



# DOING BUSINESS IN AFRICA

*Learning across cultures*

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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

MBA - Ranked in the top 25 of the Financial Times' annual global business school ranking for 15 consecutive years (2005-2019).

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)



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## 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

## CEIBS PARTNER INSTITUTIONS





## 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.

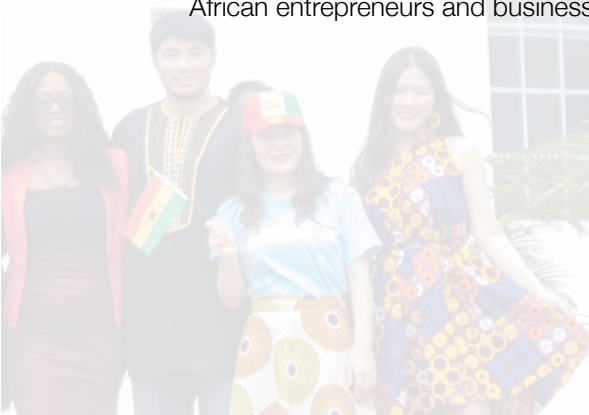


## ABOUT DOING BUSINESS IN AFRICA IMMERSION PROGRAMME

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



### Past Participants Nationalities

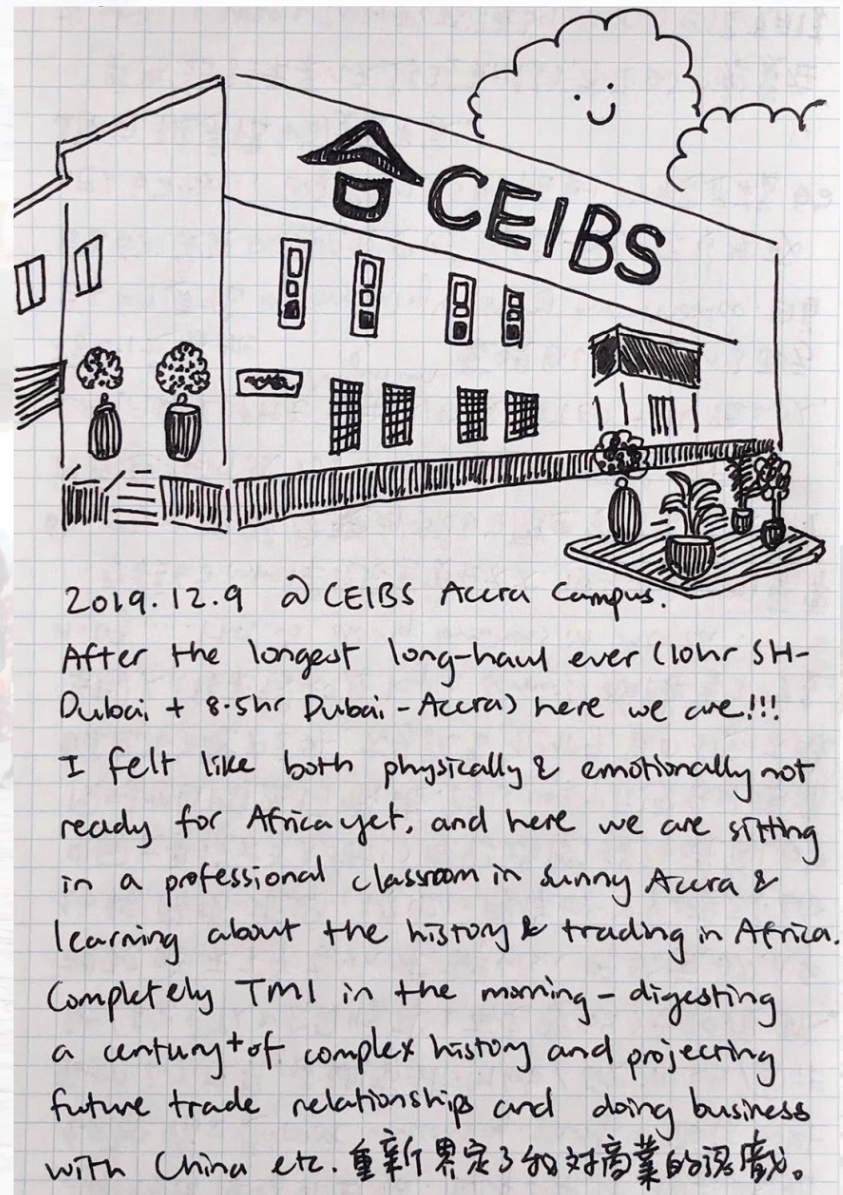
Angola, Belgium, Canada, China, Czech Republic, Germany, Ghana, Guinea Bissau, Hong Kong, Ivory Coast, Italy, Japan, Mexico, Netherlands, Nigeria, Peru, Philippines, Russia, Serbia, Spain, Sweden, Switzerland, United Kingdom and United States of America.

### Sample Programme Format/ Delivery Method

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**



June Lu  
CEIBS MBA



## SAMPLE VISIT SCHEDULE IN GHANA

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
	8:30-9:00 bus from Hotel to CEIBS	8:30-9:00 bus from Hotel to CEIBS	07:00-9:30 bus from Accra to Cape Coast	8:30-9:00 bus from Hotel to CEIBS	8:30-9:30 Hotel to Accra Arts Centre
Arrival / Check- in at Hotel	09:00-10:30 Welcome and module overview  Africa Geopolitics and Economy	09:00-10:30 Africa economic trends and analysis	10:00-12:00 History of slave trade in West Africa  Cultural performance and dramatisation of slave trade	09:00-10:30 Investment opportunities in selected African countries	09:30-11:30 Visit to Accra Arts  Handicrafts Centre
	10:30-11:00 Coffee Break	10:30-11:00 Coffee Break	Classroom: Coconut Grove Regency Hotel, Cape	10:30-11:00 Coffee Break 11:00-12:00 CEO's panel discussion on doing business in Africa	
	11:00-12:00 Africa geopolitics and Economy	11:00-12:00 Africa economic trends and analysis			
	12:00-13:00 Lunch	12:00-13:00 Lunch	12:00-13:00 Lunch	12:00-13:00 Lunch	
	13:00 bus to Company	13:00 bus to Company	13:00 bus to Elmina /Cape Coast Castles	13:00 bus to Company	11:30 bus to Lunch Venue
	13:00-16:30 Company Visit:	13:00-16:30 Company Visit:	13:00-15:00 Culture Visit: Elmina & Cape Coast Castles	13:00-16:30 Company Visit	12:30-15:00 Presentation by a Traditional Leader/ Chief
	16:30 bus to CEIBS/Hotel	16:30 bus to CEIBS/Hotel	15:00 bus to Accra CEIBS/Hotel	16:30 bus to CEIBS/Hotel	15:00 bus to Hotel
	18:00-20:00 Welcome Dinner	18:00-20:00 Cocktail/ networking	Free Evening	18:00-20:00 Dinner/ networking	Free Evening/ Departure





**CEDRIC DEVROYE**  
Senior Vice President  
United Trademarks Group

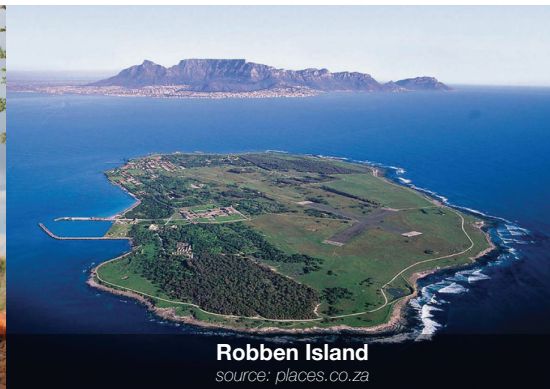
“ Every morning in Africa, a gazelle wakes up. It knows it must outrun the fastest lion or it will be killed. Every morning in Africa, a lion wakes up. It knows it must run faster than the slowest gazelle, or it will starve. It doesn't matter whether you're the lion or a gazelle – when the sun comes 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

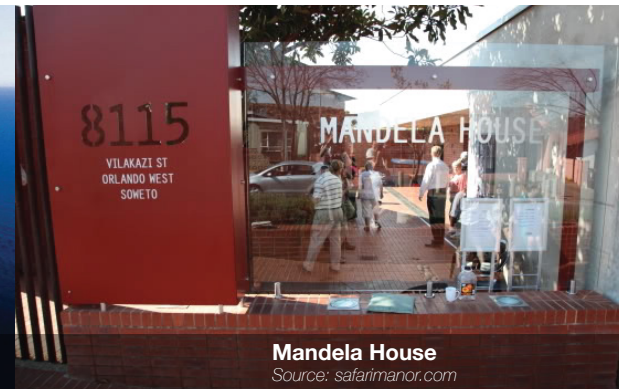
South Africa



**The Cradle of Humankind**  
Source: gauteng.net



**Robben Island**  
source: places.co.za



**Mandela House**  
Source: safarimanor.com

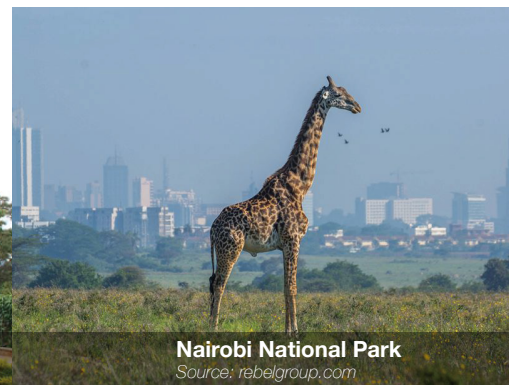
Kenya



**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. ”

**Ferry 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

## HISTORICAL SITES IN GHANA



Cape Coast Castle



Kakum National Park



Accra Centre for National Culture

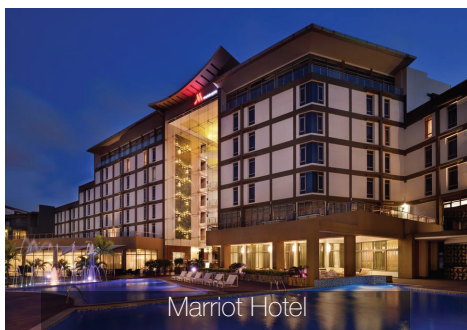


## STUDY TOUR PICTURES

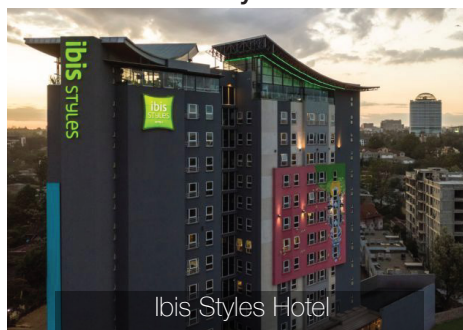


## SAMPLE HOTELS FOR GRADUATE STUDENTS ACCOMMODATION

### Ghana



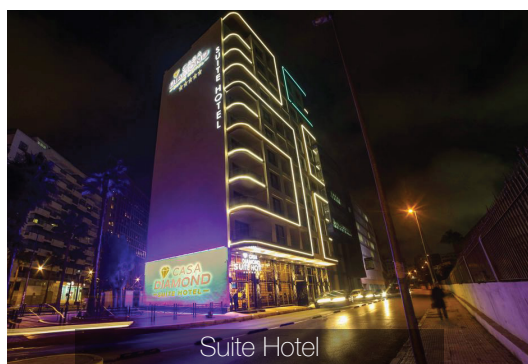
### Kenya



### South Africa



### Morocco



## CONTACT US

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### Accra Campus

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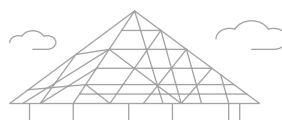
## OTHER CEIBS CAMPUSES

### 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

