



CENTER FOR TRADE AND TECHNOLOGY TRANSFER, CTTT

Opportunities in West Africa

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WHO ARE WE?

- Independent, state-funded agency
- Established in 1995
- Affiliated with University System of 34 senior and junior public colleges in Georgia
- The mission of the Center is to increase the availability, access, and opportunities for small and medium sized Georgia firms to compete in the international marketplace.

What Do We Do?

ENABLING ROLE

- Facilitator for trade and fact-finding missions
- Coordinator for trade shows
- Initiator of 2 way trade deals
- Mediator and Negotiator



CTTT meeting with President of Ghana March '01

What Do We Do?

Trade Fairs

Water, Environment and
Construction Show November
2000, Accra, Ghana



Trade Contacts and Consultations



Newly-elected Ghana President
John A. Kufuor



Water conference Ghana Nov.'00



Benue State, Nigeria
business group

Introduction of Africa

OVERVIEW

- Africa is the second largest continent
- 53 countries
- Approximately 800 million people
- More than 2000 languages and dialects
- An area of 30 million Square kilometers or 11.7 million square miles
- Largest continuous continent; covers more than 1/5th of the earth's total land surface

COMPARE...

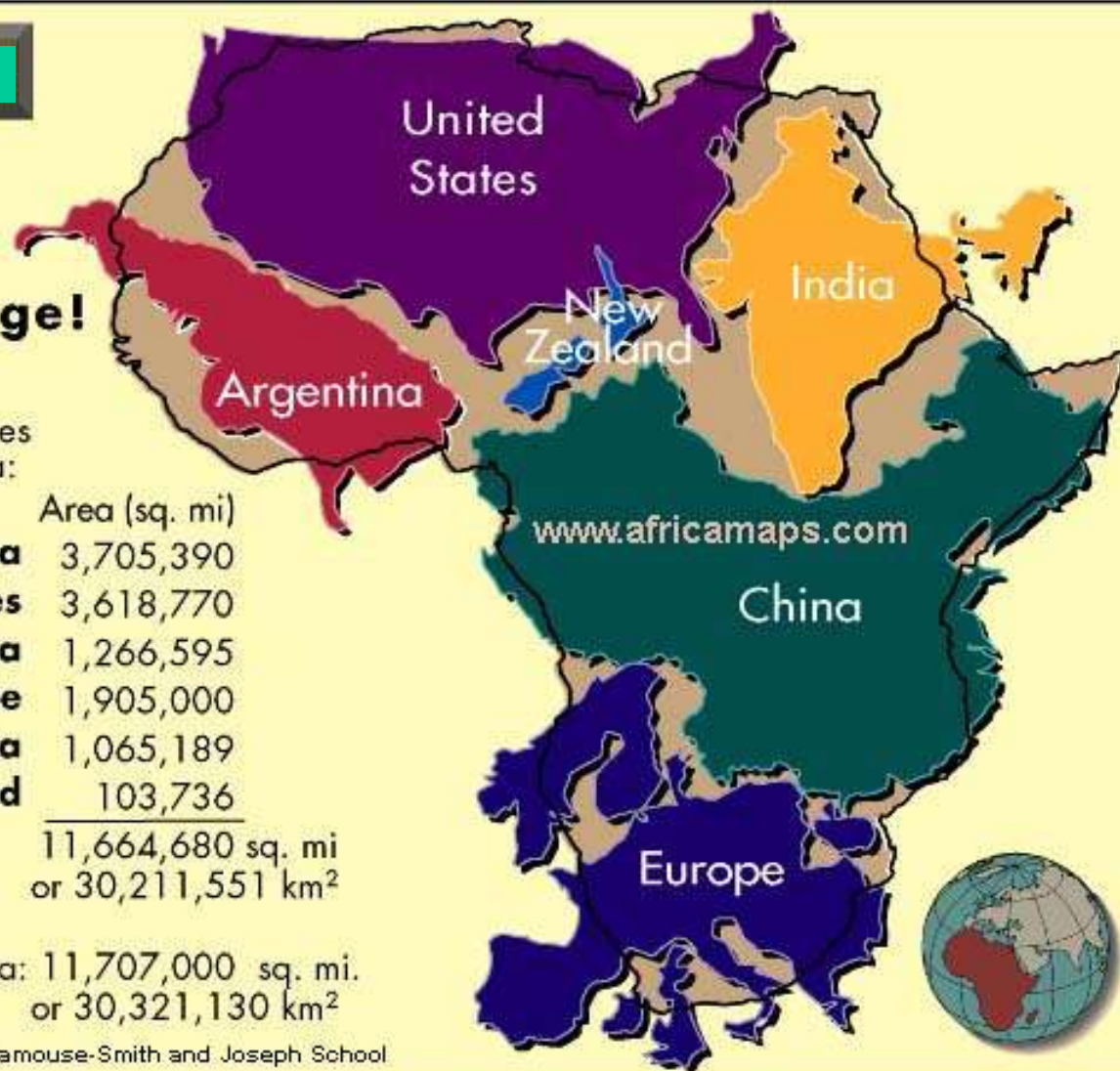
Africa is Huge!

The following countries
could fit within Africa:

	Area (sq. mi)
China	3,705,390
United States	3,618,770
India	1,266,595
Europe	1,905,000
Argentina	1,065,189
New Zealand	103,736
	<hr/>
	11,664,680 sq. mi or 30,211,551 km ²

Africa's area: 11,707,000 sq. mi.
or 30,321,130 km²

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WEST AFRICA

Demographics

- 16 Countries
- 13 on Atlantic Coast
- 3 land-locked
- Total land area 6.2 million square kilometers



WEST AFRICA

Demographics

3 Language Groups:

- English: Gambia, Ghana, Liberia, Nigeria and Sierra Leone
- French: Benin, Burkina Faso, Cote d'Ivoire, Guinea, Mali, Mauritania, Niger, Senegal, and Togo
- Portuguese: Guinea Bissau and Cape Verde

Countries in West Africa

Benin



Burkina Faso



Cape Verde



Cote d'Ivoire



The Gambia



Ghana



Guinea



Guinea Bissau



Liberia



Mali



Niger



Nigeria



Senegal



Sierra Leone



Togo



Mauritania

Why West Africa?

- Population of over 210 million
- Regional GDP: \$US 105.7 billion
- Sub-Saharan's largest trading bloc
- Vast untapped natural resources: gold, bauxite, zinc, uranium, manganese and phosphate
- Rich energy resources: crude oil, natural gas, coal and hydro electricity
- The world's newest emerging market

Why West Africa?

- Emerging Democracies
- Economic Liberalizations
- Growing Populations desire U.S. goods and services
- Historical and cultural ties
- Majority of countries qualify under AGOA
- OPIC and EXIM Bank operate in majority of countries



Why West Africa?

- Opportunity to participate in several privatizations
- Established base for numerous multinational companies
- History of successful privatizations
- Previous privatizations conducted to preserve transparency of process
- Positive track record of project financiability

Business Development Approach

- Africa Growth and Opportunity Act target country
- Political stability or strong sustained moves towards such stability
- Legal and regulatory frame work
- Good credit rating with support from international banking and finance institutions
- Sustained economic growth and stability
- Strong export market and diversified business

Market Selection Factors

Choosing a Country

- Repatriation of dividends and capital
- Payment in US dollars
- Ability to have on and off-shore accounts
- Licensing and consents

Key Factors

- Does it make sense?
- Will it fit, how and where with company's overall business strategy?
- Is it affordable? Is it profitable?
- Does it enjoy government support and fit policies and objectives of host country?
- Do relevant multilaterals support it?
- Who are the competitors?
- Are alliances needed or can it be done solo?

Culture and Business

- Culture includes patterns of behavior, values and attitudes
- West African Cultures are diverse and complex
- Culture influences behavior



Culture and Business



Explaining project to council of Chiefs

Cultural Dimensions

- West Africa has social inequality
- Societies are male-dominated
- Importance of titles, formality and prestige
- Tend to be collectivist
- Rules and Regulations are not always obeyed
- More relaxed attitude towards time
- Tradition and honor are important

Cultural Dimensions

- Personal relationships and connections are keys to successful business
- Emphasize harmony rather than conflict



Managing Cultural Differences

- Adapting to “West Africa time” and West Africa concept of time
- Enhancing work ethic and improving worker productivity
- Dealing with nepotism
- Surviving corruption dilemma

Managing Cultural Differences

- Showing respect
- Dealing with tradition and honor
- Managing masculinity and femininity
- Establishing personal relationships and connections
- Dealing with indiscipline at the business and societal levels

Cultural Differences

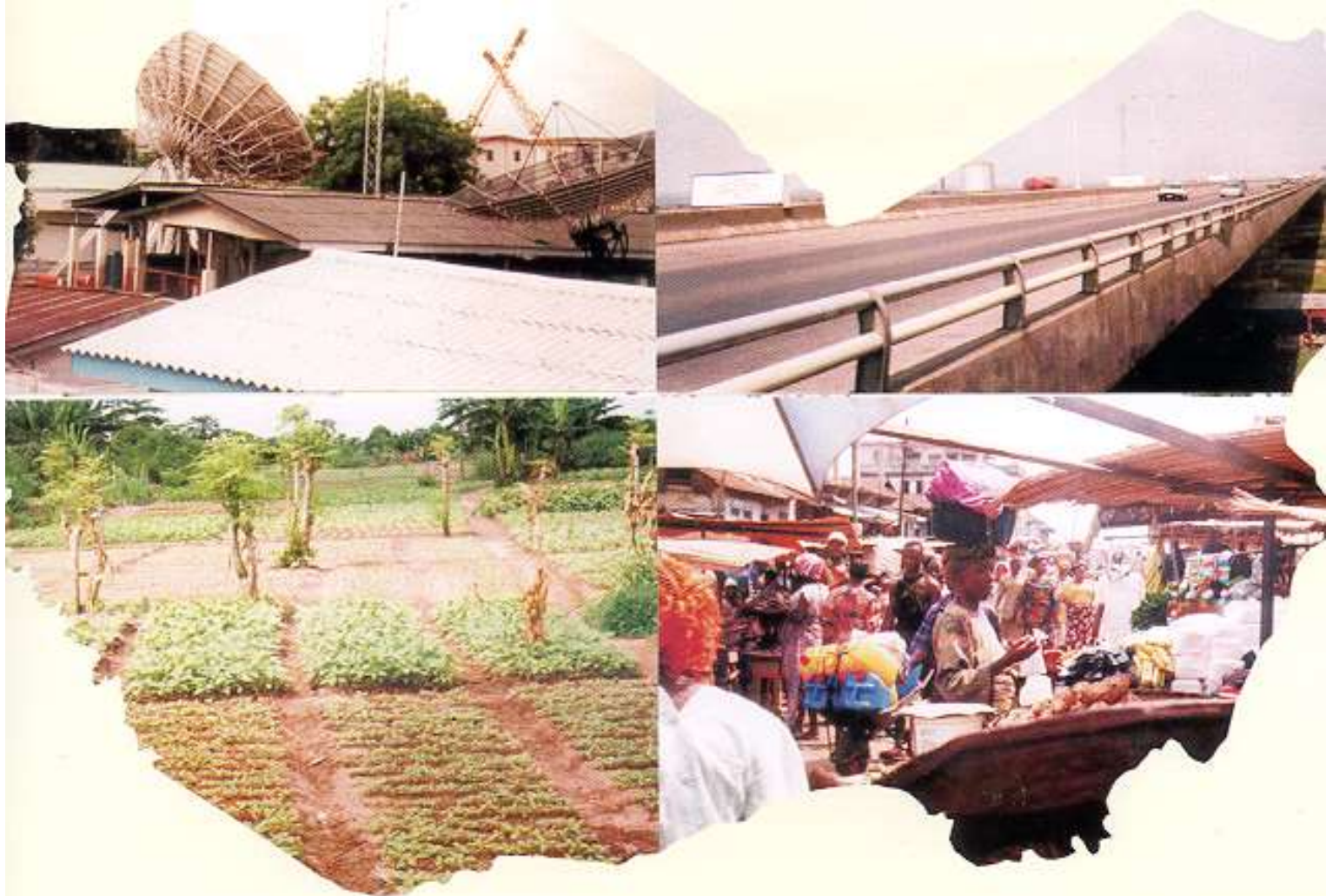
Cultural Tips

- Before Business; Chit Chat
- Build a Win-Win Relationship
- Show Formality Until Cued
- Avoid Political Conversations
- Meal Etiquette

Understanding West Africa

- Myths and Facts
- West Africa is a very diverse region
 - Anglophone
 - Francophone
 - Lusophone
- African Cultures differ
- Religion and business in West Africa

Opportunities



Opportunities

- **Transportation**
- **Technology**
- **Health/Medical**
- **Supportive services**
- **Telecommunications**
- **Energy**
- **Agribusiness**
- **Capital Markets**
- **Education**
- **Food Production**
- **Tourism**
- **Housing**



Selected Countries

- GHANA
- MALI
- COTE
D'IVOIRE
- NIGERIA
- SENEGAL



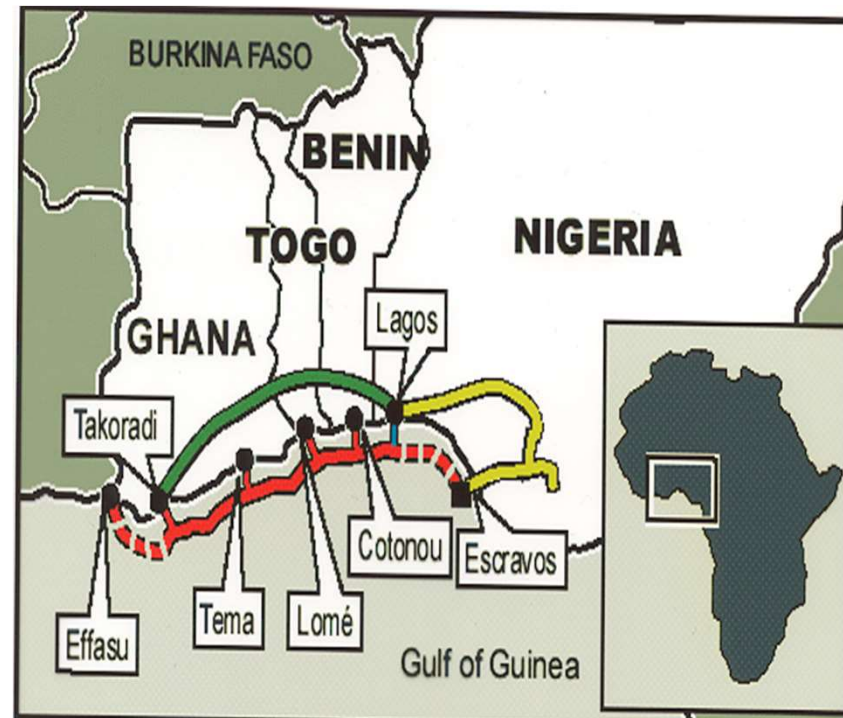
Selected Pending Projects

- **GHANA**
 - Micro-finance Company
 - Aquaculture Project for Tilapia
- **Mali**
 - Site of Africa Games 2002
 - Fast Food
 - Transportation
- **NIGERIA (Benue State)**
 - Vegetable Oil producing plant Roofing Sheet company
 - Portland Cement Company
 - Paper bag packaging company
- **Cote d'Ivoire**
 - Beach hotel and resort development
 - Furniture exporting

Current Development

West African Pipeline

- A gas pipeline involving Benin, Ghana, Nigeria and Togo
- Total length of the pipeline: 781 km
- Total construction cost: US\$ 693,189,000.00



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We're on the web at www.cttt.org.