

Company presentation

Develop your individual Africa strategy

africon
bridging potential



Why Africa, why now?

Global growth will be driven by Africa over the coming decades and international companies need to position themselves accordingly

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1. The people

A demographic divided without precedent

2.5 billion population by 2050, up from 1.4 billion in 2022



40% — Africa of the world's under-18s will live in Africa by 2050



2.5 billion Africans in the middle class by 2060



2. The markets

Rising consumers, rising cities, rising output

6x ↑ growth in many African economies over the last 30 years



800 m people urbanising, creating new megacities



40% of the global population by the year 2100 will be African




All opportunities come with challenges

We are here to help

For those considering expanding in Africa, the challenges include a lack of information about the local business environment, access to reliable business partners, and overcoming cultural differences.

We are here to help.

africon's exclusive focus on Africa will give you access to in-depth, current, local expertise to enable actionable strategies as if you were there, on the ground.



“Africa offers plenty of opportunities. However, for many countries, differences in types of key industries, degree of industrialization, ease of doing business, and other factors are a big challenge, especially in sub-Saharan Africa.”

Why choose africon as your partner for Africa?

What you get



Exclusive African continent focus

Our 150 years' combined Africa experience translates to your company's growth.



Hands-on African approach

Engage with confidence when you receive reliable market strategies based on local market research, local project insights and direct market communication.



Strong local African teams

Obtain first-hand results directly from our team of experienced industry professionals who understand local African markets.



Strategic value

Achieve rapid and cost-effective market entry and growth with our customised strategies.



83.7%

of our clients have significantly increased their turnover in Africa



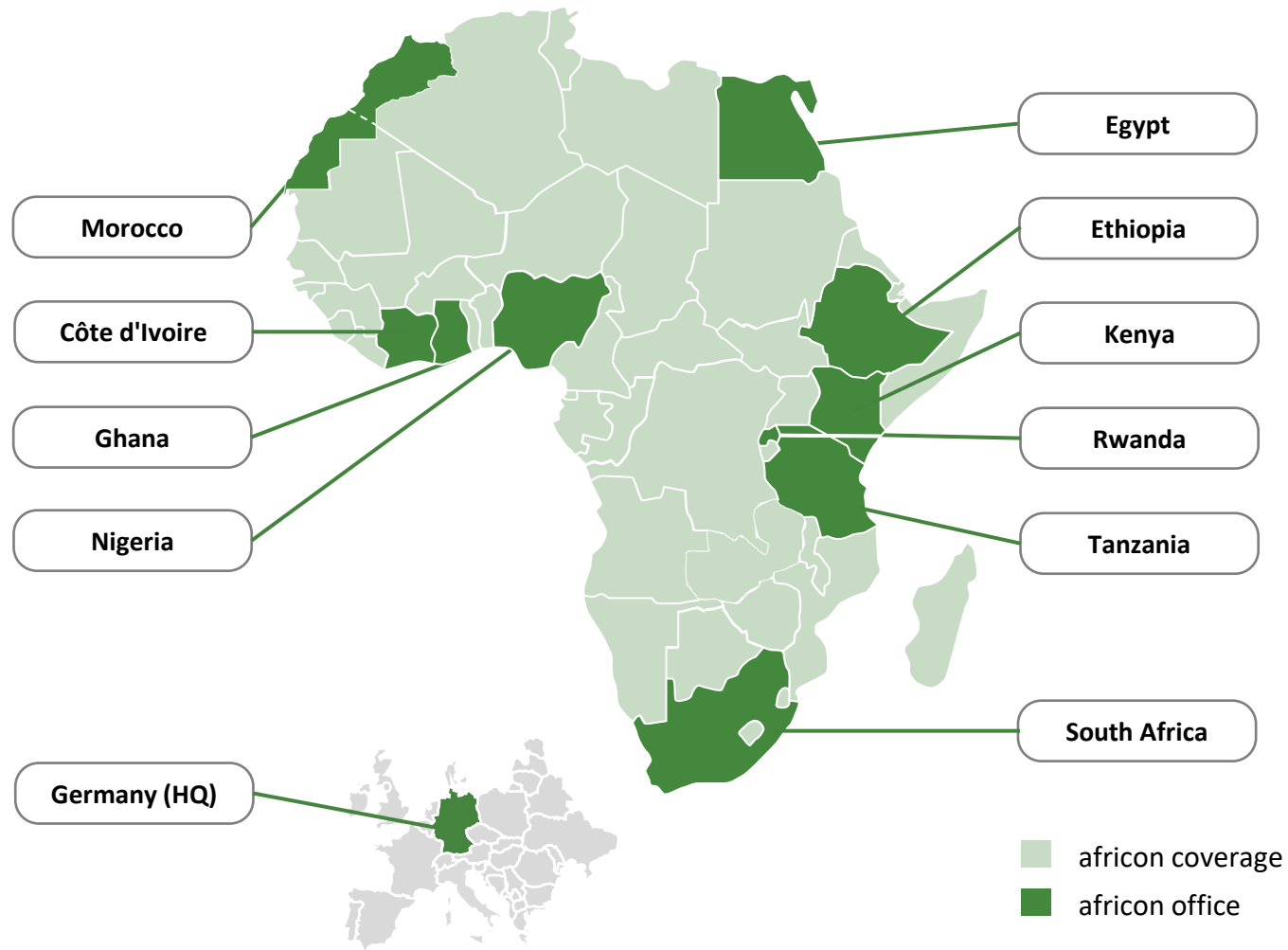
94.2%

would recommend us to their contacts

NB: Results verified after questionnaires with 104 clients

Our local teams advise clients all over the world

Engage with our highly experienced teams



200 +

**Successful projects
completed in Africa**

Countries our clients are from



How do we advise you?

Our services



Strategize *(where and why to play)*

- Country and market prioritization
- Industry and sector attractiveness assessment
- Regional trends, drivers and risk analysis
- Africa market roadmap development
- Growth opportunity identification
- Subject-matter expert interviews



Enter *(how to enter the market)*

- Market sizing and growth potential analysis
- Customer segmentation and value proposition definition
- Competitive and benchmark analysis
- Partner and distributor identification & introduction
- Go-to-market and operating model design



Grow *(scale and optimise performance)*

- In-market organisational and capability diagnostics
- Performance improvement initiatives
- Business model and commercial review
- Business development and key account support
- Communication strategy implementation



Invest *(M&A, partnerships & capital)*

- Market screening and opportunity identification
- Strategic and commercial due diligence
- Target identification and evaluation
- Transaction and project management support
- Partner selection and negotiation assistance

Some of the African industries we advise

Our key sectors with over 200 projects



20 +

Chemicals & Additives



35 +

**Mechanical Engineering
& Industrial Goods**



30 +

**Automotive &
Mobility**



25 +

**Building Materials
& Construction**



25 +

**Consumer Goods, Retail
& Packaging Materials**



10 +

**IT & Financial
Services**



20 +

Healthcare



35 +

**Many other
industries**

We work with top market leaders

Our references



What our clients value most

Three pillars that consistently come through in our client feedback

1. On the ground support



BRITA
Consumer Goods

"Detailed, country-by-country analyses gave us the confidence to find the right local partners"



Protina
Pharmaceuticals

"africon's experts live in the respective countries and provide first-hand insights"



Ascensia Diabetes Care
Medical Devices

"africon's own employees on the ground gave us the confidence and trust to gain valuable insights"

2. Strategic direction

KOENIG & BAUER

Koenig & Bauer
Mech. Engineering

"The overall delivery is helping us prioritise markets for the short to medium term future"



Robert Bosch
Automotive

"africon convinced us with their expertise and experience in the African environment"



Rheinland-Pfalz
Public Sector

"Thank you for the professional support. We have achieved our goals"

3. Insights & expertise



AB Enzymes
Life Sciences

"Quick structured insights, local experts and a firm understanding of the local ways of doing business"



HP
Technology

"The 'hands on' approach by africon helped us enormously"



Rommelag
Machinery

"Expertise across the pan-African continent is a key benefit of partnering with the africon team, good mix of European leadership and local knowledge is a plus"

africon team

Rooted in Germany, present across Africa

**Marc Zander**

Founder & CEO

Mechanical Engineering, Automotive, Financial Services

15 yrs consulting · 27 yrs international

**Erik Deitersen**

Director

Automotive, Construction, Industrial Goods

11 yrs consulting · 13 yrs international

**Cedrick Lukusa**

Director

Industrial Goods, Construction, Financial Services

13 yrs consulting · 15 yrs international

**Sebastian Dordel**

Director

Consumer Goods, Energy & Renewables

20 yrs consulting · 20 yrs international

**Claudia Krüger**

Head of F&A

Finance, Administration

7 yrs consulting · 12 yrs international

**Yeni Fowotade**

Principal

Consumer Goods, Industrial Goods, HR

10 yrs consulting · 11 yrs international

**Aneth Herman**

Principal

Healthcare, Consumer Goods, Construction

10 yrs consulting · 9 yrs international



The team in Africa consists of more than 15 team members who are all fully employed and bridge potential for our clients every day in Africa.





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