



# African Perspective Global Outlook

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## Market Entry Strategy

Strategies that allow our clients to invest with profound insight



## Public Relations & Regulatory Solutions

Solutions to navigate complex political and regulatory challenges



## Capital Raising

We actively engage in connecting capital to projects



## Project Scouting

We analyze and scout for diverse projects and deals that present viable and profitable investment opportunities for our clients



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## Our vision

APGO is a leading business advisory firm with headquarters in **Brazzaville, Republic of Congo**, and a strong regional presence in **Riyadh, Paris, and Beijing**.

Our vision is to be at the forefront of Africa's forthcoming decade of significant investment opportunities.

As a dynamic team of professionals, we made a deliberate choice to unite and relocate to **Africa** because we firmly believe that a continent consisting of 55 countries and a population of 1.4 billion people is an **indispensable player on the world stage**.

In the years to come, Africa's abundant natural resources, a youthful and vibrant workforce, and mature markets brimming with opportunities make it a linchpin in the **world's future**.

We recognize that Africa not only holds the key to **global and sustainable economic development** but also offers solutions to address the development needs of various regions worldwide.

Our commitment to contribute to Africa's emergence as a global powerhouse is at the core of our mission, driving us to be a **proactive force** in this transformative era.

We aim to leverage our **multifaceted team** that has a deep understanding of the continent's complex economic and social dynamics.

Operating across multiple locations, we aim to provide the **key insights** necessary for a comprehensive understanding of Africa's intricate economic and social factors.





## Services Provided

At APGO, we offer a **comprehensive suite of services** designed to assist our clients in making informed and strategic business decisions.

Our core services encompass:



**Market Entry Strategy:** Our team specializes in developing market entry strategies that allow our clients to **invest with profound insight**. We provide services such as comparative market analysis, comprehensive strategy development, and government relations capacity building.



**Public Relations & Regulatory Solutions:** We excel in providing solutions to **navigate complex political and regulatory challenges**, including political, policy, and geopolitical risk monitoring, scenario planning exercises, risk management strategy development, engagement sequencing, messaging development, and in-market advocacy.



**Capital Raising:** In addition to traditional advisory services, we actively engage in **connecting capital to projects**. We seek to connect capital to projects, raising funds for various ventures across Africa. We seek investors from various countries, with a particular focus on the Middle East, while also championing a "South to South" development strategy to promote investment from the global south into the region.



**Project Scouting:** We constantly analyze and scout for diverse projects and deals that present **viable and profitable investment opportunities** for our clients.



## What Sets Us Apart

APGO differentiates itself from traditional advisory firms through several key attributes:



**African Presence:** Our **strategic location in Africa** provides us with a distinct advantage that sets us apart from traditional advisory firms primarily situated in Europe or North America. Being firmly rooted on the African continent, we possess not only an **operational edge** but also an **intimate understanding** of the intricate social and economic factors that shape the region.

This unique positioning allows us to proactively sense emerging business opportunities and positions us as the first to hear about promising investment projects.

By being at the heart of Africa, we are well-equipped to guide our clients through the ever-evolving landscape of African business, ultimately facilitating their success in this dynamic and promising market.



**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 and skills across multiple sectors, including **Energy, Infrastructure, Mining, Agriculture, Hospitality, Sports, Entertainment, and Logistics**, allowing us to serve a wide range of client needs.



**"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 Team

Partners at APGO have studied in leading universities in the United States, France, China and Russia. The team gathers experience from having worked in **prominent international firms in finance, law, consulting and public affairs.**

Our team is committed to serving our clients' needs and contributing to the realization of their investment objectives across Africa.

At APGO, we are excited about the opportunities that Africa offers, and we are dedicated to **being the bridge between investors and successful projects** on the continent.

Our vibrant and dedicated team is adamant on serving our clients' needs and playing an essential role in the growth and development of the promising African investment market.

We look forward to partnering with you on your investment journey within the continent.

