Editorial Mission:

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.

II. Content Highlights:
a) Business Development Resources:
- 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:
MGMP GROUP
TADIAS
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 percent 25 bachelor's degree or higher
16.7 percent higher degree than a bachelor
15.9 percent Real-estate and construction
12.5 percent Management & finance
15.1 percent Service Industry
10.7 percent 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
Bay Areas
San Diego
Houston
Dallas
Columbus
Boston
Seattle
Denver
Portland
Atlanta
Miami
Minneapolis
Chicago
Boulder
Madison
Richmond

Remittance Economy
remittance plural noun
Transfer of money sent from one country to another. It is Remittance 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

- Full Page Magazine: 8 x 10.5 inch
- Spread: More than two full pages
- 1/4 Page Vertical: 4 x 5.25 inch
- 1/2 Page Vertical: 4 x 10.5 inch
- 1/8 Page: 4.25" x 11"
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**Ad-rate - US Africa Link, Business Development Website Leaderboards (Top & Bottom)**

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**Dimensions (in pixels):**

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<th>Dimensions (in pixels): Width</th>
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**Advertising Policy:** Only finished high resolution (300 dpi at 100% size) ads in a jpg or pdf format are accepted. Ads are set on booklet and banner in a random loading pattern. Ads 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 reserve 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: ______________________

Date: ____________________________
Ad Size: ________________________
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Address: ________________________
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Harnessing Remittances for US-Africa Trade and Development

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

Over 50 million Africans are living outside their home countries sending money to their families. Globally, the total amount of the remittances reached US $300 billion in 2010, surpassing foreign direct investments (FDI) and official development assistance (ODA) combined. The remittance inflows to Africa countries have more than quadrupled since 1990, reaching $40 billion in 2016.

Remittances to Ethiopia is increasing by 50% annually. The National Bank of Ethiopia in 2013 reported that the receipt of remittance to the country reached $1.5 billion, by registering a 50% increase over its value in the previous year.

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

Average annual remittance per person:
- $500.00 to $1,000.00
- $1,000.00 to $5,000.00
- $5,000.00 to $10,000.00

Ethiopians in the Diaspora

US Economic Strategy in Africa

March 7, 2014

Dear Friends:


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

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 economic exchange and collaboration with the United States and Africa and will conduct this forum in order to reach out to the Maryland community. The U.S. African Diaspora Business Forum will be a great platform for stimulating private investment and extending the market exposure of Maryland products and services within the extended local community, the United States, and internationally.

District 20 is the home of progressive politics in Maryland and we know that the dynamic interaction of people from all over the world who have chosen to make Maryland their home will celebrate the wonderful contributions of the U.S. African Diaspora community and support this forum for taking an active role in contributing to business growth and development.

Sincerely,

Jamie Raskin

March 16, 2014

Dear Friends,


This forum is an opportunity for Montgomery County and the state of Maryland to reacquaint the business community with the United States and Africa. This forum is a great way for our overseas 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 M. Hixson
Delegate District 20
Chair, Ways and Means
President Hixson Group