

Beat: Business

## **Mortada Mohamed To Speak At The US-Africa Cultural Expo and Business Matchmaking**

### **US Africa Business Matchmaking**

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**USPA NEWS** - Mr Mortada Mohamed, President of the World Affairs Council of Austin, and Executive Director for the Texas International Business Council is confirmed to speak at the 2015 Annual US-Africa Cultural Expo and Business Matchmaking Event in Austin-Texas.

Prior to Mr Mortada Mohamed present positions he was the Regional Trade Director for Europe, Africa, Middle East, for the State of Texas, Office of the Governor, Economic Development & Tourism Division. Mr. Mohamed has served as a speaker for the US Department of State International Speaker's Program throughout North Africa and the Arabian Gulf region.

He lectured on doing business with the US private sector and promoted US business in those countries. Mr. Mohamed also serves as a volunteer consultant on behalf of ACDI/VOCA, funded by USAID, to assist in economic development programs for developing countries. This program, which selects experts in various business areas, has taken him deep into Africa, Siberia and Eastern Europe. Mr. Mohamed is an adjunct professor of international business at several Central Texas universities and colleges.

He has presented in conferences both domestically and internationally, most recently the International Academy of Management and Business symposium, Istanbul, Turkey and the World Investment Conference, La Baule, France. Mr. Mohamed is on the University of Texas at Austin Center for European Studies Advisory Board, the Board of Governors of North America Small Business International Trade Educators (NASBITE), member of the Texas Economic Development Council, and the District Export Council. Mr. Mohamed has an MBA from Thunderbird School of Global Management in Arizona.

The "2015 Annual US-Africa Cultural Expo and Business Matchmaking Event" is scheduled for November 19 - 21, 2015 at the Asian Resource Center, 8401 Cameron Road, Austin, Texas, 78754. This event is organized by AFTV5 (African Television Network) in partnership with GABCC (Greater Austin Black Chamber of Commerce).

This year's event theme is "Localization and Matching of US & Africa Businesses" Business leaders from Africa and the United States will meet to discuss existing and potential opportunities in both markets.

The event is a high-level global conference that will combine keynote presentations, round tables, business matchmaking, workshops and networking receptions to facilitate effective partnership building for businesses, investors and government's entities. Facilitated panel discussions will engage the audience with topics such as:

- Business opportunities in Africa and in the US
- Incentives to ensure foreign investment and the establishment of global companies in Africa
- Access to finance for African businesses to include government incentives
- Strategies for growth and competitive advantage
- Social media and reaching the market

Africa's growth is attracting global interest, notably from an industrialization perspective. USA and Africa have genuine interest in increasing bilateral trade, investment and market integration in mutually beneficial relations, to boost strong sustainable growth and create jobs. The US-Africa Business Matchmaking will provide a unique opportunity for US and African companies to network and exchange views on US-Africa businesses and investment relations.

The 3-day event will showcase cultural exhibits, entertainment activities, business matchmaking sessions, workshops and a series of

panel discussions on various business topics that touch upon strategies for growth, competitive advantage and incentives for foreign investment. The 2015 US-Africa Cultural Expo and Business Matchmaking doors will open in less than 2 months, many prominent figures from US and Africa have already confirmed their participation in the high-level meetings and discussions at the event. Join this event and collectively partner with other innovative business men and women at the 2015 US-Africa Cultural Expo and Business Matchmaking Event!

You can email [bako@aftv5.com](mailto:bako@aftv5.com) to register for this event.

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