

Looking to generate business in Nigeria & Ghana?

This course offers practical advice on how to generate business and successfully operate in West African markets across various sectors including energy, education and training.

Aberdeen delivery course date options:

September 21, October 5 & 20, 2020

Location:

AGCC, Aberdeen Energy Park, Bridge of Don, Aberdeen, AB23 8GX

Online delivery course date options:

September 22, October 6 & 21, 2020

Location:

Delivered via Zoom

www.myinternationaloffice.co.uk



Information

WHO IS THIS FOR?

For companies in the education, training and energy sectors looking to expand operations in the region or new to doing business in Nigeria & Ghana. This includes:

- **Company CEO's / Directors / MD's and Senior Management**
- **Sales & Business Development**
- **Marketing & Communications**
- **Logistics & Travel bookers**
- **Personal Assistants & Admin**
- **International Student Recruitment**

WHO IS THE TRAINER?

- 10+ years working across West African markets with regular travel & leading teams to the region
- Expert in selling and marketing education & training with a focus on the energy sector
- Has close relationships with ministries, national oil companies and the private sector

PAYMENT?

Payment can be made at the time of booking or paid by invoice.

LOCATIONS?

- Aberdeen course at AGCC, the Hub, Exploration Drive, Aberdeen Energy Park, Bridge of Don, ABERDEEN, AB23 8GX
- Online course delivered via Zoom
- Alternatively, the course can also be delivered on site as a private course tailored to individual organisations

HOW TO BOOK?

Click [HERE](#) to book your place

WANT TO TALK?

Tel: 07792 313724

Email: jamie@myio.org.uk



Agenda

WHAT WILL YOU LEARN?

WHY DO BUSINESS IN NIGERIA & GHANA?

- Current climate and future outlook for businesses post covid-19
- Social, economic and political overview
- Breakdown of trade between the UK and West Africa overview
- Future growth potential and benefits to UK businesses

GETTING TO WEST AFRICA;

- Entry requirements and visa applications
- Money, local laws and customs
- Health, safety and security advice

SECTOR SPECIFIC OPPORTUNITIES;

- Education and training focus across various sectors including Energy & oil and gas

GENERATING SALES LEADS AND CONVERTING OPPORTUNITIES;

- Practical advice on how to generate meetings with private and public sector organisations
- Detailed advice on how to do business with public sector / government departments & Ministries and the private sector
- Marketing and selling in the region - including commercial agreements, negotiations, social media, printed ads, TV, radio etc

HOW TO DO BUSINESS IN WEST AFRICA;

- Exporting to the region
- Setting up and start up considerations
- Legal and tax considerations
- Business etiquette, language and culture
- Holidays and typical working hours
- Business risks and operational challenges as a UK business operating in the region

PRACTICAL ADVICE FOR BUSINESS TRIPS TO REGION;

- In depth information on how to make business trips to market covering pre-trip & real time planning and post trip follow up to include:
 - Budget planning & itineraries + setting appointments
 - Flights internal & regional + on the ground transport
 - Airport pick ups and etiquette
 - Hotels and where to stay + event bookings
 - Business visas + travel insurance
 - Literature and freight
 - Innoculations and health & safety
 - Money + realistic expenses
 - Local health care provision
 - Generating and converting sales leads
 - Business etiquette + local laws
 - What to take & not to take on a trip



Aberdeen Program

09:00 AM

- Morning welcome
- Tea & coffee + muffins/fruit

09:15 AM

- Introductions
- Why do business in Nigeria & Ghana
- Getting to West Africa
- Sector specific opportunities

12:00 PM

- Lunch is served + refreshments
- Generating sales leads and converting opportunities
- How to do business in West Africa

14:00 PM

- Afternoon break, tea & coffee
- Practical advice for business trips to region

16:00 PM

- End of course
- Closing remarks



Online Program (Condensed version)

09:30 AM

- Morning welcome & Introduction
- Why do business in Nigeria & Ghana
- Getting to West Africa
- Sector specific opportunities
- Generating sales leads and converting opportunities
- How to do business in West Africa
- Practical advice for business trips to region

11:30 AM

- End of course
- Closing remarks