

Beat: Business

## **AFTV5 To Host 2nd Annual Us-Africa Cultural Expo And Business Matchmaking**

### **2015 Us-Africa Business Matchmaking**

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**USPA NEWS** - AFTV5 to host its 2nd Annual US-Africa Cultural Expo and Business Matchmaking Event, scheduled on November 19th - 21st, 2015 at Asian Resource Center, 8401 Cameron Rd, Austin, Texas, 78754. The theme for this year event is "Localization and Matching of US & Africa Businesses-Economy"

The event will feature business owners from Africa and the US who will have the opportunity to explore global growth strategies and partnerships at the event. The event is a high level global conference that combine keynote presentations, round tables, business matchmaking workshops and networking receptions to facilitate effective partnership building for businesses, investors and governments entities.

The conference program will include breakaway matchmaking sessions (to unpack and encourage active business owners participation), fashion show, musical and cultural group performances.

Topics to be discussed include:

- What are the business opportunities in Africa and in the US for the participants?
- Opportunities for small growing businesses and how can big businesses benefit from doing business in Africa?
- What incentives are there to ensure foreign investment and establishment of global companies in the Africa economy sectors?
- Access to finance for the African businesses including government incentives.
- Strategies for growth and competitive advantage.

Hosted by AFTV5 together with its strategic partners, the three-day event will showcase cultural exhibitions and business matchmaking sessions, with additional opportunities for partnerships with local businesses.

Business Expo (African-art works, designs, fashions, jewelry)

The expo sets the tone for events of the days. It is a pre-event where African Art works, fashion, jewelry, music, and all forms of indigenous designs will be displayed. Businesses that are affiliated with African economic and social growth are encouraged to participate. This avenue will encourage social networking.

Fashion Show And Parade

African fashion is unique in style, color as it is dynamic, and it evolves overtime without losing the cultural flavor that makes it appealing to the outside world. That is why African Fashion is always the center piece of ACAN. African fashion is not rigid, it is flexible to accommodate decades of colonial influence and yet maintains its cultural tone. Fashion show and parade will showcase the different dimensions of African fashion: from the north, from the west coast, from the East (safari fashion) from the central (Congo designs) and from the South.

African designers and fashion houses in and around Austin are encouraged to be involved in trade expo and fashion parade to show case their unique designs for our invitees.

About AFTV5

AFTV5 is a 24-hour African television network that promote that aim to provoke thought, create positive impact in our communities, foster change and provide a voice for diversity and expression.

Through the exposure of its culture, AFTV5 provides a window into its customs that prepare the next generation of Africans to take its place in Africa policy development arenas. Identify and support the pool of African leaders in community-based programs and public service careers. Offer educational and leadership development programs to Africans and provide the opportunity to explore public service and public policy careers.

For further information visit the event website at [www.usafricabusinessmatchmaking.org](http://www.usafricabusinessmatchmaking.org)

**Article online:**

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