
We connect you with your future customers

Southern Africa hides enormous opportunities for German companies. Europe and esp. Germany offers great potential for South African companies to increase their sales.

AGinstitute -> Gateway to Southern Africa and Germany

Core Competencies

- New Customers
- New Markets in Europe and Southern Africa
- Business Strategy
- Motivated Teams



Key Activities

Accessibility to Markets

Executing Your Plan

Strategy Development

Sales & Motivation Coaching

Value Proposition

- + Aligning Strategy fitting to your Company Objectives
- + Getting the Job done
- + Meeting your Growth Objectives
- + Visibility in Sales Processing
- + Motivating your Team

Customer Segments

Mid-sized companies having identified Germany and Europe / Southern Africa as key market for growth

- Food and Beverage (FMCG)
- Engineering
- Financial
- Energy (to South Africa)
- IT-Services

Contact us?

- See our Export-Programes on next page
- Email us at office@aginstitute.co.za

Export Programme „Basic“

Basic Workshop

To clear your ideas, objectives and to determine contents of co-operation.

Market Research

Figures, Regulations, Competitors, Price Levels, Players in the market, Potential partners.

Sales Work

Telephone contact to min. 20 players in the market.

Summary

Detailed report.

Final Workshop

Regarding results and strategically potential next steps.

Duration in total 6 days during a period to be defined

Export Programme “Standard”

Basic Workshop

To clear your ideas, objectives and plans and to determine contents of co-operation.

Market Research

Figures, Regulations, Competitors, Price Levels, Players in the market, Potential partners.

Sales Work

- Telephone contact to min.15 payers in the market
- Personal contact to min 3 potential partners including presentation of samples and prices (samples to be delivered free of charge in our office in Germany)
- Follow up of sampling.
- Negotiations of first trial orders.

Summary

Detailed report.

Final Workshop

Regarding results and basic strategic work on possible steps for successful establishment.

Duration in total 10 days during a period to be defined

Export Programme “Professional”

Intensive Workshop

To clear your ideas, objectives and plans and strategic orientation and to determine contents of co-operation.

Market Research

Figures, Regulations, Competitors, Price Levels, Players in the market, Potential partners, market trends.

Sales Work

- Telephone contact to min. 30 players in the market.
- Personal contact to min 5 potential partners including presentation of samples and prices
- Sample management:
 - o Stocking of samples in a secured logistical establishment (Samples to be delivered free of charge in our office in Germany; stock cost included for 4 months; shipment cost to customers charged separately)
 - o delivery to interested customers, follow up of sampling, Negotiations of first trial orders

Summary

Detailed report.

Final Workshop

Regarding results and fundamental strategic work to develop a export and sales strategy.

Duration in total 15 days during a period to be defined