

*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**

**(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

**Conference Sponsors:** 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's Studies, the Patel Center for Global Solutions, African Initiative Group and the Small Business Development Center at the University of South Florida.