

Beat: Business

## **Sherrie Gearheart To Attend US-Africa Business Matchmaking Gala**

### **US-Africa Business Matchmaking Gala**

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**USPA NEWS** - Ms. Sherrie Gearheart, 2015 Miss United Nation and President and Founder of Live Out Loud Charity (LOLC) is confirmed to attend the 2015 Annual US-Africa Cultural Expo and Business Matchmaking Gala on Saturday November 21, 2015 in Austin-Texas.

Ms. Sherrie Gearheart is the 2015 Miss United Nation. She established Live Out Loud Charity (LOLC), a nonprofit organization focused on suicide awareness and prevention through core character development. LOLC has reached over 80 million individuals worldwide through various partnerships and outreach programs within the organization. Sherrie is the editor in chief of Tiara Magazine a pageantry and fashion publication read in over 177 countries online and in print. Ms. Gearheart traveled to the Philippines completing a media tour in 2012 coupled her humanitarian work with needy children and those suffering from depression.

The "2015 Annual US-Africa Cultural Expo and Business Matchmaking Event" is scheduled for November 19 - 21, 2015 at the Asian Resource Center, 8401 Cameron Road, Austin, Texas, 78754. This event is organized by AFTV5 (African Television Network) in partnership with GABCC (Greater Austin Black Chamber of Commerce).

This year's event theme is "Localization and Matching of US & Africa Businesses" Business leaders from Africa and the United States will meet to discuss existing and potential opportunities in both markets.

The event is a high-level global conference that will combine keynote presentations, round tables, business matchmaking, workshops and networking receptions to facilitate effective partnership building for businesses, investors and government's entities. Facilitated panel discussions will engage the audience with topics such as:

- Business opportunities in Africa and in the US
- Incentives to ensure foreign investment and the establishment of global companies in Africa
- Access to finance for African businesses to include government incentives
- Strategies for growth and competitive advantage
- Social media and reaching the market

Africa's growth is attracting global interest, notably from an industrialization perspective. USA and Africa have genuine interest in increasing bilateral trade, investment and market integration in mutually beneficial relations, to boost strong sustainable growth and create jobs. The US-Africa Business Matchmaking will provide a unique opportunity for US and African companies to network and exchange views on US-Africa businesses and investment relations.

The 3-day event will showcase cultural exhibits, entertainment activities, business matchmaking sessions, workshops and a series of panel discussions on various business topics that touch upon strategies for growth, competitive advantage and incentives for foreign investment. The 2015 US-Africa Cultural Expo and Business Matchmaking doors will open in less than 2 months, many prominent figures from US and Africa have already confirmed their participation in the high-level meetings and discussions at the event. Join this event and collectively partner with other innovative business men and women at the 2015 US-Africa Cultural Expo and Business Matchmaking Event!

You can email [bako@aftv5.com](mailto:bako@aftv5.com) to register for this event.

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