

IBD Africa 2013
Doing business in Africa
A. K. W. A. A. B. A.

Jonathan
Brough
Managing Partner
Progorex Limited
strategic procurement
services

* A = ASPIRE

- Set and maintain high standards in every aspect of how you conduct business.



Take it to the
max

- * K = KNOWLEDGE

- Have an open mind to acquire the knowledge of how best to apply your products and services.



* W = WALK THE ROAD

- Walk the road yourself, literally. Eyes and ears open. Ask lots of questions and be receptive to the answers.



* A = ANALYSE THE TRUE RISKS

- Have a clear and proven approach to mitigating each type of risk. E.g. Financial, process, safety, timing, quality and delivery.



* A = ADAPT

- Your ability to both anticipate possible changes and adapt to them quickly and effectively is an essential business capability.



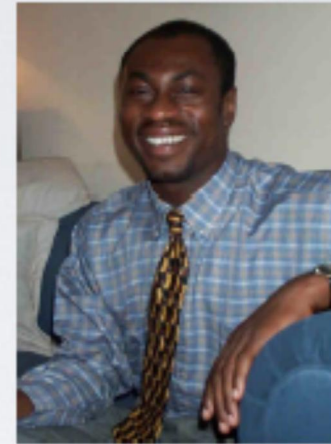
* B = BUILD RELATIONSHIPS

- There is no substitute for working with experienced people. Invest time and energy in building these relationships.



* A = AMIABLE

- Many have forgotten how to be amiable. i.e. how to inspire friendliness. This is where Africa excels.



AKWAABA MEANS WELCOME

- * A-Aspire;
- * K-Knowledge;
- * W-Walk the road;
- * A- Analyse the true risks;
- * A-Adapt;
- * B-Build relationships
- * A-Amiable

WELCOME TO DOING
BUSINESS IN AFRICA!