

# Africa

## The Asia of tomorrow

### Export sales and cultural awareness

The **best** investments are done where the growth is going to be – not where it already has had its breakthrough. Thus, the future markets lie in Africa.

Many western companies have already seen the light. The growth opportunities in Africa don't just exist in well known markets like the South African. They are just as present in countries like Kenya, Tanzania, Uganda and Gambia. These countries have managed some of the **highest growth rates in the world**, and in all of Africa millions of people are ready to purchase western consumer goods.

Europe will be in need of qualified labour in the future. As a result, in the years to come, we have to look outside the borders of Europe, to find these **competent** employees. In Africa the progress is booming, and many Africans now have the capabilities to gain both education and thus international opportunities.

The company managers have to be properly dressed to handle the growing **diversity** – both when it comes to nationality, the motivational factors of the employees and what they demand from the company.

Contact us and hear more from our consultant on Africa who is from Kenya, and hear about why it's so incredibly important to have **a network in Africa**. It's not money that matters. But the people you know, the people you have helped and the people who want to help you!

#### We offer

- Development of cultural awareness between western and African branches, also in relation to mergers and acquisitions.
- Cross functional team courses in cultural awareness in long distance work
- Culture courses for both the employee and family.
- Sales cultures courses.
- Intercultural coaching.

Contact managing director Else Christensen and hear how we will meet your needs and demands.

**From DKK 5.100,- ex. VAT.**

**relocare**  
it's all about people...

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