

SABA

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 fostering thriving connections between Scottish businesses and the vibrant markets across Africa.

SABA is the preeminent non-political, Africa focussed, members trade organisation which promotes trade, investment and knowledge sharing between Scotland's world class expertise and Africa's priority sectors including energy, agriculture, the blue economy, 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 to our Member Directory:

Unlock the power of connections through our membership directory from across Scotland and Africa, offering exclusive access to a diverse network of professionals and enthusiasts alike. Seamlessly connect, collaborate and cultivate opportunities within our community.

Exclusive Networking Opportunities:

Gain access to a diverse network of key industry leaders, government officials and entrepreneurs in Scotland, across Africa and the Middle East. Our events, forums, seminars, lunches and networking sessions provide the perfect platform to forge valuable connections and explore new opportunities.

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

SABA serves as a vital bridge between Scotland and Africa, offering unparalleled access to governments, corporate players, institutions and partners on both continents. With our extensive network spanning diverse sectors and regions, SABA provides businesses with invaluable connections that pave the way for strategic collaborations, investment opportunities and market expansion. Through its deep-rooted relationships with key stakeholders, SABA facilitates dialogue, fosters partnerships and creates pathways for mutually beneficial engagements.

Contract Winning Support:

Tap into our expertise and support to navigate the complexities of contract bidding and procurement processes in African and Middle East markets. We provide guidance, resources and strategic advice to enhance your chances of securing lucrative contracts and partnerships.

Tailored Research and Insights:

Stay ahead of the curve with our comprehensive market research and insights. From market trends and consumer behaviour to regulatory frameworks and investment opportunities, our resources equip you with the knowledge you need to make informed business decisions.



Identifying Opportunities In Your Sector:

SABA serves as a strategic conduit for businesses seeking to explore and engage with the diverse opportunities across Africa. Through our extensive network and deep understanding of local markets, SABA offers invaluable support in identifying opportunities and contracts, facilitating the connections for these and navigating the complexities of doing business in Africa via the member only area of our website with notifications directly to your Inbox.

Personalised Introductions:

SABA serves as a bridge connecting Scottish businesses with their counterparts in Africa and the Middle East, fostering mutually beneficial partnerships that transcend geography. Leveraging its deep-rooted network and expertise in these regions, SABA facilitates strategic matchmaking 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 provides businesses with discounted rates for large conferences spanning across Africa and Scotland providing the added benefits of saving money and collaborating with a strategic partner, streamlining your company's overall efficiency.

Tap Into Our Extensive Partnerships:

SABA's network of partnerships spans across Africa, the Middle East, Scotland and the UK. With a keen focus on collaboration and mutual growth, SABA has cultivated strategic alliances with key stakeholders in a number of industries, from oil & gas to renewable energy and from agriculture to finance. Through these robust alliances, SABA continues to strengthen its presence and drive positive impact, empowering businesses to thrive in diverse and dynamic sectors and our members can access preferred rates with our partner organisations.

Cultural and Business Etiquette Guidance:

Understanding the nuances of doing business across the globe is crucial to your success. Our cultural and business etiquette guidance offers insights into local customs, protocols and best practices, helping you navigate diverse business environments with confidence and respect.

Bespoke International Trade Events:

Creating tailored international events for our members - whether webinars, hybrid, face-to-face meetings or dinners - is a strategic way to help you access new business connections and highlight the service or product your company offers.

SABA has an experienced team that has several decades of planning all kind of events and international trade missions. The devil is in the detail so from venue choice to catering and from invitations to online platforms, we'll make sure your event is professionally organised.

Our team will oversee your bespoke international trade event from start to finish with meticulous attention to detail so you can focus on winning new business. As there's a lot of organisation involved, we'll provide the following benefits and any specifics you require can be discussed:

- Highlight on our SABA events webpage and on social / other media
- Mention in our enewsletter with your company logo (timeline permitting)
- Co-creation of the guest lists based on any individuals or companies you've been trying to engage and personalised invitations to join you
- Managing event registration
- Branding on all collateral including event reminders and advance delegate list
- Event management - ensuring everyone's prepared and briefed
- Delegate communication, including event reminders
- Provision of branded delegate lists sent out with the reminder
- Speaker management - ensuring everyone's prepared and briefed
- Site selection - set up of the venue
- Supplier management - liaising with AV, catering, staging, photographer
- Opportunity to address the delegates or speaker / panellist participation
- Welcome, introduction and close by a member of the SABA team, helping to keep the event to time and focussed on the topic in hand
- Provision of a pop-up banner and promotional literature or corporate gifts to delegates
- A dedicated member of the team on hand
- Catering
- Facilitation of personal introductions
- Provision of branded delegate lists and name badges
- Event execution - set-up, décor and management of delegates and your VIP guests

"The business of business is relationships; the business of life is human connection."

Robin Sharma



International Trade Missions:

Participating in a trade mission with SABA can be a transformative endeavour for your business. Our trade missions are helpful as they provide a means for companies to assess and explore international business expansion and investment. By joining an international trade mission, SABA can provide introductions to local governments, businesses, organisations and professionals which is guided and customised to each company's interest; your company can then explore the business possibilities of new markets without having to commit to a large investment in the first instance.

The possibilities of profitable international business ventures are endless, particularly in developing countries where the markets are also underdeveloped. Industries that are growing rapidly in markets of developing countries include (but are not limited to) oil & gas, renewable energy, 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 with foreign buyers. 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, fostering partnerships and exploring lucrative opportunities within the African market. By joining SABA-led missions, businesses gain access to invaluable networks, market insights and tailored support services which significantly enhance your chance of success in unfamiliar territories.

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





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 webinars, forums and selected events free and invitations to other networking events

Bronze Membership @ £399 + VAT

- Free access to our member directory
- Monthly enewsletter straight to your Inbox
- Networking opportunities
 - webinars, forums, exclusive round tables, briefings and selected events free
- 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
- Opportunity to write one thought leadership article per year for the website / social media
- Free quarterly enewsletter article
- Opportunity to host visiting delegations
- Discounted member rates on our international trade missions
- Discounted rates for sector-specific and tailored insights and research
- Two personalised introductions per year
- Discounted rates on our tailored training

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
- 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**

- Branding on our website with a hyperlink through to a dedicated 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**
- **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

"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."

Business Partner £7,500 + VAT

Connect

Connect with the Scottish Africa Business Association and access new business opportunities, networking and events, essential advice, insight and expertise - all aimed to help you connect for growth and success.

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