

**NAABC**

**Confidence in African Business**

# 1 WHO WE ARE?

## **NETWORK ORGANISATION**

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NABC is the leading Africa-focused network for trade and investment facilitation in the Netherlands. NABC aims to empower its members to make confident decisions in Africa's emerging markets.

Founded in 1946 in the Netherlands, the NABC today leads a network of over 350 engaged members across diverse sectors, and has access to a community of over 10,000 African and European businesses, knowledge institutes, and government entities.

# 2 OUR SERVICES

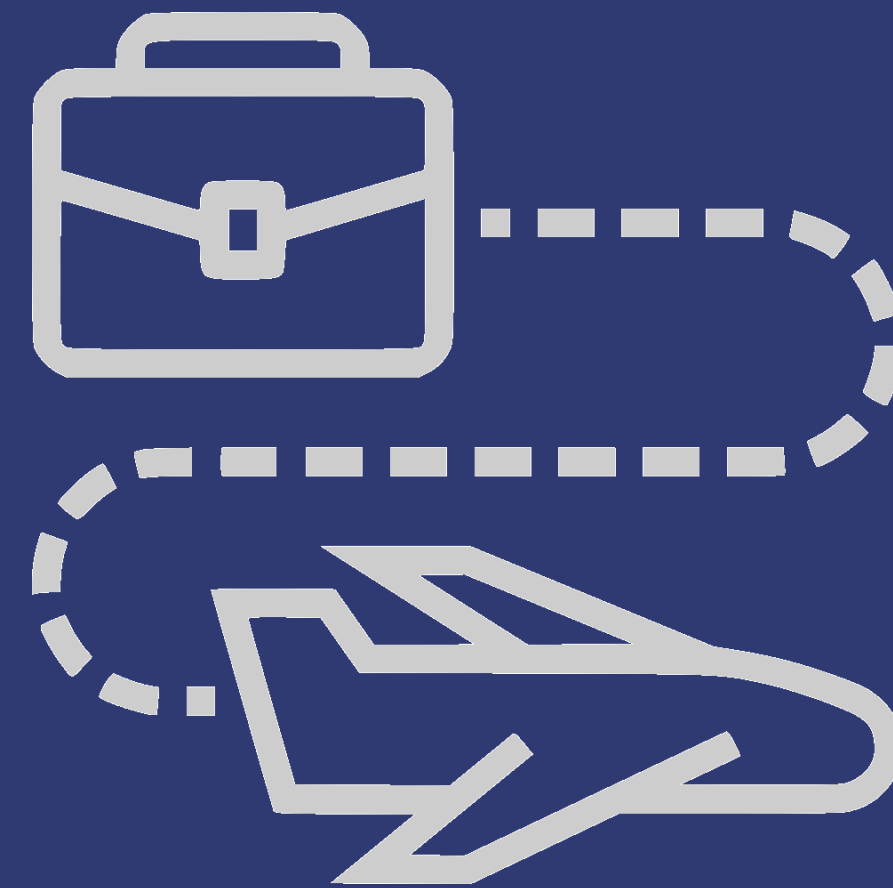
## EMPOWERING THE PRIVATE SECTOR



Member Support  
Services



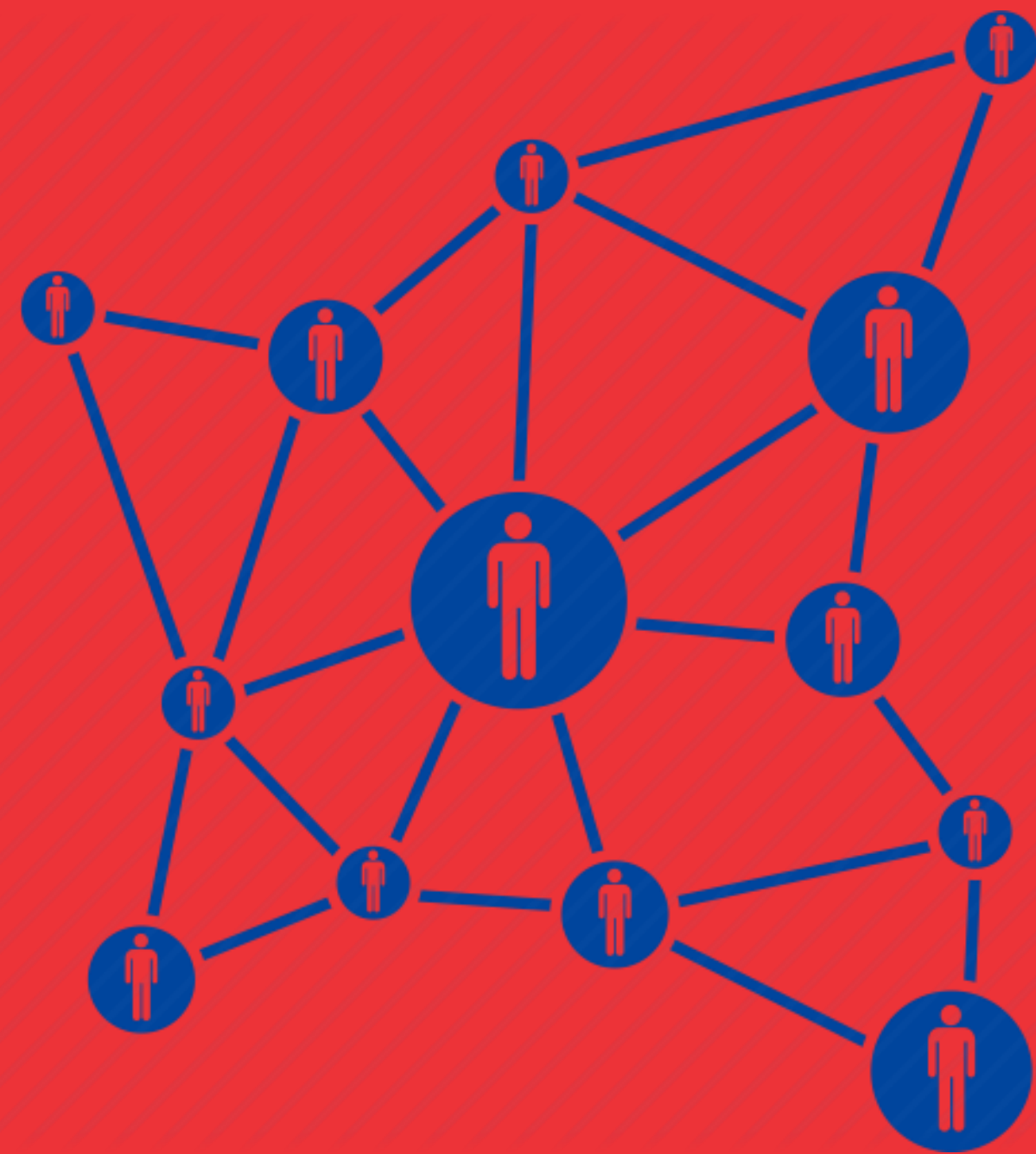
Business Events



Trade Missions



Market Development  
Programs



# MEMBER SUPPORT SERVICES



## **SOFT LANDING SERVICES**

We will help you identify suppliers and subcontractors matching your need, and introduce you to our Network of service providers



## **SECTOR & BUSINESS PARTNER SCAN**

We will help you find reliable foreign and domestic partners



## **IMPORT & EXPORT ADVICE**

We offer tailored support packages for both new & experienced importers and exporters to deal with movement of their goods



## **FACILITATING BUSINESS INTRODUCTIONS**

We will help you find the right person to open the right doors for you through our Network

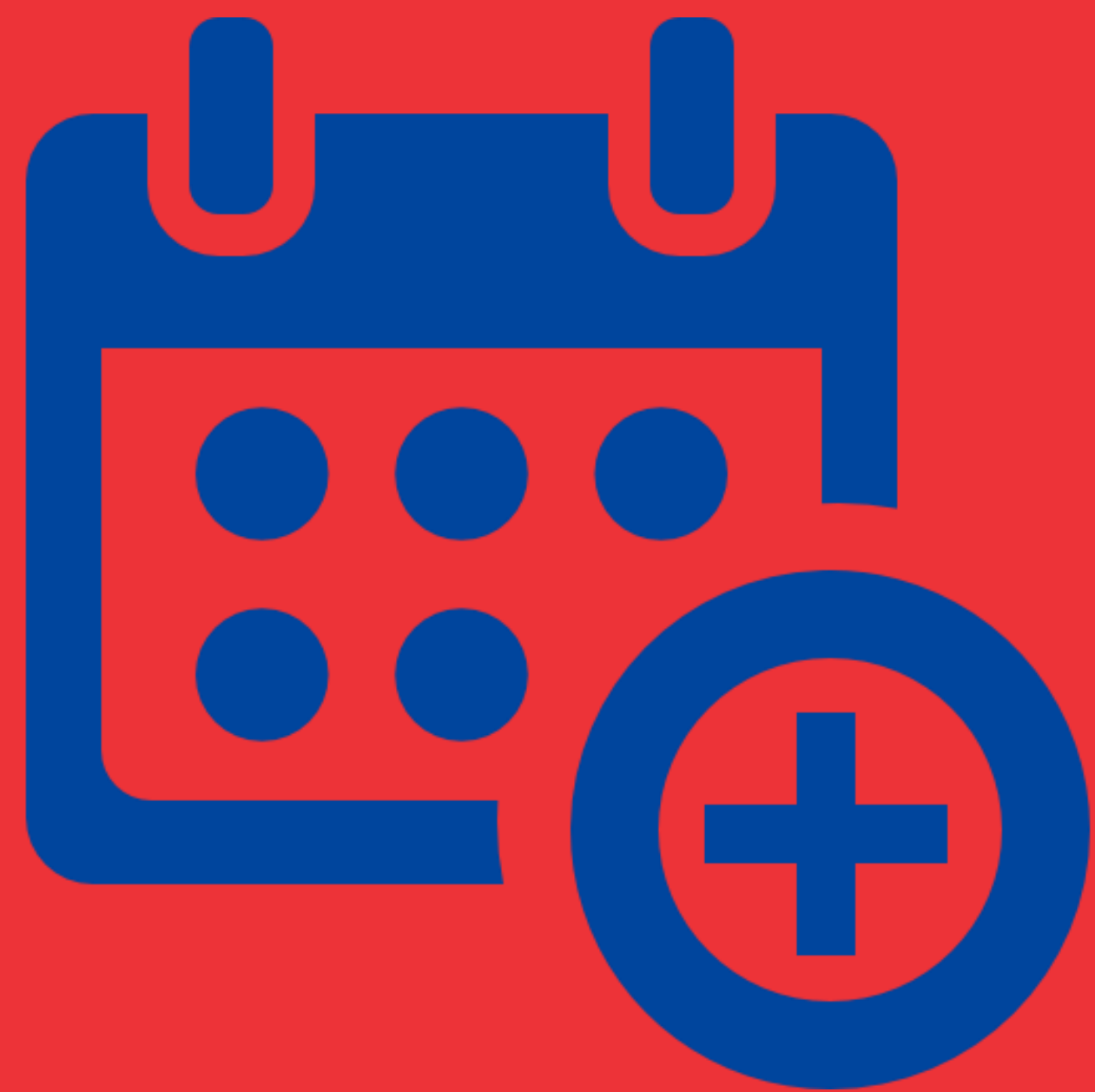


## **LEAD GENERATION SERVICES**

We will leverage our Network to assist you identify and reach potential new customers







# BUSINESS EVENTS



## **NEW YEAR'S RECEPTION**

Celebrate and connect with the Community at the Heineken Experience in Amsterdam



## **AFRICA WORKS! CONFERENCE**

The largest Africa-focused conference in the Netherlands with an emphasis on catalysing private-public-partnerships and B2B partnerships



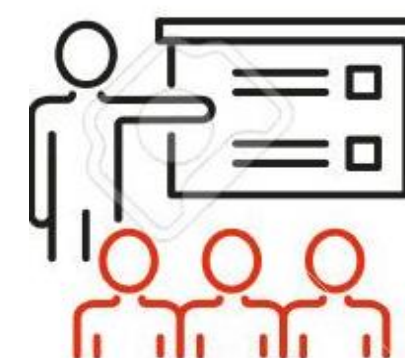
## **AMBASSADORS DINNER**

Network and dine with African Ambassadors at Rabobank headquarters in Utrecht



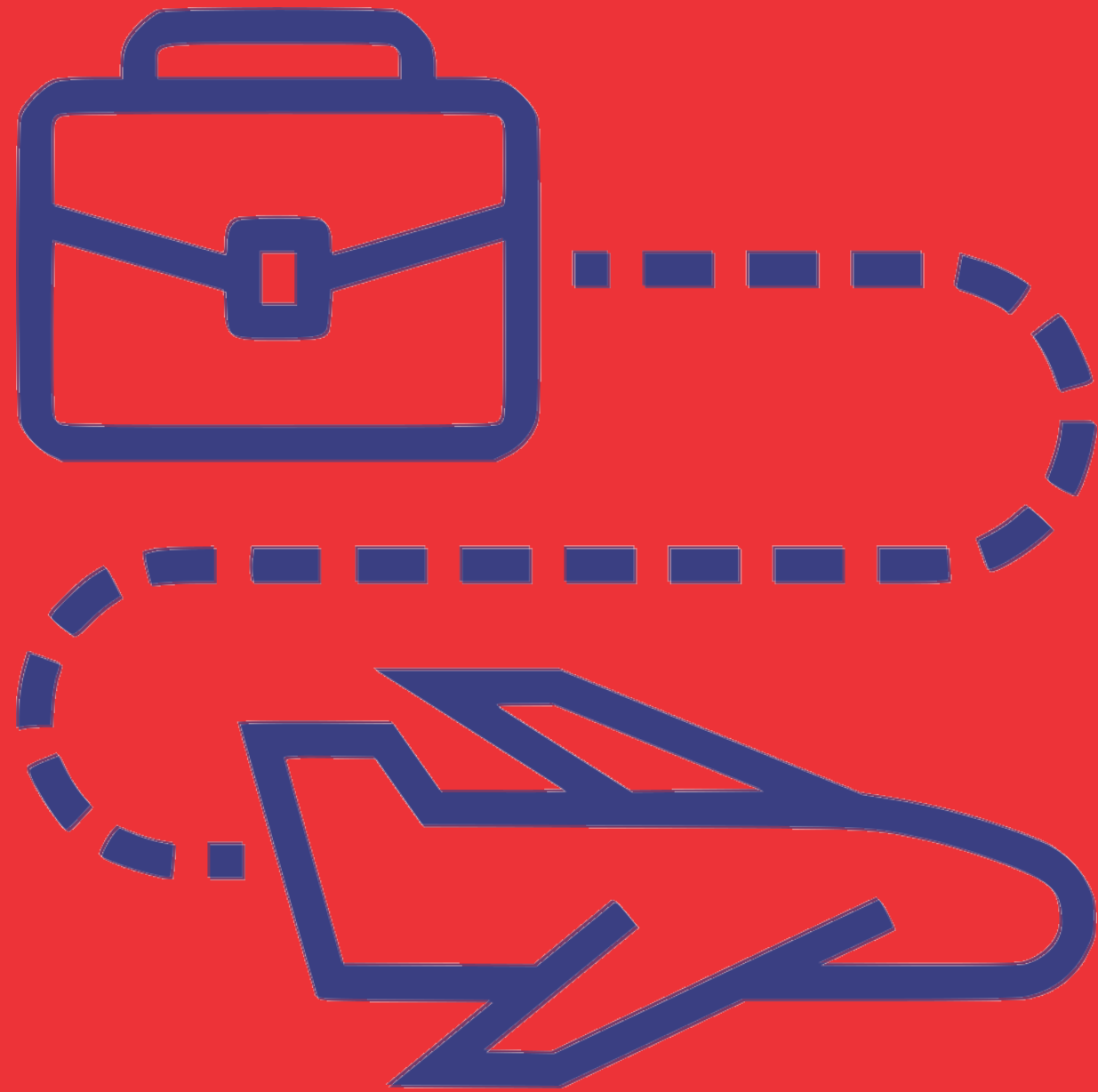
## **FAB FORUM**

The only conference in the Netherlands dedicated to doing business in Francophone Africa

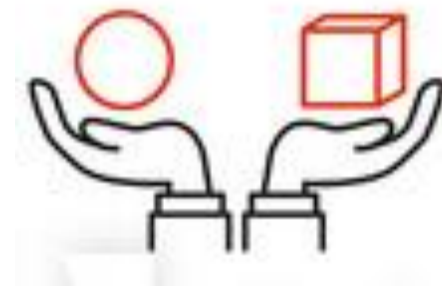


## **COUNTRY & SECTOR WORKSHOPS**

Every year, NABC organizes multiple country and sector focused events and workshops, in cooperation with public and private sector partners



# TRADE MISSIONS



## **OUTGOING & INCOMING TRADE MISSIONS**

NABC organizes over 8 Outgoing and 8 Incoming Missions per year



## **MARKET INSIGHTS**

Trade Missions are a great tool to scope out market insights for companies with and without experience in Africa



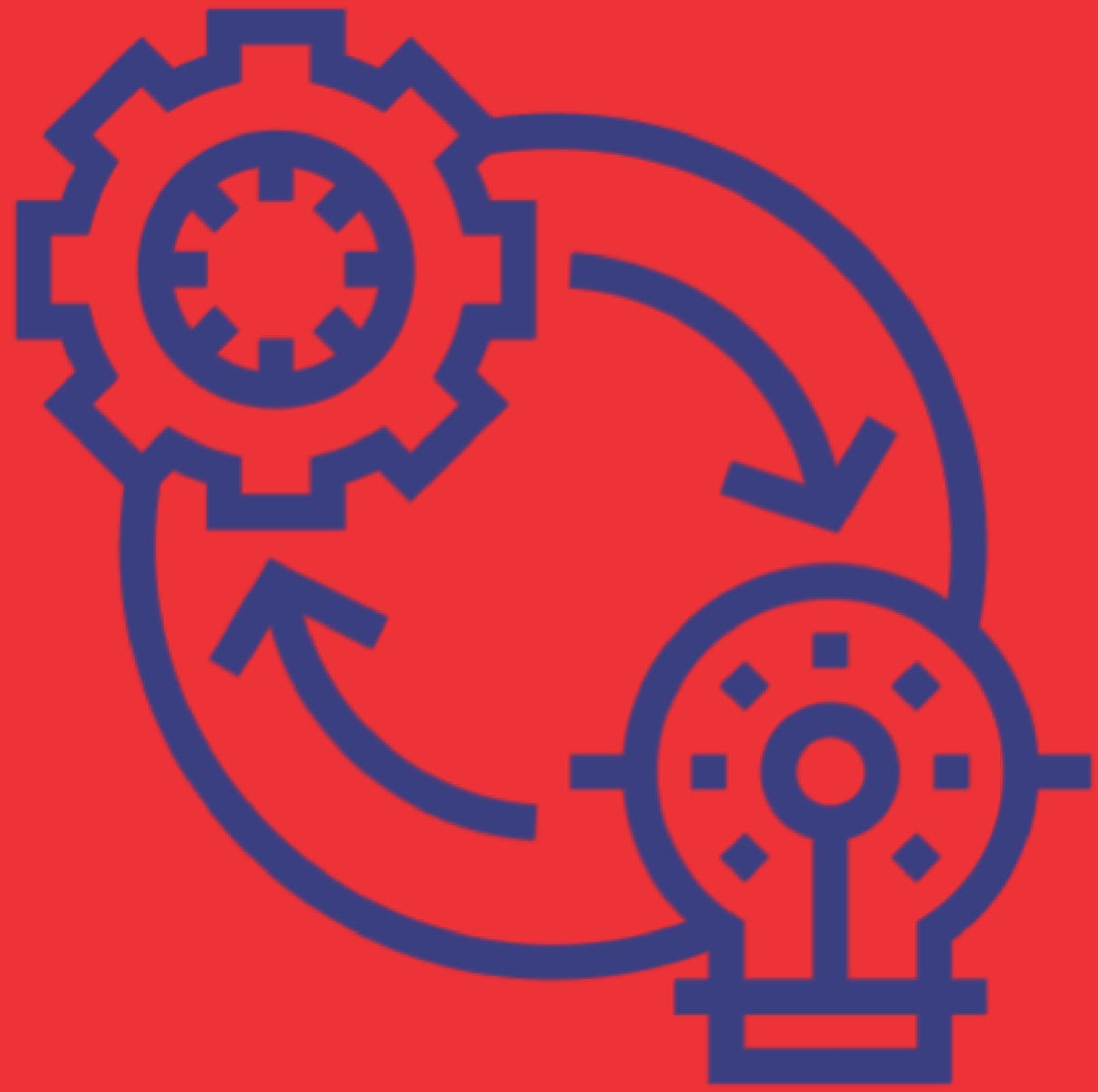
## **MATCH-MAKING**

In cooperation with local partners, each trade mission has a tailor-made match-making component



## **CONFERENCE & TRADE FAIR VISITS**

NABC organises visits the continent's high-profile conferences and trade fairs, such as Africallia, ESADA, AGRIKEXPO and more



# Market Development Programs



## **HORTIFRESH WEST AFRICA PLATFORM**

A public-private initiative aimed at developing commercial fruit & vegetable sector in West Africa. It brings together West African and Dutch producers, processors, traders and wholesale/retailers



## **DUTCH DAIRY DEVELOPMENT PARTNERS**

The dairy sector-focused platform was co-initiated by NABC to support Dutch dairy companies enter emerging African markets, namely Kenya and Uganda

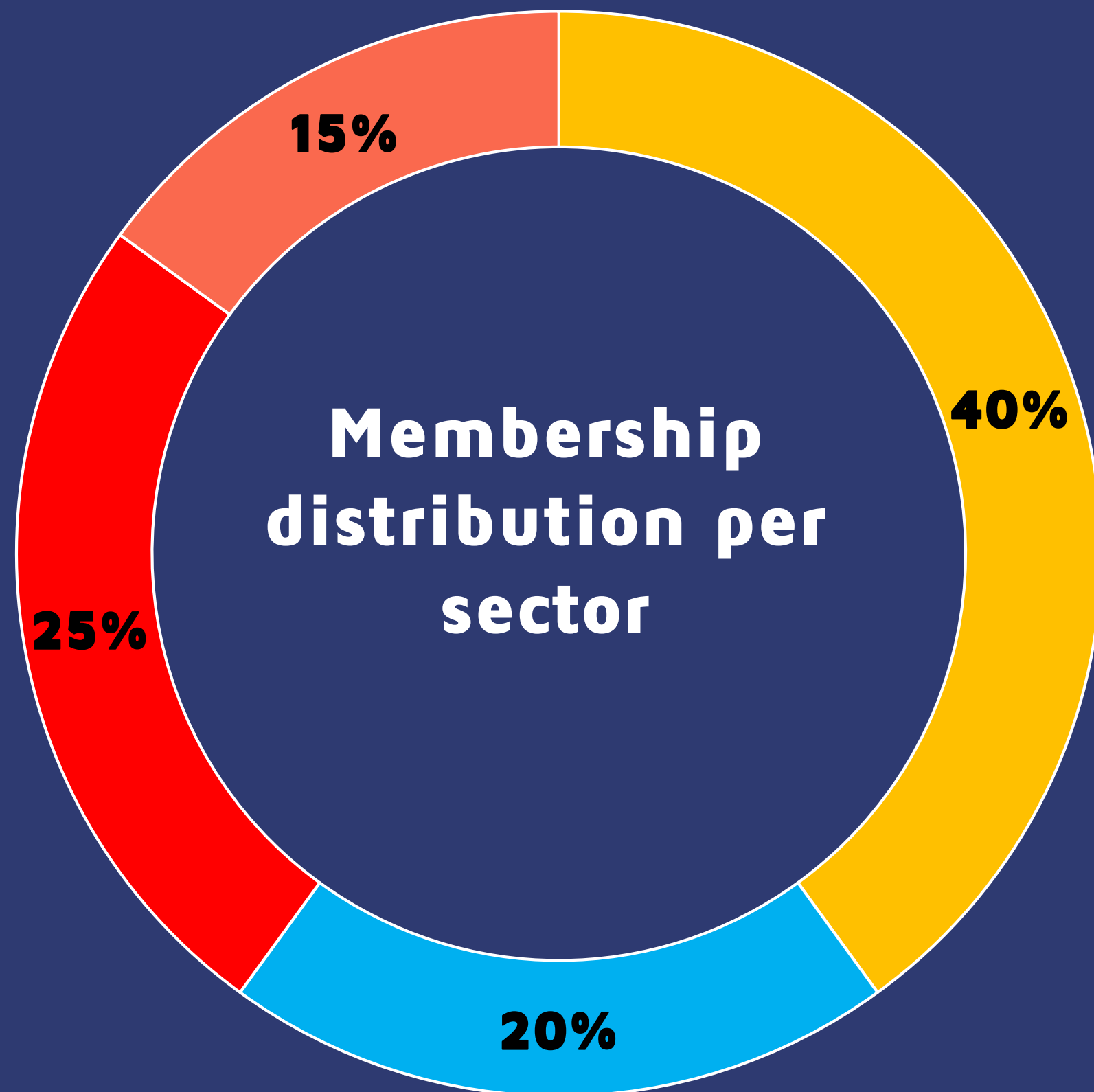


## **DUTCH AFRICA POULTRY PLATFORM**

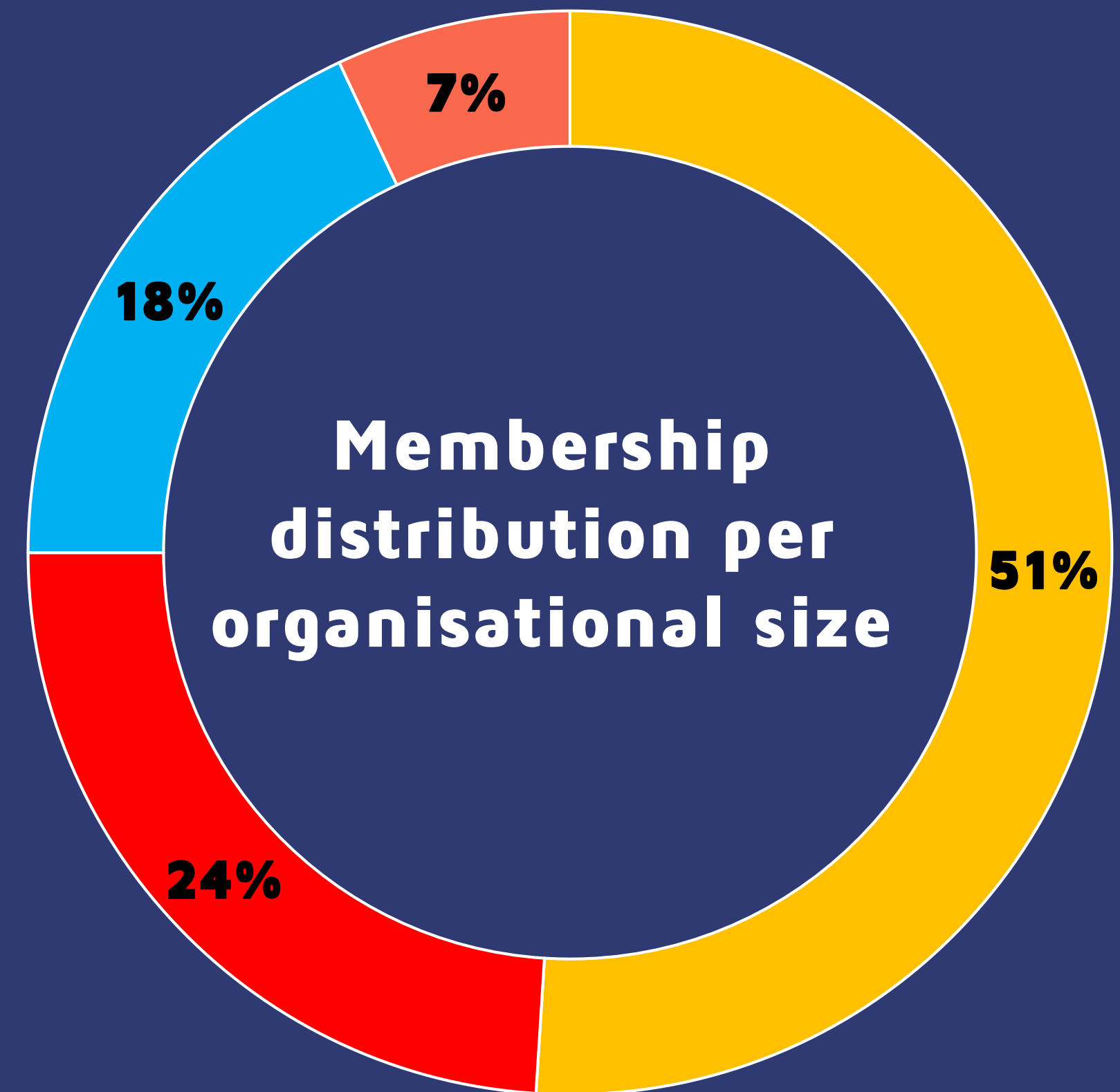
The poultry sector-focused platform provides an avenue for Dutch poultry companies to explore and pursue business opportunities in Africa

# 3 OUR REACH (2018)

## OUR MEMBERSHIP BASE



■ Manufacturing industries ■ Services ■ Agriculture ■ Other



■ SMEs ■ Start-ups ■ Large companies ■ Non-profits organisations



# 4 OUR IMPACT (2018)

## OUR ACHIEVEMENTS



- 40+ Business introductions facilitated
- 4X Sector analysis conducted
- 6x Market study reports conducted



- 3x Private sector policy consultations with Dutch government
- 4x Business knowledge exchanges



- 2x Incoming Trade Missions
- 7x Outgoing Trade Missions
- 4x Incoming Business Development Visits
- 3x Conference & Trade Fair Visits



- 16x Export & import partnerships facilitated
- 3x Technical assistance partnerships facilitated
- 10x Trade & business partnerships facilitated
- 3x Private sector consortia established



- 1x FAB Forum
- 1x Ambassadors Dinner
- 1x New Year's Reception
- 5x Country-specific Business Events
- 2x Africa Insights Forum

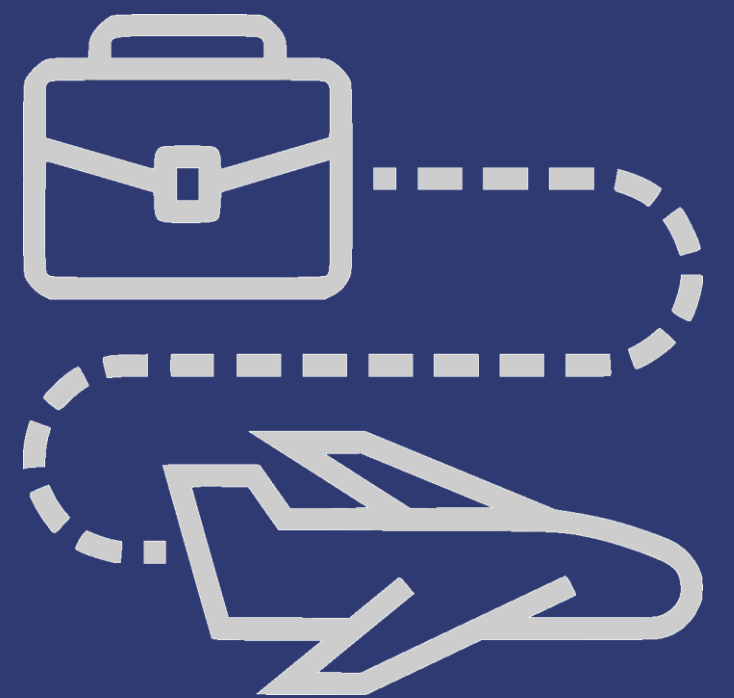
# 5

## TESTIMONIALS FROM NABC MEMBERS



"Great experience, very instructive and useful, the atmosphere and interaction with the organizations (NABC- AgriProFocus- Dutch Embassy) and other participants was very pleasant" - **Patrick Koome, Koppert Biological Systems**

"A successful long-lasting cooperation starts with a well-organized and professional match-making process like the one NABC organized at the Royal Institute of Tropics in Amsterdam" - **Jean Pierre Karabaranga, Ambassador of Rwanda to the Benelux**



"NABC trade missions are packed with match-making, trade fair visits and personal support by dedicated NABC staff. I was very happy to find my first African client through NABC's trade mission to Nigeria in 2016." - **Bernhard Krikke, SubaSeeds**



"I'm based in Africa, so NABC's Partner Scan helped me connect with key stakeholders in the cocoa industry in the Netherlands" - **Marc Steen, CNFA**

"I have participated in two Business Development Missions to the Netherlands organised by the NABC. The team connected me to over 40 relevant Dutch companies which has led to several cooperation agreements, contracts signed and a significant expansion of my business in the Dutch market. - **Francois D'Assise, DASSY Engineering**

# 6 JOIN NABC

## ACCELERATE YOUR BUSINESS

### Benefits of NABC Membership

- Gain access to a community of over 10,000 European & African private and public sector actors across diverse sectors
- Gain free or discounted entry to all our networking events, trade missions and market intelligence
- Membership grants you access to the latest business intelligence, market insights and discounts on businesses advisory services vital to any company active in Africa

### 2019 Membership Fees

|  |                |
|--|----------------|
| <b>Start-up</b><br><i>Companies <math>\leq</math> 3 years old</i>                                  | <b>€375,-</b>  |
| <b>SME's</b><br><i>Companies &lt; 250 employees</i>  | <b>€875,-</b>  |
| <b>Non-profit organisations</b><br><i>Knowledge institutes, NGOs,<br/>Sector associations etc.</i> | <b>€ 875,-</b> |
| <b>Large companies</b><br><i>Companies <math>\geq</math> 250 employees</i>                         | <b>€1650,-</b> |

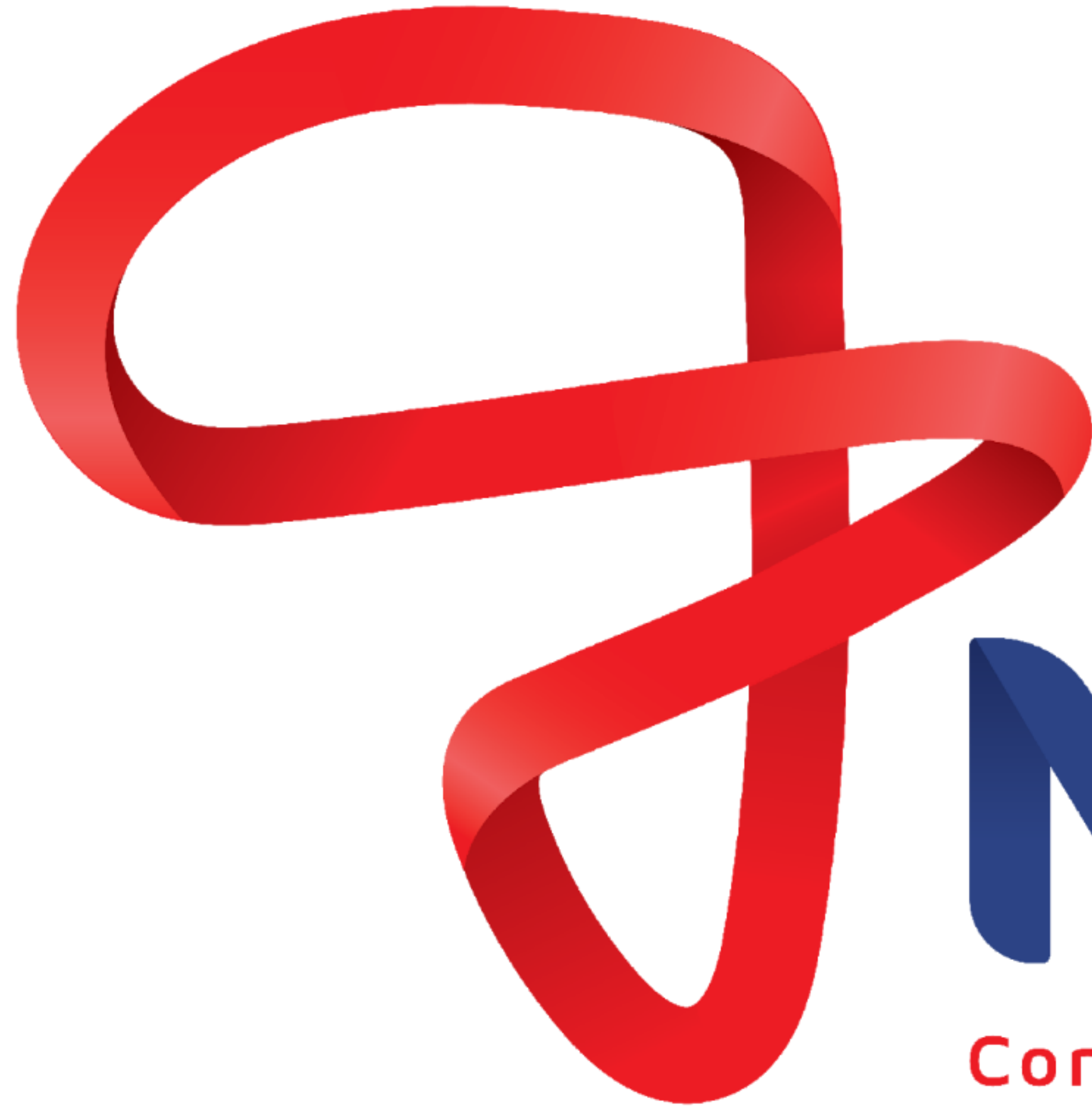
# 7 Register Now!

**Welcome to The Network**

**CLICK [HERE](#) TO REGISTER FOR NABC MEMBERSHIP**







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