

# AKWABA AFRICAN DIASPORA FESTIVAL

TRADE  
INVESTMENT  
CULTURE  
SPORT  
TOURISM

## ECONOMIC MISSION 3

ACTIVITIES | CONFERENCES | PANELS | SITES TOURISTIQUE | EXHIBITION |



**Strengthening the Economic Cooperation between the US and Africa throughout the Global Diaspora**



# AKWABA African Diaspora Festival Report

NOVEMBRE 17-21, 2025 PHILADELPHIE | DELAWARE | WASHINGTON, D.C

## EXECUTIVE SUMMARY



### **Moussa KONE - Founder of Akwaba African Diaspora Festival**

Moussa KONE, as the founder of the Akwaba Festival of the African Diaspora, succeeded in bringing together African delegations, American companies, and cultural leaders in the United States for a week of impactful exchanges from November 17 to 21, 2025.

This flagship event opened new pathways for trade, investment, and cooperation in the sectors of agriculture, construction, import-export, legal services, and creative industries.

Through strategic meetings, high-level roundtables, private receptions, and galas held within African embassies, the delegates expanded their networks and established new partnerships. Field visits and collaborative sessions highlighted the growing opportunities for trade between the United States and Africa, driven by the diaspora.

More than just a trade mission, the Akwaba Festival stood out as a powerful commitment to strengthening economic ties, creating opportunities, and fostering lasting connections between Africa and its global diaspora.



### **Eric SCHNEIDER – U.S. Coordinator of the Festival**

Eric Schneider is the U.S. Coordinator of the Akwaba African Diaspora Festival. Thanks to his deep knowledge of the American landscape, he oversees:

- \* the operational organization of the mission across the various sites;
- \* local logistical coordination (visits, meetings, transportation, access to institutions)
- \* continuous liaison between African delegations and American entities
- \* the mobilization of local partners, institutions, companies, and diaspora organizations
- \* the smooth interaction between entrepreneurs and U.S. ecosystems.

His work was essential in ensuring the efficient, professional, and coherent execution of all activities in Philadelphia, Delaware, and Washington, D.C..

## I. PROGRAMME OFFICIEL – AKWABA ECONOMIC MISSION

**MONDAY, NOVEMBER 17 – PHILADELPHIA**

**SITE VISITS ACROSS AFRICATOWN: VISITS TO BUSINESSES, RESTAURANTS, AND COMMUNITY INITIATIVES WITHIN ACANA.**



Our visit to AfricaTown was marked by a series of immersive visits to shops, restaurants and community projects accompanied by ACANA. These direct exchanges with local stakeholders gave us a concrete vision of the commitment and dynamism of this community.

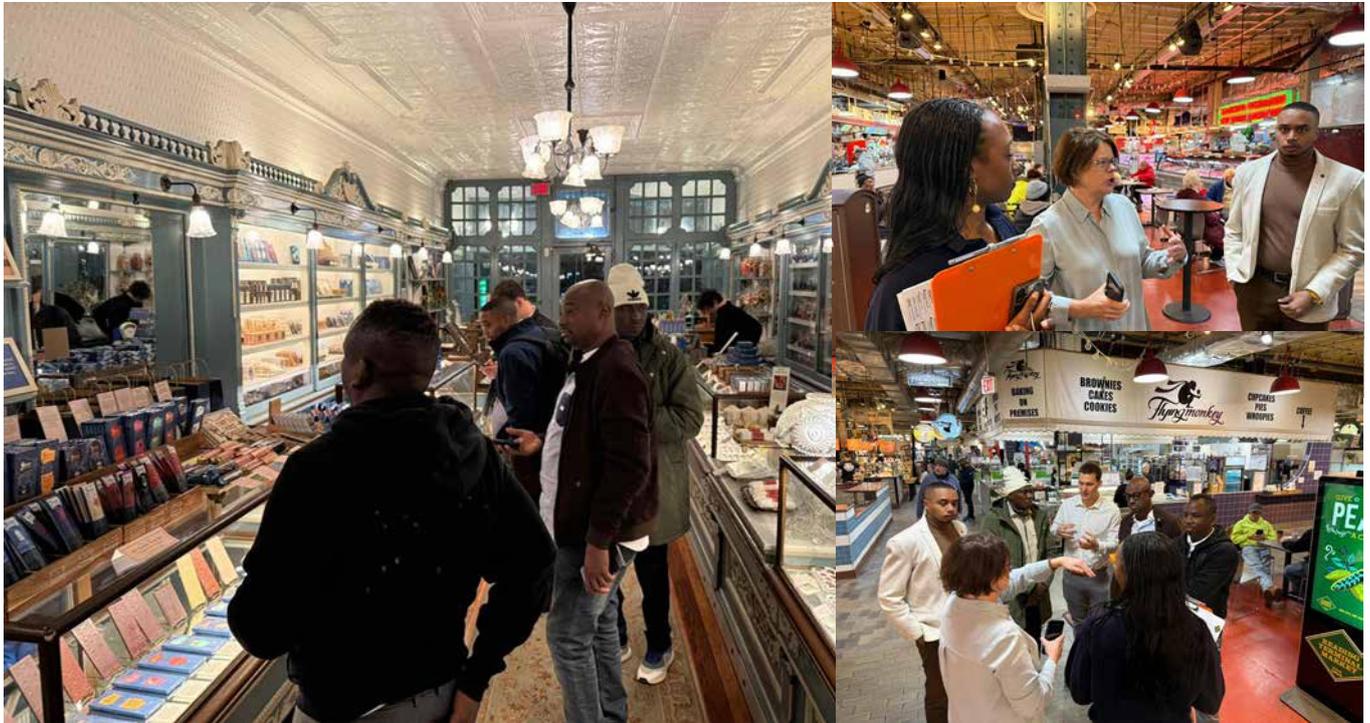
We also took part in the Business Development Forum, an orientation session facilitated with technical support from Djigui Corporation. This learning environment allowed the delegations to gain new perspectives to strengthen their entrepreneurial initiatives.

A highlight of the day was the presence of Mr. Franck SAHOU, Honorary Consul of Côte d'Ivoire in Philadelphia, who came to express his support and greet the delegations in attendance.



## TUESDAY, NOVEMBER 18 – PHILADELPHIA

- SITE VISITS ACROSS PHILADELPHIA: GUIDED TOUR OF THE READING TERMINAL MARKET TO EXPLORE LOGISTICS, TOURIST APPEAL, AND THE FOOD TRADE.



During our programme, we had the opportunity to visit several iconic sites in Philadelphia, including a guided tour of Reading Terminal Market. This special moment allowed us to explore the internal logistics of a historic market up close, understand the drivers of its tourist appeal, and observe the dynamism of the local food trade.

The day continued with a networking dinner, bringing together the African delegations and various local partners. This warm gathering fostered enriching exchanges, the sharing of experiences, and the creation of new opportunities for collaboration.

## WEDNESDAY , NOVEMBER 19 – DELAWARE

- **TOUR OF THE PORT OF WILMINGTON: PRESENTATION OF PORT INFRASTRUCTURE. WTC DELAWARE LUNCH RECEPTION: INSTITUTIONAL MEETING AND INTERNATIONAL TRADE OPPORTUNITIES**



Throughout our programme, we made several visits to strategic sites in Philadelphia and the state of Delaware. These field trips like the port of wilmington allowed us to explore major infrastructure projects, understand local economic dynamics, and observe inspiring models of development, logistics, and innovation.

- **VISIT TO THE DELAWARE DEPARTMENT OF AGRICULTURE: STANDARDS, INSPECTIONS AND AGRI-FOOD EXPORTS.**



## FRIDAY, NOVEMBER 20 – WASHINGTON D.C

- PRESENTATION OF AFRICAN AND DIASPORA-OWNED BUSINESSES.



The Entrepreneur Exposé was a key highlight of the program, showcasing a selection of African and diaspora-owned businesses. This platform allowed entrepreneurs to present their initiatives, share their innovations, and demonstrate the economic potential of their projects. It also created a valuable opportunity to build connections, inspire participants, and strengthen collaboration between African and international stakeholders.

• **CULTURAL DINNER: A CULTURAL EVENING SUPPORTED BY HERARTS IN ACTION, FAMO FOUNDATION, AND BABEL INSTITUTE.**



The Cultural Dinner offered an exceptional cultural evening, supported by HerArts in Action, FAMO Foundation, and Babel Institute. The event celebrated the richness of African arts and cultures through performances, exchanges, and inspiring presentations. It also provided an excellent opportunity to strengthen connections among participants while highlighting creativity and innovation within both the African diaspora and the continent.

- **PANEL « CONNECTIVITY AND ONLINE PLATFORMS » : AHMED IMAM (UNIFAN), IBRAHIM TOURE (FEERE INC), KWEKU AMOAKO (AFROPOLITAN CITIES).**



### **PANEL: “CONNECTIVITY AND ONLINE PLATFORMS”**

The panel on connectivity and online platforms brought together experts from diverse fields to explore the challenges and opportunities related to digital transformation and access to technology in Africa and beyond.

Speakers:

**Ahmed Imam (UniFan):** Shared his expertise on educational and collaborative online solutions, highlighting how digital platforms can improve access to education and foster community engagement.

**Ibrahim Toure (FEERE INC):** Focused on technological innovations for commerce and logistics, discussing the role of digital platforms in facilitating trade and strengthening local economic ecosystems.

**Kweku Amoako (Afropolitan Cities):** Presented strategies for connecting African cities through digital platforms, promoting mobility, inclusion, and sustainable urban development.

The panel provided valuable insights into best practices, challenges in digital infrastructure, and growth prospects for online platforms, offering participants practical perspectives on leveraging digitalization across various sectors.

- **ONE-ON-ONE DISCUSSION: “AMERICAN INVESTMENT AND FINANCING IN AFRICA”**  
**SPEAKER : ERIC HENDERSON (XCBG INTERNATIONAL DEVELOPMENT GROUP),**  
**MODERATOR : AMIR IMAM (OASIS POLICY ADVISORY).**



### **ONE-ON-ONE DISCUSSION: “AMERICAN INVESTMENT AND FINANCING IN AFRICA”**

This one-on-one discussion focused on the opportunities and challenges of American investment and financing in Africa, highlighting strategies for fostering sustainable economic growth and cross-border partnerships.

**Speaker : Eric Henderson (XCBG International Development Group):** Shared insights on investment trends, financing solutions, and strategies for successfully navigating the African market from an American investment perspective.

**Moderator: Amir Imam (Oasis Policy Advisory):** Guided the conversation, ensuring a dynamic exchange of ideas and practical advice for businesses and investors interested in the African continent.

The session provided a unique platform to explore investment opportunities, financial instruments, and the critical role of collaboration in driving economic development across Africa.

**AKWABA FOUNDER & ORGANIZER**



**U.S COORDINATOR**

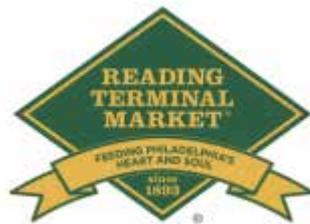


NATIONAL COORDINATOR

**amai** Group



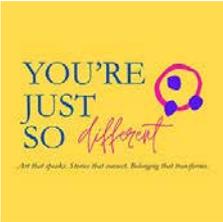
## IMPLEMENTING PARTNERS



her**ARTS**  
in Action



**NONPROFIT PARTNERS**



## SPECIAL THANKS





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