

CASE STUDY

Strategic advice and market mapping for pan-African agribusiness initiative

Our insights and recommendations informed the organisation's advice and support to potential investors.



LOCATION

Nigeria, Ethiopia, Tanzania, Kenya, Uganda

REQUIREMENT

Our team provided strategic advice to the executive team at Grow Africa, the pan-African initiative to support investment in Africa's agriculture sector, with investor engagement, country analysis, and strategic communication. Grow Africa was founded by the World Economic Forum, the African Union Commission, and the New Partnership for Africa's Development (NEPAD) in 2012.

APPROACH

We have led the delivery of thematic agricultural value chain sessions for high-level public and private sector stakeholders at the Grow Africa Investment Forum 2016 in Kigali, Rwanda, in addition to drafting key documents for stakeholder and government engagement. Our team also developed country reports for Nigeria, Tanzania, Kenya, Ethiopia and Malawi, among others, providing detailed insight into the policy environment for agribusiness investment and the ground-level operating context for agribusiness investors.

OUTCOME

Our insights and recommendations have fast-tracked Grow Africa's efforts to develop a wide network of partners across Africa, as well as informing the organisation's advice and support to potential investors.

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