



REALISE AND GROW YOUR AFRICA STRATEGY!

How NABC can support your company in the digital era

The way the world does business has changed a great deal during the 74 years the Netherlands-African Business Council (NABC) has been around. More recently - accelerated by the impact of COVID-19 - many aspects of international business have become digitalised. While the value of visiting new African markets and establishing trustful relationships in person should not be underestimated, some parts of business development can also be carried out online. Sometimes even more efficiently, cost-effective and environmentally friendly.

With this brochure we like to inform you how NABC can support your company in this more digital way of doing business, which may very well become the 'new normal' for the future.

NABC can support your company in two main areas:

- 1. Business support services:** support in growing your company's operations in a market your company is already active in.
- 2. Market and business development services:** support in entering new markets or strands of business.

For all services, NABC will link to its extensive network of public and private sector actors in Africa. Each service can be tailored to your company's specific needs and all services can be offered in **English, Dutch, and/or French.**

Where do we work?

NABC can support your business ambitions in all 54 African countries. At the same time, NABC has country experts for the following countries:

- Algeria
- Burkina Faso
- Côte d'Ivoire
- Democratic Republic of Congo
- Egypt
- Ethiopia
- Ghana
- Kenya
- Mali
- Mauritius
- Morocco
- Mozambique
- Niger
- Nigeria
- Republic of Congo
- Rwanda
- Senegal
- South Africa
- Tanzania
- Tunisia
- Uganda

WHAT NABC CAN DO FOR YOUR COMPANY

Market scan

Through its large networks in most African countries as well as amongst the international private sector, NABC can set up and coordinate market scans from a distance. NABC can conduct scans to identify new business strands in a country you are already active in, as well as in new African markets you are interested in exploring. Together with local partners, NABC can offer expert insights while reducing travel costs and CO2 emission.

B2B or B2G Matchmaking

Because of its good connections to Chambers of Commerce, Investment Promotion Agencies, local Government, and industry leaders, NABC can link you to key public and private sector actors in all of Africa's markets.

Local recruitment

Looking for a local sales agent or well-trained staff? NABC can help you identify suitable local partners, distributors, or employees at all levels of education and experience.

Sales- or marketing-oriented webinar

A webinar is a lecture, workshop, presentation or other form of knowledge transfer that is live broadcasted via the internet. Webinars are a useful tool to share information about your company's products or services, generate a discussion and give participants the opportunity to ask questions. NABC can help set up the webinar (script and technical assistance), find additional speakers or experts, and make sure you have a relevant audience. Webinars may also be recorded and shared afterwards.

Sectors

Because of the NABC's large network, business support can be offered for all sectors. At the same time, NABC has experts for the following sectors:

- Poultry
- Livestock and dairy
- Horticulture
- Aquaculture
- Energy
- Water

Virtual roundtable

Virtual roundtables are a selective form of webinar, in which a small group of relevant stakeholders discusses a specific topic or issue. A virtual roundtable can have the aim, for example, to gather a consortium around a specific tender or to pitch your business plan to investors. Given NABC's high-level network in all countries and sectors, we are sure to get the right people around the table.

Individual virtual trade mission

In a virtual trade mission, NABC provides you with a thorough introduction to a potential new African market. From setting up video calls with local companies and government to making sure you receive feedback on your import/export or investment plan. NABC can set up a custom-made programme, tailored to the specific needs of your company.

Soft landing services

NABC can support you in seamlessly setting up your business in a new African market. NABC can help identify suppliers and subcontractors matching your needs and introduce you to our network of service providers.

Marketing support

NABC can help you identify the right channels to communicate about your brand, product and/or services to your target audience. Experienced marketing and PR staff members can write a press release and design adverts or other materials. Your company may also advertise in the annual NABC magazine.

Due diligence and legal support

Looking for the right expert to support you in due diligence or legal matters in Africa? NABC can link you to in-country professionals, as well as to local embassies and consuls who can advise and assist on legal matters.

Online training

NABC can provide your team with a tailored online training on a variety of topics, ranging from general business and management skills to intercultural communication. Developing an online training includes a careful needs assessment and setting SMART learning goals before developing a tailored training programme.



GET IN TOUCH!

Interested in one of the services above? Get in touch to plan a consult, in which we can determine your specific needs and set up a fitting offer. Contact us at info@nabc.nl

NABC Membership

NABC has around 300 paying members, which are companies active and/or interested in doing business in Africa. The NABC membership includes a 10% discount on all services in this brochure, as well as a range of other benefits. Contact us at info@nabc.nl for more information about the NABC membership.



NABC: Confidence in African Business!

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NABC is the leading organisation for trade and investment facilitation for Africa based in the Netherlands. NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment. NABC's purpose is to inform, inspire, catalyse and connect businesses with Africa's opportunities.