



# Winning Business in African Markets

*Africa is increasingly proving a real opportunity for British Businesses. Over the past year many West Midlands businesses have secured export orders there and it has vast potential...*

**Date:**  
23<sup>rd</sup> March 2017

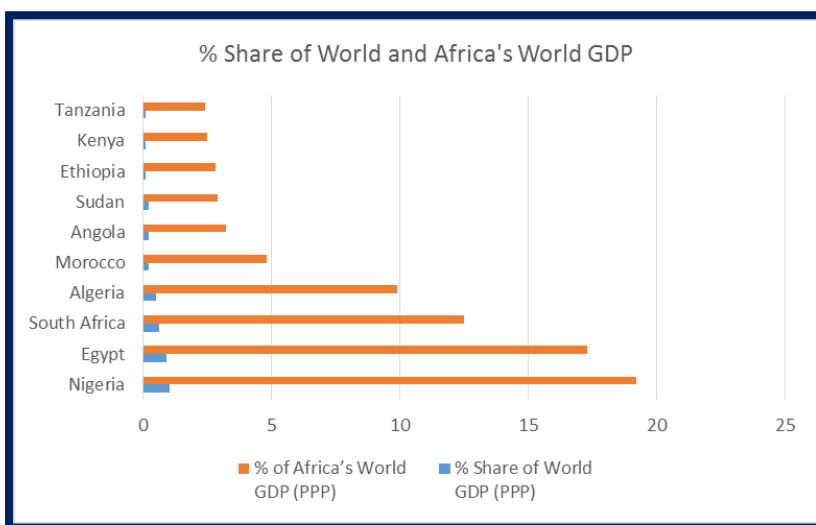
**Time:**  
09:30-17:00

**Location:**  
GTG Training and Conference Centre,  
Bearing Drive,  
Wolverhampton, WV11 3SZ

- Six out of ten of the World's fastest growing economies are African
- In the next 40 years half of the world's population increase will come from Africa
- Africa's consumer facing industries are expected to grow by more than £260 billion by 2020

**Register:**  
<https://winningbizafrica.eventbrite.co.uk>

Please note that 1:1 meetings are pre-bookable on a first come first served basis. Once you have registered through Eventbrite you will be contacted by an adviser to confirm your times.



'Brand Britain' is held in high regard and products from the UK are considered symbols of quality, tradition and style. British companies are in a unique position to tap into this market.

### Meet the experts:

Meet with market specialists to learn about export opportunities in the following 6 dynamic markets. Our specialist International Trade Advisers will also be available to offer export guidance and advice.

- **Nigeria**  
James Houston, UK Chairman, Nigerian-British Chamber of Commerce
- **Ghana**  
Tony Burkland, CEO, British Chamber of Commerce, Ghana
- **Egypt**  
Iman al Sherif and Karin van Wesep, Egyptian British Chamber of Commerce
- **Morocco**  
Karim Benhaddou, Deputy General Manager, British Chamber of Commerce for Morocco
- **Kenya**  
Farida Abbas, CEO, British Chamber of Commerce, Kenya
- **Uganda**  
Willy Mutenza, Chair, Uganda UK Convention

### Programme:

|             |                                                                                     |
|-------------|-------------------------------------------------------------------------------------|
| 09:00-09:30 | Registration                                                                        |
| 09:30-09:40 | Welcome and introduction: Mark Sankey, Head of International Trade Team, Birmingham |
| 09:40-10:40 | 6 minute market appetisers from our 6 market specialists & Q & A                    |
| 10:40-11:00 | Coffee break                                                                        |
| 11:00-13:00 | Round table market discussions and pre-booked 1:1s                                  |
| 13:00-14:00 | Networking Lunch                                                                    |
| 14:00-15:00 | Round table market discussions and pre-booked 1:1s                                  |
| 15:00       | Event ends                                                                          |