

AMENA AFRICA

Consulting

COMPANY PROFILE





**Accelerating
Africa's
Potential**



*One project
at a time!*

ABOUT US

Since our formation in 2019 we developed into a leading pan-African market advisory firm, supporting our clients from the conception of their expansion plan, to achieving their market entry and beyond.

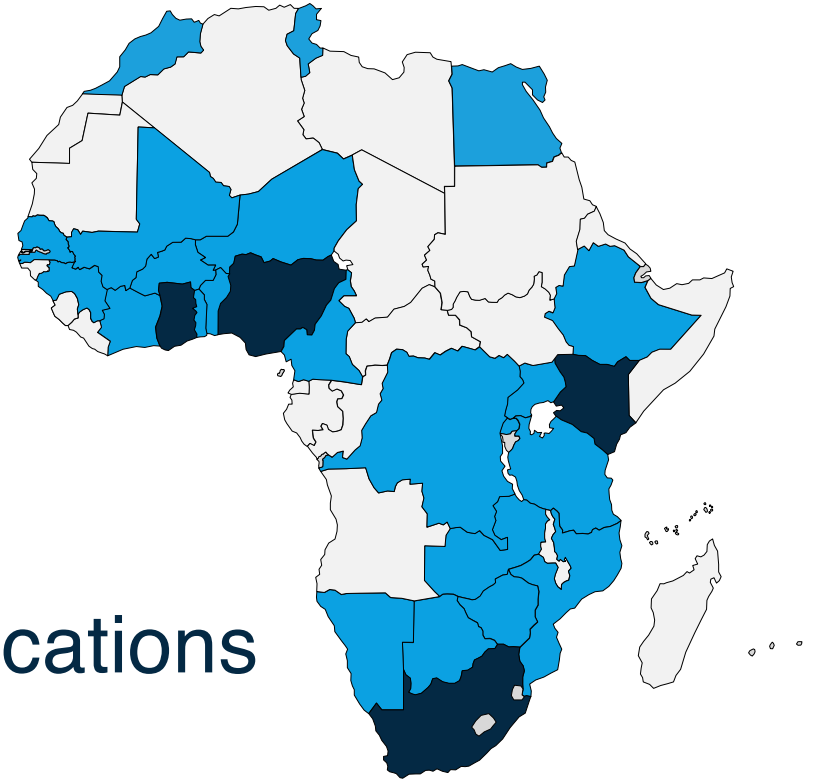
We operate at the nexus of industry and government and believe in business opportunities not in theory.

MARKET COVERAGE

We have successfully executed projects in 26 countries on the African continent.

Every year our teams work in 15 markets on average.

From Cape Town to Cairo. From Dar es Salaam to Dakar, our quality assurance system ensures that every project delivered is of the highest standard.



4 office locations

26 countries worked in

OUR KEY SERVICES

Get in touch with us to discuss your specific market needs.

After an initial assessment our team will develop bespoke solutions for your needs!

Market Entry Strategies

Market Advisory

Market & Sector Searches

Business Development & Sales Support

Business Delegations

Concierge Services

PRIORITY SECTORS

Over the years we have worked in countless industries and sub-sectors.

Our experienced team has built a strong portfolio from the traditional to the modern industries.

Check out some of the most recent sectors we have worked in.

140+
successful projects



Manufacturing



F&B/ FMCG



Packaging



Retail



Construction



Chemicals/ Plastics



Automotive



Resources/ Energy

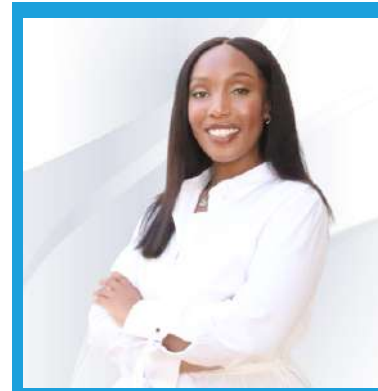


Industry



Meet the TEAM

- ✓ 20+ staff members
- ✓ Diverse team of professionals
- ✓ 120+ research consultants
- ✓ Spread across the continent
- ✓ Highly experienced
- ✓ Dedicated to your success



SIEMENS

A-GAS[®]
TOGETHER WE CAN

ETG
LOGISTICS

Bonduelle

 **umdasch**
group

 **ADVANTAGE**
AUSTRIA WKO

OUR CLIENTS

We serve clients from all industries across four continents

 **BELIMO**[®]

 **DSM**

غرفة دبي
DUBAI CHAMBER
INTERNATIONAL العالمية

 **PROPAK**
WEST AFRICA
• PACKAGING • PROCESSING • PRINTING • PLASTICS

syngenta Invest**HK**

CASE STUDY

Market Entry

Client

European HVAC manufacturer

Client tried entering the Nigerian market. Turnover did not meet expectations. In need of a new entry strategy and operational structure

Scope

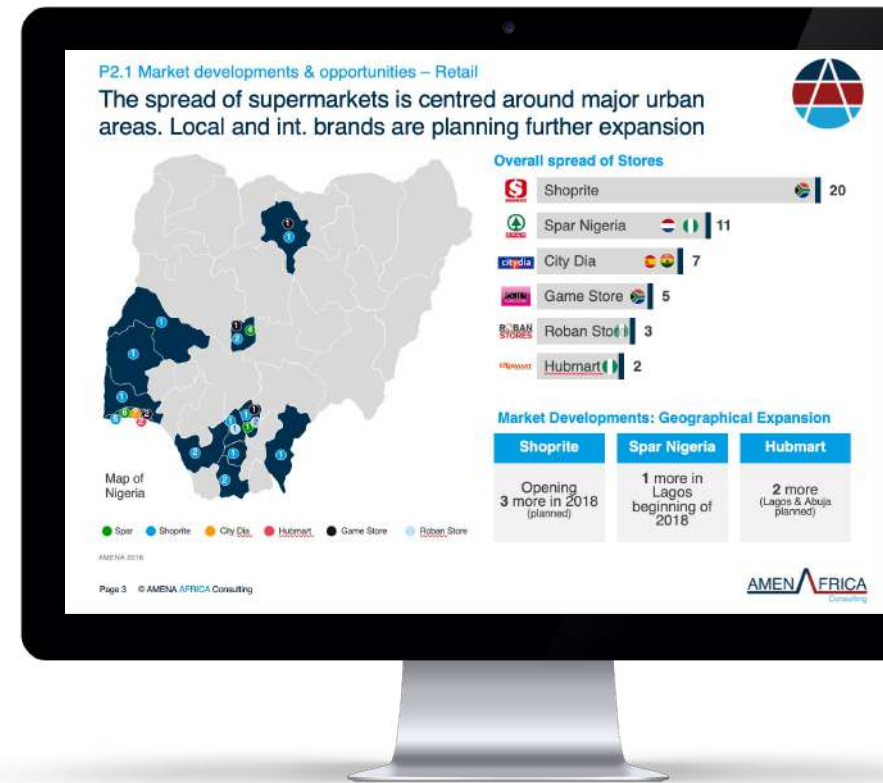
Market Entry Strategy

We assessed client's current operational structure. Conducted market research and developed market entry scenarios to optimize sales

Impact

€1.5m turnover

The client's turnover increased by 170% to €1.5m twelve months after our engagement





CLIENT Feedback

We have worked with over 140 companies in the past. Each and every project is unique and deserves bespoke solutions to address the company's challenges.

We pride ourselves to have over 90% customer satisfaction

94.2%
client satisfaction

→ Testimonial



Carté Lubbe

Managing Director

"The market research in Kenya & Nigeria was outstanding.

The team became experts in our field of business. AMENA

AFRICA is our preferred market advisory firm in Africa"



Dr. Wolfgang Litzlbauer

President & Chief Executive Officer

"The level of in-depth knowledge

of the East African market was

excellent. The team excelled in

guiding us into the market. A

great local partner to work with."



GET IN TOUCH TODAY!

www.amena-africa.com

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#askAMENA

Nairobi • Lagos • Accra • Cape Town



Thank You!



We look forward to
guiding you in accessing
African markets

'Accelerating Africa's Potential!'