How to select and approach potential investors

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Tabora
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Something to understand and remember

- Are all children excellent pupils?
  - No, some are lazy
  - No, some are just not gifted

- Are all companies or businessmen potential investors?
  - No, most are busy with their existing business
  - No, some are struggling financially
  - No, many are too small to have 2 or more locations
  - No, some owners/directors are afraid of uncertainty
  - Most would be happy just to sell you their products
Approaching potential investors

1. Number of companies you will approach
   (example: 500)

2. Number of companies willing to come or meet
   (example: 50)

3. Number of companies ready to invest somewhere
   (example: 5)

4. Investment
   (1)
Investment Promotion

**Step 1**
- Create an image of Kumasi as good location for investment
- Generate interest among target investors in target countries

**Step 2**
- Organise events or contact individual potential investors
- Show investment opportunities, develop positive relationship with potential investors

**Step 3**
- Identify potential investors who might invest in Kumasi
- Influence the decision-making process by providing quality information and professional service

**Step 4**
- Encourage a site visit to Kumasi
- Make sure the potential investor likes Kumasi and sees his investment opportunity
Possible image-creation activities

- Advertising in newspapers or professional journals
- Sending press releases to newspapers/journals
- Inviting journalists to Kumasi to see the opportunities to learn about MCI/MVP and about the plans of the municipality to support investors
- Having exhibition stand or posters at relevant events (industrial fairs/exhibitions, business conferences) in Accra and abroad
- Having a good website and pay banners with links on relevant websites
- Distributing brochures to embassies, chambers of commerce and associations, location consultants
Organising events and meetings

What do we need to:

- organise a conference/seminar/workshop on investment opportunities in Kumasi?
- contact a company / businessman to suggest a one-to-one meeting to discuss investment opportunities in Tabora?

1. Have something to say / offer

2. Have contacts with companies/businessmen to be able to contact them by email, letter or phone
Selecting potential investors

- Select target countries and target sectors/subsectors
- Search for potential investors
- Evaluate, whether the companies are likely to invest or not
- Create a list/database of potential investors + contact data

Sources of data on companies and their top management
Evaluation of companies
Database/list of potential investors
Info on companies seeking JV partners

Company databases
- Free on-line company Databases
- On-line paying company Databases
- Your own IPI company Database

Printed/Electronic Media
- General Media / newspapers and magazines
- Sector Specific Media / Newspapers, Magazines and Newswires

Websites of companies
- About the company section
- News section
- Contacts / Executives
Kompass Company Database

Overview of the categories (Worldwide)
Select an item from the list of categories below. This will lead to a more detailed level of information about the selected category.

- Agriculture & food
  - Fisheries, forestry, beverages...
- Extraction industries
  - Ores, minerals, crude oil, natural gas...
- Utilities, waste management
  - Electricity, water, gas, environment...
- Manufacturing
  - Metalworking, machining, assembling...
- Wholesale & distribution
  - Import-export, e-commerce, retail...
- Transport & storage
  - Shipping, warehousing, packaging...
- Business services
  - Marketing, financial, insurance, legal...
- Technical services, R&D, training
  - Research, development, training...

2.3M companies in 66 countries referenced by 57,000 product & service keywords
360,000 trade names and 4.6M executive names
Hoovers’ Company Database
The Top 100 Food Processing Companies in Europe

Description: The food manufacturing industry is one of Europe's largest and most important industry sectors and it's third-biggest employer. This report, published in July 2009, profiles the sector. It includes companies from the British Isles, Iberia, the Benelux, Germany, Switzerland, Austria, Italy, Greece, the Czech Republic and Poland.

Top Companies:
- A. Moksel AG
- Aarhus United A/S
- Althea S.p.A.
- Arla Foods amba
- Associated British Foods plc
- August Storck KG
- Aviko B.V.
- Bahlsen GmbH & Co. KG
- Barilla Alimentare S.p.A.
- Barry Callebaut AG
- Baxter Food Group
- Bayernland eG
- BCS Group
- Bischoffzell Food Ltd.
- Bolcome UK
- Bondielle S.A.
- Bongrain SA
- Borjas, S.A.
- British Sugar plc
- Campina
- Campofrio Alimentacion, S.A
- Ceresia AB
- Chikita International S.A.
- Chips Abp
- Chocoladefabriken Lindt & Sprungli AG
- Chupa Chups S.A.
- Clorox Fazer AB
- Confectionery Enterprise Kutzaanka S.A.
- Cremonini S.p.a.
- Dairy Crest Group plc
- Dairygold Co-Operative Society Limited
- Danish Crown Group
- Danone Group
- Dr. August Oetker KG
- Ebro Puleva Group
- Emmi Schweiz AG
- Entremont Fromager
- Erdisia Bégin-Say
- F. Uhrenholt Group
- Finska Sverige AB

Millennium Cities Initiative
Other sources of company data

- Sector periodicals (e.g. Palm Oil) – web versions
- Sectoral websites (international and national) – search for names of successful/growing companies and their top managers
- Main industrial trade fairs/exhibitions - sections „Exhibitors“ – search for exhibitors in last 2-5 years
- Websites of sectoral associations – usually contain list of members, sometimes with links to websites of members and or addresses
## Internal Database of Potential Investors

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Sector and products</th>
<th>Turnover</th>
<th>Contact Name</th>
<th>Contact Title</th>
<th>Invested in MENA/Ethiopia</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
Company data to collect

- Company name, address, website, email addresses
- Names of relevant top managers: first name, surname, gender (Mr/Mrs)
- Sector and main products
- Economic performance data: revenues, sales, turnover, number of employees, profit or loss
- Company’s production locations in Tanzania or East Africa (not sales offices)
- Recent investments into production
Selecting potential foreign investors

Example: targeting potential food processing investors for Egypt

<table>
<thead>
<tr>
<th>Company</th>
<th>Size - turnover</th>
<th>Size - number of employees worldwide</th>
<th>Product match with Egypt?</th>
<th>Has it invested in Egypt?</th>
<th>Has it invested in competitor country in the region?</th>
<th>Is it making profit or making loss?</th>
<th>Contact the firm?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arla</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Danish Pork</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
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<tr>
<td>Glanbia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
<td>No</td>
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<tr>
<td>Nutreco</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Sodiaal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Loss</td>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>
Tips for contacting the right person(s)

• Many companies have only sales or customer support contact addresses on their website (sales@companyname.com, enquiry@....)

• Sending emails to these addresses is useless

• Sending emails / letters starting with „Investment opportunity in ...“ to Sales Managers/Directors is also useless, they are only interested in selling and almost never pass information

• The same applies to Technical Managers, Production Managers, Quality Managers ...
Target job positions

- CEO - Chief Executive Officer, President
- Manager/Managing Director, General Manager
- Financial Manager
- Director/Vice-President for Strategy/Development
- Director/Vice-President for Business Development
- Director/Vice-President for Marketing/Sales
- Director/CEO/Vice-President for the West Africa region or Africa
Tips for discovering usefull contacts

• Search company’s website for „President, CEO, Manager, Director or Vice-president“
• Check the „News“ or „Press Releases“ section
• Search in the annual reports (usually in PDF format for download from the company website)
• Search the internet using combinations like: „Companyname“ and „Director“ or „Manager“ and so on as above
# Examples: Rene´s mailing lists

<table>
<thead>
<tr>
<th></th>
<th>Company</th>
<th>Country</th>
<th>Business sector</th>
<th>Products</th>
<th>Address</th>
<th>Contacts</th>
<th>Key people</th>
<th>Key metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Robert Wiseman &amp; Sons Ltd</td>
<td>UK</td>
<td>dairy products</td>
<td>Cheese, Milk, Cream, Butter, Ice cream, Yogurt</td>
<td>159 Glasgow Road, East Kilbride, Lanarkshire, G74 4PA, United Kingdom</td>
<td>Phone: +44 1355 244261, Fax: +44 1355 230352</td>
<td>Chairman: Mr. A. Wiseman, Chairman: Mr. R. Wiseman</td>
<td>turnover £886.2 million</td>
</tr>
<tr>
<td>2</td>
<td>Uniq plc</td>
<td>UK</td>
<td>dairy products</td>
<td>Cheese, Milk, Cream, Butter, Ice cream, Yogurt</td>
<td>1 Chalfont Park, Gerrards Cross, Buckinghamshire, SL9 0UN, United Kingdom</td>
<td>Phone: +44 1753 276000, Fax: +44 1753 276071</td>
<td>Chief Executive: Mr. G. Summerfield, Chief Executive: Mr. G. Eaton</td>
<td>revenue £797.2 million</td>
</tr>
<tr>
<td>3</td>
<td>Dairy Crest Ltd</td>
<td>UK</td>
<td>meat and dairy products</td>
<td>Meat, processed and preserved, Milk, Cream, Butter, Yogurt</td>
<td>14-40 Victoria Road, Aldershot, Hampshire, GU11 1TH, United Kingdom</td>
<td>Phone: +44 1252 366966, Fax: +44 1252 366991</td>
<td>Chairman: Mr. Mark Allen</td>
<td>revenue £1,629.7 million</td>
</tr>
</tbody>
</table>
Thank you for your attention and questions!

Contact:
renesamek@gmail.com
We should prepare in next 6 months

- Information on the investment and business climate in Tabora and the surrounding area: *brochure + web*
- Information on potential locations in Kumasi – the industrial zone, etc.: *leaflet + web*
- Information on local companies which are looking for potential partner for joint venture: *identify several local companies + prepare their profiles*
- Suggestions for investment into selected sectors or sub-sectors: *prepare at least one investment proposal in each sector suggested by MCI + think of a few others*
Topics to be covered next time

- Development of website content
- How to prepare a marketing event
- How to prepare a visit by potential investor from abroad or other parts of Ghana
- Handling inquiries and provision of high-quality services to potential investors
- Aftercare services to existing investors