



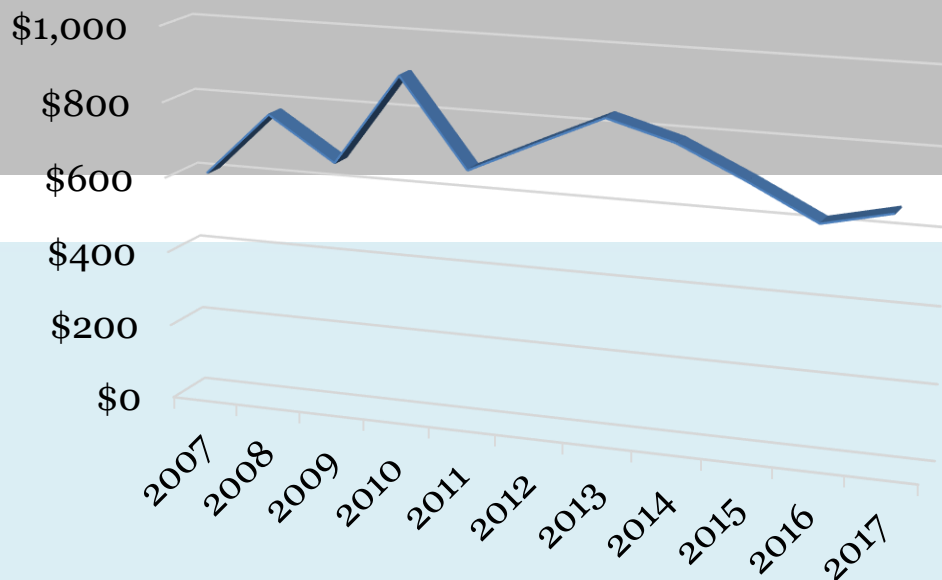
# 2018 Global Access Program Business Success in Sub-Saharan Africa

In collaboration with California State University, San Bernardino, Jack H. Brown College of Business and Public Administration, Center for Global Management; Centers for International Trade Development (CITD); and the Orange County/Inland Empire District Small Business Administration

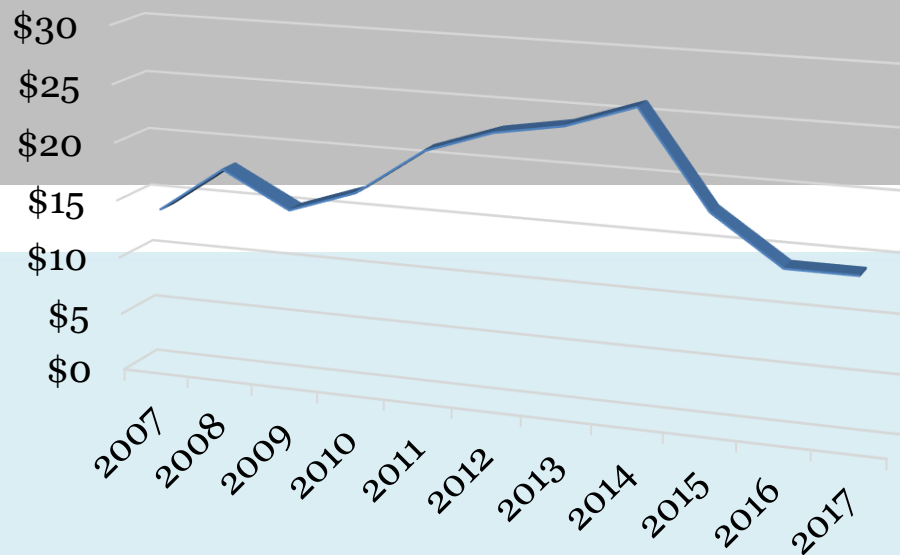
- I. Californian-Sub-Saharan African Trade
- II. Customized Market Research
  - A. Purpose
  - B. Participating Companies
  - C. Research Methodology (SSA Specific Market Selection)
  - D. General Findings – Student Teams
- III. Next Steps



Sub-Saharan African Imports from California (2007-2017) (US\$million)



Sub-Saharan African Imports from the United States (2007-2017) (US\$billion)



Source: Data collected from the International Trade Administration, U.S. Department of Commerce

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# Customized Market Research

**Purpose: Global Competitiveness**

**Process: Country Selection**

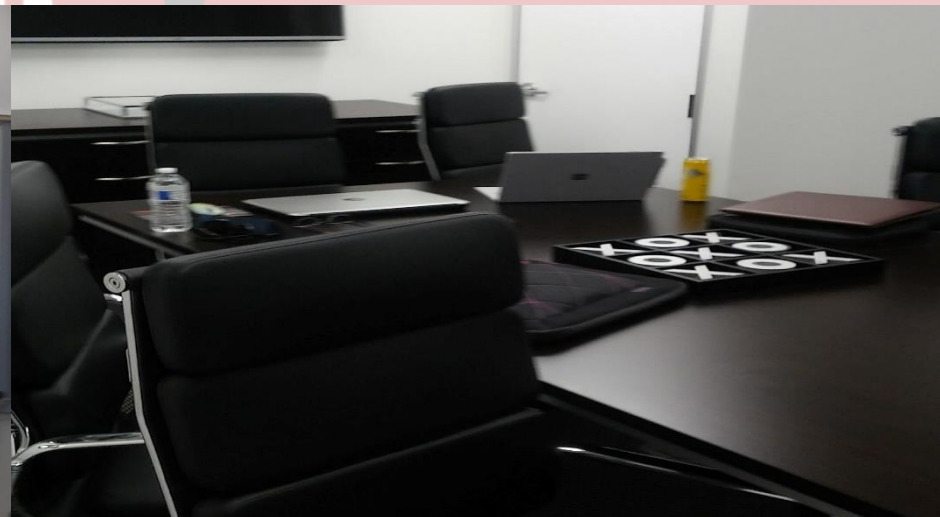
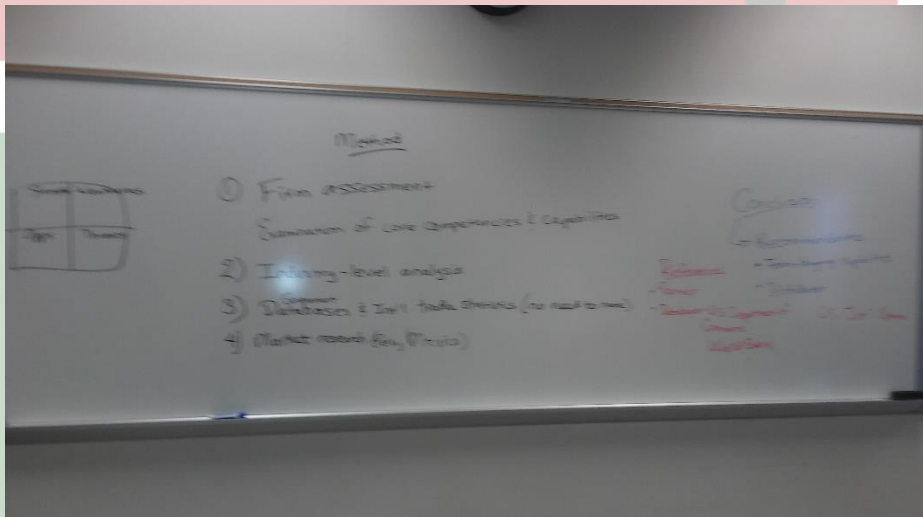
- ✓ Relied on firm-level data on the California companies exporting to SSA
- ✓ Top industries of those companies
- ✓ Top market for those countries
- ✓ Market-level assessment – language, economic growth, ease of doing business, political stability, trade openness

**Process: Companies Receiving Customized Market Research**



## Customized Market Research

### General Findings: Student Teams





## Next Steps

GAP 2018 Conference:

# Connect, Collaborate, and Compete!

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