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WEST AFRICA

FACT SHEET

West Africa Trade and Investment Hub



Goal:

Help West African farmers and firms to compete, attract investment to the region, and boost their regional and global trade.

Life of Project:

2014–2019

Total USAID Funding:

U.S. \$49 million

Geographic Scope:

The 21-country USAID/West Africa region. Offices in Ghana, Senegal and Burkina Faso.

Key Partners:

- African Cashew Alliance
- AGOA Resource Centers
- Association Afrique Agro Export
- Borderless Alliance
- Comité Inter-Etats de Lutte Contre la Sécheresse au Sahel
- Confédération des Fédérations Nationales de la Filière Bétail/Viande des pays de l'Afrique de l'Ouest
- Economic Community of West African States
- Global Shea Alliance
- Réseau des Systèmes d'Information des Marchés en Afrique de l'Ouest
- West African Grains Network
- West African Economic and Monetary Union



www.watradehub.com

www.usaid.gov/west-africa-regional

Description:

The West Africa Trade and Investment Hub (Trade Hub), launched in March 2014, works in close coordination with a network of West African private sector partners and public institutions to reduce poverty, raise incomes, add jobs and increase food security by expanding trade through:

- **Value-added exports** (shea, cashews, mangoes, apparel)
- **Regional trade in key agricultural commodities**, including staple grains (rice, millet/ sorghum, maize) and livestock (cattle, sheep, goats)

Key Objectives:

- Build regional and global trade linkages through policy advocacy, technical assistance and targeted grants.
- Streamline regional transport and trade policies through collaboration with advocacy groups and industry partners.

Five-Year Targets:

- Increase the value of global and regional trade transactions for project-assisted firms by 50 percent.
- Facilitate \$102.5 in new investments in targeted sectors.
- Expand access to finance and investment, both directly and through a regional network of Financial Advisors.

Key Accomplishments to Date:

- Facilitated \$57 million in new sales, including \$44.7 million of sheep and cattle trade, \$7 million of mango sales, and over \$4 million of apparel exports.
- Contracts signed for an additional \$20 million—representing the movement of over 100,000 MT grain—through cereal sector activities.
- Enabled \$4.6 million in regional and international trade through technical assistance and support to AGOA Trade Resource Centers in the region.

