

BUSINESSEUROPE



How to benefit from business know-how

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How can business contribute?

- MYC4 – Financing for African SMEs
- BWCS – Rabai Power Plant
- Toms Gruppen – From cacao bean to gourmet chocolate



Barriers to business contributions

- Poor business environment – high risk, high costs
- Lack of knowledge
- Inadequate risk willing and patient capital
- “Is it good or bad to make money from doing business with the poor”?



Developing win-win facilities

- There must be something in it for development and for business
- Ensure strategic long-term business focus
- Ask for a return on investment – monetary, social or environmental
- Think like a business manager, not a public servant
- Put results before rules



Thank you for your attention

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