Business opportunities in Southern African markets

Workshop

29.11.2018
Riga, Latvia
Southern African market as an business opportunity: CB SME Aisle project

Research manager Minna Keinänen-Toivola, Ph.D.
Satakunta University of Applied Sciences (SAMK)
Exports of Central Baltic economic strengths
SHIPBUILDING, MARITIME & LOGISTICS,
RENEWABLE ENERGY, AUTOMATION and ICT
to Namibia as a stable point of entry point
to the Southern African markets

BUDGET:
1.73 M€

DURATION:
1.3.2018–31.8.2021
(42 months)

RESEARCH MANAGER:
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SME Aisle

- SME Aisle is an adaptable and scalable product and services concept for coastal areas of Southern African Development Community (SADC)
- **Central Baltic area**: Finland, Estonia, Latvia and Sweden
- **Themes**: shipbuilding, maritime and logistics, renewable energy, automation and ICT
PARTNERS

Satakunta University of Applied Sciences (Lead)
FINLAND

Prizztech Ltd.
FINLAND

Latvian Chamber of Commerce and Industry
LATVIA

Association of Mechanical Engineering and Metalworking Industries of Latvia
LATVIA

Tallinn University of Technology (Estonian Maritime Academy)
ESTONIA

Associated partners:
Satakunta Chamber of Commerce, Finland
Swedish Wind Power Association, Sweden
ACTIVITIES AND RESULTS

1. Detailed market analysis and feasibility study
2. Development and adaptation of concept products and services
3. Capacity building of 20 selected companies from Central Baltic area to Southern African markets
4. Events in Central Baltic area and in Southern Africa (Namibia, South Africa)
5. Business delegations to Namibia and South Africa
OUR KEY COMPETENCIES

• We offer connections to Central Baltic SME’s who are eager to expand their business to Namibia and SADC (Southern African Development Community) area.

• We offer business trips to SADC target market, business coaching to potential SME’s, feasibility studies of the business environment and the support of an expert team of various fields.

• SAMK’s Namibian co-operation started already in 2012, which include e.g. close co-operation with Namibia University of Science and Technology (NUST) and RV Mirabilis Research Vessel (2012).
The Southern African Development Community (SADC)

- **16 members**: Angola, Botswana, DRC Congo, Comoros (since 2017), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

- One of the strongest regional economic communities (RECs) in Africa by country gross domestic product (GDP).

- **Over 300 million potential consumers.**
BUSINESS OPPORTUNITIES IN SADC

• Shipping industry (ports, shipbuilding, fishing)
• Logistics
• Renewable energy & fresh water solutions
• ICT & automation
• Training and education
Namibia

- Independent nation from 1990
- Large land mass 824 269 km²
- Official language: English
- Population 2.3 million
- Namibia → the entry point to SADC markets; a stable democracy, low corruption
DOING BUSINESS IN NAMIBIA

• Leave preconceptions at home
• Patience is a virtue: need commitment and open-mindedness
• Take a long-term approach, but do not stick rigidly to your plans
• Personal relationships and local business partners are of high importance
• Legal and professional advice (local)
Project webpage: [http://smarturbanbusiness.samk.fi/smeaisle/](http://smarturbanbusiness.samk.fi/smeaisle/)

**Publication:**
Doing business in SADC region: Central Baltic SME Aisle for maritime and ports, ICT, automation, renewable energy and machinery in Southern African markets

**News from the last business trip:**
The growing Southern African market offers opportunities for Central Baltic SMEs
Thank you!

Questions?

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http://smarturbanbusiness.samk.fi/smeaisle/

Facebook (@SMEAisle)
Twitter (@SMEAisle)
Instagram (smeaisle)
YouTube (SME Aisle)
SME Aisle business delegation trip
1.4.-14.4.2019

In Namibia, South Africa and potentially to Zambia

29.11.2018
Riga, Latvia
TIMETABLE

• Namibia, South Africa (and Zambia)
• Initial travel dates:
  to Namibia 31.3.2019 (Windhoek, Walvis Bay)
  or to Cape Town, SA 3.4.
Initial programme in Namibia Monday 1.4.- Thursday 4.4., in South Africa Friday 5.4- up to 14.4. (and/or Zambia)
Note: changes still possible
Maritime, shipbuilding, logistics and fishing industry

Sun 31.3.2019 travel to Walvis Bay, Namibia
Mon 1.4. arriving Namibia
Tue 2.4-Wed 3.4. meetings and workshop in Walvis Bay with Namport
Thu 4.4 travelling to Cape Town
Fri 5.4. business seminar in Cape Town
Mon 8.4. business workshop Durban
Tue 9.4. business workshop in Port Elisabeth
Wed. 10.4. B2B meetings based on need
Renewable energy, ICT, automation

Sun 31.3.2019 travel to Windhoek, Namibia
Mon 1.4. arriving Namibia
Tue 2.4.-Wed 3.4. meetings and workshop in Windhoek
Thu 4.4. Travelling to Cape Town
Fri 5.4. Seminar in Cape Town

Mon 8.4. Workshop Lusaka, Zambia
Tue 9.4.-Wed 10.4. Fact finding, site visits in Zambia
Practicalities

• Registration deadline 31.1.2019 in LYYTI online system
• Support for travel costs:
  • Second time “SME Aisle” companies 1500 (EE, LV, SE), 1300 eur/company (FI)
  • First time travelling 1500€/company (all)
• Travel agency with flight, accommodation.
• Visas for Latvian and Estonian companies
Thank you!

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