



The West Africa Business Association (WABA)  
The Southern Africa Business Forum (SABF)  
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## **WABA 50<sup>th</sup> 'Capacity Building' Anniversary Event and Workshops, Accra, 17-19 Oct 2006**

The event will be held in conjunction with the Netherlands-African Business Council (NABC), with support from the EU - Centre for the Development of Enterprise (CDE), Brussels

### **THE OBJECTIVE OF THE EVENT**

The development of international linkages, partnerships and joint ventures is key to increasing trade, both for African and UK companies. However, many companies (particularly SMEs) and Intermediary Organisations e.g. Trade Associations & Chambers of Commerce in Africa, do not have the experience or understanding to successfully develop these "partnerships" and identify prospective partners. Similarly, African intermediaries and companies are not effectively promoting potential opportunities to potential overseas partners because of their inexperience in the field of presentation. There is therefore an urgent need to help the West African Intermediary Organisations (IOs), such as Chambers and Trade Associations, to upgrade their services so that they can provide greater advice and support to their members.

### **THE AIM OF THE WORKSHOPS**

The aim of the WABA workshop is to help Business Intermediary Organisations in West Africa provide greater support and assistance to their member companies, so that they can successfully develop sustainable linkages and partnerships with overseas companies. WABA has therefore adopted '*Capacity Building*' of Intermediate Organisations as its 50<sup>th</sup> Anniversary theme and will host a series of topical workshops (see attached workshop briefs), chaired by experienced local and international business people, together with expert speakers/panel members. The workshops will be designed to help the IOs understand what international partners are looking for and how they can assist their members present themselves in the "world marketplace". They will also provide specific advice, links and assistance to the IOs, to help them develop their own linkages with similar IOs in the UK/Netherlands and therefore enable them to offer an active and practical linkage service so that their members can promote their projects and develop sustainable international partnerships.

### **INTERMEDIARY ORGANISATIONS**

**WABA** and **NABC** are themselves Intermediary Organisations, with interests and representation in both the UK/Netherlands and West Africa and are therefore ideally placed to work with and co-ordinate, the development of IOs in both West Africa and the UK/Netherlands. WABA has representatives throughout the region and thriving in-country subsidiary associations in Ghana & Nigeria and will shortly form an association in Cameroon. Through its sister Association **SABF**, **WABA** also has strong inter-regional links. It is therefore planned that the 50th Anniversary event will include representatives from IOs from Ghana, Nigeria, Cameroon and Senegal.

#### **WABA/SABF UK**

**Chairman:** Dr JRTR Brown OFR **Director General:** J A McGregor CBE MC **Regional Manager:** A H Strawson **Consultants:** Dr JC Lawley, M Cutler  
A Company Limited by Guarantee in England & Wales. Registration No 375 3986 VAT No: 512 514 388

#### **WABA GHANA**

**Chairman:** Martin Eson-Benjamin **Vice-Chairmen:** Ashok Mohinani/Tim Anson  
**Treasurer:** Joyce Heman-Ackah **Chief Executive Officer:** Sam Poku  
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**The WABA 'CAPACITY BUILDING' Workshop and Anniversary Event** will be opened by a senior Ghanaian Minister and invitations will be issued to all WABA Ghana and regional members, NABC members and other leading local businessmen. Central to the event will be the opportunity for the attendees to meet with the representatives of the IOs from Ghana, Nigeria, Cameroon and Senegal to discuss potential business and linkages. Selected WABA & NABC members will be helping with the workshops in order to pass on their own experience to the invited IOs and companies. Invitations will also be extended to other Ghanaian companies to attend the workshops and also to the members of the regional IOs.

We are fortunate to have a number of sponsored lunches and functions, including a reception at the British High Commissioner's residence, at which invited attendees will be able to socialise and network with other senior local and international business people.

The event and workshops will take place at the Labadi Beach Hotel on the 17-18 October 2006, with a final discussion session on the morning of the 19<sup>th</sup> Oct. Registration will be from 8.30 am on 17 Oct with the opening ceremony planned for 10.00 am. Workshop notes will be made available to participants and following the event the speakers presentations and training aids will be made available so that IOs can hold training sessions for their own members. Attendee certificates will be presented during the briefing session following the event.

If you wish to attend the event and workshops please complete and return the attached form. For further information on the event and workshops please contact either Malcolm Cutler on [mc@fscdev.com](mailto:mc@fscdev.com) or Hamish McGregor on [info@waba.co.uk](mailto:info@waba.co.uk).

### Outline Timings

Day/Date	Time	Event	Remarks
Tuesday 17 <sup>th</sup> Oct.	PM	Arrival of Regional Delegates	Group from Senegal arrive 18 <sup>th</sup> October
	0830	Registration	
Wednesday 18 <sup>th</sup> Oct.	1000	Opening Ceremony	Delegates seated by 0945
	1115-1145	Coffee break	
	1200-1230	Administrative Arrangements	DG WABA M. Cutler
	1300-1430	Lunch	Sponsored by Poly Group of Companies including delegates & Guests
	1445-1700	Workshop I	Including Tea 1530
	1730	Transport departs	For BHC
	1800-2030	Reception	At BHC
Thursday 19 <sup>th</sup> Oct.	0900- 1030	Workshop II	
	1030-1100	Coffee break	
	1100-1200	Workshop II cont.	
	1230-1400	Lunch	Sponsored by Taysec Construction Ltd
	1415-1630	Workshop III	Including Tea 1500
	1630-1730	Closing Debrief Session	
	1900 onwards	Presentation of Certificates & Farewell Diner	Sponsor arranged by GHANECC
Friday 20 <sup>th</sup> October	AM	One-to-One meetings	Arranged as necessary

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## WORKSHOP I

### **Benefits for Intermediate Organisations and their Members in Developing International (and Regional) Partnerships**

The **objective** of this workshop is to show Intermediary Organisations the benefits and risks, of developing international partnerships, both for themselves and their members.

The **expected** results will be that Intermediate Organisation executives and staff will have greater understanding, knowledge and confidence to develop linkages and partnerships for their own organisation and give support to their members. The workshop will also develop the regional benefits.

Subjects covered will include:

- Why develop an international partnership
- Types of partnerships, linkages, joint ventures etc
  - Technology exchange
  - Market access
  - Management skills learning
  - Meet competition
  - Investment
  - Training
- Intellectual Property Rights (IPR) and Patents
- Regional strengths through partnerships
- Types of services Intermediate Organisations can offer their members through developing links with other international Intermediary Organisations
  - Overseas search facilities for members to identify partners
  - Markets
  - New products
  - Investments
  - Support from other partnership specialist organisations
- Threats and problems which can result from partnerships
- The need for communication and trust as well as legal agreements

**Workshop I will be chaired by Mr Gordon Hutt (previously Director SGS Ltd), supported by Mr Edward C Boateng, Executive Secretary Ghana Export Promotion Council (GEPC), Mr David A Hesse, Barrister – Hesse & Hesse, Mr Malcolm Cutler Consultant WABA/SABF.**

## WORKSHOP II

### **What is the International Partner/Investor looking for?**

The **objective** of this session is to detail what an overseas partner/investor is looking for and what local IOs and companies need to do to attract them. The workshop will also highlight the need to compete with other regions in the world e.g. India, China, to attract EU partners/investment and the importance of building on the region's 'competitive advantage'.

The **expected results** will be that the organisations and companies attending will have a better understanding of why they need to develop overseas linkages, what they have to do to attract partners/investors and who are their main competitors.

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Subjects to be covered will include:

- The business opportunity:
  - Jointly developing new markets
  - Local assembly/manufacture
  - Adding greater value to local raw materials
  - Supply chain development
  - New technology
- How the business opportunity is presented:
  - The introduction
  - Business Plan (detailed discussion of what a typical business plan should include)
  - Transparency and trust
  - Realism
- Competitive advantage – of the organisation, company, country and region
- The need for realistic financing and structures
- The competitors – who are you competing with for investment?
- The need to develop a business built on equal inputs, risks and results

**Workshop II will be chaired by Mr Peter Banner OBE (formerly Country Director Guinness Nigeria), supported by Mr Joe E Winful, Senior Partner KPMG Ghana, and a representative from Fidelity Bank Ghana.**

### **WORKSHOP III**

#### **What Changes and Investments Must Intermediary Organisations Make to Develop a Successful Partnership and Provide a Quality Service to their Members?**

The **objective** of this workshop is to show that the IOs will have to develop new management and administration techniques if they are to attract and maintain linkages with UK/EU organisations, and thereby offer their members a quality service.

The **expected results** are that local IOs will be better equipped to meet the challenges of developing linkages and partnerships, resulting in a better service to existing members, and the potential to attract new members.

Subjects to be covered will include:

- Understanding other business cultures and communication
- Need for dedicated and knowledgeable staff
- Need for efficient administrative procedures e.g. IT.
- Training of members:
  - Business Plan development and presentation
  - Communication
  - Realism
  - Marketing their “comparative advantage”
- Providing relevant support to their members:
  - Links to banks, venture capital and other finance
  - Links to lawyers (including for IPR) and accountants with overseas practices or their own linkages
  - Meeting overseas visitors
  - Organising outward missions
  - Links to international business development organisations

**Workshop III will be chaired by Mr Richard Howe, (formerly Director BAT, Cameroon), supported by Mr Samuel A Adjei, MD Ecobank, Ghana and Mr Tjalling Wiarda, Project Manager Ghana Netherlands Chamber of Commerce and Culture (GHANECC)**

**Following the workshops time will be available for a debrief session and on the last morning “face to face” discussions between IO representatives and WABA experts, as well as other companies present. Additionally there will be the opportunity for business contacts to be made during the organised networking receptions and lunches.**

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