

From: Eric Bloom (Mercury)
Sent: Tuesday, October 5, 2021 3:36 PM
To: 'Zweben, Jennifer (NBCUniversal)' <Jennifer.Zweben@nbcuni.com>
Subject: Head of Africa Investment Forum to Visit Washington D.C.

Good afternoon Jen,

I hope all is well. Do you know of anyone who might be interested in this business/ investment story at your shop? Thanks!

We are working with Chinelo Anohu, who is head of the Africa Investment Forum (AIF) - an organization launched by the African Development Bank to facilitate investment into Africa. She would like to discuss the opportunities for investors in Africa in 2021, and what the AIF is doing to enhance investment and ensure projects across Africa have positive ecological and social impacts.

The AIF is set to host its annual Market Days [December 1-3](#), which will aim to catalyze investor interest in the aftermath of the Covid-19 pandemic. The event convenes international investors, African private sector leaders, and key Government officials at a bespoke platform for transactional conversations focused on high-quality opportunities across energy, logistics, health, agriculture, and other priority sectors. **They already have “pipeline deals” worth over \$50 billion in 2021.**

One of the prominent participants will be the United States, which is among the world's leading sources of investment into Africa. The Biden-Harris administration will be launching its Prosper Africa (PA) initiative on the sidelines of AIF's event in December.

Chinelo can inform your readers on the importance of the Biden Administration's economic engagement in Africa and what has changed in the investment landscape amid the COVID-19 recovery.

She will be in Washington [October 12-15](#).

Further information on the AIF and the 2021 Market Days can be found [here](#).

Please let me know if you'd like to meet her for a background conversation, an interview or would like additional information.

Thank you.

Regards,
Eric

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