



### 1st

## US-African Diaspora Business start-up and Development Resources Booklet

### Editorial Mission:

*To inform, inspire and connect US-African Diaspora Businesses to resources and market and US-Africa trade.*

### I. Objectives:

- Facilitate a dialog between African Diaspora business community and County, State and Federal economic development and US-Africa trade/investment related agencies
- Foster a dialogue between the African Diaspora business community and US Business with potential and interest to enter the merging African market.
- Celebrate the growth US-African Diaspora business in the US and recognize and profile successful US-African Diaspora businesses leaders

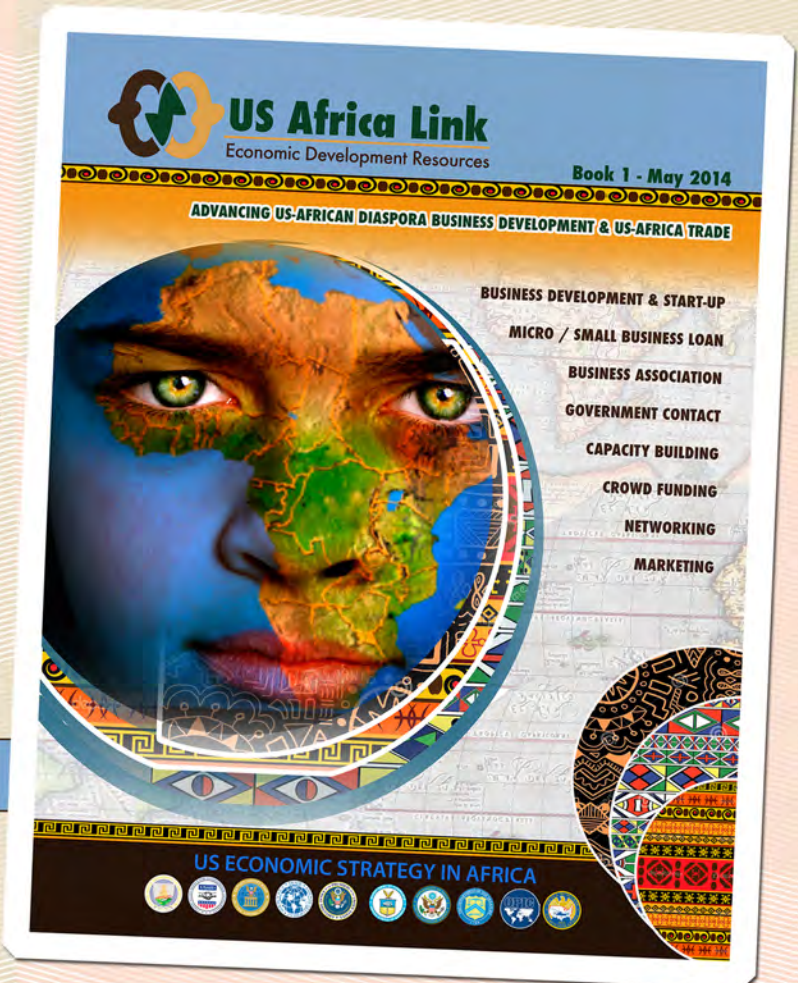
### II. Content Highlights:

#### a) Business Development Resources:

- US Small Business Administration, Commerce, Trade and Development Agencies.
- State and County Economic Development Agencies
- Local Community Economic Development
- Government Jobs and Service contracting
- Access to finance, from Micro loan to Crowd-funding

#### b) US-Africa Diaspora Business and Trade News

- H.R. 656 - Africa Investment Diaspora Act ,
- Remittances Economy to Africa
- The Schultz Global, US Investment in Ethiopia
- Blessed Coffee, Virtuous Exchange Model
- Benefit Corporation model



### Media Partners





## Inspire ♦ Inform ♦ Connect



Produced by US-Africa Diaspora Business Development Council, in partnership with Blessed Coffee and Annual Ethiopian Festival in Silver Spring

# Over 3.5 million African diaspora in the Nation

### Demography & Occupation

3.5 million self-identified members of the African diaspora residing in the United States

1.5 million African immigrants resided in the United States

African immigrants made up 3.9 percent of all immigrants

53.6 % percent men

46.4 % percent women

41.7 % 25 bachelor's degree or higher

16.7 % higher degree than a bachelor

15.9 % Real-estate and construction

12.5 % Management & finance

15.1 % Service Industry

10.7 % Sales.

Data Source:  
American Community Survey, 2009



### Distribution

#### 60 % DMV and Mid Atlantic Cites

Maryland, Washington DC, Virginia  
Baltimore, Delaware, New Jersey,  
Pennsylvania, New York

#### 40 % Other 20 major Cites in the US

Los Angeles	Portland
Bay Areas	Atlanta
San Diego	Miami
Houston	Minneapolis
Dallas	Chicago
Columbus	Boulder
Boston	Madison
Seattle	Richmond
Denver	

### Remittance Economy

remittance *plural noun*

*Transfer of money sent from one country to another. IT is Remittances is a catalyst for investment and economic growth*

In 2010

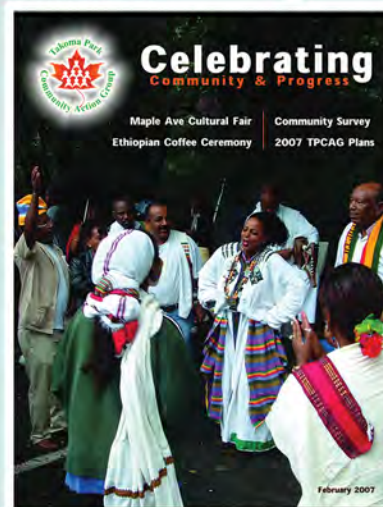
Globally Remittance = \$300 billion

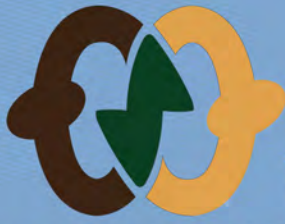
African Remittance = \$40 billion

In 2012

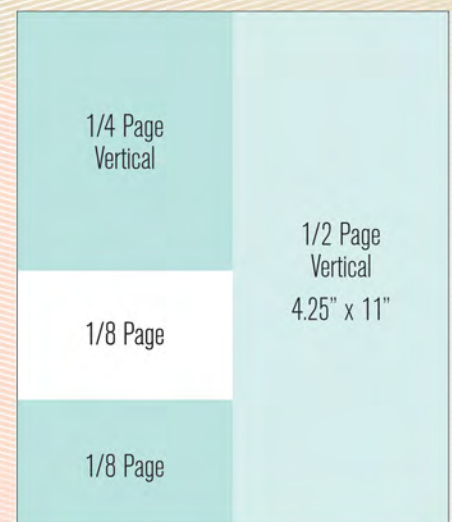
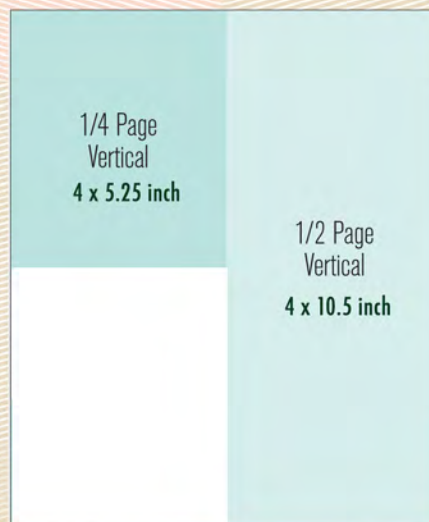
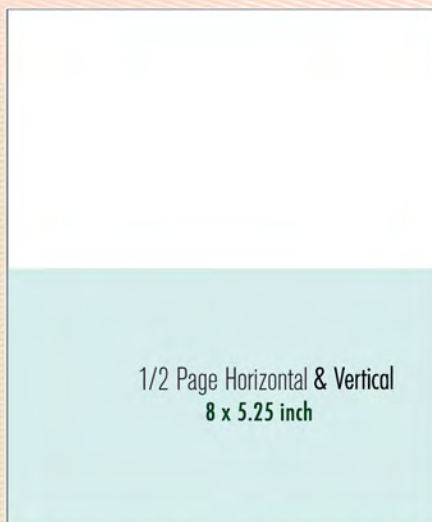
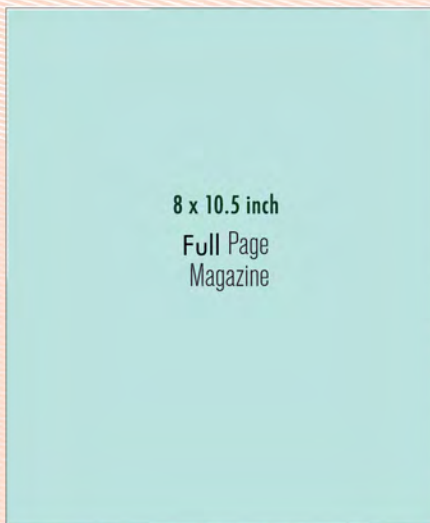
Ethiopian Remittance = \$1.5 billion

African Remittance = \$40 billion





## Ad space size and layout



# Ad Rate Sheet & Order Form



**US Africa Link**  
Economic Development Resources  
**Online & Print Magazine**

**US-African Business Link**  
Advancing US-African Diaspora Business  
Development & US-Africa Trade

## Ad-rate - US Africa Link, Business Development Booklet

	1	2X	3X	4X
Premium				
Cover Inside	\$ 3,500.00	-	-	-
Back Cover	\$ 3,000.00	-	-	-
Double Page Spread	\$ 3,500.00	-	-	-
Back cover Inside	\$ 2,750.00	-	-	-
Regular				
Full Page	\$ 2,500.00	\$ 4,000.00	\$ 5,500.00	\$ 6,500.00
Half Page	\$ 1,500.00	\$ 2,500.00	\$ 3,750.00	\$ 4,000.00
1/4 Page	\$ 750.00	\$ 1,200.00	\$ 1,750.00	\$ 2,000.00
Business Card	\$ 350.00	-	-	-

## Ad-rate - US Africa Link, Business Development Website Leaderboards (Top & Bottom)

Link	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
Platinum (included)	Top & Bottom			
Gold (included)		Top & Bottom		
Silver (included)			Top & Bottom	
Bronze (included)				Top & Bottom

Sidebars				Dimensions (in pixels)		
Link	3 Month	6 Month	9 Month	Width	X	Height
Leaderboards (Top & Bottom)				728	X	90
Sidebars	\$300.00	\$600.00	\$900.00	350	X	250

**Early Bird Special**  
Place your ad now and get 50% discount

*Advertising Policy: Only finished high resolution (300 dpt at 100% size) ads in a jpg or pdf format are accepted. Adverts are set on booklet and banner in a random loading pattern. Adverts are booked on a first-come, first-serve basis. Payment must be received in full within 5 days of reservation and will not be placed until payment has been received in full. We reserves the right to refuse any advertising not consistent with our mission. Advertisers and their agencies are entirely liable for the content of their advertising and responsible for any claims. Advertising placement is determined by editorial layout, unless a position is guaranteed by a contract.*

Date: \_\_\_\_\_ Ad Size \_\_\_\_\_ Price \_\_\_\_\_ Order # \_\_\_\_\_  
 Address \_\_\_\_\_ City, \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Organization \_\_\_\_\_ Person authorizing ad (Please print) \_\_\_\_\_  
 Signature \_\_\_\_\_

## US-AFRICA LINK, ADVANCING US-AFRICAN DIASPORA BUSINESS DEVELOPMENT & US-AFRICA TRADE

Date: \_\_\_\_\_ Ad Size \_\_\_\_\_ Price \_\_\_\_\_ Order # \_\_\_\_\_  
 Address \_\_\_\_\_ City, \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Organization \_\_\_\_\_ Person authorizing ad (Please print) \_\_\_\_\_  
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# US Africa Link

Economic Development Resources

Book 1 - May 2014

ADVANCING US-AFRICAN DIASPORA BUSINESS DEVELOPMENT & US-AFRICA TRADE



BUSINESS DEVELOPMENT & START-UPS  
MICRO / SMALL BUSINESS  
BUSINESS ASSISTANCE  
GOVERNANCE  
CAPACITY BUILDING

## Harnessing Remittances for US-Africa Trade and Development

Remittance plural noun  
Transfer of money sent from one country to another

Remittances is a catalyst for investment, trade and economic growth by supporting small business start-ups.

### US-Africa Diaspora & Remittance economy

Over 30 million Africans are living outside their home countries send money to their families. Globally, the total amount of the remittances reached US \$300 billion in 2010, and official development assistance (ODA) combined. The remittance inflows to Africa countries have more than quadrupled since 1990, reaching \$40 billion in 2010.

Remittance to Ethiopia is increasing by 50pc annually. The National Bank of Ethiopia in 2012 reported that the receipt of remittance to the country reached to \$ 1.5 billion, by registering a 88pc increase over its value in the previous year.

Country	2010	2011
Algeria	1,200	1,250
Egypt	1,800	1,850
Libya	150	150
Morocco	1,200	1,250
Tunisia	1,000	1,050
Total	5,350	5,450



Country	2010	2011
Benin	200	200
Cote d'Ivoire	300	300
Ghana	300	300
Guinea	100	100
Liberia	100	100
Mali	100	100
Mauritania	100	100
Niger	100	100
Nigeria	1,000	1,000
Senegal	200	200
Sierra Leone	100	100
Togo	100	100
Total	3,500	3,500

Country	2010	2011
Botswana	100	100
Lesotho	100	100
South Africa	1,000	1,000
Swaziland	100	100
Zimbabwe	100	100
Total	1,400	1,400

### ETHIOPIANS IN THE DIASPORA

US-Ethiopian Diaspora population (including 1st generation) = 1.5 million  
Annual remittance = \$ 1.5 billion  
Investments capacity/person = \$ 500.00 to \$ 10,000.00

Average amount of funds that can be harnessed to grow US-Ethiopia trade = \$5.1 billion	
500,000 people investing \$500.00/annually = \$250,000,000.00	1,000,000 people investing \$500.00/annually = \$500,000,000.00
\$1,000.00/annually = \$500,000,000.00	\$1,000.00/annually = \$1,000,000,000.00
\$10,000.00/annually = \$5,000,000,000.00	\$10,000.00/annually = \$10,000,000,000.00



US Africa Link  
Economic Development Resources  
Book 1 - May 2014  
Advancing US-African Diaspora Business & US-Africa Trade.

US Africa  
DIASPORA BUSINESS FORUM  
2014



### US ECONOMIC STRATEGY IN AFRICA





THE WHITE HOUSE  
WASHINGTON

January 30, 2012

Mr. Tebabu Assefa  
Takoma Park, Maryland

Dear Tebabu:

Congratulations on being selected as a White House Champion of Change. Thank you for the work you do every day.

From the earliest days of our founding, our Nation has been ordinary people who have dared to dream and used their unique set of extraordinary things. Americans like you help carry this tradition reaching for new ideas that will help our country win the future, fellow Champions embody the change you want to see in the world. We will out-innovate, out-educate, and out-build the rest of the world to keep our country strong.

Congratulations, again, and I wish you all the best in your endeavors.

Sincerely,

This Citation Is Presented To  
**Blessed Coffee**

IN CELEBRATION OF ITS THIRD ANNIVERSARY

In recognition of its efforts to develop partnerships in Ethiopia to improve the lives of coffee growers and to offer Americans the highest-quality coffee, with best wishes for its continued success.

  
Chris Van Hollen  
Member of Congress

The Maryland General Assembly



Official Citation

We hereby kination to all that sincerest congratulations are offered to

**Blessed Coffee**

in recognition of

a celebration of its Third Anniversary, a milestone which applauds the massive accomplishments of the since its grand opening, with hopes of many more

Presented on this 15th

by Delegate   
John E. Hanson  
of Montgomery County - Legislator District 20

**Blessed Coffee brand growth & News coverage 2011 to 2013**

- September 2011: MD Governor Martin O'Malley, at the Blessed Coffee's inauguration address, stated Blessed Coffee, "stands at the intersection of profits & social responsibility."
- January 2012: The White House recognized Blessed Coffee as a model for Global partnership. The State Department cited Blessed Coffee in the local sustainable food sector.
- June 2012: Edible DC, a leading food magazine, featured a cover story recognizing Blessed Coffee as one of the 16 "Game Changers" in the local sustainable food sector.
- May 2013: MD Senator Ben Cardin mentioned Blessed Coffee in his keynote address at the most recent USAID Small Business Conference, citing it as an outstanding example of innovative socially conscious businesses.

**The Washington Post**  
Takoma Park coffee company is among first 'benefit corporations' in state

**Takoma Voice**  
Tebabu and the B-Cup Law

**The Gazette**  
B-Cup Corporation leads in community development

...Registering Takoma Park-based Blessed Coffee for Tebabu Assefa. The native of Ethiopia is cooperative of small coffee growers in Ethiopia. My whole idea to get into business was to promote economic development. But business can make a difference.

Blessed Coffee, 7720 Carroll Ave, Takoma Park MD 20912 - 301-802-2812 - info@blessedcoffee.com

**GAME CHANGERS**  
**THE GAME CHANGERS**  
Humble heroes who are quietly changing our foodscape

PHOTOGRAPHS BY BOBBY BRUDERLE

They're the 16 most interesting people in food that you've probably never heard of. And they're transforming our food scene on a daily basis in profound but often under-the-radar ways.

Culinary consultants, gastronomic entrepreneurs, food accessibility advocates, a coffee roaster with a cause, a league of extraordinary bartenders, real estate gurus, ice cream makers on a mission, and more. These are the people who are marking the future of food.

**Three Cups of Coffee**  
Freshly brewed java is the centerpiece of an Ethiopian tradition that brings folks together

Even without an Ethiopian background or heritage, plenty of Washingtonians are embracing the coffee ceremony. The African country's well-known coffee beans have been the centerpiece of traditional ceremony for generations. Tebabu Assefa, founder of Takoma Park, Md.-based Blessed Coffee, and the member of Silver Spring's annual annual Ethiopian Festival, speaks Express about the ceremony.

**Three Cups of Coffee**  
The ceremony, because people in America don't have time to have a conversation, people get together on a regular basis. People get together in the public realm, family and friends. It's a great time for a child to learn to socialize with other people and making it.

**What are the key ingredients?**  
The key ingredients are coffee beans, a traditional Ethiopian coffee ceremony, and a community of people who are passionate about coffee. Blessed Coffee is a community of people who are passionate about coffee. Blessed Coffee is a community of people who are passionate about coffee.

**How do you get started?**  
The key ingredients are coffee beans, a traditional Ethiopian coffee ceremony, and a community of people who are passionate about coffee. Blessed Coffee is a community of people who are passionate about coffee. Blessed Coffee is a community of people who are passionate about coffee.

**How do you get started?**  
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FOREIGN AFFAIRS COMMITTEE  
 SUBCOMMITTEE ON AFRICA, GLOBAL HEALTH,  
 GLOBAL HUMAN RIGHTS AND  
 INTERNATIONAL ORGANIZATIONS

JUDICIARY COMMITTEE  
 SUBCOMMITTEE ON COURT, INTELLECTUAL  
 PROPERTY AND THE INTERNET  
 SUBCOMMITTEE ON CRIME, TERRORISM,  
 HOMELAND SECURITY AND INVESTIGATIONS

WWW.BASS.HOUSE.GOV



**KAREN BASS**  
 CONGRESS OF THE UNITED STATES  
 37TH DISTRICT, CALIFORNIA

WASHINGTON OFFICE:  
 408 CANNON HOUSE OFFICE BUILDING  
 WASHINGTON, DC 20515  
 202-225-7084

DISTRICT OFFICE:  
 4929 WILSHIRE BLVD, SUITE 650  
 LOS ANGELES, CA 90010  
 323-965-1422



March 7, 2014

Dear Friends:

It is with great pleasure that I extend my warmest congratulations to the U.S. African Diaspora Business Council for organizing the **First Annual U.S. African Diaspora Business Forum** in Takoma Park, Maryland on May 15, 2014.

I applaud the U.S. African Diaspora Business Council for its leadership in promoting strong commercial ties between the United States and Africa by organizing this important forum. It is a prime example of how vital the African Diaspora is to business relations between the United States and Africa.

Best wishes on a memorable event!

Sincerely,

*Karen Bass*

**JAMIE RASKIN**  
 20th Legislative District  
 Montgomery County

Judicial Proceedings Committee  
 Joint Committee on the Chesapeake and  
 Atlantic Coastal Bays Critical Area  
 Joint Committee on  
 Federal Relations  
 Joint Committee on Legislative Ethics



*The Senate of Maryland*  
 ANNAPOLIS, MARYLAND 21401

Annapolis Office  
 James Senate Office Building  
 11 Bladen Street, Room 122  
 Annapolis, Maryland 21401  
 410-841-9634 • 410-841-1634  
 800-492-7122 Ext. 3654  
 Jamie.Raskin@senate.state.md.us

March 14, 2014



Dear Friends:

It is with great pleasure that I welcome and support the U.S. African Diaspora Business Council for continuing its efforts to promote economic collaboration between the United States and Africa by organizing the First Annual U.S. African Diaspora Business Forum in Takoma Park, Maryland on May 15, 2014.

The U.S. African Diaspora Business Council is an organization that promotes and collaboration with the United States and Africa and will conduct this forum in partnership with the Maryland community. The U.S. African Diaspora Business Forum is a great platform for stimulating private investment and extend the market exposure of Maryland products and services within the extended local community, the United States and abroad.

District 20 is the heart of progressive politics in Maryland and we celebrate the dynamic interaction of people from all over the world who have chosen to reach out to the Maryland community. The U.S. African Diaspora Business Forum is a great platform for stimulating private investment and extend the market exposure of Maryland products and services within the extended local community, the United States and abroad.

Sincerely,

*Jamie Raskin*  
 Jamie Raskin

**SHEILA ELLIS HIXSON**  
 20th Legislative District  
 Montgomery County

Chair  
 Ways and Means Committee



*The Maryland House of Delegates*  
 ANNAPOLIS, MARYLAND 21401

Annapolis Office  
 The Maryland House of Delegates  
 6 Bladen Street, Room 131  
 302-858-3469 • 410-841-3469  
 800-492-7122 Ext. 3469  
 Fax 301-858-3777 • 410-841-3777  
 Sheila.Hixson@house.state.md.us

District Office  
 1008 Broadmore Circle  
 Silver Spring, Maryland 20904  
 301-584-4739



March 18, 2014

Dear Friends,

It is my great pleasure to extend my warmest congratulations to the U.S. African Diaspora Business Council for hosting the First Annual U.S. African Diaspora Business Forum in Takoma Park, Maryland on May 15, 2014.

This forum is a great opportunity for Montgomery County and the state of Maryland to recognize the business bonds between the United States and Africa. This forum is a great way for our business communities to come together and discuss the importance of this relationship and how we can build on it for the future.

Please accept my sincerest congratulations on the First Annual U.S. African Diaspora Business Forum and I hope that there will be many more forums to come.

Sincerely,

*Sheila Ellis Hixson*

Sheila E. Hixson  
 Delegate District 20  
 Chair, Ways and Means  
 President Hixson Group

SEH: sew