



Discover the Lion – Marketing

Your Business in Africa!

Market Africa

New Business Models for the Lion

Seeing the potential of African markets is one thing, actually serving that market is quite another. In this workshop, we explore a number of successful business models for African markets. Special attention will be given to marketing. To what extent is marketing different in Africa? Does African marketing exist? Several companies will provide you with the obstacles and solutions they come across during the development of their business in Africa. These examples will guide us through our discussions in the second half of the programme, when we invite you to develop ideas in smaller groups.



For registration and information about the other 'Discover the Lion' workshops, please visit the [website](#).





Date & Location

Tuesday, November 17TH 2009

Aula, Delft University of Technology

Mekelweg 5, Delft

Programme

13:30 – 14:00 Registration and coffee

14:00 – 15:45 Expert corner
Experts explain the dynamics in the African marketing sector and how they participate in it. See next page for an overview of the confirmed speakers.

15:45 – 16:00 Break

16:00 – 17:15 Exploring market impacts and Overcoming obstacles
Experts and participants together explore in detail the changes in this African sector. Where exactly are the innovative niches? What are the time frames? How can you as a Dutch entrepreneur participate? Ask, discuss and brainstorm in small groups with the experts and your colleagues.

Overcoming obstacles requires expertise, creativity and the right partners. In part III of the workshop, the participants and experts help each other to anticipate and overcome potential problems. Special attention is devoted to finding appropriate partners for your business.

17:15 – 17.30 Closing remarks

17:30 – 18:30 Refreshments

REGISTER with **Josine Hoogenraad** (josine.hoogenraad@nabc.nl) or via www.nabc.nl

Costs are €45 for NABC and STT members and €95 for other participants of the workshop. If you'd like to participate the whole day, costs are €85 and €150 respectively.





Confirmed speakers:

Jair Ehrhardt
Brabantia



Saskia Bosscha & Betty van Breemaat
Vlisco



Frans Bruinzeel
Celtel

