

Eric Bloom (Mercury)

From: Eric Bloom (Mercury)
Sent: Wednesday, February 16, 2022 12:30 PM
To: rogermcshane@economist.com
Subject: PITCH: Economic Investment in Africa - Head of African Investment Forum On Shaping a Sustainable Continent

Good afternoon Roger,

I am working with Chinelo Anohu, head of the Africa Investment Forum (AIF) - an organization launched by the African Development Bank to facilitate investment into Africa.

The AIF's aim is to catalyze investor interest and identify high-quality opportunities across energy, logistics, health, agriculture, and other priority sectors.

The push toward sustainability is paramount for the continent especially in light of what's going on in Ukraine and how the US and EU are looking for alternative energy sources. This effort is more relevant than ever.

I wanted to gauge your interest in interviewing Ms. Anohu given how she can provide unique insight on the importance of economic engagement in Africa by the global community, and how to ensure that projects across Africa have positive ecological and social impacts.

[Here's](#) more information about Ms. Anohu.

Please let me know if you would like additional details or have any questions.

Best,
Eric

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