



PSD ONLINE

Online tools to stimulate Private Sector Development in Africa

This brochure presents different Private Sector Development (PSD) projects and programmes that **NABC** organises digitally. While there is immense value in personal encounters and exchanges, some aspects of PSD can also be carried out online. Sometimes even more efficiently, cost-effective and environmentally-friendly.

Objective

Tailor-made online PSD projects and activities contribute to:

- Capacity building of SMEs and other economic actors in Africa
- Shared information on key business opportunities
- New business linkages
- Removal of trade barriers
- Access to finance
- Public-private partnerships
- Strengthening business-enabling environments
- Additional support of target groups, such as female and youth entrepreneurs

In all activities, NABC will look at how Dutch expertise and technology can contribute to PSD in Africa.

Projects and programmes

The following online projects and programmes can be organised to stimulate PSD in Africa. Each activity can be tailored to the specific needs of the focus country, target group and partner. Based on the target group, the activities can be organised in English and/or French.

- Digital business forum
- Webinar
- Virtual roundtable
- Virtual (trade) mission
- Virtual sales room
- Online B2B matchmaking
- Online training
- Studies
- Country branding
- Coaching in economic diplomacy
- Longer-term PSD programmes

Digital business forum

Participants of a digital business forum gain access to an online platform where they can access workshops (learning), roundtables (discussing) and one-on-one meetings (doing business). The platform can be fully tailored to the style/branding of the event and involves different options for participants to virtually interact, network and access information.

Webinar

A webinar is a lecture, workshop, presentation or other form of knowledge transfer that is live broadcasted via the internet. Webinars are a useful tool to share information, generate a discussion and give participants the opportunity to ask questions. Recording of the webinar is later shared on YouTube. For recordings of past webinars, [click here](#).

Where do we work?

The projects and activities can be applied in all 54 African countries. At the same time, NABC has country experts for the following countries:

- | | |
|--------------------------------|---------------------|
| • Algeria | • Mozambique |
| • Burkina Faso | • Niger |
| • Côte d'Ivoire | • Nigeria |
| • Democratic Republic of Congo | • Republic of Congo |
| • Egypt | • Rwanda |
| • Ethiopia | • Senegal |
| • Ghana | • South Africa |
| • Kenya | • Tanzania |
| • Mali | • Tunisia |
| • Mauritius | • Uganda |
| • Morocco | |



Virtual roundtable

Virtual roundtables are a form of webinar, in which a small group of relevant stakeholders discusses a specific topic or issue. Just like a regular roundtable, an agenda will be set prior to the meeting, the discussion will be led by a moderator, and notes (including action points) will be shared afterwards.

Virtual (trade) mission

In a virtual (trade) mission, delegates get an introduction to the destination country through various online activities such as business seminars, B2B and B2G matchmaking, and virtual company visits. Companies with a clear import/export or investment plan for the country receive feedback on their plans and are linked to relevant partners.

Virtual sales room

A virtual sales room gives Dutch and African companies that are looking for clients or distributors the opportunity to exhibit and promote their products and services in an online space. The virtual sales room is a 'one-stop shop' that can be easily promoted amongst relevant target groups and networks, before directing clients to the individual company websites of the exhibitors.

Online B2B matchmaking

Through online B2B matchmaking participants can browse for potentially interesting business partners and request meetings. Those receiving an invitation for a meeting can accept, reject, or request more information, which increases the chances of a 'good match' during the actual meeting. After all meeting slots have been filled with accepted meetings, participants receive their matchmaking schedule with links to access their virtual meeting room.

Online training

NABC can organise and host online training sessions and courses for African SMEs on a variety of topics, ranging from general business and management skills to technical training in specific sectors. Developing an online training includes a careful needs assessment of the participants, setting SMART learning goals, developing a tailored training programme and evaluating afterwards.

Studies

Because of its large networks in most African countries as well as amongst the Dutch and international private sector, NABC can set up and coordinate market studies digitally. NABC has a great expertise in highlighting business opportunities for the Dutch private sector in specific sectors and sub-sectors (e.g. poultry, horticulture and renewable energy) in African countries, through identifying the local needs and challenges and offering an overview of relevant Dutch solutions. Together with local partners, NABC can offer expert insights while reducing travel costs and CO2 emission.

Country branding

NABC has great experience in marketing development challenges as opportunities for business. For example, poorly maintained

roads can result in contracts for large-scale infrastructural projects, and lack of rainfall can be an opportunity to implement climate-smart agricultural practices. Through consultancy with public and private stakeholders, NABC will develop a tailored and attractive international marketing and communication strategy for countries which highlights business opportunities and fiscal incentives. Execution of the strategy involves (targeted) online outreach, setting up meetings and roundtables, and/or organising a business forum to engage all stakeholders involved. Example: [GrowCongo! Invest in Agriculture](#).

Coaching in economic diplomacy

Through many years of experience working with Chambers of Commerce, Export Promotion Agencies, Ministries and other economic actors in African countries, NABC has built a strong expertise in economic diplomacy coaching. Through virtual sessions and targeted advice, local PSD actors are strengthened in the decision-making, policy-making and advocating for their states business interests.

Long-term PSD programmes

Because of its large networks in most African countries, NABC is able to set-up and manage PSD programmes from several months to up to 3 years (with the objective that successful programmes should ultimately be managed locally). NABC coordinates various long-term PSD programmes in Africa in sectors such as [poultry](#), [seeds](#) and [spices](#). The objectives of these programmes are to activate Dutch expertise and products for the benefit of local private sector development.

More Information

Interested in one of the projects or programmes above? Or do you have any other ideas to stimulate PSD in Africa and for which we may collaborate? Contact us at info@nabc.nl.

NABC: Confidence in African Business!



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NABC is the leading organisation for trade and investment facilitation for Africa based in the Netherlands. 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. NABC's purpose is to inform, inspire, catalyse and connect businesses with Africa's opportunities.

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