



Business opportunities in Southern African markets Workshop

29.11.2018
Riga, Latvia



EUROPEAN UNION
European Regional Development Fund





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:

Minna Keinänen-Toivola, Ph.D.

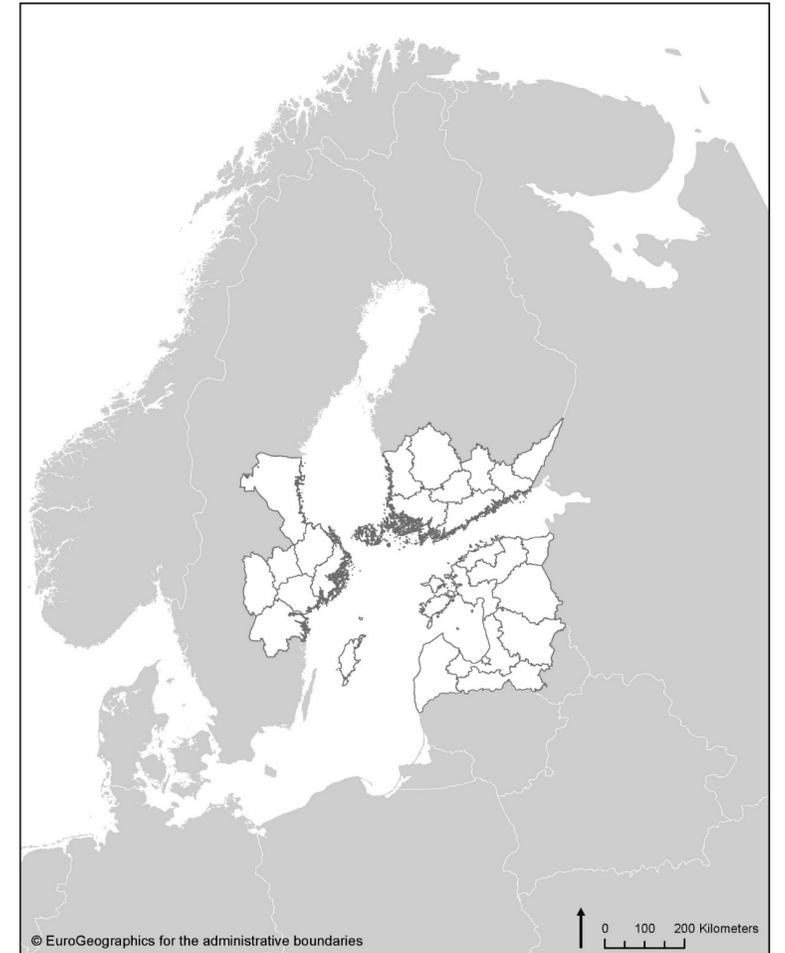
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- SME Aisle is an adaptable and scalable **product and services concept** for coastal areas of Southern African Development Community (SADC)
- **Central Baltic area:** Finland, Estonia, Latvia and Sweden
- **Themes:** shipbuilding, maritime and logistics,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

Central Baltic Programme 2014-2020
programme regions



PARTNERS



Satakunta University
of Applied Sciences
(Lead)
FINLAND



Prizztech Ltd.
FINLAND



The Latvian Chamber
of Commerce and
Industry

Latvian Chamber
of Commerce
and Industry
LATVIA



Association of
Mechanical
Engineering and
Metalworking
Industries of Latvia
LATVIA



TALLINN UNIVERSITY OF TECHNOLOGY
ESTONIAN MARITIME ACADEMY

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).

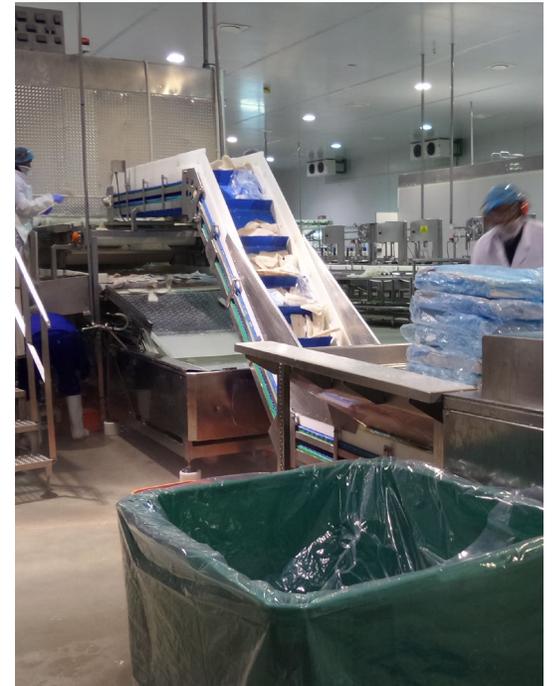
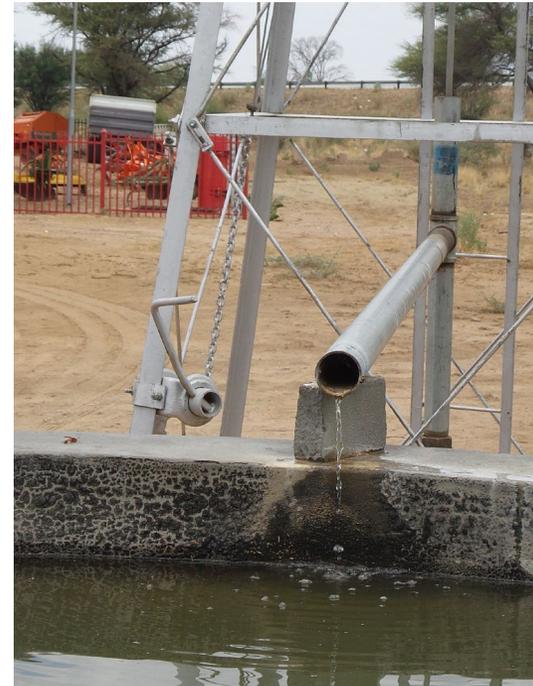
The Southern African Development Community (SADC)

- **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

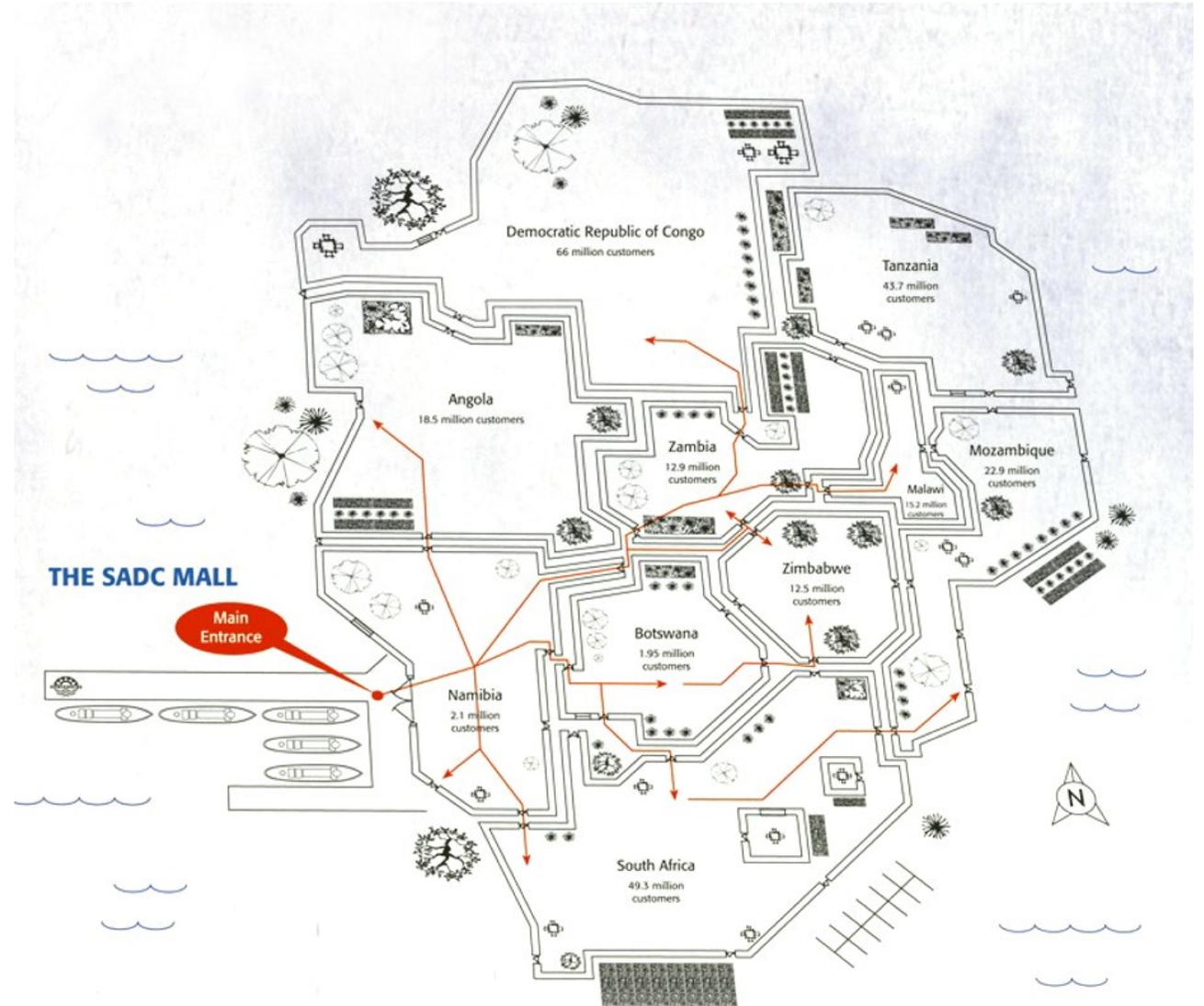
- Shipping industry (ports, shipbuilding, fishing)
- Logistics
- Renewable energy & fresh water solutions
- ICT & automation
- Training and education



NAMIBIA AS A GATEWAY TO SADC

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)



MORE INFO

Project webpage: <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

<http://urn.fi/URN:ISBN:978-951-633-263-8>

News from the last business trip:

The growing Southern African market offers opportunities for Central Baltic SMEs

<https://www.samk.fi/en/uutiset/the-growing-southern-african-market-offers-opportunities-for-central-baltic-smes/>



Thank you!

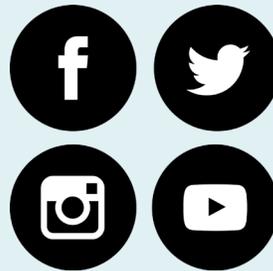
Questions?

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SME Aisle business delegation trip 1.4.-14.4.2019

In Namibia, South Africa and potentially to Zambia

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Riga, Latvia



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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!

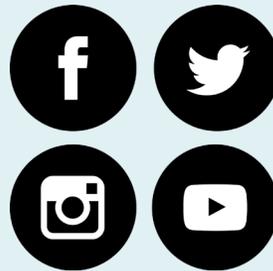
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