



**Embassy of the United States of America  
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PRESS RELEASE**

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**U.S.-Eswatini Partnership, Opportunities on Display at 2018 Eswatini  
International Trade Fair**

*Manzini* – The U.S. Embassy in Eswatini will participate in the 2018 Eswatini International Trade Fair, joining hundreds of other businesses and organizations looking to expand their partnerships in the country. The Embassy's stall will feature displays from the Peace Corps, the U.S. Commercial Service, USAID's Southern Africa Trade and Investment Hub, and the Embassy's Commercial/Economic Section and Public Affairs Section. Among other things, visitors will have the opportunity to chat with representatives about opportunities to get involved in Embassy-sponsored exchange and education programs, discuss strategies to benefit from AGOA trade preferences, learn about new technologies, source U.S. products and services, and hear about Peace Corps' contributions to community development. Below is a summary of the U.S. Embassy's offerings:

**U.S. Commercial Service:** Are you a Southern African firm wishing to expand and diversify your business? Are you looking to source U.S. products and/or services? U.S. Commercial Service works with its sister agency Export Import Bank of the United States (ExIm), to support the purchases of U.S. goods and services by creditworthy international buyers that cannot obtain credit through traditional trade finance sources. We can also organize international buyer delegations to select U.S. trade shows and set up appointments with prospective US suppliers and/or partners. We can help you find the best suppliers to meet your needs through our Trade Opportunities Program (TOPs), through which we submit trade leads on your behalf and disseminate them to a wide range of relevant U.S. suppliers.

**USAID / Southern Africa Trade and Investment Hub:** The Southern Africa Trade and Investment Hub (the Hub) is assisting the Government of the Kingdom of Eswatini to develop a new African Growth and Opportunity Act (AGOA) Utilization Strategy to promote increased exports to the U.S and expand regional trade. AGOA is the cornerstone of U.S.

economic engagement with the countries of Sub-Saharan Africa. It helps eligible nations diversify their exports by providing duty-free access to the U.S. market, creating jobs and fostering inclusive economic growth. As part of this ongoing partnership, the Hub is working closely with the Ministry of Commerce, Industry and Trade, the Swaziland Investment Promotion Agency (SIPA), and the Swaziland Revenue Authority (SRA), and a wide variety of private sector companies and civil society stakeholders to prioritize export sectors, boost two-way trade, and attract investment.

**Commercial/Economic Section:** The Commercial/Economic Section prepares annual U.S. government reports such as the Investment Climate Statement and Country Commercial Guide. We also liaise with Eswatini government and private sector representatives to discuss and recommend strategies to improve the business environment and assist Eswatini in becoming an increasingly attractive destination for foreign direct investment.

**Public Affairs Section (PAS):** This stall will feature current information about U.S. exchange and education programs, including the Young African Leaders Initiative (YALI), EducationUSA, and Fulbright scholarships. PAS will also showcase innovative outreach projects focused on Science, Technology, Engineering, and Math (STEM).

**Peace Corps:** Peace Corps Eswatini will increase the knowledge of Eswatini about the role of Peace Corps Volunteers in Eswatini, as well as engage young women and men in our Girls Leading Our World (GLOW) and Boys Reaching Out (BRO) club activities.

**\*\*Please also join us for the following seminars during the 2018 EITF!\*\***

Monday September 3, 0900 – U.S. Embassy Youth Seminar

Tuesday September 4, 0900 – Seminar: AGOA and U.S. Trade Opportunities  
1400 – Participating in U.S. Regional Partnerships