



NETHERLANDS-AFRICAN BUSINESS COUNCIL

The Leading Africa-Focused Business Community

To learn more about NABC and our activities, visit our website by scanning the QR code.



The Netherlands-African Business Council (NABC) is the main Africa-focused business community in the Benelux. The NABC today leads a network of **250 engaged** and **diverse members** and has access to a community of over **10,000 African** and **European** businesses, institutes, government entities and other bodies interested in doing business in Africa.

Due to close collaboration with partners as the Dutch Employers Federation VNO-NCW and various sector organizations, we have access to thousands of Dutch businesses with international ambitions. As such, NABC has positioned itself uniquely between the African and Dutch private and public sectors and is your partner of choice for connecting African challenges to business opportunities for the Dutch private sector.

Therefore, the NABC's purpose is to **inform**, **inspire**, **catalyse** and **connect** businesses with Africa's opportunities and to assist the private sector in making confident decisions about when, where and how to do business in Africa. At NABC we place 'Partnerships of Equals' at the centre of our activities, meaning that we aim to develop opportunities that are beneficial for both the Netherlands and Africa.

NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment.

75 YEARS OF CONNECTING BUSINESSES TO AFRICA'S OPPORTUNITIES

In 2021, the NABC is celebrating its 75-year anniversary. During those years we have carried out countless trade missions and events. Certainly after the year 2000, when a new wave of positivism and afro-optimism swept through the continent, we have been carrying out **between 5 and 10 trade missions per year**, both incoming and outgoing. Each year we've been organising our annual events such as the **New Year's Reception** and the **Ambassadors' Dinner**, both attracting close to 200 attendees and leading to numerous new contacts, social connections and business leads. Our flagship event **Africa Works!** has been held **4 times** since 2012, attracting 400 to 700 European and African participants per day, while our **Francophone Africa Business Forum (FAB)** has been organised 5 times and saw 150 to 250 participants per edition, including over 100 entrepreneurs from West-Africa.

We have been requested by renowned institutions to organise events on behalf of them. In 2019, the NABC organised the **EU-Ethiopia Business Forum** in Brussels, on behalf of the European Commission, with an estimated 250 attendees that came in from all over Europe. In February 2020 we organised a World Bank commissioned investment conference called **"GrowCongo! Invest in Agriculture"** in Amsterdam.



COVID-19 HAS NOT CHANGED OUR MISSION

The year of the COVID-19 pandemic showcased the NABC's ability to adapt and transform the way in which we carry out our activities and continue to be of added value to our member-base. In December 2020, we organised our first-ever **Digital Africa Business Days**, that resulted in 1,400 registrations and a peak of attendants of over 700. Prior to this, we organised over 20, and counting, country-focused webinars with key stakeholders in those countries. For more in-depth information visit the [NABC's track record page](#).

While the world was going through the COVID-19 pandemic in 2020, our three 'impact clusters' continued operations as usual. Under these long term programmes, groups of Dutch companies join hands and cooperate while entering a new market in an African country meanwhile contributing to the local sector development. By doing so they share risk and increase impact.

THE AFRICA STRATEGY

In 2019, the Dutch Employers' Federation VNO-NCW launched the [Africa Strategy for the Dutch Private Sector](#). The objective of this strategy is to encourage Dutch companies to do business – or more business – in and with Africa so that Africa's potential is better reflected in Dutch earning power abroad, and to raise their awareness of Africa's potential. Due to the unique position of the NABC and our vast network, the NABC has been a key member of the taskforce responsible for developing the strategy and working closely with VNO-NCW and the other partners of the Africa Strategy.

Building up from the Africa Strategy, NABC initiated an action plan to implement the Africa Strategy: the 15/15 action plan for which we have received parliamentary support in December 2020. The action plan aims to set-up 15 consortia in the 15 focus countries of the Africa Strategy.

At the NABC we place 'Partnerships of Equals' at the centre of our activities, meaning that we aim to develop opportunities that are beneficial for both the Netherlands and Africa. The NABC sees the Sustainable Development Goals as an opportunity for more responsible business in Africa. All our work relates directly to the achievement of the 17 SDGs, with a specific focus on SDG 2, SDG 5, SDG 8 and SDG 17 in which we believe we can maximise our impact.

AFRICA INSIGHTS DESK

As part of the NABC's daily operations, we offer advice to our network through the Africa Insights Desk. We can find the perfect business partner, provide valuable market information, assist companies with defining their corporate Africa Strategies, or organise a tailor-made trade mission. The Desk comprises a pool of 50 subject-matter experts across Sub-Saharan Africa and Western Europe, and partner organisations on both continents.

LOCAL PRESENCE

While the NABC's HQ is based in The Hague, the Netherlands, we have a strong local presence with NABC-run offices in Tanzania and Nigeria. Additionally, we work closely with our sister organisations in South Africa, Ghana, Kenya, and Algeria.



ABOUT NABC

NABC is the main Africa-focused business community in the Benelux. Our network consists of more than 250 diversified and engaged members; a wide community of African and Dutch Ambassadors, sector associations, Chambers of Commerce, Investment Promotion Agencies and over 10,000 Africa-focused business contacts. NABC strongly believes that the private sector has a crucial role to play towards an Africa that is economically thriving and globally competitive in trade and investment. We aim to inform and connect businesses with Africa's opportunities and enable our community to make confident business decisions and succeed in Africa.



NABC's Africa strategy team



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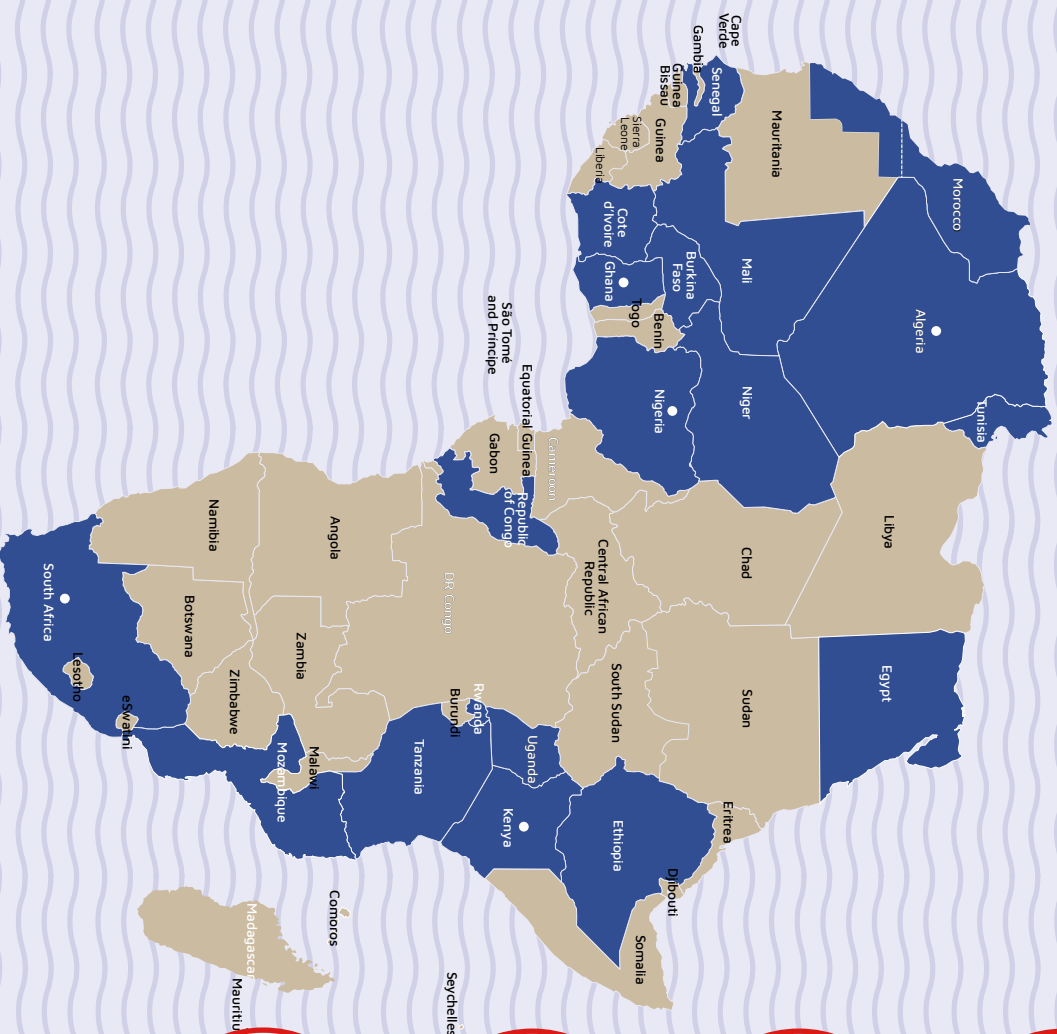
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