

Doing Business in Afrika

Africa is the new Asia!!! The interest in African markets is ever rising, not only because of natural resource endowments, but increasingly because of growing business opportunities and positive long-term outlooks. Africa is the last continent that is not yet fully explored by businesses and still partly unknown.

This training aims at improving the transparency of the African continent from a business perspective. It supports firm's efforts to generate profitable business from the various business opportunities by showing how to overcome existing challenges. It helps to be successful in Doing Business in Africa!

Three reasons to attend this training:

- To explore an unknown continent from a business perspective
- Insights on business conditions particularities and how to deal with them
- Trainer is known Africa expert with much experience on business in Africa

Goals:

- Generating an understanding of and confidence in the opportunities and risks of Sub Sahara African markets
- Deepen the understanding of the situation and development of business conditions
- Identification of the biggest challenges in Doing Business in Sub Sahara Africa
- Analysis of ways how to deal with challenges in the business environment

Topics and Content:

- Economic situation and Development
- Difference of countries, markets and consumers in Sub Sahara Africa
- Business conditions
 - Political and legal conditions
 - Corruption in business
 - Logistics- and transport infrastructure
 - Production infrastructure
- Implications for companies
- Measures to deal with business conditions
- Do's and Don'ts

Training Approach & Methods:

- Brief presentation elements
- Company examples and situations from real life
- Simulation of a market entry and go-to-market approach into a country of Sub Sahara Africa to discuss presented topics
- Discussion and exchange of experience amongst participants

Target Group:

- Managers and companies that want to expand their business to Africa
- Managers that deal with African markets
- Preparation for future tasks with regards to African markets
- This course is suitable for managers from all company sizes

Max. Number of Participants:	15
Languages Offered:	German & English
Dates / Duration:	1 day
Cost (excl. VAT):	645,- Euro per person (incl. course, course materials, drinks, lunch)
Registration:	Please contact us directly
Contact:	Institut für Neue Märkte (InNeMa GmbH) Maistr. 23 80337 München Germany info@institut-neuemaerkte.de Tel.: +49 (0)89-380 795 66

Your Trainer:

Prof. Dr. Philipp von Carlowitz

Professor for strategic and international Management at ESB Business School of Reutlingen University. He is also director of the *Institute for New Markets (InNeMa GmbH)*. His expertise lies in the field of strategic and international Management topics and especially in doing business in and business model development for Emerging and African markets. He is a member of the scientific board of the *Afrika Vereins der deutschen Wirtschaft e. V.* and a member of the *Committee on International Issues of the Chamber of Commerce and Industry Reutlingen (Germany)*. He has many years of international business experience which he gained in various international projects and by leading an international team in two listed German multinational companies. He has extensive experience in executive trainings.