Slide 1

EU Africa — Chamber of Commerce

The EU-AFRICA Chamber of Commerce
Promoting Sustainable Business Relationships
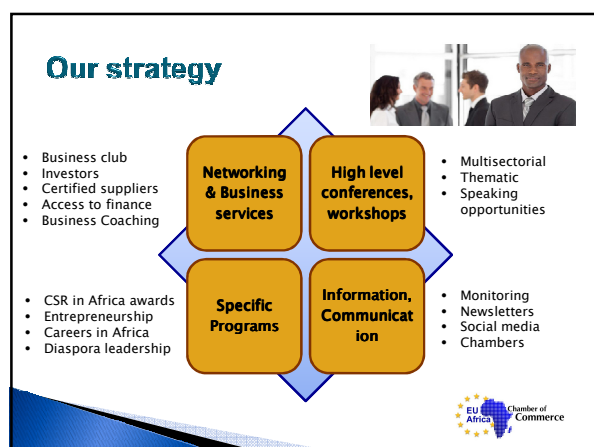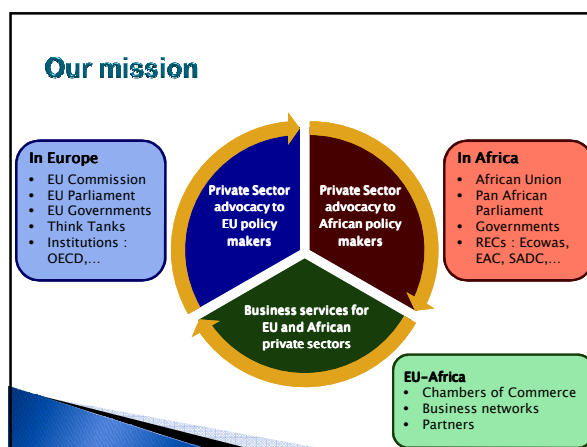
Presentation – Milan 2015

Slide 2

Agenda

- **About us**
- **Mission & Strategy**
- **Sustainable Business with Africa**
- **EUACC Programmes**

Slide 3

About us

- Headquarters in Brussels
- Staff: European and African diaspora professionals
- Network: over 3,000 high level actors
- Financial resources: services & membership
- Stakeholders:
  - EU Commission,
  - African Union
  - Private sector
  - Universities
  - NGOs

Slide 4

Our mission

In Europe
- EU Commission
- EU Parliament
- EU Governments
- Think Tanks
- Institutions : OECD,…

Private Sector advocacy to EU policy makers

Private Sector advocacy to African policy makers

Business services for EU and African private sectors

In Africa
- African Union
- Pan African Parliament
- Governments
- RECs : Ecowas, EAC, SADC,…

EU–Africa
- Chambers of Commerce
- Business networks
- Partners

Slide 5

Our strategy

- Business club
- Investors
- Certified suppliers
- Access to finance
- Business Coaching

Networking & Business services

High level conferences, workshops

- Multisectorial
- Thematic
- Speaking opportunities

- CSR in Africa awards
- Entrepreneurship
- Careers in Africa
- Diaspora leadership

Specific Programs

Information, Communication

- Monitoring
- Newsletters
- Social media
- Chambers

Slide 6

Sustainable business with Africa

- **Context**
  - Africa is rising : obvious
  - Hidden facts : inequalities/lack of inclusiveness (cf AfDB report 2015)
  - Source of income not translated in poverty reduction / no one left behind
- **Domains**
  - Workforce & Local communities
  - Products, services, supply chain
  - Customer & Markets & Environment
- **Business opportunities**

Sustainable business with Africa

- **Products & Services**
  - Quality & standards / access to international markets
  - Value chains
  - Innovation & capacity building
- **Social & Human factors**
  - Historical links
  - Access to basic services (water, energy, health, public transportation)
  - Pyramid of needs
- **Business Environment**
  - Law
  - Security
  - Governance

Sustainable business with Africa

- **Economy, Finances, Politics**
  - Business opportunities
  - Reliable local partners
  - Efficiency of the public administration
  - Access to business information / informal sector
  - Access to finance & Investment risks
  - Impact of the political relations between countries
  - Public administration continuity
- **Values, culture, religion**
  - Business culture
  - Competition
  - Place for the religion

Doing business in Africa

1. **Partnering with family conglomerates / local actors**
   Reduce risk, time, capital requirements, face infrastructure constraints
2. **Marketing to Governments**
   Huge needs & various sectors
3. **Analyse risks and mitigate**
   Face and anticipate the threat
4. **Long term, Diversified and resilient strategies**
   One shots won't give sustainable business

EUACC Programmes

- Impact Investment & CSR in Africa Awards
- EU-Africa B2B Forum
- ACCESSFIN – Access to finance

Thank you

For more information, please visit: www.eu-africa-cc.org

Follow us on twitter @euafricamonitor

Join our Linked in , group : EU-Africa Chamber of Commerce
or facebook