

DUTCH ENTREPRENEURSHIP IN AFRICA

Lessons, concepts and management advices for success

BACKGROUND

The African continent increasingly offers chances for business expansion. The degree to which companies around the world tap into these opportunities varies greatly. It remains unclear whether Dutch entrepreneurs are leading or trailing behind in utilising the business potential of Sub-Saharan African countries. We know examples of Dutch companies that successfully shifted their core business to this region. At the same time, only one third of the AEX/AMX-listed companies that are active in emerging markets has a specific strategy for doing business in Africa.

In 2010, Berenschot, the Rotterdam School of Management (RSM) and the Netherlands African Business Council (NABC) embarked on a joint investigation of Dutch entrepreneurship in sub-Saharan Africa.

MOTIVES

The three partners are committed to this research because they share the ambition to put a critical but independent perspective on how Dutch entrepreneurs make use of business opportunities in Sub-Saharan Africa. We want to offer CEO's, business development managers and other executives a framework for striking a balance between risks and responsibilities. Our aim is to stimulate Dutch entrepreneurs in exploring opportunities and to guide them in developing appropriate strategies and approaches.

RESULT

Our research findings will be compiled in a book containing both a macro-economic perspective on opportunities versus challenges and practical advice on doing business in Africa. It will be an appealing publication (forthcoming mid-2012), making use of topical cases and useful business models.



YOUR PARTICIPATION

We kindly invite you to contribute to our research by sharing your experiences and voicing your opinion. We seek to involve a broad group of stakeholders. Companies that are investigated range from experienced to inexperienced, from large to small and from business to consumer-oriented. Furthermore, we actively search for the opinion of other stakeholders such as public agencies, investment banks and not-for-profit organisations. Your contribution to our research will be very valuable and much appreciated.



Berenschot

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