

## **Theme: Unlocking Africa's Potential: Expanding Businesses into Nigeria and Beyond**

### **Session Overview:**

In this GNAM Week discussion, we will delve into the strategic considerations and opportunities associated with expanding businesses into Nigeria and exploring further opportunities across African borders. We will not only discuss these topics but also offer you the opportunity to visit and interact with companies that have successfully ventured into the African market.

### **Agenda:**

#### 1. Welcome and Introduction

- Brief overview of the session, emphasising the inclusion of company visits and its relevance to global business leaders.

#### 2. Keynote Address

- Inviting a distinguished speaker with expertise in African business expansion to provide insights and set the stage.

#### 3. Market Analysis: Nigeria and Beyond

- Presentation on Nigeria's economic landscape, growth prospects, and key sectors.
- Discussion of opportunities in neighbouring African countries.

#### 4. Company Visit Preparations

- Briefing on the companies to be visited, including their industry, market entry strategies, and success stories.
- Overview of the questions and topics to explore during the company visits.

#### 5. Company Visits (Half-Day Session)

- Students will be divided into groups for guided visits to companies that have successfully expanded into the Nigerian market or other African markets.
- During the visits, participants will have the opportunity to:
  - Engage in Q&A sessions with company executives and managers.
  - Observe the company's operations and market-specific strategies.
  - Discuss challenges and opportunities faced during expansion.
  - Gain insights into how cultural sensitivity and local partnerships play a role.

#### 6. Panel Discussion: Strategic Considerations

- A panel of experts from academia and industry will discuss the company visits and their relevance to the discussion's themes.

#### 7. Breakout Sessions

- Participants will reconvene in groups to reflect on the company visits, share their observations, and discuss key takeaways.

#### 8. Case Study Presentation

- Presentation of a real-world case study on one of the visited companies, focusing on their expansion strategies and lessons learned.

#### 9. Q&A and Open Discussion

- An opportunity for participants to ask questions and share insights from the company visits.

#### 10. Closing Remarks

- Summarising key takeaways and emphasising the practical insights gained through company visits.

#### 11. Networking Session

- An informal networking session for participants to connect with speakers, company representatives, and fellow students.

#### Key Takeaways:

- Firsthand experience of company operations in the African market.
- Practical insights into market entry strategies and challenges.
- Real-world examples of cultural sensitivity and local partnerships in action.
- Enhanced understanding of the complexities and opportunities in African markets.

#### Learning Outcomes:

- In-depth knowledge of African markets through direct exposure to successful companies.
- Practical insights and strategies for international business expansion.
- Valuable connections with industry professionals and peers in the GNAM network.

By including company visits, this GNAM Week discussion not only equips Executive MBA students with theoretical knowledge but also allows them to witness real-world business practices in action. It offers a unique opportunity for participants to learn from successful companies operating in Nigeria and other African markets and apply these lessons to their own organisations.