DOING BUSINESS IN AFRICA

Learning across cultures

studytourafrica@ceibs.edu
www.ceibs.edu/africa
233 (0) 54 010 9666

China Europe International Business School
CEIBS GLOBAL FOOTPRINT

- **Zurich**
  Service Excellence

- **Beijing**
  Leadership in Action

- **Shanghai**
  Globalisation of Chinese Companies

- **Shenzhen**
  Start Up and Scale Up in Shenzhen

- **Ghana**
  Doing Business in Africa

Top-Tier Global Rankings


Global EMBA - #5 worldwide in the Financial Times, the highest ranked stand-alone in Asia in 2019. 20 globally for 10 consecutive years (2010-2019)

CEIBS MBA Programme

- #1 in Asia and #5 globally amongst full-time MBA programmes in the Financial Times (2019)
- #1 in Asia in Bloomberg Businessweek’s Best Business Schools (2019)
- #1 in Asia amongst 2-year programmes outside the US in Forbes Magazine’s The Best Business Schools (2019)
CONTENTS

At a glance 3
CEIBS Overview 4
Programme Impact 5
Programme Format 6
Past Participants’ Nationalities 6
Sample Visit Schedule in Ghana 7
Historical Sites 8
Hotels 9
PROGRAMME AT A GLANCE

- For graduate students
- Visit to multiple African Countries
- Applied academic lessons
- Guest lectures
- Panel discussions with industry experts
- Company visits
- Local tours
- 2-3 cultural visits
- Reflection sessions with accompanying faculty members

OTHER COUNTRIES TO VISIT

Ghana
Morocco
Kenya
Nigeria
South Africa
Senegal
Cote d'Ivoire
Tanzania
Rwanda
Namibia

We ran tours in partnership with other institutions to these countries
**About CEIBS**

China Europe International Business School (CEIBS) is a not-for-profit joint venture established in Shanghai in 1994 under an agreement between the Chinese Government and the European Commission. CEIBS has five campuses - Shanghai, Beijing, Shenzhen, Zurich and Accra. CEIBS is ranked by the Financial Times of London to be among the top 20 Business Schools in the world and the number 1 business school in Asia. Its flagship programmes, the full time MBA and Global EMBA are both currently ranked No.5 worldwide by Financial Times MBA and EMBA rankings 2019 and both are ranked No.1 in Asia. CEIBS has been instrumental in nurturing the kind of leaders that have navigated China’s economic transformation with distinction. For over ten years, CEIBS has also nurtured the transformation and growth of entrepreneurs, business leaders and organisations across Africa. The CEIBS Accra campus was launched in 2008.

**ABOUT DOING BUSINESS IN AFRICA IMMERSION PROGRAMME**

CEIBS has over the years been very successful in hosting leading international business schools at its Shanghai campus to experience and explore China. Through its Africa campus in Accra, its critically acclaimed international elective “Doing Business in Africa” programme has introduced participants to the socio-economic, cultural, political and business practices in Africa. Typically spread over 5 immersive days, the programme objectives are delivered through lectures, case analysis and small group assignments, company visits, interactions with practitioners and senior executives of organisations, as well as historical and cultural visits. Facilitators, cases and illustrations are typically drawn from across the continent to enrich participants’ experience.

In view of the foregoing, the Doing Business in West Africa Immersion programme would offer students the following:

- A toolkit for doing business in West Africa successfully
- A first-hand experience of doing business in West Africa
- An opportunity to deepen consulting skills by engaging with current business challenges of selected West African entrepreneurs and businesses.
IMPACT
- Students get an activity-based learning and tackle real life business issues from a global and African context
- Students get first-hand experience doing business in Africa and engaging in current business challenges of selected entrepreneurs and businesses in Africa

GLOBAL LEADERSHIP
Enhances and Transforms students’ ability to lead from a global perspective

NETWORK
- Expands students’ network in Africa and grants access to CEIBS alumni on the continent
- Explores viable business options in Africa

Visit to the Cocoa Research Institute of Ghana
This programme format will comprise:

- Individual reading of related readings and cases on West African businesses
- In-class discussion of readings and case studies
- Formal interactive lectures
- Video analysis
- Panel sessions with industry experts
- Experiential learning trips to selected organisations anchored by senior executives
- Cultural/historical visits
- Consulting sessions with selected businesses with syndicate presentations to a panel of senior executives from the businesses
- Individual assignments

We welcome any other format by accompanying professors and PhD research groups.
<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
<th>Day 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival/Check-in at Hotel</td>
<td>09:00-10:30 Welcome and module overview</td>
<td>09:00-10:30 Africa economic trends and analysis</td>
<td>10:00-12:00 History of slave trade in West Africa</td>
<td>09:00-10:30 Investment opportunities in selected African countries</td>
<td>09:30-11:30 Visit to Accra Arts Handicrafts Centre</td>
</tr>
<tr>
<td></td>
<td>10:30-11:00 Coffee Break</td>
<td>10:30-11:00 Coffee Break</td>
<td>Cultural performance and dramatisation of slave trade Classroom: Coconut Grove Regency Hotel, Cape</td>
<td>10:30-11:00 Coffee Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:00-12:00 Africa geopolitics and Economy</td>
<td>11:00-12:00 Africa economic trends and analysis</td>
<td></td>
<td>11:00-12:00 CEO’s panel discussion on doing business in Africa</td>
<td></td>
</tr>
<tr>
<td>12:00-13:00 Lunch</td>
<td>12:00-13:00 Lunch</td>
<td>12:00-13:00 Lunch</td>
<td>12:00-13:00 Lunch</td>
<td>11:30 bus to Lunch Venue</td>
<td></td>
</tr>
<tr>
<td>13:00 bus to Company</td>
<td>13:00 bus to Company</td>
<td>13:00 bus to Elmina /Cape Coast Castles</td>
<td>13:00 bus to Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:00-16:30 Company Visit:</td>
<td>13:00-16:30 Company Visit:</td>
<td>13:00-15:00 Culture Visit: Elmina &amp; Cape Coast Castles</td>
<td>13:00-16:30 Company Visit</td>
<td>12:30-15:00 Presentation by a Traditional Leader/Chief</td>
<td></td>
</tr>
<tr>
<td>16:30 bus to CEIBS/Hotel</td>
<td>16:30 bus to CEIBS/Hotel</td>
<td>15:00 bus to Accra CEIBS/Hotel</td>
<td>16:30 bus to CEIBS/Hotel</td>
<td>15:00 bus to Hotel</td>
<td></td>
</tr>
<tr>
<td>18:00-20:00 Welcome Dinner</td>
<td>18:00-20:00 Cocktail/networking</td>
<td>Free Evening</td>
<td>18:00-20:00 Dinner/networking</td>
<td>Free Evening/Departure</td>
<td></td>
</tr>
</tbody>
</table>
CEDRIC DEVROYE
Senior Vice President
United Trademarks Group

“Every morning in Africa, a gazelle wakes up. It knows it must outrun the fastest lion or it will be killed. Every morning in Africa, a lion wakes up. It knows it must run faster than the slowest gazelle, or it will starve. It doesn’t matter whether you’re the lion or a gazelle – when the sun comes up, you’d better be running. One of our professors shared this story and I found it a very suitable metaphor for doing business in Africa. Another key learning from my courses at CEIBS Accra Campus was that despite a general trend of increasing urbanisation, ‘consumerisation’, and fragile political systems, the African continent is a story of many countries. I used to conceptualise Africa as the last frontier in the global economy but will, from now on, vividly remember that the gazelle and the lion are to be viewed in country-specific environments.”

HISTORICAL SITES

South Africa
- The Cradle of Humankind
  Source: gauteng.net
- Robben Island
  Source: places.co.za
- Mandela House
  Source: safarimanor.com

Kenya
- Mountain Kenya
  Source: safarifellows.com
- Nairobi National Museum
  Source: www.museums.or.ke
- Nairobi National Park
  Source: rebelgroup.com
Two words to describe business today in Ghana: "Adding Value" Companies like Niche Cocoa exemplify this, performing the value-add refining process locally on one of Ghana's top exports, allowing them to send a denser semi-finished product abroad with lower shipping costs and lower CO2 emissions compared to exporting raw cocoa beans. Of course for me the value-add was a week of fantastic classes at CEIBS Accra Campus, topped off with Christmas shopping at the Melcom. Shout out to the professors, faculty, and classmates that made it happen.

Jesse Miller
CEIBS MBA

It's always been one of my dreams to travel to Africa. Now my dream has come true and it's even better than I expected. I have adopted African philosophies, started friendships with local business people and now we work together on wonderful ideas that could potentially change the way people do business in Africa.

Fenry Fan
Associate Business Supply Chain Manager
Dow Chemical (China) Investment Co. Ltd

Proud to go on the first CEIBS module to Accra Ghana! Despite that Africa as a continent is fragmented with many countries, and even in aggregate is not considered a sizable economy, that is now changed and mirrored in the increased profitability of companies operating in Africa. With Africans more likely to prefer international products, more brand loyalty and technology/connectivity boom presented potential for reaching new markets. Factor the distribution, regulation and information costs in, companies still might not want to risk no presence in Africa.

Danni Lin
CEIBS MBA
STUDY TOUR PICTURES

SAMPLE HOTELS FOR GRADUATE STUDENTS ACCOMMODATION

Ghana
- Mariott Hotel
- The African Regent Hotel

Kenya
- Ibis Styles Hotel
- Radisson Blu Hotel

South Africa
- Park Inn Sandton Hotel
- Garden Court Hotel

Morroco
- Suite Hotel
- Rania Belmadina Hotel
CONTACT US
China Europe International Business School

Accra Campus
5 Monrovia Road, East Legon, Accra, Ghana
Tel: 233 (0) 54 010 9666
Email: studytourafrica@ceibs.edu
Website: www.ceibs.edu/africa

OTHER CEIBS CAMPUSES

Shanghai Campus
699 Hongfeng Road
Pudong, Shanghai, P.R.C.
Tel: +86-21-2890 5890

Zurich Campus
Zurich Institute of Business Education
Hirsackerstrasse 46, CH-8810
Horgen, Switzerland
Tel: +41 44 728 99 44

Beijing Campus
Building 20, Zhongguancun Software Park
8 Dongbeiwang West Road
Haidian District, Beijing 100193, P.R.C
Tel: +86-10-8296 6600

Shenzhen Campus
Suite 10A, Taihua Wutong Industrial Park
Gushu Development Zone, Hangcheng sub-district
Baoan, Shenzhen 518126, P.R.C
Tel: +86-755-3699 5111