

Elective 5

Doing Business in Africa

LOCATION | Accra, Ghana

DATES | April 29-May 3, 2019



Overview

While many international companies have successfully established operations in Africa, sustaining such operations can nonetheless prove complex. Comprehensive knowledge of the local environment, good stakeholder management skills and the flexibility to adapt to ever-changing, unfamiliar business environments and countries are key to ensuring business success. In order to address these imperatives, this elective week gives participants a better understanding of the challenges and opportunities involved in investing and doing business in Africa. The week is designed to offer a theoretical and practical overview of Africa's business and economic environment. Participants will be introduced to the complex African business ecosystem through a number of topics and sessions, which will draw extensively on African business case studies, in addition to sessions with practitioners. It has been developed by CEIBS and will be run on their campus in Accra by CEIBS faculty members Mathew Tsamenyi, Professor of Management Practice and Executive Director of CEIBS Africa, and Nathalie Beatrice Chinje, Professor of Marketing.

The module is assessed by means of one individual assignment which students will be required to submit at the end of the module.

Introduction

More than ever before, Africa is attracting foreign direct investments from various countries including but not limited to Australia, Brazil, Canada, China, France, India, United Kingdom, United States of America as well as its African counterparts such as South Africa and Nigeria.

This increased interest in Africa is due to many positive socio-economic and political transformations that have taken place over the past couple of years. The World Bank report (2015:5) doing business purports that “twenty-one economies, including 6 in Sub-Saharan Africa and 6 in the OECD high-income group, implemented 3 or more reforms reducing burdensome bureaucracy or improving legal and regulatory frameworks.” These reforms are creating an enabling environment in which the business community can thrive. This report also shows that 5 out of 10 fastest economies that are implementing reforms to facilitate business transactions are from Africa; namely Benin, Togo, Cote d'Ivoire, Senegal and the Democratic Republic of Congo.

For local, regional and global business leaders who are mandated to create shareholder values, doing business in Africa has become a business imperative as they seek to maximize their revenues and ensure the sustainability of their operations. For example in the past 5 years, multinationals such as Walmart, have set up their operations in Africa.

This immersive week in Accra is designed for participants who want to create and sustain value within their companies by increasing their understanding of the changing business landscape in which they operate, and the need to build strong operational capabilities that will help them achieve their business objectives in Africa.

Learning Outcomes

The module introduces the geopolitical and economic situation of Africa and how this impacts private sector development in Africa. Through in-depth discussions, company visits and case studies, participants will be enlightened on the past, current and forecast geopolitical and economic situation of African countries and how these are either inhibitors or facilitators of trade and business in Africa, with specific references with the private sector development in Africa.

Answers pertaining to Africa's geo-political and economic situation will be provided; namely:

- How has Africa's political situation evolved since the independence of African countries? And how has this impacted on foreign direct investment?
- Who are Africa's major trading partners (historical and new partners)
- What are the macro-economic factors that affect business in Africa?
- How have key regional powers in Africa responded to the global shifts in their foreign policy? How have their relations with key established and emerging powers, especially the US, the EU, China, Russia and India changed? What role can regional powers play in these new power configurations and how are they projecting power/influence in their engagement with the big states?
- What are the leading economies in Africa and what do they have to offer to potential investors?
- What are the main trends in terms of the socio-political and economic environment?
- What are government efforts in encouraging a dynamic business environment?- Investment code of various African countries, their strengths and limitations will be discussed.
- What are the comparative features between large and small businesses when it comes to successfully doing business in Africa?

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