



# 2024 US TRADE MISSION TO ALGERIA

January 21-25, 2024 – Algiers, Algeria

## ACTIVITY REPORT

On January 21-25, 2024, the US-Algeria Business Council hosted the 2024 US Trade Mission to Algeria, Led by our Chairman of the board, Mr. David Wilhelm. The trade mission was composed of a delegation of 26 executives representing the following companies:

*ARC Energy, Air Products, EXP Company, Hecate Global & Renewables, Industrial Service Solutions, NESR, REASOL, The PHILIP Group, AWF- Woodward, Elevate Leadership Group, EXXONMOBIL, CHEVRON, James & Ennis Inc, 9 Lives Digital Group (9LDG)*

These companies were diverse in their specialties representing oil & gas, petrochemical and by-product development, pipe coatings, drilling, transport and logistics, mining, construction, renewable energy, green energy and business development consulting firms.

The purpose of the 2024 US Trade Mission to Algeria was to introduce US companies to the opportunities for trade with Algerian companies and investment in Algeria's current infrastructure projects. Thanks to the considerable support of the Algerian Embassy in Washington, DC, the US Trade Mission delegation was warmly received at the Ministry of Industry, the Ministry of Energy & Mines, the

Ministry of Civil Works, Alnaft, AAPI, Sonelgaz, Sonatrach, Madar Holding Group, CREA, and the US Embassy in Algeria.

The schedule of meetings during the US Trade Mission was the following:

### **Monday January 22, 2024**

Meeting at the Ministry of Industry & Pharmaceutical Production.

Meeting at the Algerian Agency for Investment Promotion AAPI

Meeting at Sonelgaz

### **Tuesday January 23, 2024**

Meeting at the Ministry of Energy.

Meeting at Sonatrach

Meeting at the Ministry of Civil Works

Meeting with public company Madar

### **Wednesday January 24, 2024**

Meeting with the CREA members

Meeting with ALNAFT

Meeting at the US Embassy

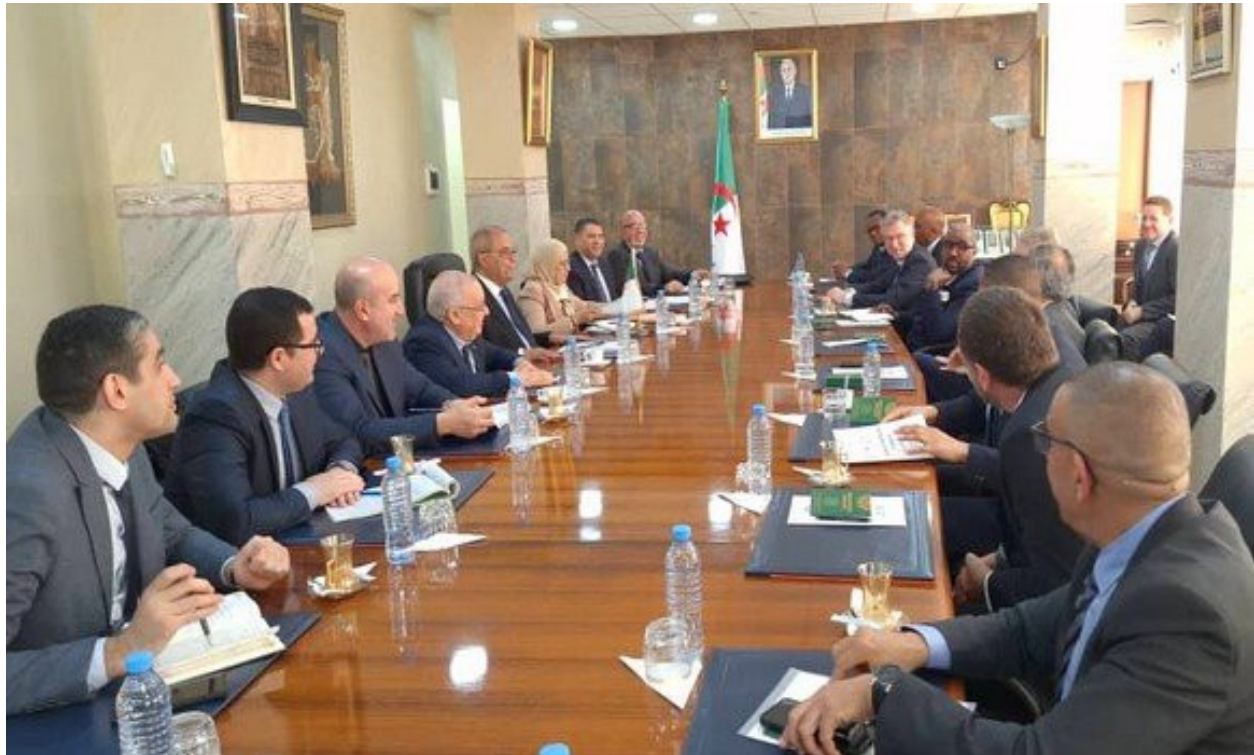
### **Meeting at the Ministry of Industry and Pharmaceutical Production:**

The first day on Monday January 22, 2024 the US Delegates visited the Ministry of Industry and met with the Minister Ali Aoun and his cabinet.

During this meeting, Minister Ali Aoun welcomed the US delegation and introduced the members of his cabinet present at this meeting.

Chairman of the Board of the USABC, Mr. David Wilhelm took the floor and thanked Minister for the warm welcome he had reserved for the US delegation. He then started to present all the members of the US Delegation.

Minister Aoun invited the US delegates to invest in various fields, in particular in renewable energies (ENR), the steel industry, automobile spare parts, rail and pharmaceutical industries, highlighting the guarantees offered to foreign investors by the new Algerian Investment Law.

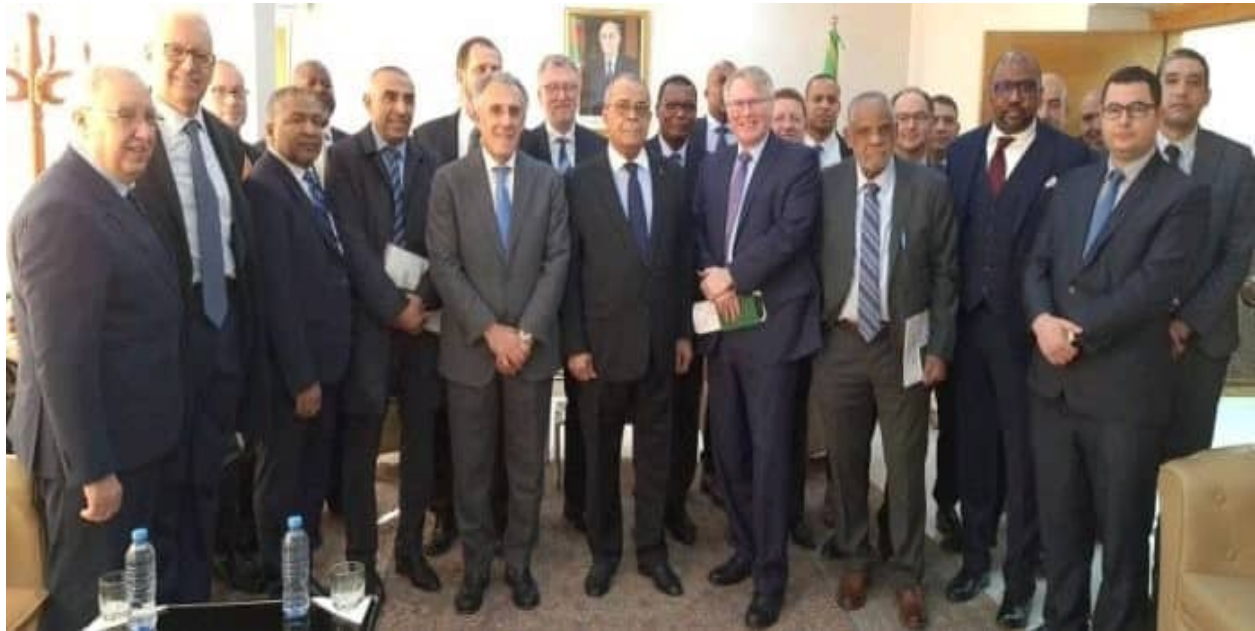


The Minister also reassured the US economic operators with regard to investment in the Industry sector, affirming that "the new investment law protects foreign operators".

"The strategy of the Industry and Pharmaceutical Production sector paves the way for wealth-generating and job-creating projects that can bring added value to the national economy," stressed the Minister, arguing that to do this, "it is imperative to have a real industry that covers different fields".

After following the presentations of American businessmen who have shown their full readiness to invest in the industrial sector, especially in view of the improvement of the business climate in Algeria within the framework of the new investment law which has greatly reassured investors, Minister Aoun urged the members of the US delegation to invest in areas related to the valorization of raw

materials, which are among the sectors to which public authorities attach increased importance, being vital sectors in the industrial field.



On this occasion, the Minister of Industry welcomed the strong will of American businessmen to move forward towards the establishment of partnerships and win-win agreements, in accordance with the instructions of the President of the Republic, Mr. Abdelmadjid Tebboune, aimed at accelerating the realization of these partnerships in an effective way.

At the end of the meeting, the Minister Ali Aoun called on his cabinet to hold meetings and bilateral meetings with companies wishing to start investing, under the supervision of the ministry's executives in order to address all concerns and start working as soon as possible.

### **Meeting at the AAPI:**

After the meeting at the Ministry of Industry, the Algerian Investment Promotion Agency (AAPI) hosted at its headquarters by the General Director, Mr. Omar Rekkache, the US delegation of businessmen led by Mr. David Wilhelm, Chairman of the Board of Directors at the US-Algeria Business Council.

During this meeting, Mr. Omar Rekkache welcomed the US delegation and introduced the members of his cabinet present at this meeting.

Chairman of the Board of the USABC, Mr. David Wilhelm took the floor and thanked Minister for the warm welcome he had reserved for the US delegation. He then started to present all the members of the US Delegation.

Mr. Omar Rekkache welcomed the US Delegates and started his remarks by presenting his agency: the Algerian Investment Promotion Agency AAPI, which is a public institution of an administrative nature, endowed with legal personality and financial autonomy. It is placed under the supervision of the Prime Minister, it has competence to support and accompany national and foreign investors in the realization of their investment projects.



He explained the exact role of the Agency which is to promote and enhance, in Algeria as well as abroad, the investment and attractiveness of Algeria.

An executive from the agency did a presentation about all the incentives that are offered to foreign investor under the new investment law in Algeria.

This important meeting was devoted to present the investment incentive regimes in Algeria, and the investment opportunities available in Algeria.

To provide a business relations service and to facilitate contacts between investors and to promote business and partnership opportunities.

After the presentation, the US delegates were invited to ask any questions regarding the new investment in Algeria. It was an open discussion.



**Chairman of the Board, Mr. David Wilhelm delivering his remarks during an interview with the Algerian national TV**

### **Meeting at Sonelgaz:**

After the visit of the AAPI, the US Delegation visited the public company Sonelgaz and met with Mr. Nabil Kafi , the Secretary General of Sonelgaz, and his cabinet to discuss partnership and prospects for US companies in future Sonelgaz projects.

Sonelgaz is actively engaging foreign companies in discussions on new projects and use Algeria’s vast resources to develop state of the art technology in gas power

generation and the Renewable Energies, including the project of 15,000 MGW to develop for the next 10 years.



The presentations introduced the role of renewable energy in US-Algeria energy trade.

Algeria has recently launched a government-backed initiative to develop the sources of renewable energies in the country, namely wind power, water power and solar power. In a recent feasibility study it was found that Algeria's solar energy output would be substantial enough to match all of Europe's energy needs.

The forward-thinking approach of the Algerian Government is to utilize oil revenues to jumpstart a sustainable renewable energy market.

Executives from Sonelgaz mentioned that Algeria is a reliable and committed partner and is keen for cooperation in the field of energy and renewable energies.



Sonelgaz has initiated this approach, which constitutes the launch of a regional organization that will allow, not only to pool experiences, but also to promote the energy potential on a Mediterranean scale, with the objective of federating the efforts of the various countries of the Mediterranean basin in order to concretize the project of electrical interconnection between them, and to develop renewable energies in the region. This cooperation is structured around the following components :

- The promotion of joint studies and projects ;
- The exchange of information and experiences ;
- The development and strengthening of joint training programs;

After the meeting with the Secretary General with the entire US Delegation, Mr. Mourad Adjal, the President and CEO of Sonelgaz greeted and hosted a meeting with our Chairman of the Board, Mr. David Wilhelm, and Dr. Ismael Chikhoun, President & CEO of the US Algeria Business Council in his office for discussions regarding the outcome of this visit.





### **Meeting at the Ministry of Energy & Mines:**

The second day on Tuesday January 23, 2024, the US Delegates visited the Ministry of Energy & Mines and met with the Minister Mohamed Arkab and his cabinet where delegates learned about the Ministry's investment plan for the next five years.



Before meeting the entire US Delegation, Minister Mohamed Arkab greeted and hosted a meeting with our Chairman of the Board, Mr. David Wilhelm, and Dr. Ismael Chikhoun, President & CEO of the US Algeria Business Council.

The discussions focused in particular on investment opportunities in Algeria in the field of hydrocarbons and the renewable energies.



The US delegation included the most important American companies operating in the energy sector, such as Chevron, Exxon Mobil, Hecate Global & Renewables, ARC Energy, NESR, REASOL, EXP and Philippe Group.

During this meeting, the two sides discussed the state of cooperation relations between Algerian companies and American companies in the fields of energy and mining, and the prospects for their strengthening.

In this context, Minister Mohamed Arkab stressed the importance of the strategic partnership in the field of hydrocarbons that links the companies of the two countries. The Minister also presented the strategy for the development of the sector and which is based on the revival of investment in order to increase production and improve the oil and gas processing industry.



Minister Mohamed Arkab and American businessmen reviewed the "important" investment opportunities offered by the hydrocarbon sector in Algeria, in particular in the fields of oil exploration, petrochemicals, the reduction of greenhouse gas emissions and the reduction of the carbon footprint.



In addition to the hydrocarbons sector, the discussions between the Algerian representatives and the US delegation focused on investment opportunities in the

field of new and renewable energies and hydrogen development, in addition to the national seawater desalination program in the short and medium term.

Minister Mohamed Arkab stressed Algeria's desire to work towards a better valorization of its resources, in order to exploit its mineral wealth in an optimal way (in particular rare earths and metals).

In this regard, he called on American companies to invest in the mining sector in Algeria by establishing win-win partnerships with Algerian companies, which include knowledge transfer and training.

For their part, American businessmen expressed their "satisfaction" with the quality of existing relations, stressing "the great interest of American companies to invest in Algeria", given the presence of a favorable climate.



Following the presentation, executives shared their companies' capabilities and proposed activities for the Algeria market. It was a very productive morning at the Ministry of Energy and Mines.

## Meeting at Sonatrach:

Following the meeting at the Ministry of Energy and Mines, the delegation went to the Sonatrach Headquarters where they were greeted by Mr. Rachid Hachichi, the President & CEO of Sonatrach, and several key executives from Sonatrach including Mr. Ferhat Ounoughi, Vice President of Business Development & Marketing.



The two sides held three thematic meetings that focused on cooperation opportunities in the hydrocarbon sector, in oil and gas services as well as in the development of renewable energies and hydrogen.



For a better outcome of this visit, the executives from Sonatrach invited the US Delegation to divide in three groups for three workshops as follows:

- 1- Oil & Gas Group
- 2- Renewable Energies
- 3- Services

The question-and-answer period of these 3 meetings were held for US delegates and the corresponding Sonatrach Executives. The US delegates were very satisfied by these meetings.

Sonatrach continues to seek new partnerships in exploration and proposals with a strong training component. The Sonatrach meeting was a positive and productive exchange of ideas and proposals and the future of partnership between US companies and Sonatrach is bright.

### **Ministry of Civil Works:**

On Tuesday January 23, 2024, after the meeting with Sonatrach, the US Delegates visited the Ministry of Civil Works and met with the Minister of Public Works and Basic Infrastructure, Mr. Lakhdar Rekhroukh.

During this meeting, the two parties discussed the state of cooperation relations between Algeria and the United States in the field of public works and basic infrastructure with a view to their consolidation and intensification.



In this regard, Minister Lakhdar Rekhoukh highlighted the advantages offered by Algeria in terms of foreign investment to encourage US companies to launch joint projects with national partners in the field of basic facilities and infrastructure.

To better convince his interlocutors, the Minister highlighted the major structuring projects that Algeria has launched in the field of public works and basic infrastructure.

He cited in particular the large-scale projects that aim to strengthen port, road and rail infrastructure. "Our country, stressed Minister Lakhdar Rekhoukh, is moving forward with firm steps towards the development of railway infrastructure through the strengthening and modernization of the rail network".

For their part, the members of the US Delegation expressed their desire to participate effectively in the realization of the investment program in Algeria, in the field of roads and rail infrastructure.



This meeting took place in the presence of the general directors of the groups and the economic companies under supervision, as well as the central executives of the ministry.

On this occasion, the two parties discussed the state of cooperation relations between the two countries in the field of public works and basic infrastructure and the prospects for their consolidation, stressing the desire to intensify cooperation and exploit the opportunities offered, with a view to promoting bilateral partnership in different areas of the sector.



The Minister of Public Works and Basic Infrastructure, Mr. Lakhdar Rekhroukh, hosted at his office the Chairman of the Board, Mr. David Wilhelm and Dr. Ismael Chikhoun, President & CEO of the US Algeria Business Council





This meeting was hosted by the Secretary General and attended by the heads of the directors general of the public companies, as well as the central executives of the ministry.

The Secretary General welcomed the US delegation and introduced the members of his cabinet present at this meeting.

Chairman of the Board of the USABC, Mr. David Wilhelm took the floor and thanked the Secretary General for the warm welcome he had reserved for the US delegation. He then started to present all the members of the US Delegation.

During this meeting, the parties discussed the state of cooperation between the two countries in the field of public works and basic facilities, as well as prospects for improvement, where the desire to intensify cooperation was emphasized, and to activate the opportunities available to promote bilateral partnership in the field of public works and basic facilities, as well as prospects for improvement, where the desire to intensify cooperation was emphasized, and to activate the available opportunities to promote bilateral partnerships.

For his part, the Secretary General urged the members of the US Delegation to take advantage of the diversified and available investment opportunities, embodying joint projects in the field of basic facilities and infrastructure, in the light of the advantages that our country gives to foreign investors.



In this context, the Secretary General referred to the major structural projects launched by Algeria to strengthen port, road and rail infrastructure, adding that Algeria is taking regular measures towards the development of railway facilities by doubling and modernizing the network of lines.



## Meeting with Madar Holding Group:

On Tuesday, January 23, 2024, after the visit of the Ministry of Civil Works, the US Delegates met with the Madar Holding Group at the El Aurassi Hotel.

The entire US Delegation was greeted by the Chairman of the Group, Mr. Charaf Eddine Amara and the senior executives of the group.

He started his remarks by welcoming the US Delegates and introducing his entire team of CEOs of different companies that are part of the Madar Holding Group.

Chairman of the Board of the USABC, Mr. David Wilhelm took the floor and thanked Chairman Charaf Eddine Amara for the warm welcome he had reserved for the US delegation. He then started to introduce all the members of the US Delegation.



The meeting allowed the two parties to discuss the possibilities of partnership and cooperation between American companies and the state-owned Madar Holding group.



After investing in several strategic sectors and meeting many challenges, the Madar Holding Group, under the leadership of its Chairman Charaf Eddine Amara, is currently becoming the most successful public enterprise in Algeria.



At the end of the meeting between the representatives of the Madar Holding group and the US delegates, the Chairman of Madar Holding, Mr. Charaf Eddine Amara assured that: "it is an honor for us to have met the delegation of American businessmen in order to discuss with them the possibilities of cooperation and partnership, we had discussions that focused on many sectors where American companies would like to invest".



Also according to the Chairman of Madar Holding Group, the meeting was crowned with success and had interesting results for both parties and: "We also had the honor of hosting the Chairman of the board of the US Algeria Business Council, Mr. David Wilhelm and the President & CEO, Dr. Ismael Chikhoun.

He affirmed, the meeting gave rise to frank and fruitful exchanges between the two delegations and each expressed their interest in cooperating with the other.

A ceremonial meeting was held after the discussions, which resulted in the signing of a memorandum of understanding between Real Sol Company, and the Industrial Service Solution Company with TAFADIS, a subsidiary of MADAR Holding Group.

This partnership aims to develop an integrated sugar beet cultivation and processing project to produce 100% Algerian sugar to international standards.

Thanks to this technology transfer, TAFADIS aims to acquire the necessary expertise to export and conquer new markets in the world.

It represents a key step in strengthening Algerian-American cooperation in the agri-food sector.

At MADAR Holding Group, they encourage this type of win-win partnerships, a source of innovation and added value for the national economy. This agreement concerns a giant sugar beet cultivation project in the south of Algeria, the launch of very large-area cultivation in addition to beet processing.

For their part, the American businessmen expressed their interest in the Algerian market and expressed their willingness to study all business opportunities with the public company Madar Holding group by establishing cooperation in the industrial and technological sectors, with the aim of improving the business framework between Algeria and the United States of America.

#### **Meeting with the CREA:**

On Wednesday January 24, 2024, the President of CREA, Mr. Kamal Moula received the US delegation of American businessmen at the Holiday Inn Hotel in Algiers





After a welcome address by President Kamal Moula, to the entire American delegation, he then proceeded to introduce the members of his council present at this meeting. He started his remarks by presenting the mission and vision of his council.

CREA's main objective is to defend the material and moral interests of its members with public authorities within the framework of social dialogue. But it has also set itself several missions, including that of contributing to the establishment of a prosperous, sustainable and responsible economic environment throughout the national territory by accompanying companies in development and competitiveness.

The diversity of the industrial sectors represented within CREA makes it possible to have a real knowledge of the economic sector. This expertise is our asset to formulate proposals and recommendations relating to economic issues and to evolve the regulations in line with the realities of the country.

Chairman of the Board of the USABC, Mr. David Wilhelm took the floor and thanked Mr. Kamal Moula for the warm welcome he had reserved for the UD delegation. He then started the presentation of the members of the US Delegation.





## Meeting with ALNAFT:

On Wednesday January 24, 2024, the Chairman of ALNAFT's Management Committee, Mr Mourad BELDJEHEM, received the US delegation of American businessmen at ALNAFT's head office.



The delegation included leading US energy and mining companies such as Exxon Mobil, Chevron, Hecate Global & Renewables, ARC Energy, NESR, REASOL, EXP, Philip Group and others.



During the meeting, which took place in the presence of members of the Management Committee, the two parties examined the state of cooperative relations between ALNAFT and American energy and mining companies, as well as prospects for strengthening these relations, affirming their willingness to intensify their cooperation by examining all available opportunities.

### **Meeting at the US Embassy:**

The last meeting of the trade mission was at the US Embassy for a briefing. The Economic Attache , Mr. Thomas Strauss, Senior Commercial Officer and Mr. Richard Dawson, Economic Officer at the US Embassy greeted the US Delegation at the arrival at the US Embassy in Algiers.

Ambassador Elizabeth Aubin joined the meeting and delivered a speech to the US Delegates. After welcoming the US Delegation, she reassured that promoting economic growth is one of her top priorities as U.S. Ambassador to Algeria.

She introduced all her team at the US Embassy and assured that the door are always open for US businessmen seeking to do business in Algeria, and she will continue to support American businesses in Algeria.

Chairman of the board of USABC, Mr. David Wilhelm thanked Ambassador Elizabeth Aubin for hosting the US Delegates for a briefing and for her support to the business community.

### **Article from the Algerian Newspaper:**

The American economic mission in Algeria, initiated in recent days, is in the opinion of observers of Algerian-American relations, one of the most "accomplished", both at the level of representation of economic operators, and in terms of the intentions of US managers.

It should be noted that the latter did not come empty-headed, but rather full of observations already made during previous missions. This refers to a real maturity of investment intentions, with the added bonus of targeting opportunities and regions expected to receive important projects.

The US mission, crowned, the day before yesterday, by a meeting with the Minister of Industry, Ali Aoun, and, yesterday, with that of Energy and Mines, Mohamed Arkab, today with the Minister of Civil Works, identified the areas of partnerships and fixed the areas of transfer of technology and know-how.

The Algerian ministers were, let's say it, at ease with the American bosses, in the sense that the Investment Code has already produced its effects. The thousands of projects being implemented, including hundreds of FDI representing several billion dollars, provide Algeria with the assurance of an economic attractiveness that is sure to arouse the interest of Americans.

The latter, received yesterday by the Minister of Energy and Mines, clearly showed their interest. And it was not just any companies that made the trip. True global giants in their respective fields. Exxon Mobil, Chevron, among the world champions in oil and gas, Hecate Energy international leader in renewable energy, Air Products, Woodward, and ARC Energy, In innovative technological solutions, NESR, a nugget of the Silicon Valley, and EXP. In this group of giants, we will remember the Philip Group, certainly interested in major construction projects, lithium and other rare earths, of which the Algerian subsoil abounds.

The mining and energy mapping, the dynamism of the national economy, the evolution in the right direction of business legislation and the centralization of Algeria's geostrategic position, at the crossroads of Europe and Africa, arouses the enthusiasm of American operators.

Concrete act of the US Algeria Business Council (USABC) which is piloting the economic mission, was to bring together, with the assistance of Sonatrach, about twenty-six American business leaders. Pouring all of them into the gas and oil industry, it was a question of probing investment opportunities. The entire hydrocarbon value chain, as well as the development of renewable energies and hydrogen, were discussed between Algerians and Americans. It becomes clear, with the entry into the competition of the US giants that the observation phase is well and truly over.

In short, it becomes obvious that a new stage is opening for the national economy, through colossal investment announcements, demonstrating the new

status of an attractive country that places Algeria at the heart of the African equation. This certainly obliges it to assume responsibilities as a locomotive country of Africa, in partnership with Nigeria, Egypt and South Africa. But at the same time, its role as a relay power will give it respectability in the context of the new multipolar world order that is looming. Algeria will not be the "new Switzerland", but it is understood that its economic potential and the desire for cooperation expressed by all the power centers, will make it a land of partnership investment, far from ideological rifts. It is certainly too early to say it, but at a time when everyone's intentions regarding it are going, Algeria has left to establish itself as a support point for African growth, supposed to benefit everyone.

## **CONCLUSION:**

It was a very busy week and a very productive week. The USABC was given many compliments for the content and delivery of the 2024 US Trade Mission to Algeria.

The most important result of the recent US Trade Mission to Algeria was the information gained by the delegates. During their stay in Algeria they were able to gain important information on upcoming contracts for projects with the Algerian Government and also find out which items are being procured by the private sector from overseas producers. Based on this new information, we will soon have additional success stories in US-Algeria trade.

The USABC team wants to thank and recognize the efforts and leadership of the Chairman of the US-Algeria Business Council, Mr. David Wilhelm who honorably represented the US-Algeria Business Council and was helpful in introducing our delegates and stimulating interesting dialogue about opportunities in trade between US and Algerian companies.

We deeply appreciate all the time and effort that each and every member of the US-Algeria Business Council gives to keeping the USABC a powerful and prominent business association.

Special Thanks to our sponsors for their generous contribution.

