



The Aims of an AU-EU Agribusiness Platform & experience with existing business platforms initiatives



AFRICAN UNION



**EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR
AGRICULTURE AND RURAL
DEVELOPMENT**



**EUROPEAN BUSINESS
ORGANISATION
GHANA**

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About NABC

NABC is the leading Africa-focused network for trade and investment facilitation in the Netherlands. NABC aims to empower its members to make confident decisions in Africa's emerging markets.

Founded in 1946 in the Netherlands, the NABC today leads a network of over 300 engaged members across diverse sectors and has access to a community of over 10,000 African and European businesses, knowledge institutes, and government entities.

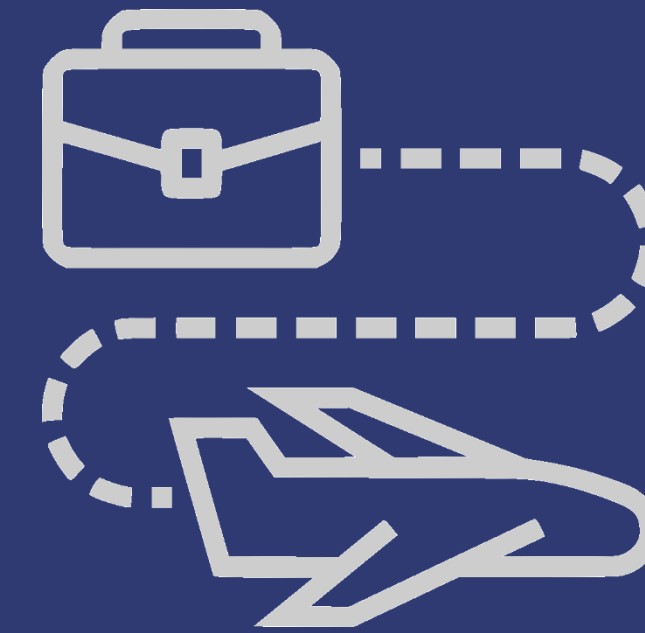
Service offering



Member Support Services



Business Events

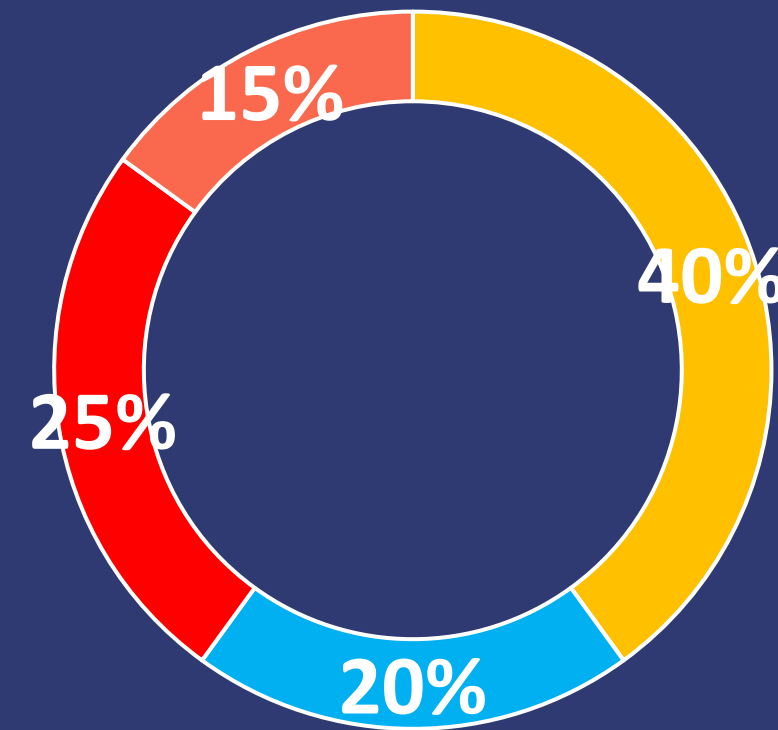


Trade Missions



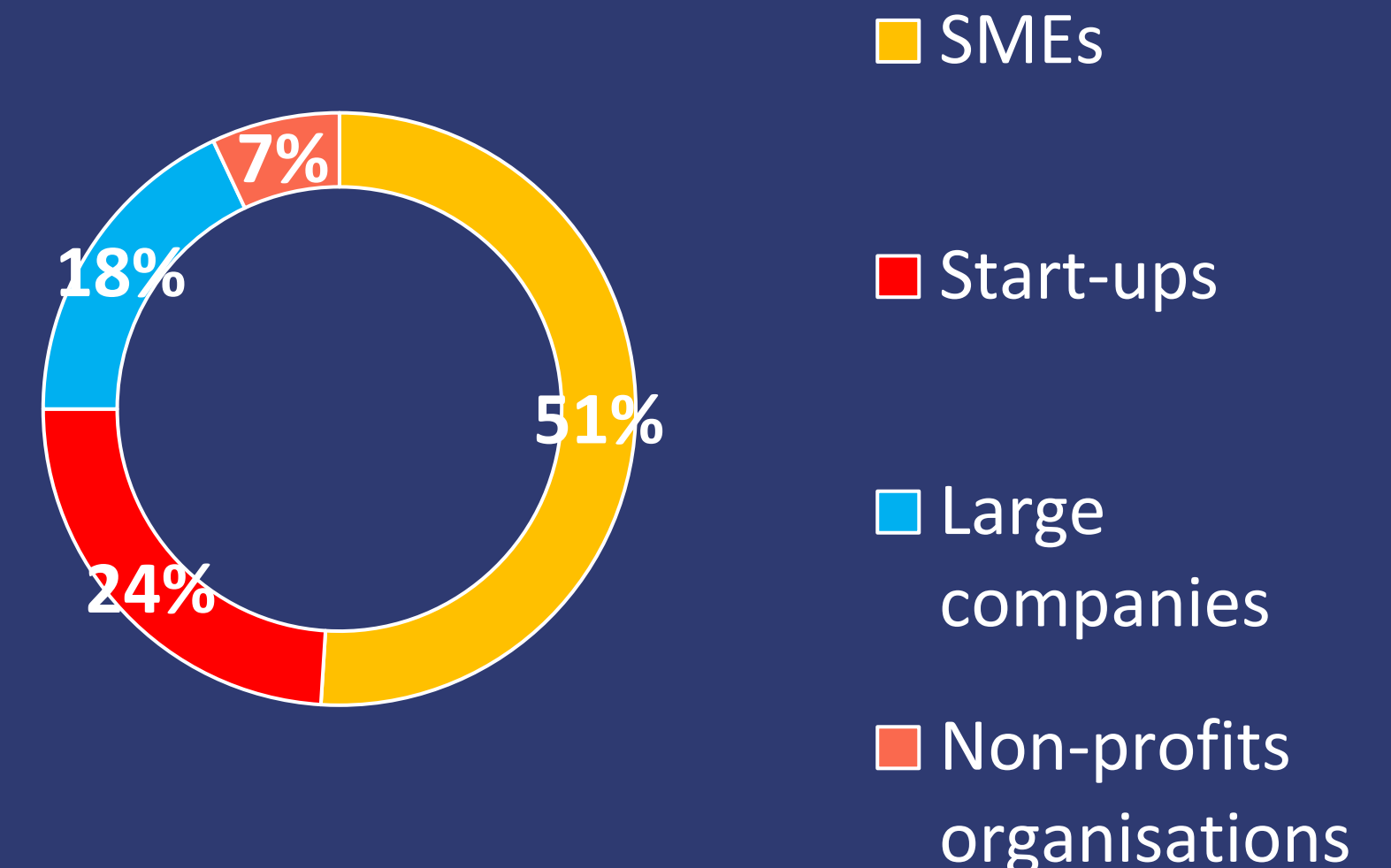
Market Development Programs

Membership distribution per sector



- Manufacturing industries
- Services
- Agriculture
- Other

Membership distribution per organisational size



- SMEs
- Large companies
- Start-ups
- Non-profits organisations

Summary of NABC's platform and consortium Experience



DUTCH ROUNDTABLE
OIL & GAS EAST AFRICA

Touchstone of Excellence in the international Offshore and Onshore Industry



Seeds for Change

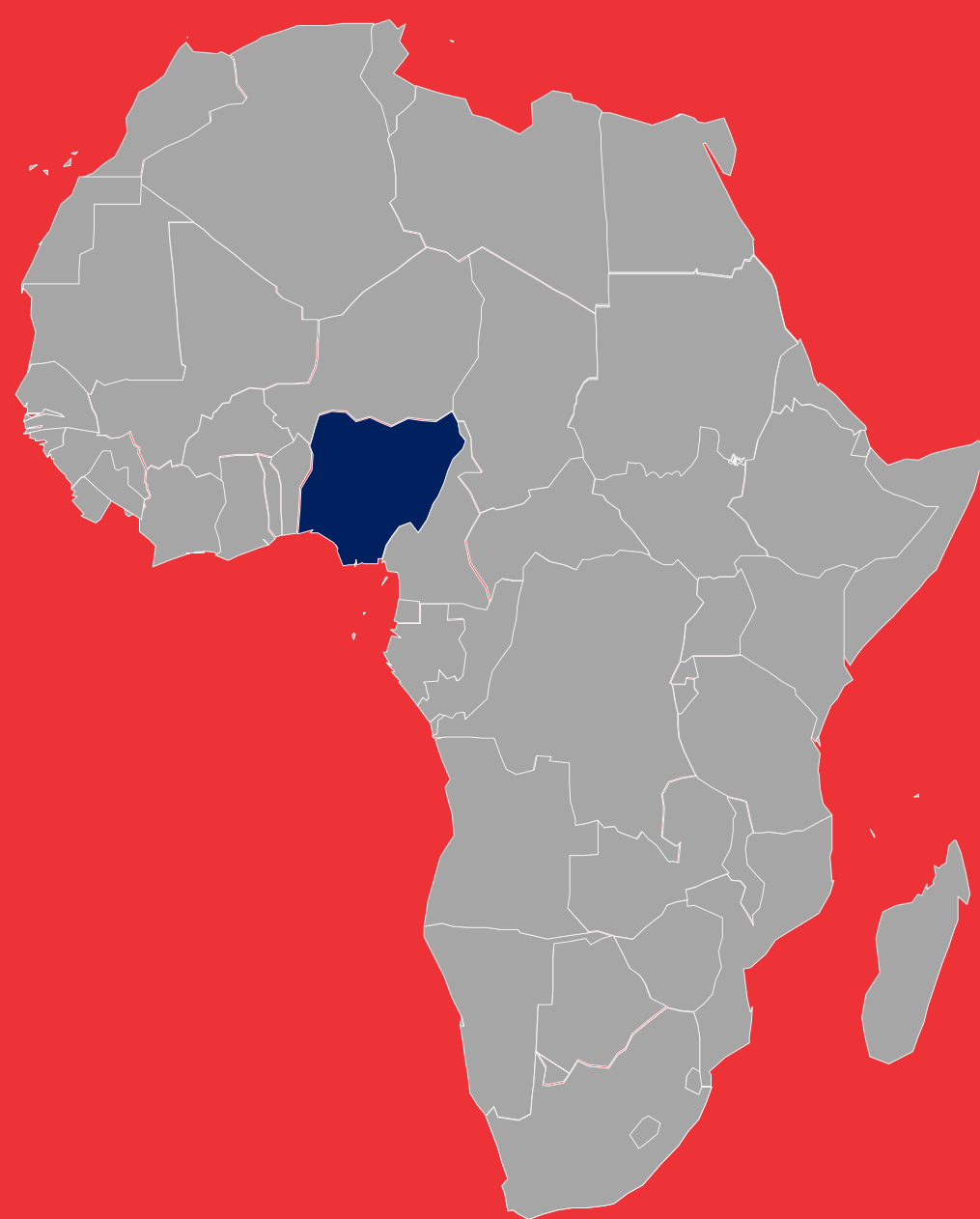


Platform Members/ Participants



Objective(s) and Activities

- Market making and sector development entry.
- Positioning and branding of the Dutch seed sector sector as partner of choice.
- Capacity building and training.
- Trade and investment promotion activities related to vegetable seeds.



Dutch Dairy Development Partners



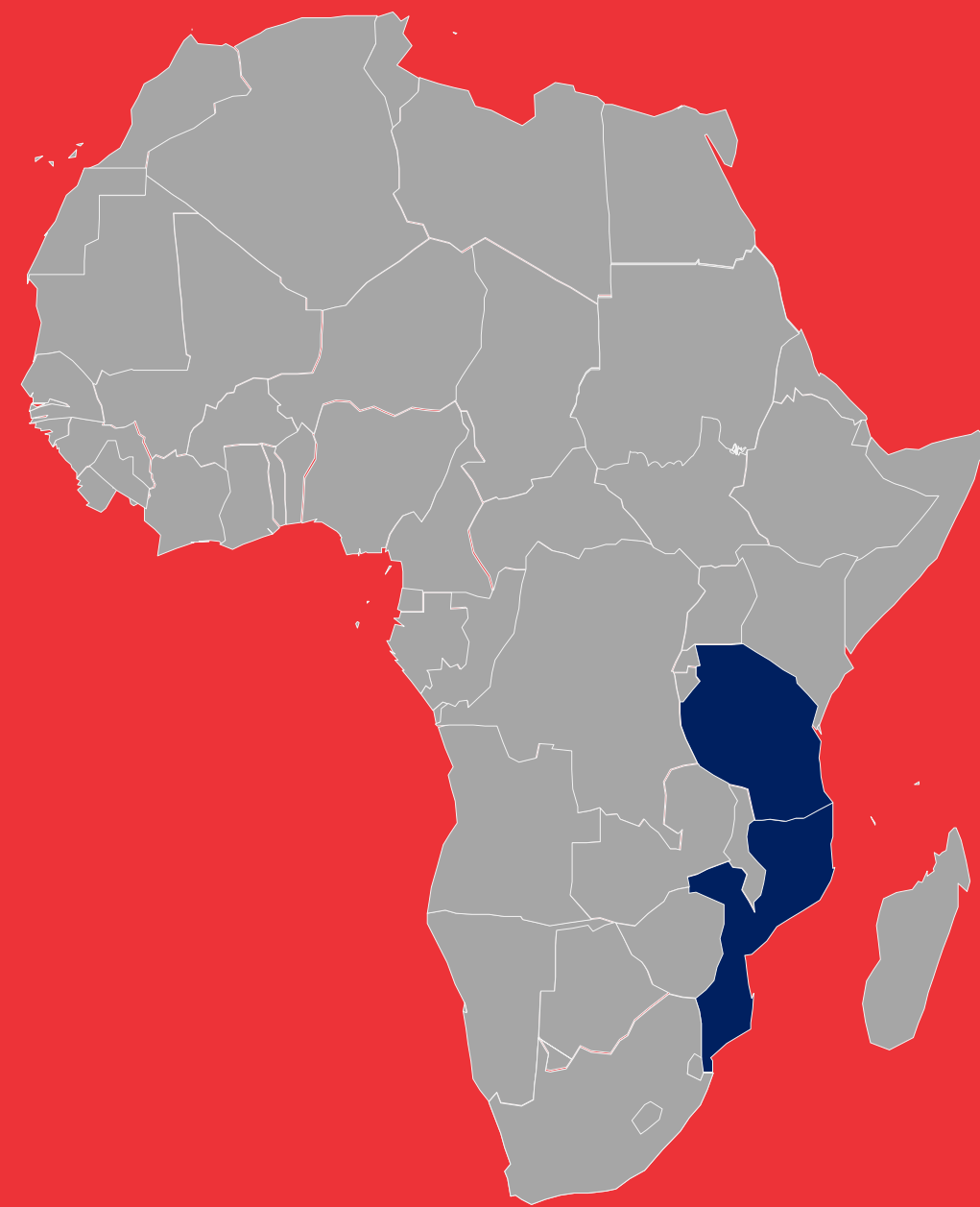
Platform Members/ Participants



Objective(s) and Activities

- Pre-competitive market discovery and entry.
- Positioning and branding of the Dutch dairy sector as partner of choice in poultry investment and trade in Africa.
- Dairy trade and investment promotion activities.

Dutch Roundtable Oil and Gas East Africa



DUTCH ROUNDTABLE
OIL & GAS EAST AFRICA

Touchstone of Excellence in the international Offshore and Onshore Industry

Platform Members/ Participants



Objective(s) and Activities

- Positioning and branding of the Dutch oil and gas sector.
- Capacity building and training.

Dutch Africa Poultry Platform



Dutch African
Poultry Platform

Platform Members/ Participants



Objective(s) and Activities

- Pre-competitive market discovery and entry.
- Positioning and branding of the Dutch poultry sector as partner of choice in poultry investment and trade in Africa.
- Lobbying trade and investment promotion.
- Business support to platform members and provision of market intelligence.

Lessons Learnt

- Coordination in Africa and in Europe is key and integral to the success of the platform. Local content in the formative and implementation phase is essential to success and continuity. Independence and neutrality of the local and European coordinator(s) familiar with both the public and private sector
- Alignment on objectives and goals of the platform amongst the platform members or participants from the very beginning is key.
- Regular contact with each individual platform participant separately and collectively as a group is key. Consistency and clarity in communication throughout the life of the platform.
- Trust (building a relationship with the platform participants with time) is the key building block for consortium/platform building.
- Diversity (types of companies, disciplines represented etc.) within the platform brings better results.
- Get the right people on the table (Decision makers and influencers from within the organisations and or companies represented).
- Commitment (skin in the game) from all stakeholders is key to guarantee the right incentives to participate and engage.



Question and Answer session



Confidence in African business!

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