

# Trade Missions

## Description of Services



### West Africa Market Potential

West Africa is among the fastest growing regions in Africa. High economic growth rates, strong population dynamics and steadily growing middle classes have put West African markets to the forefront of the continent's economic upswing.

- ❑ 15 countries, 400 million inhabitants, 5.1 million km<sup>2</sup>
- ❑ Countries: Benin, Burkina Faso, Cape Verde, Côte d'Ivoire (Ivory Coast), Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Nigeria, Senegal, Sierra Leone and Togo
- ❑ All countries are part of ECOWAS (Economic Community of West African States)

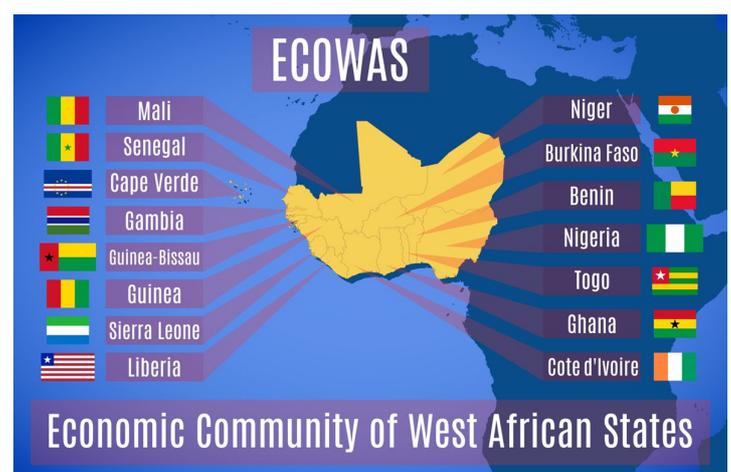
West Africa has shown impressive growth rates in the past decade, with some countries reaching 7-9% of economic growth. After the pandemic, the region's combined growth in 2022 is expected to be at around 5%.

### Major economic hubs

These fundamentals provide the basis for a strong and robust economic development in the future. All industries are growing and open for new international partners. The economic centers of the region are ideal entry points into West Africa's booming markets:

- ❑ Abidjan / Côte d'Ivoire
- ❑ Lagos / Nigeria
- ❑ Dakar / Senegal
- ❑ Accra / Ghana

Prosper Africa's added value is to open up West Africa's thriving markets to new partners, especially by organising trade missions ([www.prosperafrika.com/services/trade-missions](http://www.prosperafrika.com/services/trade-missions)).





## Trade Missions

Trade missions are one of the best ways to explore new markets and get comprehensive insights as well as valuable contacts within a short period of time (2-3 days).

The business delegation of the client's country usually includes officials (government, authorities, state agencies, etc.), representatives of the participating companies and industry bodies.

The program typically foresees an official opening with governments representatives of the target country (at least on minister level), one-to-one business meetings in accordance with specific company requests and networking events.

## Online Trade Missions

Prosper Africa also provides digital formats to bring the right companies together.

In an online trade mission, companies from West Africa, identified according to a specific search profile, virtually meet with companies from the client's country. Additionally, online B2B meetings can be also accompanied by a kick-off event with stakeholders from Africa and the client's country (e.g round table).

### Scope of Services

- ❑ Organization of the official program incl. opening ceremony with government officials (minister level or higher) and one-to-one business meetings for each company (B2B / B2G)
- ❑ Organization of networking events (reception at embassy, matchmaking dinners, field visits, etc.)
- ❑ Support with logistics (hotels, transfers/drivers, visas, etc.)
- ❑ Organization of preparatory events in the client's country
- ❑ Promotion through local and international media
- ❑ Follow-up & documentation

### Scope of Services

- ❑ Identification of West African companies according to the client's search profile
- ❑ Organization of one-to-one B2B matchmaking meetings / provision of IT infrastructure
- ❑ Organization of an online kick-off meeting incl. representatives from the government, African institutions and industry associations
- ❑ Follow-up & documentation

## References

### Smart City Trade Mission Côte d'Ivoire / 2019

Client: Federal Chamber of Commerce of Austria (Vienna)

Focus: Smart City - Urban infrastructure, traffic, environment, waste, energy

[www.prosperafrica.com/news/smart-city-trade-mission-of-austria-to-cote-divoire](http://www.prosperafrica.com/news/smart-city-trade-mission-of-austria-to-cote-divoire)

### Innovation Mission Dakar / 2022

Client: German-African Business Association (Berlin), Swisscham-Africa (Basel), Swiss-African Business Circle (Bern)

Focus: Innovation, digitalization and new technologies

[www.prosperafrica.com/news/imd-2022-successful-trade-mission-to-senegal](http://www.prosperafrica.com/news/imd-2022-successful-trade-mission-to-senegal)

### Online Trade Mission India / 2022

Client: Government of India / NASSCOM (New Delhi)

Focus: Digital technologies, IT, software

[www.prosperafrica.com/news/online-indian-trade-mission-to-west-africa](http://www.prosperafrica.com/news/online-indian-trade-mission-to-west-africa)

