’s visit to Algiers, Minister Bouchouareb noted, “represents an excellent continuation of the efforts that were made during our visit to the United States in October, 2014.” Trade and investment missions like these “open many doors and help to realize potential



H.E. Abdesselam Bouchouareb, Algeria’s

opportunities,” he said. “We already see the positive results.”

“Algeria is open for business,” Minister Bouchouareb noted. “Specifically, Algeria is open to partnerships and joint ventures with serious enterprises from the United States.”

The minister pointed out that the Governments of Algeria and the United States are discussing a number of bilateral agreements, including the Algeria – U.S. Trade and Investment Framework Agreement (TIFA). These agreements will help to expand the U.S. – Algeria commercial relationship,

Algeria supports public private partnerships (PPPs), Minister Bouchouareb suggested, as well as opportunities for Small & Medium-sized Enterprises (SMEs). SMEs make up the “backbone of any economy,” he said, and “here in Algeria, SMEs are playing a major, proactive role in all industries. The United States is a leader in SMEs, and we look forward to developing initiatives that allow us to bring our SMEs together with U.S. SMEs.”

Last but not least, he suggested, advanced technology represents yet another strength of U.S. companies. “We as a government are supporting initiatives to develop high-end technological capabilities serving all fields and industries,” he concluded, “and one way to do that is through exchange of knowledge and technology transfer with the United States.”

Remarks of the Assistant Secretary of State



Co-leader of the mission, Hon. Charles Rivkin, U.S. Assistant Secretary of State for Economic and Business Affairs, noted, “Through our well-represented business delegation, the United States clearly demonstrated its commitment to being a major economic partner in the region.”

Hon. Charles Rivkin, U.S. Assistant Secretary of State for Economic and Business Affairs: “Today, I come to reaffirm our country’s commitment to Algeria’s economic future.”

In his remarks at the U.S. – Algeria Trade & Investment Conference, Assistant Secretary of State Charles Rivkin, like Minister Bouchouareb before him, highlighted the “win/win” nature of the U.S. – Algeria relationship.

American delegates are visiting Algeria “to establish ongoing and lasting relationships that strengthen both of our countries,” Rivkin noted. “American firms bring with them the latest technologies, the world’s best business practices and, most importantly, the know-how that they can transfer to their Algerian partners so that Algerian companies can

become leaders in new sectors across the country.” “Beyond the large investments and business transactions,” Rivkin said, “U.S. companies also have a culture of promoting innovation and entrepreneurial spirit that proves over and over again to be our greatest export.” “Today, I come to reaffirm our country’s commitment to Algeria’s economic future,” Rivkin said. “As long as the people of our two nations have aspirations and hopes for economic opportunity, it is our duty to honor them. The areas of cooperation that I laid out this morning are some of the ways that we can write our own stories, create our own prosperity, and change the trajectories of our future.”

Day Two ended at the residence of the U.S. Ambassador, Hon. Joan Polaschik, who hosted a reception for the U.S. delegation and government dignitaries from Algeria and the United States. The latter included Hon. Charles Rivkin, Assistant Secretary of State for Economic and Business Affairs, and Hon. Anne Patterson, Assistant Secretary of State for Near Eastern Affairs.



Day Three was dedicated to select site visits and Business-to-Business (B2B) meetings as follow-ups to the U.S. – Algeria Trade & Investment Conference

I am pleased to announce that there have been several positive outcomes from the 2015 US Trade Mission to Algeria. Five of the Agribusiness companies, Idaho Seed Production, NeuSeed, Purely Organic, S&W Seeds, Sexing Technologies & Dairy Farms, have signed partnership agreements (MOUs) with Algerian public and private companies to create a joint-venture and develop a large production in Algeria. We also gained three new

members at the USABC during this mission, the Lacheb Group, Sarl Tifra Lait, and Eurl Begriche Agrimap who are involved in the Agribusiness sector in Algeria.

The most important result of the recent US Trade Mission to Algeria was the information gained by the delegates. During their stay in Algeria they were able to gain important information on upcoming contracts for projects with the Algerian Government and also find out which items are being procured by the private sector from overseas producers. Based on this new information, we will soon have additional success stories in US-Algeria trade.

Special thanks to our sponsor, the USABC representative in Algeria, the RedMed Group for their continued support of our activities.