



**ALFA International**  
THE GLOBAL LEGAL NETWORK

# CORPORATE STRATEGIES AND SETTING UP BUSINESSES IN AFRICA & THE MIDDLE EAST

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# INTRODUCTION



# INTRODUCTION

- Many Analysts agree that Africa and the Middle east are growing larger on the corporate map.
- Increasing competition for growth in Asia and the Latin America have given new impetus for corporate executives to seek out the next frontier markets.
- They have accordingly trained eyes and resources on Africa and the Middles East. But how does one win in Africa and Middle East?
- Africa remains a continent with a dizzying collection of emerging markets and at least 54 jurisdictions. Success in China or India or Brazil, UAE does not guarantee success in Africa.
- For corporate executives and investors looking to get a piece of the African growth story what should be the winning strategy to enter, survive and thrive on the colourful continent?
- In this Webinar our panel of experts will discuss and show us some of the strategies to setting up and winning in Africa and the Middle East from a legal standpoint
- What should investors expect on the ground and what is needed to navigate the labyrinth imposed by the different legal and regulatory systems existing within these regions in order to build a solid, resilient, and profitable business?



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# PANEL DISCUSSIONS



## DISCUSSION POINT 1.

- What are the most common forms of business vehicles used in your jurisdiction?
- Briefly discuss the main registration and reporting requirements?



*Image source: <https://www.smbceo.com/2019/07/22/5-undeniable-benefits-to-investing-in-business-vehicles/>*

## DISCUSSION POINT 2.

- Are there any restrictions on foreign investment in your jurisdiction (including authorizations required by central or local government)?



*Image source: <https://www.referenceforbusiness.com/encyclopedia/Thir-Val/Trade-Barriers.html>*



## DISCUSSION POINT 3.

- What are the main laws regulating employment relationships in your jurisdiction?



Image source: <https://www.sampleassignment.com/blog/application-and-theories-of-employment-relations>

# Pop-Up Question

- **In which country was Wassim Born?**
  - Morocco
  - Nigeria
  - Italy
  - Tunisia

## DISCUSSION POINT 4

- Are there any laws regulating e-commerce in your jurisdiction?

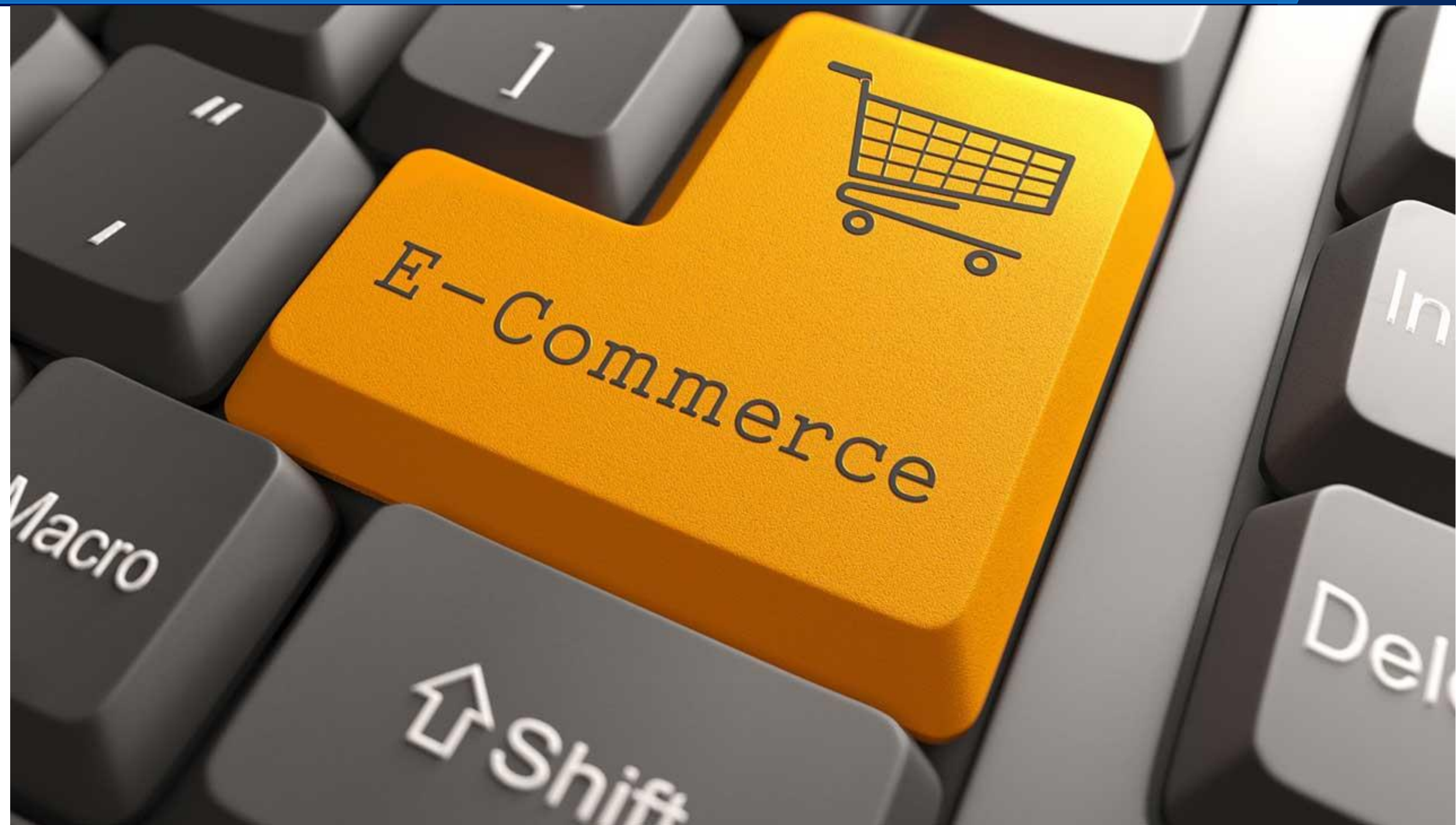


Image source: <https://guardian.ng/business-services/global-e-commerce-sales-surge-to-29-trillion/>

## DISCUSSION POINT 5

- Is it possible to form a contract electronically in your jurisdiction? If so, what are the requirements for electronic contract formation? Please comment on the enforceability of such contracts ?



P.C. tomshw.it

Image source: <https://www.iilsindia.com/blogs/introduction-e-contracts/>

## DISCUSSION POINT 6

- What are some of the misconceptions out there about setting up businesses in Africa when you interreact with clients?



Image source: <https://www.africanexponent.com/post/8054-the-motherland-has-suffered-from-misconceptions-and-myths-which-do-not-depict-its-true-nature>

# Pop-Up Question

- **What is the favorite sport of Mu'awiya?**
  - Tennis
  - Basketball
  - Football
  - Curling



## DISCUSSION POINT 7

- We agree that political risk is very real in Africa in particular. although some countries have been relatively stable over the most recent decade others continue suffer political turmoil and uncertainty despite the significant opportunities in those countries.
- What are some of the strategies corporate executives are employing to get round the political risk problem?



Image Source: <https://www.investopedia.com/ask/answers/06/politicalrisk.asp>

## DISCUSSION POINT 8

- Availability of a large skilled workforce has been identified as one of the main impediments to establishing businesses in Africa. many argue that unlike in India or China there isn't a very large volume of skilled workforce in Africa which can be relied on to build solid billion-dollar businesses. This means that a major part of an investment strategy is bringing in labour from abroad to augment what can be obtained from within the jurisdiction. this has not always been an easy process. Can you comment on the policies and laws affecting the use of foreign labour in your jurisdiction? Also, what are the processes required when engaging foreign labour in your jurisdiction?

# SKILLED WORKFORCE



*Image source: <http://muslin.biz/ways-we-work/skilled-workforce/>*



# Pop-Up Question

- **What is the favourite hobby of Aleksandra?**
  - Knitting
  - Holidays in the African bush
  - Playing golf
  - Going on cruises

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**THANK YOU! If you have any questions, please contact one of the presenters**



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