



MILLENNIUM CITIES INITIATIVE (MCI)
THE EARTH INSTITUTE AT COLUMBIA UNIVERSITY

How to select and approach potential investors



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Tabora
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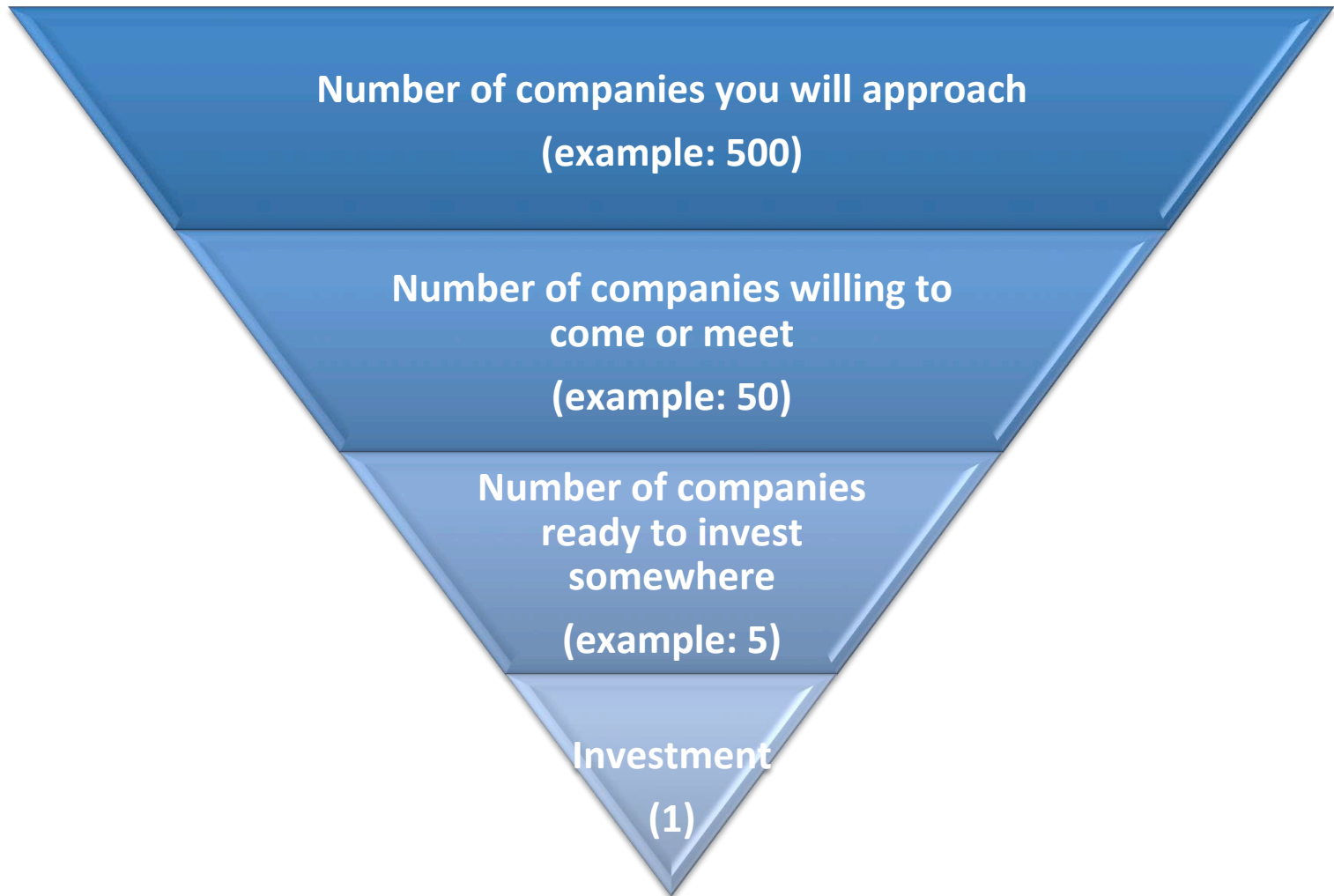
Something to understand and remember

- 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





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 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

KOMPASS
Connects business to business

JUHA
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Directory

Public tenders

Requests For Quotation

Languages **English** ▾
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2.3M companies in 66 countries referenced by 57.000 product & service keywords
860.000 trade names and 4.6M executive names

Search for: Products/Services Companies **Worldwide** ▾

Search

[More search criteria](#)
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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

Machinery, automotive, metallurgy...



Wholesale & distribution

Import-export, e-commerce, retail...



Transport & storage

Shipping, warehousing, packaging...



Business services

Marketing, financial, insurance, legal...



Technical services, R&D, training

Construction, testing, analysis...



Hoovers' Company Database



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Internet Search – Lists of Companies

The Top 100 Food Processing Companies in Europe

Google food processing TOP 100 europe Hledat Rozšířit

Prohledat Web Sdílnky pouze česky

Web Zobrazit možnosti... Výsledky 1 - 10 z

[The Top 100 Food Processing Companies in Europe - Market Research](#) - [Přidat]

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 ...

www.researchandmarkets.com/reports/296401 - [Spojené státy](#) - [Archiv](#) - [Podobné](#)

[PDF The Top 100 Food Processing Companies in Europe](#) - [Přiblížit stránku]

Formát souboru: PDF/Adobe Acrobat - [Rychlé zobrazení](#)

The Top 100 Food Processing Companies in Europe. Description: The food manufacturing industry is one of Europe's largest and most important industry sectors ...

www.researchandmarkets.co.uk/.../the_top_100_food_processing_companies_in.pdf

[Industry News | Food Ingredients Excellence Awards Announced at Fi](#) - [Přiblížit stránku]

19 Nov 2009 ... The next Fi Europe Excellence Awards will be presented at Fi Europe ... New

Food Rollout: January 2010 - **Food Processing Top 100** for 2009: ...

www.foodprocessing.com/industrynews/2009/156.html - [Archiv](#)

[Food And Drink Europe Marketing of Food Products & Drinks for the](#) - [Přiblížit stránku]

Food sector boosting 100 per cent rPET demand Innovations in Food Processing and Packaging. Innovations in Food Safety & Instrumentation ...

www.foodanddrinkeurope.com/ - [Archiv](#) - [Podobné](#)

[Research and Markets: Gauge the Top 100 Food Processing Companies](#) - [Přiblížit stránku]

Research and Markets : Gauge the **Top 100 Food Processing Companies in Europe** Tod -

DUBLIN, Ireland -- Research and Markets (<http://www.researchandmarket...>)

www.encyclopedia.com/doc/1G1-133292454.html

Description: The food manufacturing industry is one of Europe's largest and most important's third-biggest employer. This report, published in July 2005, 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. Møkel AG
Aarhus United A/S
Althea S.p.A.
Arla Foods a.m.b.a
Associated British Foods plc
August Storck KG
Aviko B.V.
Bahlsen GmbH & Co.KG
Barilla Alimentare S.p.A.
Barry Callebaut AG
Baxters Food Group
Bayerland eG
BCS Group
Bischofszell Food Ltd.
Bokomo UK
Bonduelle S.A.
Bongrain SA
Borges, S.A.
British Sugar plc
Campina
Campofrio Alimentacion, S.A
Cerealia AB
Chipita International S.A.
Chips Abp
Chocoladefabriken Lindt & Sprungli AG
Chupa Chups S.A.
Cloetta Fazer AB
Confectionery Enterprise Jutrzenka 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
Eridania Béghin-Say
F. Uhrenholt Group
Findus Sverige AB





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

Company Name	Address	Sector and products	Turnover	Contact Name	Contact Title	Invested in MENA/ Ethiopia



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

Company	Size - turnover	Size - number of employees worldwide	Product match with Egypt?	Has it invested in Egypt?	Has it invested in competitor country in the region?	Is it making profit or making loss?	Contact the firm?
Arla					Yes		No
Danish Pork			No				No
Glanbia				Yes			No
Nutreco				No	No		Yes
Sodiaal						Loss	No



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 useful 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

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



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**Thank you
for your attention and questions!**



**Contact:
rene.samek@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