

RWANDA – USA BUSINESS CONNECT

“The RWANDA - US Business connect” is an event that is organized by Susa Tours Ltd, a tour and travel company based in Rwanda but operating regionally. In partnership with Africa Business Association and the US Commercial Service, we are delighted again to travel with a delegation of business people from our region.

The Business mission is expected to start on 15th to 24th January 2021.

SUSA TOURS TAKES YOU TO:

THE UNITED STATES OF AMERICA

THE MISSION OF THE EVENT:

- To explore available opportunities that could be vital for the business people from Rwanda,
- To expose investment opportunities that are found in EAC and
- Showcase our top made in Rwanda products to the international market .

1.1 Objectives of the Event

- To attract and connect international investors to opportunities in Rwanda and the EAC.
- To link business owners from Rwanda and the EAC to manufacturers in the US.
- To provide a forum for education, knowledge transfers and the development of new skills, technology transfer and professional development.
- To promote business partnerships and other networking for business opportunities.
- To facilitate dialogue on best business practices.

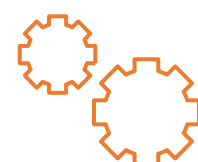
1.2 Expectations and Outcomes

- There is an expected knowledge transfer.
- The EA Business community will have a chance to build fruitful business relationship with their counterparts.
- Possibility of joint venturing to foster business growth among the EA business community and those from the United States.
- There is an opportunity of experiencing the level of industrial development that has been attained by the countries being among the fastest growing and dynamic economies in the world.

Business network & culture fest

The Rwanda – USA Business connect is an event that we hope will link over 60 business people from EAC with their counterparts from US.

The event will include b2b meetings followed by business discussions and factory visit to showcase business opportunities to the delegation and study the level industrialization that has been attained by the host country.



- During B2B meetings Participants will have the opportunity to taste the Rwandan home made products such as; world known best Tea and Coffee and wine both certified by Fair trade.



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Some of the top 10 Exports part of our focus

1.3 Sectors/Industries

- Pharmaceutical, optical, (Drugs) technical and medical apparatus
- Financial sector
- Renewable energy
- Electrical Machinery, Industrial Machinery and motor vehicle parts
- Electrical machinery
- Construction
- Textiles and Garments
- Plastic packaging, Paper & Product & Printing
- Iron and steel
- Agro products such as oil seeds fertilizers

- Pharmaceutical products (drugs)
- Food stuffs and beverages
- Industrial machinery
- Textile and garments
- Electrical machinery and equipment:
- Iron and steel
- Medical apparatus
- Stationary materials
- Electrical and plumbing material
- Interior design and furniture
- Plastic and packaging

- January 15th: Departure
- January 16th: Los Angeles
- January 17th: Meeting with the organizing committee
- January 18th: B2b meeting in L A
- January 19th: Visit Businesses according to people's Areas of interests in L A
- January 20th: depart to Las Vegas and have B2b meeting
- January 21st: Visit Businesses according to people's Areas of interests in Las Vegas
- January 22nd & 23rd: Fun in Miami (Leisure)
- January 24th: Return to Kigali

End of program

How do we Travel?

We travel with SN Brussels, or THY depending on the number of people and tickets availability.



What makes this tour special?

- Every event is organized in partnership with professional ground handlers or chambers of commerce to help us meet the needs of our clients.
- SUSA tours offers one or more staffs to escort the delegation and to manage the entire event.
- SUSA tours strive to get successful B2B meetings as well as visits to manufacturers.

Our tours are organized in partnership with strong institutions, private companies, chambers of commerce thus we get great opportunities to our clients, opportunities that cannot be found through individual arrangements



SUSA TOURS HAS ALREADY TAKEN YOU TO:

EUROPE, USA, CANADA, TURKEY AND ASIA

We believe RWANDA can trade with YOU, our region has the population of over 250 million people, we believe this constitutes a good number of consumers, we believe we deserve quality products manufactured in your countries as we strive to develop our industrial sector, we remain a good market for several countries that will embrace this opportunity.



Africa in general offers immense opportunities in terms of abundant natural resources, new technologies investments access to potential markets and new types of consumers.

Rwanda is a resilient, forward- looking country with a vision of becoming a globally competitive knowledge-based economy by 2024.

In the last 25 years, Rwanda has redefined itself as the preferred investment and tourism destination of the world.

Under H.E President Paul Kagame's leadership, Rwanda has become a reference point for good governance in the region, political stability with well-functioning institutions, observance of the rule of law and zero tolerance for corruption.

Rwanda today prides itself in being among the easiest, safest and cleanest places to do business and travel to in the world.

The economy has grown at an annual GDP average rate of 8% for the past decade.

GDP per capita grew to US\$787 in 2018: from US\$774 in 2017

Our GDP per capita target is US\$1,382 by 2024.

Currently, the services sector is the largest contributor to GDP. The sector contributes about 48%, followed by Agriculture at 29% and the Industrial sectors 16% respectively.

As Rwanda positioned itself as an economy open for business with the global economy, the Doing Business report has been a strong signaling factor to investors that Rwanda is a safe, stable and efficient place to invest.

As a result, the value of investments registered more than tripled from US\$400 million in 2010 to US\$2.006 billion in 2018.

Rwanda is a member of a number of global and regional organizations and treaties of interest to potential investors, including the following:

ATI, COMESA, EAC, ACP, ICSID, MIGA, WIPO, WTO. etc.,

VISIT & Invest in Rwanda



I.7: opportunities in Rwanda

Water extraction and utilization, as well as waste engineering and the recovery and recycling of secondary raw materials are topical issues in Rwanda

Water and Sewage

- Hydraulic engineering and Well construction
- Construction of Water and Wastewater treatment plants
- Water supply & Sewage systems
- Mechanical engineering and plant engineering in water management
- Water services
- Analysis and Laboratory techniques for water
- Education, Research and Technology transfer for water sector.

Agriculture is one of the investment opportunities in Rwanda (for more information "www.rdb.rw)

Tourism: Rwanda's leading foreign exchange earner with a diverse range of attractions and products suitable for both foreign and local tourists. Meetings, Incentives, Conferences & Events (**MICE**) sector growing fast as well.

I.8: 5 Reasons to invest in Rwanda

1. Sustained High Economic growth
 2. Robust Governance
 3. Access to Markets Investor Friendly Climate
 4. Investor Friendly Climate
 5. Untapped Investment Opportunities
- <https://rdb.rw/why-Rwanda/#5-reasons-to-Invest-in-Rwanda>

More opportunities in Waste and Secondary raw materials

- Waste management and recycling
- Generating energy from secondary raw materials and waste
- Street cleaning, Maintenance and road services.

Information & communication Technology:

Priority sector for Vision 2020, Kigali Innovation City being developed, home to Carnegie Mellon University Africa and others such as Africa Leadership University and the African Institute for Mathematical Sciences (AIMS Rwanda).

Real estate, Mining, construction, financial services and mining.

Why Rwanda?

Rwanda has a rank of 46 out of 189 economies worldwide and the ranking have been improving rapidly over time.

- Rwanda is ranked as the second easiest place to do business in Africa by the World Bank and has been awarded for its leadership in tourism and economic competitiveness by the World Travel and Tourism Council (WTTC) and the World Economic Forum respectively.
- Top global in the World Bank Doing business report.
- With an outlook by Fitch Ratings, citing the strong economic growth.
- Third least corrupt country in Africa and 48 globally by transparency international index 2017.

This has led the investment experience in Rwanda much improved and friendly.

Member of The EAC, an intergovernmental organization of 6 Partner States: the Republics of Burundi, Kenya, Rwanda, South Sudan, the United Republic of Tanzania, and the Republic of Uganda a region

Rwanda positioned itself as an economy open for business with the global economy; the Doing Business report has been a strong signaling factor to investors that Rwanda is a safe, stable

SUSA TOURS TAKES YOU TO:

Los Angeles, Las Vegas and Miami

BUSINESS AND INVESTMENT PROMOTION DAY

The conference is held as a one-day event in conjunction with the B2B meeting.

The proposed structure of the meeting is as follows:

THE PROGRAM TO BE PROPOSED BY THE HOST



WHO IS ORGANIZING (COMPANY PROFILE)

Who we are

Susa Tours & Travel is one of the Tour and travel Operators in Rwanda, the best out bound tour company that provides comprehensive services for groups and individuals from and to the country.

We are business connectors, business facilitators, and a company that was set to link up Rwanda/ East Africa community in general with the world using business and tourism as tools to rise up awareness of our magnificent region.

We are pioneers of outbound business tours, having organized successful business trips to different countries such as Turkey, China, Singapore, Indonesia, Malaysian, Germany, Poland, France, Belgium, the United States, Canada, etc....

Susa Tours was established in 2012 by a qualified professional tour agent with more than twelve years of experience in the tourism industry, having served the as a government official guide, and as mice agent.

We are located in Kigali, the capital city of Rwanda; at the main road of Kicukiro inside the Kicukiro modern main market 3rd floor and clients can reach us on (+250)788964466 or (+250)789477539 or to our email: amani.egide@susatours.com

We are a fully licensed agency Registered with Rwanda Development Board and a member of the Rwanda Private Sector Federation.

Our specialized departments offer a diversity of services. Every department works independently to provide the best service to our customers, targeting their friendship and a long lasting relationship.

Susa Tours & Travel has been the only specialized out bound tour and Travel Company that organizes business tours to Europe, the United states, Canada and Asia we have so far connected more than twenty thousand business operators from this region to Manufacturers of their interest in the different countries. More of these companies are now importing the best quality products from those countries; others are representing the producers that we linked them with. We have also attracted thousands of investors to our magnificent country.

All our services are handled by professionals, from the Management and Administrative Department, Operational Department, Reservation Department, Product Development, Sales & Marketing, Inbound, Outbound & Ticketing Departments and this gives us a competitive advantage.

>>>COMPANY PROFILE

How can we benefit you?

Our services are based on 3 major points:

Experience:

An excellent reputation for personal services, quality and value through extensive research and a comprehensive database backed up by many years of experience in the tour and travel industry.

Our agents travel to the places they sell on a regular basis. They inspect the newest products to make sure that we sell what we know better.

We feel this is an extremely important aspect of being an above average travel consultant. It is what enables us to suggest products that match our client's needs, and personalities.

Service:

With a determined approach to search for the most appropriate travel arrangements and identifying the best possible values; our travel consultants are friendly, professional, and experienced in accommodating both the seasoned traveler and those new to the world of travel.

We are proud in our customer satisfaction, a large percentage of our bookings are from repeat clientele while much of our new business is from word of mouth recommendations.



>>>COMPANY PROFILE)

Some of our successful outbound trips

2013: we had a very successful business trips to Antalya and Istanbul in mid-2013 as well as in December same year (to find more about this trip please ask our embassy in Ankara, Contact person, our commercial attaché (Viviane KAYITESI)

2013: we have been sending couples for honeymoon in different parts of the world but mostly to Turkey (Istanbul, Antalya, Cappadocia, Konya) etc...

In 2015, in partnership with the Northern Province we organized a successful business trip to Istanbul and Izmir, the trip was headed by us and the governor of Northern Province. (More about this trip, can found at the Northern Province offices.

In the same year we organized a business mission to Singapore, Malaysia and China and since 2013 we have as well been organizing more vocational tours to Singapore.

In 2017; we organized a business trip to Poland and Germany, to make it more successful, we partnered with our embassy in Germany as well as the Rwanda Development Board (more information about this trip, can be found at RDB as well as at our embassy in Berlin.

In October 2018; Susa Tours in cooperation with Africa verein organized a business trip with 14 participants to Germany and Poland.

In May 2019, in Partnership with the BVMW Mittelstand, we organized a trip to Europe, Germany, Poland, Holland and Italy

In November 2019, we organized a business mission to the USA and CANADA

In March 2020, we organized a business trip to the USA

In October 2021 (Our first after covid-19 pandemic), we organized a business trip to Spain

We have also received many incoming tourists

What we do

Our services include almost **EVERYTHING** related with tourism, such as:

- Business trips to all over the world (outgoing and incoming).
- Business connections, dealing representations and Trade facilitation
- Airline Reservations & Ticketing.
- Hotel reservation.
- Car rental.
- Ground handling services.
- Excursions and itineraries, (Adventures, Eco-Tours, Religious Tours, Cruises, Diving, Sea Resort Holidays, Ski Holidays, & Tailored Made Tours).
- Incentive, Special interest groups.
- Conferences & MICE.
- Cruises worldwide.
- Catering



Documents

Final and Substantive documents on the RWANDA – US Business Connect and the detailed draft program will be prepared in advance of the event to lay the basis for the debate and raise issues for the discussion. Susa Tours, Chambers of commerce and other stakeholders will provide support in the preparation of these documents.

Participants

Participants of the summit will be primarily those attending the Business Event. Target participants include:

- (1) Rwanda Business owners interested in expanding business to the US*
- (2) Foreign Business owners interested in expanding business in Rwanda*
- (3) Business Event stakeholders' representatives*

1.9: Targeted clientele:

This event targets primarily the private sectors from different sectors, owners of businesses, manufacturers and traders with all required trading documents.

Each company has to be registered in Rwanda and has to be recognized by the chamber of commerce or the private sector federation as well as Rwanda Development Board with a Physical address.

The trip allows only owners or the representative of the company (employees are not allowed).

All documents are inspected before submission and we shall request RDB to help and screen the list before visa requisition).

Document prepared by:

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SPEAKERS

B2B meeting days

The host will determine the topics to discuss, however, the below topics might be of interest:

Perspectives for the Business Cooperation & Investment Opportunities, Finance, Regulatory Framework, EAC Opportunities, Transport and Infrastructure Development, Agribusiness along the Value Chain and Manufacturing and Industrial Development.

Speakers:

To be determined by the host organization.

WHAT DOES SUSA TOURS DO?

Our services include:

- *Business trips to all over the world (outgoing and incoming).*
- *In coming tours and outbound tours.*
- *Cruise, Safaris and cultural tours*
- *Business connections, facilitations and representations*
- *Airline Reservations & Ticketing.*
- *Hotel reservation.*
- *Car rental.*
- *Ground handling services.*
- *Excursions and itineraries, (Adventures, Eco - Tours, Religious Tours, City tours, Cruises, Diving, Sea Resort Holidays, Ski Holidays, & Tailored Made Tours).*
- *Incentive, Special interest groups.*
- *Conferences & MICE.*
- *Cruises worldwide.*
- *Catering.*
- *Meet & Assist services.*
- *Business international loans & financial support*



explore the world

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