



Scottish Africa Business Association

**ACCESS AN UNRIVALLED NETWORK
BETWEEN SCOTLAND AND AFRICA**



MEMBERSHIP BROCHURE

Your gateway to Africa

At the Scottish Africa Business Association (SABA), we are dedicated to helping Scottish businesses across the vibrant markets throughout Africa.

SABA is the preeminent non-political, Africa focussed, members trade organisation with an unrivalled board of experienced directors which promotes trade, investment and knowledge sharing between Scotland's world class expertise and Africa's priority sectors including energy, renewables, agriculture, the blue economy, maritime, healthcare, skills training and education by leveraging extensive commercial, trade, political and government contacts across Scotland and Africa.

As part of this, our team organises private meetings, round tables, seminars, conferences, global trade missions and offers market research, opportunity matching, a member community, intelligence sharing and consultancy services.

If you're looking to expand your network, conduct market research, secure lucrative contracts or engage in the dynamic African markets, SABA is your trusted partner every step of the way.

Joining SABA gives you access to a range of exclusive member benefits, designed to help your business be more successful. The choice is yours.

Our team would love to discuss how membership could benefit your business.



Frazer Lang

Chief Executive

Seona Shand

Chief Operating Officer





Membership Benefits

Access our Member Directory:

Through our member directory, unlock the power of connections from across Scotland and Africa for exclusive access to a diverse network of professionals. Get connected, collaborate and develop opportunities within the community we provide.

Exclusive Networking Opportunities:

Gain access to a diverse network of key industry leaders, government officials, and entrepreneurs in Scotland and across Africa. Our events, briefings, round tables and networking sessions provide the perfect platform to explore new opportunities and build business relationships.

Access to Government, Corporate, Institutional Organisations and Partners Across Africa and Scotland:

SABA is an essential link between Scotland and Africa, providing access to governments, corporate players, institution, and partners on both continents like no other. SABA provides businesses with the most valued connections, opening up avenues for strategic collaborations, investment opportunities and entry to new markets through our wide network across various sectors and regions.

Contract Winning Support:

Through our expertise and support, we help you navigate the complexities of contract bidding and procurement processes in African markets. We do this through guided resources and strategic advice on how to best position for securing lucrative contracts and partnerships.

Tailored Research and Insights:

Stay ahead with our in-depth market research and insights. From market trends and consumer behaviour to regulatory frameworks and investment opportunities, our resources provide you with the information you need to understand and make better business decisions. Truly understanding the nuances that come with doing business across the globe will be key to your success. Our cultural and business etiquette guidance draws on local knowledge about customs, protocols and best practices to help you conduct business in a diverse range of environments confidently and respectfully.



Consultancy and Business Support:

SABA's consultancy and business support encompasses a wide range of services aimed at assisting your business. Our team of expert consultants works closely with members and clients to understand the peculiar challenges and develop tailored solutions that work for your business. Unlocking opportunities in African markets requires an understanding of its dynamic landscape and we can help bridge the gap. Whether you are looking for market entry strategies, identifying key partnerships, or navigating contract opportunities, we can provide a solution tailored to your needs. From strategic planning to on-the-ground support throughout Africa, we can empower you to thrive by acting as your trusted partner. Our consultation isn't about getting all the answers but about guiding others to find the right solutions.

Identifying Opportunities In Your Sector:

With our wide network, thorough insight into local markets, and strategic contact, SABA can provide immense support in identifying opportunities and contracts for your business and will open the door for your company to handle the challenges of doing business in Africa.

Personalised Introductions:

SABA serves as a bridge connecting Scottish businesses with their counterparts in Africa. Leveraging its deep-rooted network and expertise, SABA strategically matchmakes through its personalised introduction service, aligning businesses with partners that can unlock new avenues for growth and expansion. These introductions can offer valuable opportunities to tap into emerging markets and diversify your company's revenue streams.

Discounted Rates at Global Conferences:

SABA offers businesses concessional rates for large conferences spanning across Africa and Scotland, adding to the benefits of cost savings, plus the value of a strategic partner.

Tap Into Our Extensive Partnerships:

SABA's network of partnerships spans across most of Africa. With a keen focus on collaboration and growth, SABA has spent years forging relationships with industry leaders across a number of sectors. Through these robust alliances, SABA has set up a strong presence that can drive positive impact, empowering businesses to thrive in diverse and dynamic sectors and our members can access preferred rates with our partner organisations.

A mutually agreed finder's fee will apply to contract and opportunities that directly result in new business.

International Trade Missions:

Joining a trade mission with SABA could be transformative for your business, allowing you to evaluate and explore the possibility of international expansion for your businesses. SABA offers an opportunity to join our international trade missions, enabling the delivery of introductions to national and local governments, businesses, organisations and key industry leaders guided and customised to each company's interest. In return, your company can then explore business possibilities of new markets without committing a large investment in the first instance.

The possibilities of profitable international business ventures are endless, especially in developing countries where the markets are also underdeveloped. Some industries that are growing rapidly in markets of developing countries include (but are not limited to) oil & gas, renewable energy, maritime, the blue economy, agriculture, aquaculture, IT and communications, transportation, construction, tourism and consulting.

Businesses that seek support from a delivery partner, such as SABA, are 140% more likely to have an increase in export sales, 41% export more continuously, 29% export new categories with 27% exporting to new countries; a total of £2.7bn value of additional export sales expected over the subsequent three years as a result of support.*

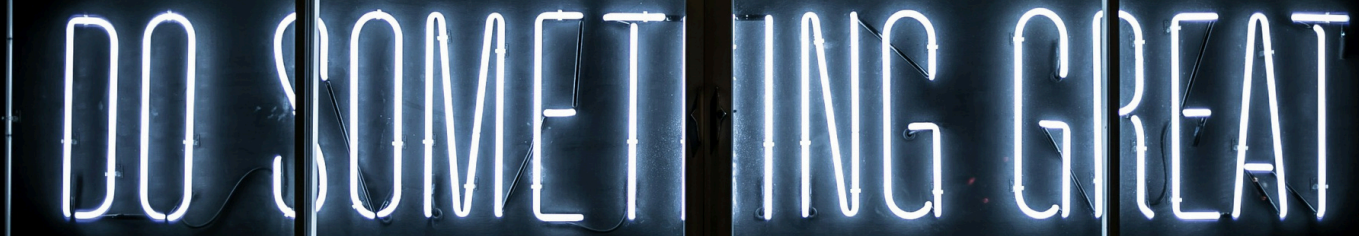
These trade missions can save your company valuable time and resources through our work to connect you with prospective distributors, agents, investors, partners, reverse logistic companies and contract opportunities. Face-to-face meetings make the best impression and we can organise:

- One-to-one meetings with industry executives and government officials, pre-screened to match your specific business objectives
- Networking events with guests from local industry multipliers including Chambers of Commerce, business organisations, government bodies and local associations
- Briefings and roundtables on contracts and supply chain opportunities
- Site visits to facilities where your products / services may be applied
- Media coverage

Our trade missions offer a strategic platform for forging valuable connections, establishing new partnerships and exploring lucrative opportunities within the African market. By taking part in SABA-led missions, businesses stand to be connected to invaluable networks, market insights and tailored support services that will significantly enhance your chance of success in unfamiliar territories.

* <https://www.gov.scot/publications/team-scotlands-export-promotion-support-evaluation/pages/3/>





DO SOMETHING GREAT

Membership Types

We know that every business needs vary from member to member so we've provided a range of options to suit your needs. Membership includes the following benefits:

Company Membership (Africa) @ £299 + VAT

- Free access to our member directory
- Monthly enewsletter straight to your Inbox
- Access to all our briefings, forums and selected events free and invitations to other networking events

Bronze Membership @ £499 + VAT

- Free access to our member directory
- Monthly enewsletter straight to your Inbox
- Networking opportunities
 - webinars, briefings, exclusive round tables and selected events free
- Discounted member rates on our international trade missions
- Access to SABA's Government, corporate, institutional networks and partners across Africa and Scotland
- Access to tailored insights and research
- Identification of opportunities within your sector via our exclusive member area
- Access to personalised foreign exchange rates

Silver Membership @ £750 + VAT

Access to all the benefits above, **and**

- Speaker opportunities at in person or online events and trade missions
- Opportunity to write one thought leadership article per year for the website / social media
- Free quarterly enewsletter article
- Opportunity to host visiting delegations
- Discounted rates for sector-specific and tailored insights and research
- Two personalised introductions per year

Gold Membership @ £2,500+ VAT

Access to all the above benefits, **and**

- One full day of consultancy with the CEO / COO, free of charge, worth £900
- Two complimentary invitations to our exclusive Gold Member / Business Partner round tables with policy makers and key industry leaders
- One complimentary invitation to our VIP events
- Four personalised introductions per year
- Opportunity to write a quarterly thought leadership article for our website / social media
- Opportunity for increasing press coverage throughout Africa
- Free monthly enewsletter article, sent to over 2000 industry leaders across the UK and Africa
- Opportunity to host visiting delegations with a topic of your choice

Business Partnership

As a **business partner**, you'll have access to all the membership benefits above, **and**

- Dedicated branding on our website with a hyperlink through to a selected webpage
- Two day's consultancy, free of charge, **worth £1,800**
- One day's training, free of charge, **worth £1,000**
- Complimentary invitation to **all** our networking events
- Exclusive invitations to events including our **key industry leader** round table with policy makers, forums and private dinners
- **Two VIP complimentary places** to our invitation only round tables
- Exclusive **speaker opportunities**
- **Exclusive sponsorship** opportunities
- References and **branding at specific events**
- **Inclusion in selected news stories and press releases** sent to UK and Africa press
- **Discounted rates** on all our international trade missions
- **Maximum discounted rates** at global conferences and exhibitions
- Unlimited personalised access and **introductions to industry leaders and SABA partners**
- **Lobbying** support
- Opportunity to **write a monthly thought leadership article** for our website and inclusion in our social media
- **Unlimited** newsletter articles
- **Quarterly meeting** with the CEO / COO

Business Partner £7,500 + VAT

“The Scottish Africa Business Association has been instrumental in transforming our business. As an SME eager to expand into African markets, we faced numerous challenges, from navigating regulatory landscapes to understanding local market dynamics. SABA provided us with unparalleled support and guidance, connecting us with key industry players and offering invaluable insights into the nuances of doing business in Africa. Their expertise and network opened doors we never thought possible, leading to successful partnerships and a significant increase in our international revenue. Thanks to SABA, we are now thriving in multiple African countries, and our business growth has exceeded all expectations. We highly recommend SABA to any company looking to explore and succeed in the African market.”

Sign us up!

To apply for membership and check out our Ts & Cs, click [here](#), download and complete the application form and return it to info@africascot.com.

Join our Scottish-Africa business community today to access new business opportunities, networking and events, essential advice, insight and expertise - all aimed to help your business grow.

Frazer Lang

Chief Executive

T: +44 (0)7919 951218

E: frazer.lang@africascot.com

Seona Shand

Chief Operating Officer

T: +44 (0)7708 110187

E: seona.shand@africascot.com

www.africascot.com

