



APGO

AFRICAN PERSPECTIVE - GLOBAL OUTLOOK



APGO is a leading
business advisory firm
with headquarters in:

Brazzaville, Republic of
Congo

and a presence in:



Riyadh
Paris
Beijing

Our Firm



The coming decades will see **Africa significantly influencing** the world stage, holding the **crucial elements** for a **global sustainable economic development**.

Our mission is to deliver **impactful results** to our clients in the realms of **economic intelligence, strategic communication, and business diplomacy**



As a **dynamic and diverse team of professionals**, we purposefully decided to come together and move to Africa. Our goal is to **lead in embracing** the **abundant investment opportunities** that the continent's next decade promises



APGO's mission is to **provide essential and strategic insights**, offering a profound understanding of the **forces influencing Africa's economy and society** for both **public and private sector entities**. We shape strategies and **drive investment opportunities**



Our Services

At APGO, we assist our clients in making informed and strategic business decisions by offering this non-exhaustive list of services

Market Entry Strategy

Strategies that allow our clients to invest timely and strategically for a deep market penetration.

We provide:

- Comparative market analysis
- Comprehensive strategy development
- Government relations capacity building

Market Access Solutions

Adaptive solutions to navigate complex political and complex regulatory frameworks.

We provide:

- Political, policy, and geopolitical risk monitoring
- Scenario planning exercises
- Risk management strategy development
- Engagement sequencing
- Messaging development
- In-market advocacy

Capital Raising

We pride ourselves in an extensive network that allows us to drive important capital towards projects medium to large scale projects.

We **connect investors** from various countries, with a particular focus on the GCC and Asia.

Project Sourcing

We **source and analyze** for diverse projects and deals that present viable and profitable investment opportunities for our clients.



5 distinctive attributes that sets APGO apart

APGO
differentiates
itself from
traditional
advisory firms

African Presence

- Our strategic location in Africa provides us with a distinct advantage compared to traditional advisory firms situated in Europe or North America
- We possess an operational edge and an intimate understanding of the intricate social and economic factors that shape the region
- This unique positioning allows us to sense emerging business opportunities and analyze firsthand promising investment projects

Global Presence

- Our regional presence in Riyadh, Paris, and Beijing give us a broad international perspective, enabling us to provide a comprehensive understanding of global markets, their unique features and their integration potential in Africa

Cross-Sector Expertise

- We possess in-depth knowledge across multiple sectors, including Energy, Infrastructure, Mining, Agriculture, Hospitality, Sports, Entertainment, and Logistics.

“Capital Connection”

- Our unique approach of connecting capital to projects enhances our role as advisors, facilitating the execution of investment initiatives

“South-to-South” Focus

- We embrace a "South to South" development strategy, recognizing that investments from the global south are often better suited for projects within the region

Our diverse and dynamic team at APGO comprises individuals from multicultural backgrounds who have studied at some of the world's finest universities. Our team members have worked in various sectors for tier one firms in finance, consulting, law firms, and lobbying

We look forward to partnering with you on your investment journey in Africa

