

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS TO THE CORPORATE COUNCIL ON AFRICA
CHANTILLY, VIRGINIA
APRIL 21, 1997**

Heads of State, Prime Ministers, and Vice Presidents; Ministers; Ambassadors; Members of Congress; Members of the Corporate Council; award winners; distinguished guests and friends:

Thank you for giving me this opportunity to talk with you. But first, I want to bring you a brief message from my husband, the President of the United States, Bill Clinton. [President's videotaped message]

Just a little over three weeks ago, my daughter and I boarded a plane in Asmara, Eritrea to fly home to the United States after two weeks in Africa. It was the end of the Christian Holy Week. We touched down in Washington as dawn broke on Easter morning, and it occurred to me how fitting our timing was. Millions around the world were celebrating a holiday that marks the passage from sorrow and despair to hope and renewal. And that was precisely the story we had seen unfolding in Africa.

I went to Africa -- at the request of the President and the Secretary of State -- to highlight examples of Africa's economic and democratic renewal. I wanted Americans to see the importance of our partnership with Africa and to appreciate the stake we have in the future of that great continent. I also wanted to underscore America's modest contributions in foreign assistance -- and the successes they have helped produce.

By the time I reached home after visiting six countries -- Senegal, South Africa, Zimbabwe, Tanzania, Uganda and Eritrea -- I was more convinced than ever that Africa is a continent on the move: a continent bulging with possibilities for political, economic and social progress. I was also convinced that American engagement with Africa is essential to our nation's goal of strengthening peace, prosperity and democracy

around the world.

This is not to say that Africa's future is cloudless. We have been optimistic before. After independence, economists and commentators predicted with great certainty that the African economy was on the verge of an immense boom; that the world's best economic performers would emerge south of the Sahara; that the continent represented the world's ripest and most lucrative new market for international trade.

History proved more complicated than some of those economists guessed. Colonialism left the African landscape rife with arbitrary divisions -- divisions of class, culture, race, tribe and land. The Cold War imposed new tensions, as Africa became a giant chessboard for superpowers maneuvering for strategic advantage in the world. By the time the Cold War was over, Africa had to contend with the legacy of totalitarianism and closed economies, along with old nemeses like disease, poverty, illiteracy, explosive population growth, environmental degradation, corrupt and incompetent governments, and civil strife.

Now, however, there is reason to be optimistic again. As Deputy President Mbeki of South Africa often says, Africa is undergoing a renaissance. Democracy is flowering across much of the continent. Dramatic economic growth is occurring in country after country. A new generation of reform-minded leaders is in charge in many capitals. And there is new respect for human rights -- and especially the rights of women to become equal partners in society.

President Clinton and his Administration applaud this progress.

The United States wants democracy to take root and grow throughout Africa. And we want Africa to be a strong partner for peace, prosperity and progress in the 21st century. Today, the question for all of us who care about the future of Africa is: What can be done to sustain and deepen the democratic and economic transformation that is underway?

As we know from our own experience in the United States, democracy is a complicated and sometimes messy business. It requires

many ingredients. Free and fair elections -- not once, but time and again. A functioning legislative branch, an independent judiciary, active political parties, a free press, and the basic rights of assembly, association and free speech.

It also requires free market economies that can produce and sustain growth and support investments in human capital -- investments in the health, education and well-being of every man, woman and child. People, after all, are every nation's greatest resource.

Africa has made extraordinary progress on this front. Last year, 30 African countries reported positive economic growth. In Uganda, I saw how democracy and reform had enabled an economy ravaged by decades of war to now record the stunning growth rate of over eight percent a year.

What we have learned from Africa is that the right economic strategy can produce the right results.

Trade and investment are the wave of the future if we want to assure Africa's integration into the global economy. As Secretary Rubin said earlier today, the United States can lead this effort through engagement with Africa and by encouraging trade and open markets on the continent.

The simple fact is: Nations with free market systems do better. Look around the globe: Those nations which have lowered trade barriers are prospering more than those that have not.

It would be our loss if we failed to take advantage of the opportunities that a growth-oriented Africa represents. Today the United States accounts for only seven percent of the African market. Yet even that small market share has produced 100,000 jobs in our country. As that share expands, so will the number of American jobs.

We also know that companies doing business in South Africa have enjoyed returns on their investments higher than in many other

parts of the world. Today leading American corporations are setting up operations throughout sub-Saharan Africa, as I saw on my recent trip. And I want to commend the companies represented here tonight for recognizing the investment potential of Africa.

Let me also note that many American businesses are also upholding a time-honored tradition of American corporate philanthropy. Companies like Coca-Cola aren't just benefitting financially from their investments but are offering compelling examples of corporate citizenship in a democracy.

I gained a greater appreciation of the vital role that American corporations have played in the building of democracy when I visited Central Europe last year. In the Czech Republic, Poland, Hungary and elsewhere I saw the extent of American corporate investment. The companies opening plants and hiring workers were doing far more than improving their own bottom lines; they were creating jobs, raising incomes and skill levels, spurring local development and growth, and lending confidence to people and institutions undergoing profound political, economic and social change.

I saw the same spirit of corporate philanthropy in Africa, when I visited the Dorothy Duncan Center for the Blind in Harare, which has received computers and software from an IBM subsidiary called Bedford Investments. Coca-Cola has supported arts, cultural, environmental and sports activities in Zimbabwe. And Johnson & Johnson has an active social outreach program there too.

As we continue to promote trade and investment policies that will contribute to Africa's growth, we also must remember that foreign assistance remains crucial for many countries. A good business climate requires a citizenry that is healthy, educated, free and involved in civic life. Foreign assistance -- even the modest sums the United States contributes -- helps create the social and economic conditions that are good for business and make trade and investment viable and profitable.

In other words: Aid is a bridge to trade.

Revise 6/17/97 9:00 A.M.

**FIRST LADY HILLARY RODHAM CLINTON
AFRICA TRADE EVENT
JUNE 17, 1997**

Welcome to the White House We are here because we are committed -- across party lines -- to doing our utmost to expand economic growth and opportunity in Africa. We are convinced that breaking down barriers to trade and investment is central not only to improving the economic well-being of the people of Africa, but also in helping democracy and civil society take root from one end of the continent to the other.

The people we will hear from today -- Representatives Crane, Rangel, and McDermott; Ambassador Olhaye [All-High-Yay]; Mr. Micek [My-Sec/Cargill Corp.]; and the President -- will speak about different aspects of this commitment. I would like to tell you briefly why I think this effort is so important.

Earlier this year, at the request of the President and the Secretary of State, I was privileged to travel to Africa to witness firsthand that continent's democratic and economic renewal. The statistics I familiarized myself with were impressive: Since 1990, the number of democracies in Africa has more than quadrupled. Last year, 30 countries recorded positive economic growth rates -- some to rival the Asian Tigers.

But when I arrived in Africa, these numbers paled in comparison to the hope and optimism I saw in the faces of the people I met -- in Senegal, South Africa, Zimbabwe, Tanzania, Uganda, and Eritrea. Everywhere I went, I met with people who had lived through civil war, apartheid, and refugee crises. Many still faced tremendous challenges: poor education, inadequate health care, political instability in neighboring countries.

And yet in all sorts of ways -- in a dusty housing project in Cape Town, in a girls-only school in Dakar, at a microenterprise bank outside Kampala -- these people were coming together to build better lives, pull their communities together, strengthen their countries, and provide a world for their children that was safer, more prosperous, and more full of opportunity than the one they came into.

By expanding American trade and investment, we can help them continue to help themselves. This benefits African workers. It benefits American companies and American workers. And it strengthens democracy in Africa. People who see their work rewarded feel they have a stake in their societies. People who see companies act responsibly and as good citizens -- as I have seen so many American companies overseas do -- build faith in free markets. They learn that you can do well by doing good. In short, American companies, by engaging in Africa, can hasten the internalization of democratic values in people's hearts and minds. To sustain democracy, nothing is more important.

Introduce Cong. Philip Crane (Rep., Il.) -- a driving force behind these efforts and co-sponsor of legislation to expand trade with Africa.

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June 9, 1997

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MEMORANDUM FOR SANDY BERGER AND JAMES STEINBERG

THROUGH: SUSAN RICE

FROM: ANTONY BLINKEN AND DAVID LEAVY

M Kathy → Spoke

SUBJECT: Africa Trade Initiative Message Document *Set 12:30*

Strategy:

Pearl mouth

See up my on eyes why this is important

The President's event on June 16 has a four part strategy:

1. Demonstrate United States engagement in Africa and its integration into the global economy.
2. Focus attention on the substantive, multilateral progress on African economic integration expected at the Denver Summit.
3. Bring together business, NGO and diplomatic communities to demonstrate White House leadership and engagement in Africa.
4. Highlight President Clinton's building of bipartisan coalition on foreign policy issues.

Main Message:

- President Clinton has launched an ambitious and innovative program aimed at spurring Africa's integration into the global economy through promotion of increased trade and investment. A core element of President Clinton's strategy for Africa is promoting growth and opportunity through expanded trade, investment and good governance. This initiative is aimed at improving the lives of the people of Africa.
- The initiative will both create American jobs and spur growth and development in Africa. The national interest of the American people is best served through expanded market opportunities for American goods and services and a prosperous and peaceful continent. It is less likely American troops will sent to Africa if the economic, political and social standards are increased.

They have spread

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- As a complement to the President's strategy, Africa's economic growth will be a key element of the Denver Summit of the Eight. The other major industrialized nations are working to develop a new partnership with Africa based on trade and investment not simply aid. Expand the economic horizons of the African continent is part of President Clinton's effort to organize the domestic and international institutions that will help the American people confront the new challenges of the 21st century.
- The bipartisan support for this legislation is part of the President's larger strategy of forging a bipartisan consensus on the foreign policy issues facing the United States in the 21st century.
- The Clinton Administration is committed to maintaining a leading role in promoting democracy, peace and prosperity in Africa. President Clinton has worked to bring peace to Angola, Liberia, Burundi and worked to resolve other humanitarian and military conflicts. Just as the United States helped secure the transformations in Eastern Europe through the promotion of democratic governance, the Clinton Administration is committed to democratic reform, prosperity, and stability across the continent.

Speakers Message:

7 speakers

First Lady: we share a common future: interests of the American people are best served through engagement; US commitment to improving lives on continent; recall American business working on continent in positive way from trip;.

Bipartisan

1. Good Story
2. Bipartisan
3. Engagement leadership

Diplomatic Representative: Define bilateral and multilateral support for US engagement in Africa; praise bipartisan congressional support for Administration African policy; praise initiative as in the best interest of the people of Africa.

Business Leader: Stress economic benefits to American businesses; responsibility of businesses to improving lives on continent; praise bipartisan support for legislation and President Clinton's leadership.

President Clinton: Broad overview of policy initiative; importance of US engagement on continent; define agenda items for Denver.

[Who defends record on Africa; how to breakdown Congressional piece.]

Communications Plan:

~~Monday June 16:~~ Friday June 13

- McCurry announcement of event at daily press briefing.

Tuesday, June 17:

- Berger, Rubin and Tarullo briefing for White House Press Corps following event.
- Business leaders to support/validate policy at stake out following event.
- Rubin(Summers op-ed) on Africa to run (TBD).

PLEASE NOTE THAT ALL TIMES ARE TENTATIVE

SCENARIO FOR AFRICA TRADE INITIATIVE EVENT
OVAL OFFICE/ROOM 450
June 17, 1997

- 12:35 p.m. Prebrief participants gather in the Oval Office:
President
Sandy Berger
Gene Sperling
Dan Tarullo
John Hilley
Jim Steinberg
Leon Fuerth
Susan Rice
- 12:40 p.m. Guests begin arriving at Pennsylvania Avenue Entrance, Old Executive Office Building, and are escorted to their seats in Room 450. (Staff will be available to escort guests to Room 450; there will be reserve seating for selected special guests.)
- 1:00 p.m. The speakers arrive at the Pennsylvania Avenue Entrance, Old Executive Office Building and are escorted to the holding room outside Room 450.
- Speakers
Representative Crane (Leg Afrs Escort)
Representative Rangel (Leg Afrs Escort)
Representative McDermott (Leg Afrs Escort)
Ernest Micek, CEO, Cargill (OPL Escort)
Dean, Diplomatic Corps (Afr Dir Escort)
- 12:57 p.m. Prebrief ends. The President remains in the Oval Office; others proceed to their seats in Room 450.
- 1:05 p.m. The President exits the Oval Office and proceeds outside the West Lobby, enters the Old Executive Office Building, and proceeds to the holding room.
- 1:17 p.m. The President enters the holding room, meets/greets the speakers.
- 1:20 p.m. The First Lady joins group in holding room.
- 1:24 p.m. When announced, the President, accompanied by the First Lady and other speakers, proceed to their positions on stage.
- 1:25 p.m. ^{welcome} The First Lady gives opening/welcoming remarks, then introduces Representative Crane.
- 1:27 p.m. Representative Crane speaks, then introduces Representative Rangel.
- 69260

1:30 p.m. Representative Rangel speaks, then introduces Representative McDermott.

1:33 p.m. Representative McDermott speaks, then introduces Ambassador Olhaye of Djibouti, Dean of the African Diplomatic Corps.

1:36 p.m. Ambassador Olhaye speaks, then introduces the business leader.

1:39 p.m. The business leader speaks, then introduces the President.

1:42 p.m. The President delivers remarks.

1:55 p.m. Remarks conclude. If time permits, the President shakes hands with select individuals seated in the front row.

2:05 p.m. The President exits Room 450 and returns to the Oval Office.

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06/17/97 02:31:00 PM

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To: See the distribution list at the bottom of this message

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Subject: 1997-6-17 remarks at African trade event

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 17, 1997

REMARKS BY THE PRESIDENT AT AFRICA TRADE EVENT

Room 450
Old Executive Office Building

2:07 P.M. EDT

THE PRESIDENT: Thank you very much, Mr. Micek, for your testimony and your work. Congressman Crane, Congressman Rangel, Congressman McDermott, thank you all for what you have said today, and even more important, for what you have done.

Mr. Ambassador, to you, thank you for your words. And to all of your colleagues, welcome and thank you for coming and for being a part of this important initiative, for testifying before the Congress and giving your ideas to help us put this together.

Thank you, Senator Lugar, for your leadership in the Senate on this issue. I thank all the members of Congress who are here. There are so many, I think just to show you the depth of the interest, I would like to ask the members of the House who are here to stand and be recognized so you can see them all. (Applause.) Thank you.

I thank Secretaries Glickman, Daley, Slater and Herman for being here -- Ambassador Richardson, Ambassador Barshefsky, our AID Administrator Brian Atwood; the Director of the USIA, Joe Duffy; the new leader of the Ex-Im Bank, Jim Harmon, thank you for being

here.

There are so many people from the business community here and distinguished American citizens -- I do think I would be remiss if I did not especially thank Jack Kemp. Thank you for coming. And thank you, Jim Wolfensohn, for coming. And now he will go back to the World Bank and write the appropriate checks, I know. (Laughter.)

Thank you, Mayor Dinkins, for being here. Thank you, Reverend Sullivan. I thank Maxine Waters, who is Chair of the Congressional Black Caucus, for the emphasis she has put on Africa. And many of the members here, most recently Congresswoman McKinney, have talked to me about Africa on a regular basis.

But I would be remiss if I did not thank four people especially who are personally responsible for making sure that I know about Africa. First, Congressman Donald Payne, thank you, sir, for all the times you have talked to me about it. (Applause.) Thank you, Congressman Bill Jefferson. (Applause.) Thank you Andy Young, Reverend Andrew Young, thank you. Andy Young was talking to me about Africa before he ever thought I would be in a position to do anything about it. (Laughter.) And I would like to say a special word of C. Payne Lucas and the Corporate Council on Africa for the wonderful work they have done. Thank you, sir. (Applause.)

This is a moment of tremendous promise for the people of Africa. For the last four years we have tried to put our country in a position to be more active on Africa than we have been in the past. We had the first White House Conference on Africa. We have done a

number of things. I think it's fair to say that the trip that Hillary and our daughter took to Africa was one of the most meaningful experiences they have ever had. I think it changed Hillary forever. I know it changed what I now believe I know and feel about what would should be doing forever. And so, I'd like to thank her for that because I think she's done a fine job on that. (Applause.)

We look at Africa today as a continent full of bright hopes and persistent problems. Everyone knows about the conflicts; they make a lot of news, from Sudan to Sierra Leone. We know that we have a responsibility to continue to work for peace in Africa's troubled areas. But somehow, we have to find a way to highlight and celebrate Africa's successes, and yes, even to participate in them in ways that work to the advantage of the American people. We have to dedicate ourselves to seeing that these gains will not only be maintained, but will be enhanced.

These stories don't make the headlines, but there really is a dynamic new Africa out there and the far greater number of

nations there are now making dramatic strides toward democracy and prosperity. Since 1990, the number of democracies in Sub-Saharan Africa has more than quadrupled. Now more than half the regions 48 states have freely chosen their leaders. Many are embracing economic reform, opening markets, privatizing, stabilizing their currencies. Growth has more than tripled since 1990. The economies in such countries as Senegal, Ghana, Mozambique, Cote d'Ivoire are expanding at rates up to seven percent a year. Ethiopia was not long ago gripped by famine; it grew 12 percent last year. Uganda, once a byword for tragedy, has become a magnet for investment; it grew almost 10 percent last year.

As Africa's nations join the global march toward freedom and open markets, our nation has a deep interest in helping to ensure that these efforts pay off. An Africa that is gaining vitality while technology, trade, communications and travel are bringing millions into the global economy is a continent of greater stability, growing markets, stronger partners. A nation that can help us work for peace, to preserve the environment, to fight disease, to grow our own economy, that's a nation, wherever it is located on the globe, that America should be a good partner to, should be involved with, should be committed to building the future with.

Today, I am proud to announce our collective effort with the Congress to help fulfill the promise of a stable, prosperous and democratic Africa. And like Congressman Rangel and Congressman Moran before me, I want to say to you, Congressman Crane, and to you, Senator Lugar, we are well aware of the numbers in the United States Congress, and we would not be here today if there weren't a number of Republicans in leadership positions who care deeply about the future of Africa. And we thank you for that. (Applause.)

This new initiative upon which we have agreed has five key elements. First, at the heart of our effort will be significantly increased access to our markets for African exports. African countries will be able to export almost 50 percent more products to the United States duty free. The most committed African reformers will receive even greater access. And in the future, the United States will be prepared to negotiate free trade agreements with these countries.

Second, we will increase technical assistance to enable African countries to take the fullest advantage of these new programs.

Third, we will work to increase private investment in Africa. Through OPIC, we are creating a new \$150 million equity fund to finance increased private investment, and a \$500 million fund for infrastructure investment in the Sub-Saharan region.

Fourth, we will work to eliminate bilateral debt for the poorest of the reforming nations, and maintain our leadership in the effort to reduce their debts to the multilateral institutions. I heard you, Mr. Ambassador, and I know that you're right. (Applause.)

Fifth, to maintain our momentum, the United States will hold annual economic meetings at the ministerial level with all reforming African nations.

Now, as we deepen our commerce, I believe there will be a continued need for bilateral and multilateral development assistance. We know that. I am committed to maintaining funds for the USAID programs, the international financial institutions, and IDA. But aid cannot substitute for economic reform. We know that we must have both.

Our initiative opens the door to real, positive change. Only nations carrying out serious reforms will reap the full benefits. Those who strengthen their democracies and invest in their people will see their efforts pay off in increased trade that will create new jobs, increase wages, spur growth and improve the quality of lives of people who have suffered some of the world's worst poverty.

As these economies grow, America's prosperity and our security will benefit. The potential of a Sub-Saharan market with some 700 million people is truly immense. The United States supplies just seven percent of Africa's imports today, but already that supports 100,000 American jobs. Just imagine what this initiative can mean to the United States, as well as to Africa. Mr. Micek's company has shown what we can do for Africa and for our own people.

I also want to emphasize to all of you that this is about more than economics. A stronger, stable, prosperous Africa will be a better partner for security and peace, will join us in the fight against new common threats of drug trafficking, international crime, terrorism, the spread of disease, environmental degradation. We need partners in Africa on every single one of these issues, and in the years ahead we will have to have more of them.

Everyone who has looked at the future, who has predicted the challenges we will face, knows that the globalization of our societies will mean that all these problems will be transnational, they will cross all borders, they will sweep across continents, they will move in the flash of an eye, and we must be ready to work together.

By transforming our trade, I'd like to say one other personal thing. We're building on the legacy of another person who is not here, the late Ron Brown, who believed so much in the promise of Africa. (Applause.)

It builds on our work to resolve conflicts in Liberia, Burundi, Angola; to save hundreds of thousands of lives at risk from famine in Somalia and the Horn of Africa; to save so many in Rwanda and Burundi from the adversities they have faced. We are proud of our support for democratic transition and reconciliation in South Africa, and for elections throughout the continent. We are proud

when President Mandela takes the lead in trying to restore peace and harmony to troubled lands. And I love to see the United States not in a leadership position, but in a position of saying, we support President Mandela. And I want more of that to occur. (Applause.)

I do look forward to visiting Africa later this term to pay tribute to the nations that have made such historic progress.

And as has already been indicated by previous speakers, I do intend in Denver in just a few days to ask our partners from the other leading industrial democracies to join us in this effort. We have to work so that all of our nations coordinate policies toward Africa so that we can all encourage reform in trade and investment, and relief to heavily-indebted countries, and so that we can all participate not only in the responsibilities, but in the benefits of a growing, prosperous, freer Africa.

I will ask our partners to join us in urging the international financial institutions -- the World Bank, the IMF, the Africa Development Bank, as well as the United Nations -- to create innovative new programs so that reforming African nations can succeed in integrating themselves into the global economy.

And if we all persist at this, if we keep working at this, then people will look back at this moment as a pivotal one for Africa, for America and for the global community. The members of Congress of both parties who have shown such leadership in this effort have recognized that a prosperous, democratic America in the 21st century needs a prosperous, democratic Africa. (Applause.)

They are committed to cementing the ties of culture that bind us in heritage. And I might say, this is just the latest sterling example of what happens when we put the interests of our people and the values of our country throughout the world first and foremost. When we get beyond our partisan differences and reach to the depths of the human spirit and give light to our vision, we prove that we can advance the cause of America, improve the lives of our people, and, in this case, give hope to hundreds of millions living on the African continent.

Thank you all very much. (Applause.)

END

2:21 P.M. EDT

Message Sent To:

Julie E. Mason
April Mellody
Darby E. Stott
Julia R. Green
Lorraine L. Wytkind
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FIRST LADY HILLARY RODHAM CLINTON
AFRICA TRADE EVENT
JUNE 17, 1997

Welcome to the White House We are here because we are committed -- across party lines -- to doing our utmost to expand economic growth and opportunity in Africa. We are convinced that breaking down barriers to trade and investment is central not only to improving the economic well-being of the people of Africa, but also in helping democracy and civil society take root from one end of the continent to the other.

The people we will hear from today -- Representatives Crane, Rangel, and McDermott; Ambassador Olhaye [All-High]; Mr. Micek [Meechek/Cargill Corp.]; and the President -- will speak about different aspects of this commitment. I would like to tell you briefly why I think this effort is so important.

Earlier this year, at the request of the President and the Secretary of State, I was privileged to travel to Africa to witness firsthand that continent's democratic and economic renewal. What I heard before I left were impressive: Since 1990, 25 countries have held free and fair elections. Last year, 30 countries recorded positive economic growth rates -- some to rival the Asian Tigers.

But when I arrived in Africa, these numbers paled in comparison to the hope and optimism I saw in the faces of the people I met -- in Senegal, South Africa, Zimbabwe, Tanzania, Uganda, and Eritrea. Everywhere I went, I met with people who had lived through famine and civil war, apartheid and refugee crises, corrupt governments, extreme poverty, deadly disease. Many still faced tremendous challenges: poor education, inadequate health care, political instability in neighboring countries.

And yet in all sorts of ways -- in a dusty housing project in Cape Town, in an all-girls school in Dakar, at a microenterprise bank outside Kampala -- these people were coming together to build better lives, pull their communities together, strengthen their countries, and provide a world for their children that was safer, more prosperous, and full of more opportunity than the one they came into.

By expanding American trade and investment, we can help them continue to help themselves. This benefits African workers. It benefits American companies and American workers. And it strengthens democracy in Africa. People who see their work rewarded feel they have a stake in their societies. People who see companies act responsibly and as good citizens -- as I have seen so many American companies overseas do [IBM, Coke, J&J in Zimbabwe] -- become convinced in the superiority of free markets. They learn that you can do well by doing good. American companies, by engaging abroad, can hasten the internalization of democratic values in people's hearts and minds. Which is essential to sustaining democracy.

Introduce Cong. Philip Crane (Rep., Il.) -- driving force behind these efforts and co-sponsor of legislation to expand trade with Africa.

Draft

June 9, 1997

MEMORANDUM FOR SANDY BERGER AND JAMES STEINBERG

THROUGH: SUSAN RICE

FROM: ANTONY BLINKEN AND DAVID LEAVY

SUBJECT: Africa Trade Initiative Message Document

Strategy:

The President's event on June 16 has a four part strategy:

1. Demonstrate United States engagement in Africa and its integration into the global economy.
2. Focus attention on the substantive, multilateral progress on African economic integration expected at the Denver Summit.
3. Bring together business, NGO and diplomatic communities to demonstrate White House leadership and engagement in Africa.
4. Highlight President Clinton's building of bipartisan coalition on foreign policy issues.

Main Message:

- President Clinton has launched an ambitious and innovative program aimed at spurring Africa's integration into the global economy through promotion of increased trade and investment. A core element of President Clinton's strategy for Africa is promoting growth and opportunity through expanded trade, investment and good governance. This initiative is aimed at improving the lives of the people of Africa.
- The initiative will both create American jobs and spur growth and development in Africa. The national interest of the American people is best served through expanded market opportunities for American goods and services and a prosperous and peaceful continent. It is less likely American troops will sent to Africa if the economic, political and social standards are increased.

- As a complement to the President's strategy, Africa's economic growth will be a key element of the Denver Summit of the Eight. The other major industrialized nations are working to develop a new partnership with Africa based on trade and investment not simply aid. Expand the economic horizons of the African continent is part of President Clinton's effort to organize the domestic and international institutions that will help the American people confront the new challenges of the 21st century.
- The bipartisan support for this legislation is part of the President's larger strategy of forging a bipartisan consensus on the foreign policy issues facing the United States in the 21st century.
- The Clinton Administration is committed to maintaining a leading role in promoting democracy, peace and prosperity in Africa. President Clinton has worked to bring peace to Angola, Liberia, Burundi and worked to resolve other humanitarian and military conflicts. Just as the United States helped secure the transformations in Eastern Europe through the promotion of democratic governance, the Clinton Administration is committed to democratic reform, prosperity, and stability across the continent.

Speakers Message:

First Lady: we share a common future: interests of the American people are best served through engagement; US commitment to improving lives on continent; recall American business working on continent in positive way from trip;.

1. Good Story
2. Bipartisan
3. Engagement Leadership

Bipartisan

Diplomatic Representative: Define bilateral and multilateral support for US engagement in Africa; praise bipartisan congressional support for Administration African policy; praise initiative as in the best interest of the people of Africa.

Business Leader: Stress economic benefits to American businesses; responsibility of businesses to improving lives on continent; praise bipartisan support for legislation and President Clinton's leadership.

President Clinton: Broad overview of policy initiative; importance of US engagement on continent; define agenda items for Denver.

[Who defends record on Africa; how to breakdown Congressional piece.]

Communications Plan:

~~Monday June 16:~~ Friday June 13

- McCurry announcement of event at daily press briefing.

Tuesday, June 17:

- Berger, Rubin and Tarullo briefing for White House Press Corps following event.
- Business leaders to support/validate policy at stake out following event.
- Rubin(Summers op-ed) on Africa to run (TBD).