Commercial & Economic Section Advocacy, Operations and Outreach

U.S. Department of State

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Briefing Overview

- U.S. Embassy and Department of State in Sierra Leone
- Economic and Commercial Section of the Embassy
- Embassy Outreach and Objectives
- Commercial Advocacy Best Practices

Sierra Leone is making great strides in technology sectors

- Sierra Leone has the opportunity to apply high technology solutions to leap-frog traditional development strategies to modernize the country and develop a sustainable middle class. In our visit to the new veterinary laboratory, the ability to absorb state-of-the-art equipment and practices for countering zoonotic diseases was well demonstrated.

U.S. Embassy visited ecologically advanced agriculture program, using USA Pioneer seeds and No-Till seeding

- U.S. corporations are increasingly interested in business in Sierra Leone and joining with qualified partners. And the US Embassy "Commercial Advocacy" program is here to help establish new investments and partnerships.

From supporting expansion of improved-technology aquaculture…

To processing recycled plastic waste into patio bricks for construction…
we advocate sustainable economic development.

PROTECTING THE ENVIRONMENT OF SIERRA LEONE

We wish to help protect Sierra Leone's natural Heritage, which is part of our shared global civilization. Ambassador Brewer is dedicated to helping protect the patrimony of Sierra Leone's people; it's natural resources; its environment.

The US Embassy Commercial Section is now working with the U.S. Department of Commerce, Foreign Commercial Service, to provide a full range of economic development and "Business Advocacy" services.

- **The U.S. Embassy in 2018 has been accepted into the U.S. Department of Commerce "Partnership Post Program" to support expansion of U.S. business operations with good partners in Sierra Leone.**

To attract good international partners, we need to promote the opportunities in Sierra Leone … we need to tell the story to investors, businesses, and tourists.

There are <u>four fundamental pillars</u> to the U.S. Embassy business ADVOCACY program, for U.S. corporations to be accepted with their Sierra Leonean partners we enforce standards.

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FOUR PILLARS:

- **Good Technology Transfer**
- **Create good local jobs**
- **Corporate governance best practices and transparency**
- **Corporate Social Responsibility**

Invest to Improve Roads for Commerce…

Invest to build new Residential housing…

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Example of Advocacy "Partners in Development"

- Rapaport knows the real diamonds of Sierra Leone are its people.
- Bringing **development** to the diamond diggers
- Enhancing trust between government, locals and international investors

- **Developing fair, transparent, efficient and competitive markets.**

RENAISSANCE SIERRA LEONE!

AN INCLUSIVE ECONOMY

- **INVESTMENTS which empower women and provide business support to small enterprises in more rural villages is not only morally right, IT IS GOOD BUSINESS!**
- **Agriculture**
- **Clean Water**
- **Renewable energy for sustainable Power**
- **Roads and Bridges**
- **Eco-Tourism**
- **Sierra Leone is a land of new opportunities**

A COMMERCIAL SECTION GOAL:
VISIT AND PERFORM SITE ASSESSMENTS NATIONWIDE

For “Remote Outreach Programs” we will do what it takes: *Expeditionary Diplomacy at its Best*

Far from the image of quiet diplomatic receptions, the U.S. Department of State is taking Expeditionary Diplomacy to new heights … ANYWHERE, ANYTIME!

High technology, wisely applied, is the key to improving citizen security, in Sierra Leone, regionally, & worldwide

- Remote Sensor employment, information and communications systems, are one key to improve security operations, resource management, and geological survey, in rural areas as well as densely populated urban centers.

…and Public Interest, Media Interest,
here in Sierra Leone is Sky High…

- **Modern Water, Power and Telecommunications infrastructures are the bedrock to modernization and development of a sustainable middle class in Sierra Leone. Media interest in projects is high.**

SIERRA LEONE: OPEN FOR BUSINESS!

- **U.S. corporations are interested in not just partnering with companies in Sierra Leone for raw products or commodities, but also in building factories for value-added manufacturing in Sierra Leone.**

Commercial Section
U.S. Embassy Sierra Leone

- Our Economic and Commercial Section Helps promote business:

- **Wide array of trade promotion activities as a development catalyst**
- **Escorts delegations to trade shows in the USA**
- **Assists US companies seeking opportunities in this market**
- **Assists local importers of American goods access export finance opportunities in the USA**
- **Prepares regular reports on major economic developments in this market**

Also, U.S. Embassy Freetown …

- **Works on Development Assistance:**

  - **Foreign Direct Investment**
  - **GRANTS for Environmental and Community Development programs**
  - **Women's entrepreneurship programs**
  - **Education and Cultural Exchange Programs, including Fulbright, Humphrey, Young African Leadership Initiative (YALI), and more!!**
  - **ECOLOGY, CONSERVATION and PRESERVATION**

- Protecting Sierra Leone's Natural Heritage:

The Children are the Future, Education is a Key

Thank You!!

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Contacts and Resources

- Economic and Commercial Section for Business Related Inquiries and U.S. Opportunities:
  - **Raymond Kamara, Commercial and Economic expert**
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Short Bio: Dr. Derrin Smith

Counselor for Commercial & Economic Affairs

US Embassy Freetown, US Department of State

- ***"Knight of the Order of Valor" [Chevalier de l'Ordre de la Valeur]***
- *As a Diplomat has served in Iraq, Lebanon, Mexico, Cameroon, and now Sierra Leone, and with U.S. political-military task forces in Northern Africa from the Sinai to the Gulf of Guinea;*
- *Dr. Smith is currently the Counselor for Commercial and Economic Affairs at U.S. Embassy Freetown;*
- *Bachelor of Science degree conferred summa cum laude in engineering and technical management; MBA in Finance, and a PhD in International Economics;*
- *Served on Faculty at Josef Korbel School of International Studies at the University of Denver, teaching graduate university courses in International Terrorism, Regional Security Studies and Country Team Operations;*
- *Prior to re-joining government service subsequent to the terrorist attacks on 9-11, Dr. Smith was National Programs Manager for Time Warner Communications; a Senior Systems Engineer for Martin Marietta Information & Communications Systems and Martin Marietta Defense Systems; and Chief Economist for the CEBOURN Investment Banking group where he also served as Managing Director of the CEBOURN Technology Fund.*
- *Co-authored the graduate textbook "Humanitarians in Hostile Territory: Expeditionary Diplomacy and Aid Outside the Green Zone" which became an academic bestseller and details many lessons learned from his Black Sea regional security work and joint civil-military programs in eastern Europe, Afghanistan, Iraq and Lebanon.*

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