

SABA

Scottish Africa Business Association

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



**MEMBERSHIP
BROCHURE**

THE GATEWAY BETWEEN SCOTLAND AND AFRICA

At the Scottish Africa Business Association (SABA), we are dedicated to helping Scottish businesses access the vibrant and fast-growing markets across Africa. But beyond access – we're here to help you make the most of it.

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, education & skills training, maritime, agriculture, the blue economy and healthcare by leveraging extensive commercial, trade, political and government contacts across Scotland and Africa.

As part of this, our team organises exclusive meetings, round tables, briefings, global trade missions and host inward delegations to provide our members with access to key decision makers and our partners.

We also offer additional consultancy services ranging from market research & intelligence to partner identification and introductions across Africa.

We want to understand your ambitions, your challenges and how we can help you go further. Whether you're looking for partners, insights, visibility or support – we're here to help you maximise your membership.

Let's talk about how SABA can support *your* international growth.



Frazer Lang

Chief Executive



Seona Shand

Chief Operating Officer



EVENTS & NETWORKING

Our events aren't just calendar fillers – they're carefully designed experiences that put you in the right room, with the right people, at exactly the right moment. Make connections that matter, not just contacts.

- **Webinars & Briefings** - Skip the noise. Get clear, actionable insights on markets, policy updates and sector trends; everything you need to make smart, confident business moves. Hear directly from the experts. Whether it's trade, investment or innovation, our webinars connect you with voices from Scotland and Africa to give you real-world insights you can act on.
- **Private Roundtables** - No stage, no audience, no distractions. Just honest conversations with senior stakeholders, government officials and industry leaders – building trust, opening doors and leaving with outcomes you can use.
- **Inward Trade Delegations** - When African decision-makers come to Scotland, our members get a seat at the table. Meet government officials, business leaders and potential partners without leaving home, showcase what you can do and explore collaborations that actually go somewhere.
- **Partnering for Maximum Impact** - SABA teams up with leading global conferences and exhibitions and other sector-focused events to give our members exclusive access and benefits. By partnering, we ensure you're in the room with the right decision-makers, gaining insights, networking opportunities and helping you win new business, secure partnerships and grow your presence in key markets.
- **Scotland London Africa Week** - This is SABA's flagship platform connecting Scotland, the UK and African markets. Over the week, members get unrivalled access to senior government officials, industry leaders, investors and innovators from both continents. From targeted networking sessions to high-level panels and country briefings, it's where insights meet opportunity, partnerships are formed and real deals get started.
- **Scotland Africa Energy Week** - Our newest flagship, Scotland Africa Energy Week, is your go-to platform for oil & gas, hydrogen and renewable energy across Scotland, the UK and Africa. Designed for industry leaders and innovators, this week brings members face-to-face with government officials, investors and senior energy sector decision-makers providing insights into market trends, policy updates and cutting-edge technologies shaping Africa.



CONSULTANCY & SUPPORT

From insight to action. SABA goes beyond advice – we become an extension of your team. We start by engaging with you to explore your opportunities in African markets, asking the questions you may not have considered and uncovering the areas where we can add real value. Then, we work with you to craft a clear, practical plan tailored to your business goals and crucially, we can help you execute it.

- **Market Entry & Strategy** – We work our network of in-country partners to analyse target markets, identify opportunities and assess risks. We help you understand local regulations, competition and sector-specific dynamics. Together, we create a step-by-step strategy for market entry or expansion, with clear objectives, timelines and measurable outcomes.
- **Government Relations & Partner Identification** – Finding the right local partners can make or break success. We leverage our extensive network in both government and private sector to identify potential collaborators, investors or clients. We facilitate introductions, support relationship development and advise on negotiation strategies to help you secure the right partnerships.
- **Contract & Procurement Support** – We help you uncover contract and procurement opportunities across African markets, including those not widely advertised, giving you the insight and connections to identify where your business can compete and grow. From proposal strategy and positioning to risk management and compliance, we give you the tools and insights to improve your chances of winning lucrative contracts.
- **Tailored Research & Insights** – Our research goes beyond surface-level information. We provide sector-specific reports, market trend analysis, regulatory updates, competitor benchmarking and investment intelligence. We also provide cultural and business etiquette guidance so your team can navigate local customs, protocols and negotiation styles with confidence.
- **Implementation & Ongoing Support** – We don't just deliver a plan; we stay with you as you execute it. Whether you need hands-on support on specific projects, a few days a month of advisory, or ongoing remote guidance, we ensure your strategy translates into real-world results.

YOUR GATEWAY TO KEY LEADERS

At SABA, we turn connections into tangible business opportunities. Through our deep, pan-African network and established links across Scotland and the UK, we help your business access the right decision-makers, uncover high-value contracts and build partnerships that drive growth.

- **Strategic Connections Across Continents** - SABA gives you access to senior decision-makers across Africa and Scotland; from emerging markets to established economies. Over years of building relationships, we've created a network that spans governments, corporates, institutions and industry leaders across multiple sectors. Through this reach, we help your business connect with the right people at the right time, whether your goal is to explore new markets, secure investment or form strategic collaborations. These connections open doors that would otherwise be difficult to access, giving your business a competitive advantage and the insight it needs to grow and succeed.
- **Personalised Introductions to Unlock Opportunities** - We don't just make introductions; we make the right introductions. By understanding your business objectives, ambitions and unique challenges, we identify the partners most likely to create real value for you. Our personalised introductions are designed to be targeted and actionable, connecting you with governments, corporates, investors or industry leaders who can help you expand, innovate and succeed in new markets. Whether your goal is to enter an emerging market, establish strategic partnerships or diversify revenue streams, we facilitate connections that are tailored to maximise impact and deliver tangible business results.
- **Access to Our Exclusive Partnerships** - SABA has spent years cultivating robust, trusted partnerships across multiple sectors and countries in Africa. These alliances give our members exclusive access to opportunities that are often difficult to find elsewhere, as well as preferred rates with our partner organisations. From sector-specific events to collaborative initiatives and strategic projects, our partnerships create pathways for members to explore new ventures, form collaborations and establish a presence in dynamic and diverse markets. By tapping into these relationships, your business can gain a tangible edge – whether that's being first to discover opportunities, securing privileged access to events or leveraging insider insights to make informed decisions.



INTERNATIONAL TRADE MISSIONS

Joining a SABA trade mission is your fast-track ticket to international growth – without the risk of a big upfront investment. We create tailored opportunities to connect you directly with governments, businesses and industry leaders, helping you assess new markets, build relationships and plan your next move with confidence.

The potential for profitable international ventures is huge, particularly in developing markets where opportunities are abundant but underexplored. Key growth sectors include oil & gas, renewable energy, hydrogen, maritime & ports, education & skills training, agriculture and aquaculture – and SABA helps you identify where your business can thrive.

Businesses and organisations that have joined SABA trade missions consistently report excellent results – from winning new business and securing partnerships to gaining insights that shape their international strategy. Many participants return for multiple missions, recognising the value of the connections, opportunities and support they gain from each experience.

We take the legwork out of international expansion, organising high-impact, face-to-face meetings that make a lasting impression. Missions include:

- One-to-one meetings with industry executives and government officials, pre-screened to match your specific business objectives
- Networking events with Chambers of Commerce, business organisations, government bodies and local associations
- Briefings and roundtables on contracts, supply chain opportunities, and market insights
- Site visits to facilities where your products or services could be applied
- Media coverage to raise your profile in new markets

By participating in a SABA trade mission, your business gains more than just meetings; you gain access to invaluable networks, actionable market intelligence and tailored support that significantly increases your chances of success in unfamiliar territories. These missions are not just about exploring opportunities – they're about turning them into real, profitable outcomes.





UNLOCK THE VALUE

Being a SABA member isn't just about joining an organisation – it's about gaining a platform for growth, connections and influence across Scotland and Africa. Membership opens doors to opportunities that can help your business thrive, whether you're exploring new markets, building partnerships or accessing sector insights.

- **Getting You Noticed** – Member listing on our website and opportunities to submit news stories to promote your business to highlight your expertise through our website, eNewsletter and social media channels, reaching a highly engaged audience from Scotland, the UK and across Africa.
- **Monthly eNewsletter** – Stay ahead with members news, timely updates, expert insights and highlights from our events and initiatives. It's your direct line to the latest market intelligence and opportunities within the SABA community.
- **Members-Only Hub** – Access a collection of research, reports and exclusive content designed to give your business an edge. The hub also provides a space to network with peers, exchange ideas and explore partnerships in a secure, members-only environment.
- **Exclusive Member Directory** – Connect with our network of professionals from across Scotland and Africa. Whether you're seeking partners, collaborators, advice or mentors, the directory helps you make connections that can turn into real business opportunities.
- **Expertise and Guidance** – Tap into the knowledge and experience of our board, advisors and network who can offer strategic guidance, mentorship and insights into navigating complex markets. Their support helps you make informed decisions and take advantage of opportunities you may not have discovered on your own.

SABA membership is about more than being part of a network – it's about connecting with the right people, accessing intelligence you can't get elsewhere and using our resources and expertise to accelerate your business growth. Members come for the connections and insights but stay for the tangible results and ongoing support that make a real difference.

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.

Annual membership includes the following benefits:



AFRICA

£299 + VAT annual fee (Africa Businesses Only)

- Access to selected online events and networking
- Promote your business via our members directory
- Monthly eNewsletter straight to your Inbox



BRONZE

£499 + VAT annual fee

- Access to online events and networking
- Access to selected private roundtables
- Member rate for paid events, international trade missions and partner events
- Paid access to our consultancy and support for market entry & strategy and tailored research & insights
- Promote your business via our member directory
- Full access to our members hub
- Monthly eNewsletter straight to your Inbox



SILVER

£750 + VAT annual fee

- Access to all our events and networking
- Guaranteed places at roundtables and inward trade delegations
- Member rate for paid events, international trade missions and partner events
- Paid access to all our consultancy and support
- Two personalised introductions to unlock opportunities
- Contract and procurement support
- Access to our exclusive partnerships
- Promote your business via our member directory
- Opportunity to write one thought leadership article per year for the website / social media / eNewsletter
- Full access to our members hub
- Monthly eNewsletter straight to your Inbox
- Access to personalised foreign exchange rates



GOLD



£1,500+ VAT annual fee

- Guaranteed places at all roundtables and inward delegations
- Speaker opportunities at selected events and networking
- Opportunity to host visiting African delegations at roundtables and, where relevant, site visits — giving you the chance to spotlight your capabilities and build senior-level relationships
- One day's consultancy providing a dedicated strategy session to understand your goals, explore market opportunities and shape practical next steps for growing your business in African markets, worth £900
- Access to our strategic connections across continents with four personalised introductions
- Opportunity to write a quarterly thought leadership article for our website / social media / eNewsletter
- Free monthly eNewsletter article, shared with more than 5,000 industry leaders across the UK and Africa, helping you amplify your message and reach the right audience
- Opportunity for increasing press coverage throughout Africa



BUSINESS PARTNER

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
- Exclusive complimentary invitation to **all** our events and networking
- **Two VIP complimentary places** to our invitation only round tables
- Exclusive **speaker opportunities**
- **Exclusive sponsorship opportunities**
- References and **branding at specific events**
- Exclusive opportunity to **host SABA delegations in Africa** (where applicable), offering on-the-ground roundtables and site visits that highlight your expertise and connect you directly with senior leaders
- **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 as delegates and/or exhibitors
- Unlimited personalised access and **introductions to industry leaders, decision-makers and SABA alliances**
- **Two day's consultancy**, worth £1,800
- Quarterly meeting with the **SABA leadership team**
- Opportunity to **write a monthly thought leadership article** for our website, social media and eNewsletter
- **Unlimited eNewsletter articles**

£7,500 + VAT annual fee

Sign us up!

Become a member today - just click [here](#)

Join our Scottish-Africa business community to access all the services and benefits we offer; from new business opportunities, networking and events, essential advice, insight and expertise - all aimed to help your business grow.

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