AFRICA BUSINESS GROUP (ABG)

**ABG Background:**
Founded in 2005 and comprised of a multi-disciplined and multinational professional consulting team, Africa Business Group (ABG) is a South Africa based, continentally active, economic development and business development advisory services company.

**Overarching Focus:**
Private Sector Development in Africa

**Geographic Focus:**
Africa – 5 AU Regions and Fostering Continental Internal and Global Economic Linkages toward Growth and Development

**Sectoral Focus:**
Infrastructure – Energy – Renewables and Efficiency; Agriculture – Value Chain Development – Finance; Tourism; Manufacturing/Value – Added Production.
ABG AREAS OF EXPERTISE

Economic Development Consulting
• Business Development Consulting
• Business Publications
• Knowledge, Trade and Investment Design and Event Management

Projects
Focus Sectors: Renewable Energy, Energy Efficiency, Agriculture, Agribusiness, Tourism, Real Estate, Manufacturing, Extractive Industries
• Project Design Development and Management
• Value Chain Development and Expansion
• Investment Strategy and Facilitation

Capacity Development
• Status Quo Analysis / Benchmarking
• Environment Research Assessment: Economic, Political and Institutional
• National and International Best Practice Assessment
• Participatory Programme / Project Development and Implementation
• Monitoring and Evaluation: Framework Development and Project / Programme Review.
AFRICA TODAY: KEY MARKETS, KEY SECTORS

Key Markets
• East Africa – Kenya, Ethiopia (Tanzania, Rwanda, Uganda)
• West Africa – Nigeria, Cote d’Ivoire (Ghana, Senegal, Burkina Faso, Mali, Liberia, Guinea)
• Southern Africa – South Africa, Angola (Zimbabwe, Zambia, Mauritius, Namibia, Botswana)
• Central Africa – Dem. Rep. of Congo, Cameroon (Gabon)
• North Africa – Egypt, Morocco, Algeria (Tunisia)

Key Sectors
• Agriculture – agribusiness, processing, logistics, inputs, value chain technologies
• ICT – cellular telephony, internet technologies
• Infrastructure – roads, rail, ports, construction, water and sanitation (commercial, residential)
• Energy – renewable energy, hydro and fossil fuel related power systems,
• Tourism – business tourism, leisure tourism, transportation, destination development
• Extractive Industries – mining, oil and gas, value chain industries
• Financial Sector – micro-finance, impact investing, banking, insurance, capital markets
• Health – infrastructure, training, pharmaceuticals, nutrition
• Education – school development, curricula, e-learning, executive education
5 STEPS TO BUSINESS DEVELOPMENT IN AFRICA

1. Research and Segment the Market – Region, Country, Sector
   • Where is your sweet spot? Export, Invest, pursue a Tender Opportunity

2. Identify the Resources Available from the US Government to Support Your Business

3. Utilize Missions/ Trade Shows to Visit the Market

4. Use Referrals and Technology to Identify Partners/ Distributors/ Representatives
   • Linked In Communities, African Diaspora Associations, US & FCS and other US Fed. and State Govt. Agencies

5. Develop a Written International Business Plan – who, what, when, where, how and for how much
THANK YOU!

ANY QUESTIONS?

AFRICA BUSINESS GROUP
The Business Centre - The Design Quarter
Cnr William Nicol Road and Leslie Avenue
Fourways, Johannesburg
Tel: +27 11 513 4117 | Fax: +27 86 619 2444
Website: www.abghq.com | Email: michael@abghq.com

Michael Sudarkasa
CEO:
Email: Michael@abghq.com
Five Basic Steps to Finance Your Project

http://web.mit.edu/africantech/www/articles/5steps.html