

About the Economic Promotion Service of Cote d'Ivoire in USA, Canada and Mexico.

Created under the leadership of the President of the Republic in March 2012, Economic Promotion Service of Côte d'Ivoire to the United States of America is responsible for broadening and deepening economic and trade relations between Côte d'Ivoire and North America (The United States of America, Canada and Mexico).

It's main focus is business development activities with a Priority on major Economic Development projects, as well as:

- leadership, coordination and monitoring of all activities in economic, trade and tourism;
- promotion of different sectors and products of the Ivorian economy;
- promotion of U.S. direct investment in Côte d'Ivoire;
- raise funding from the American business community.

The Mission

Activities abroad to promote economic development in Côte d'Ivoire have been carried out by a variety of units within the Embassies of Côte d'Ivoire in foreign countries: Economic Offices and Sections and later Economic Counselors, tourism delegations, Commercial Advisers, Agricultural Advisers posts, and CEPICI representatives, among others.

In order to address the weaknesses observed in the above arrangements for promoting abroad economic development in Côte d'Ivoire, the reforms initiated in recent years and now being finalized have included the creation of the Economic Promotion Service of Côte d'Ivoire headed by a Delegate General.