

TRADE MISSIONS 2012



Looking for new opportunities in the African energy markets?

ABC is the UK's largest provider of trade missions and learning journeys to Africa. Its trade missions provide an ideal platform for companies new to the African energy sector to find out more about how to do business and identify business opportunities in the area.

Angola

February 19-25



South Africa/ Mozambique

March 25-31



Uganda / Tanzania

April 22-28



Ghana

May 20-26



For more information visit our website www.africabusinesscentre.co.uk

or contact Julien Massé on +44 (0) 1224 343 928 or at abc@agcc.co.uk



Benefits of trade missions

The Africa Business Centre organises Oil & Gas trade missions to Africa.

These missions provide an ideal platform for companies new to African markets to find out more about doing business there and business opportunities. For companies already established in the market they present opportunities to strengthen existing business relationships and forge new ones.

ABC can assist your company meet its exporting goals as our missions provide an excellent way for companies to visit international markets as part of an organised group of like-minded business people. Our previous missions have been highly successful in generating business and media coverage for participating companies.

As a mission member, you will join a high profile group and attend organised group events with the flexibility to also pursue individual business objectives. A more intensive programme of tailored meetings can be organised by UK Trade & Investment market specialists under the OMIS (Overseas Market Introduction Service) initiative for an additional fee.

Full Benefits of Participation

- Fully supported by in-country partner organisations
- Opportunity to participate in pre-arranged group meetings, site visits and in-country briefings
- Networking events to engage with local business people and clients
- A chance to network and exchange information with other missioners
- Logistical assistance from ABC's mission manager and support/advice on markets
- Inclusion in dual language mission brochure (circulated in advance of mission)
- Assistance with travel arrangements through appointed travel agent
- Shared logistical costs (for example, brochure, transport, etc)
- A chance to network and exchange information with other missioners



Africa Business Centre is a trading Division of Aberdeen & Grampian Chamber of Commerce. Aberdeen and Grampian Chamber of Commerce is a private company limited by guarantee, registered in Scotland. Registration number is SC000791 and registered office is Greenhole Place, Bridge of Don, Aberdeen, AB23 8EU Tel. +44(0)1224343928 - Fax +44(0)1224343943 - abc@agcc.co.uk



1. Providing support prior, during and post event

Ahead of the visit, experienced and professional ABC staff will assist your company with essential research required to make the trade mission a success. In-country, representatives of government agencies such as UKTI, the local Chamber network and other partner trade associations will provide hands-on support during the mission to ensure maximum impact for your company. Throughout the duration of the market visit, an experienced manager is on hand to offer support and necessary introductions in-country. Such support does not stop with the mission; we go a step further, helping with follow-up that will ultimately determine whether the mission is a success for you.

2. Briefing seminars, networking opportunities/group activities, Globalscots/similar networks, Chamber networks

Networking receptions, information seminars and site visits in-country will allow you to quickly tap into the local business network and experience the dominant business culture first-hand. These also offer a chance to meet and network with local clients and suppliers to assess legal, taxation and customs aspects, the competition, local pricing structures, procurement policies, and details of upcoming contract opportunities.

Visits to office and base facilities during the mission are often conducted in order to give an indication of real estate availability and costs. Assistance is provided by ABC's local networks and market specialists to organise tailored meetings for you with representatives of leading operators and contractors and also provide contact lists for key local decision makers.

3. Advice/mentoring

Where possible an ABC business executive will undertake a one-to-one session with each company to assess their levels of preparedness for that particular market. Guidance is provided to prepare you for the visit and to maximise your effectiveness when there. After the visit, your company will be advised as to how to best follow-up and capitalise on the trade mission.

4. Promoting networking within the group

Apart from the structured programme of events and receptions a well organised market visit gives delegates an opportunity to network with representatives of other companies very often in the same situation. Some may have previous experience of entering the market and can share their personal experiences to add real value to the other members of the party.



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Africa Business Centre – Trade mission administration fee

£500 per person Africa Business Centre members

£600 per person non-members

The administration fee covers the following trade mission services provided by the Africa Business Centre:

- Arrangement of the mission programme and its events
- ABC trade mission leader who will accompany the mission and provide guidance and advice during the visit
- Pre-mission briefing and briefing packs and information
- Arrangement of a group travel and accommodation package, airport transfers and any transportation required during the visit
- Collation of company profiles, production and distribution of a the mission brochure
- Provision of additional advice and market information as requested
- Provision of health and immunisation information
- Provision of information and advice on the visa application process and provision of a letter of introduction
- Advice on any available grants to offset trade mission costs
- Accounts and invoicing of the mission

Payment terms: Bookings should be accompanied by payment of the Trade Mission Administration Fee. The client's place on the mission will only be guaranteed when full payment is received.

Published dates and times can be subject to change for reasons beyond ABC's control. ABC will notify clients of any material changes at the earliest opportunity. In the event of the outright cancellation of the mission by ABC for reasons beyond ABC's control, all administration costs and fees paid by the company to ABC up to the date of cancellation will be fully refunded.

In the event of cancellation by the client company, the company's Administration Fee will be refunded, less the proportion of the communal costs incurred up to the date of cancellation. Where notice of cancellation is received from the client less than 21 days from the scheduled mission departure date, no refund will be made, and the client will remain liable for its proportion of all communal costs incurred up to that date.



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Trade missions: other costs

ABC block books flights and hotel accommodation but it is the responsibility of the trade missioner to pay for their own flights in advance and to settle their hotel bills on departure. It is strongly recommended that delegates travel on the same flight as the mission leader as this will facilitate easier logistics on arrival. The trade missioner is also responsible for submitting and paying for a visa application.

ABC will incur the in-country costs of the provision of:

- Any required OMIS
- Airport meet and greet
- Transportation
- Hire of venues
- Arrangement of briefing sessions
- Networking reception
- Food and beverages at events
- Printing costs

These services are provided by UK Trade & Investment or ABC's in-country partners and third parties.

ABC does its best to minimize these charges which will be equally distributed amongst the trade missioners and billable upon return from the trade mission. Depending upon the local costs and the number of trade missioners, they are typically within the region of £100-500 per head. ABC endeavours to identify all costs and to advise trade missioners of these prior to departure.