

**Origin Africa Trade Expo**  
**Remarks by U.S. Ambassador to Ethiopia Patricia Haslach**  
**October 21, 2015**  
**Addis Ababa, Ethiopia**

*(As prepared for delivery)*

*In-de-men a-de-ra-chu* and good morning! It is a real pleasure to join you all this morning for “Origin Africa 2015.” The high turnout here is testament to the significant global interest in doing business in Africa.

Ethiopia’s potential in the areas of apparel, textiles, and cotton production is no longer a secret and that explains why Addis Ababa is hosting this wonderful event.

In 2014, the McKinsey apparel industry survey named Ethiopia on its short list of future sourcing destinations. Now, with H&M, Primark, Tesco and others sourcing garments from Ethiopia, others in the industry are taking notice.

We applaud the Ethiopian Government for their leadership in developing the domestic textile and garment industries to where they are today.

The growth of these industries offers significant potential for much needed job creation here in Ethiopia and throughout Africa.

To support this growth and enhance overall trade competitiveness in Africa, the United States introduced the African Growth and Opportunity Act in 2000. AGOA, as it is more commonly known, is a trade preference program, which allows thousands of products to be exported to the U.S. without paying import duties.

I’m pleased to note that earlier this year, the AGOA legislation was extended for an additional ten years, which will continue to offer trade and investment opportunities for emerging businesses across the continent.

Building on AGOA, President Obama launched his Trade Africa Initiative in 2013 to boost trade and investment with Africa, with the expansion of AGOA exports one of its explicit goals.

Through USAID’s East Africa Trade and Investment Hub, the United States Government is supporting talented African manufacturers and designers to find and enter higher value markets for their products.

In just the last year alone, the trade hub helped facilitate 12 million dollars in footwear exports as well as four million dollars in flower exports from Ethiopia to the United States—all under AGOA.

The apparel industry is one of the best sources for driving urban employment and export growth. Already, it has helped to lift thousands of people out of poverty.

We are confident that our support to campaigns such as Origin Africa and our work with African companies to improve their products and connect with American consumers will help to drive this growth even further.

The United States Government is proud to support Ethiopia and other African countries as they work to change perceptions about investing in Africa in order to attract the domestic and foreign investment needed to continue driving this growth.

We believe in Africa, and I'm glad to see that all of you here do too.

In closing, I would like to remind you of something President Obama said during his historic speech to the people of Africa less than three months ago. He said, "When more countries invest responsibly in Africa, it creates more jobs and prosperity for us all. So I want to encourage everybody to do business with Africa, and African countries should want to do business with every country."

Thank you.