

# Enlit Africa 2022



## Overview

The U.S. Commercial Service will be partnering with Power Africa to recruit U.S. energy and water technology companies, along with international buying delegations from Sub-Saharan Africa, to attend Enlit Africa 2022! Formerly PowerGen Africa - African Utility Week, Enlit Africa 2022 is the leading conference and trade exhibition for African power, energy, and water professionals. The CEO Program will take place within the Power Africa USA Pavilion, which will be subdivided into meeting spaces.

## U.S. Commercial Service CEO Program

The Corporate Executive Office (CEO) Program is available to qualified U.S. businesses that are seeking to enter or expand their share of the Sub-Saharan Africa energy market. It offers a unique, cost-effective way for these businesses to attend the show and benefit from pre-scheduled meetings and other value-added support services, such as:

- Pre-show business promotion
- CEO Program participant welcome reception
- Trade show ticket for exhibition floor and conference
- Shared office center and small common lounge
- Table space for participants to display product literature
- 2-3 tailored business-to-business (B2B) meetings
- Complimentary business-to-government (B2G) meetings with the U.S. Commercial Service Specialists from Sub-Saharan Africa, Power Africa, USTDA, etc.
- Trade show reception

## Market Insights

Africa holds enormous resources, which can supply the world with energy from diversified energy sources. With a population exceeding one billion people and an estimated combined economy of \$1.5 trillion, huge opportunities lie in wait for developers, operators, and investors.

The African Development Bank's (AfDB) New Deal has an aspirational vision of giving one billion Africans access to modern energy services by 2025. This indicates significant opportunities do exist in the African market for energy developers, investors, and providers of the latest solutions and services.



**CTICC**

Cape Town, South Africa



**Program Date: June 7-9, 2022**



Full participation fee subsidized for STEP-eligible California small businesses

**\*\*Have questions about STEP & ICEP eligibility? [Click here for assistance](#)\*\***



**Register by:**

May 9, 2022



**To begin registration go to:**  
[californiaexport.org/register](https://californiaexport.org/register)

## Contact:

Jonathan Zeigler

[jonathan.zeigler@gobiz.ca.gov](mailto:jonathan.zeigler@gobiz.ca.gov)

(279) 666-8635

Rod Hirsch

[rod.hirsch@trade.gov](mailto:rod.hirsch@trade.gov)

(510) 273-7350

**This program is made possible by:**

