



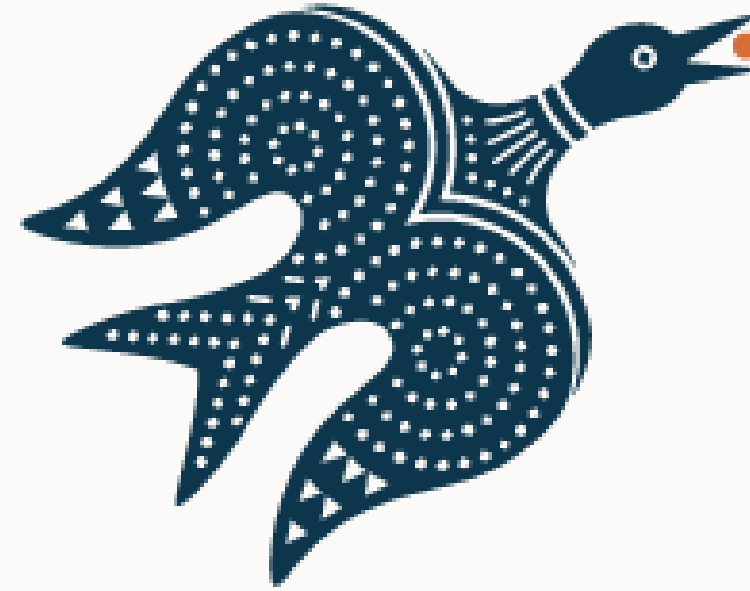
AUSTRALIA AFRICA  
CHAMBER OF COMMERCE

# AFRICA METS ACCELERATOR PROGRAM

## Program Launch

Supported by





**AUSTRALIA AFRICA**

**CHAMBER OF COMMERCE**

## **What is AMAP?**

**Objective: To help Australian METS build business ties with mining companies, operating in Africa**

# Housekeeping notes

- This session is being recorded and will be made available to all registrants
- Questions can be submitted in the chatbox at any time. If you have a question for a specific speaker, please note their name
- The questions will be answered in the Q&A session at the end

# Today's Speakers



**Dale Thompson, Victorian lead for Austmine**



**Emma Bendall, Operations Manager at AACCC to introduce AMAP**



**Sean Rooney, Strategy and Operations Manager at Global Victoria**



**Elizabeth Lewis-Gray, co-founder of Gekko Systems and board member of METS Ignited**



**Dale Thompson, Victorian lead for Austmine**

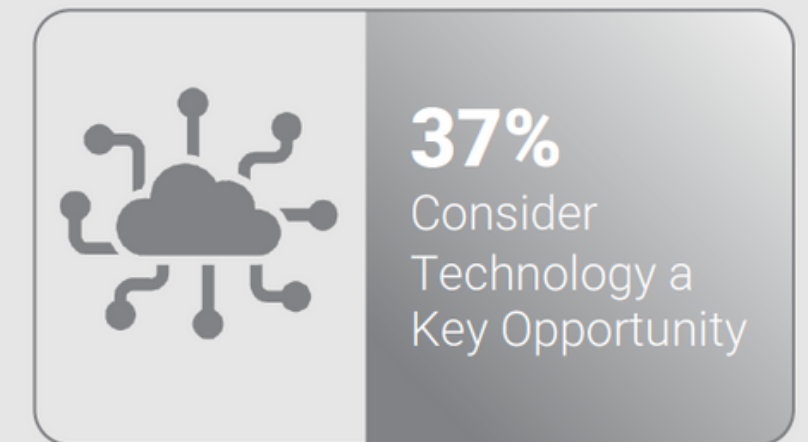
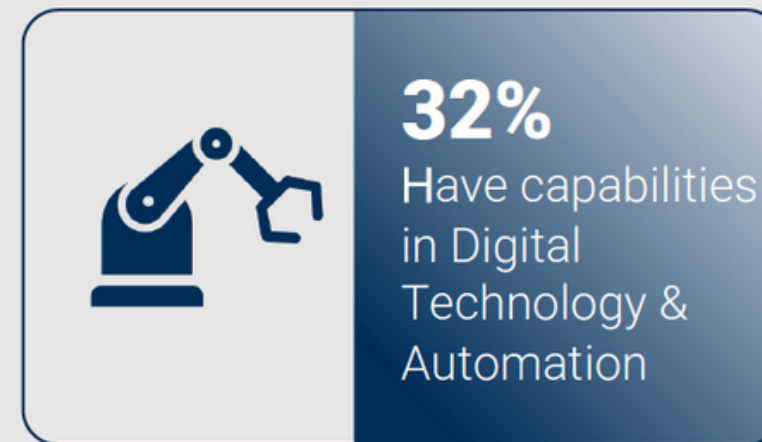
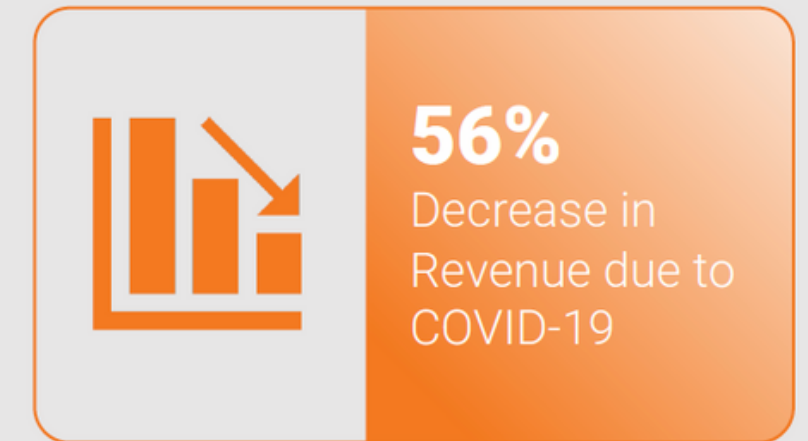
# MCA announcement 21/9/2021



- Mining has continued to grow throughout the pandemic
- Currently employing 256000 people
- Covid safe protocols introduced mean mining has continued
- Mining generated \$299 Bn in export revenue in FY 21
- METS has continued to grow and supply high technology services and products during this period.
- Innovation has continued to grow with automation and tele working



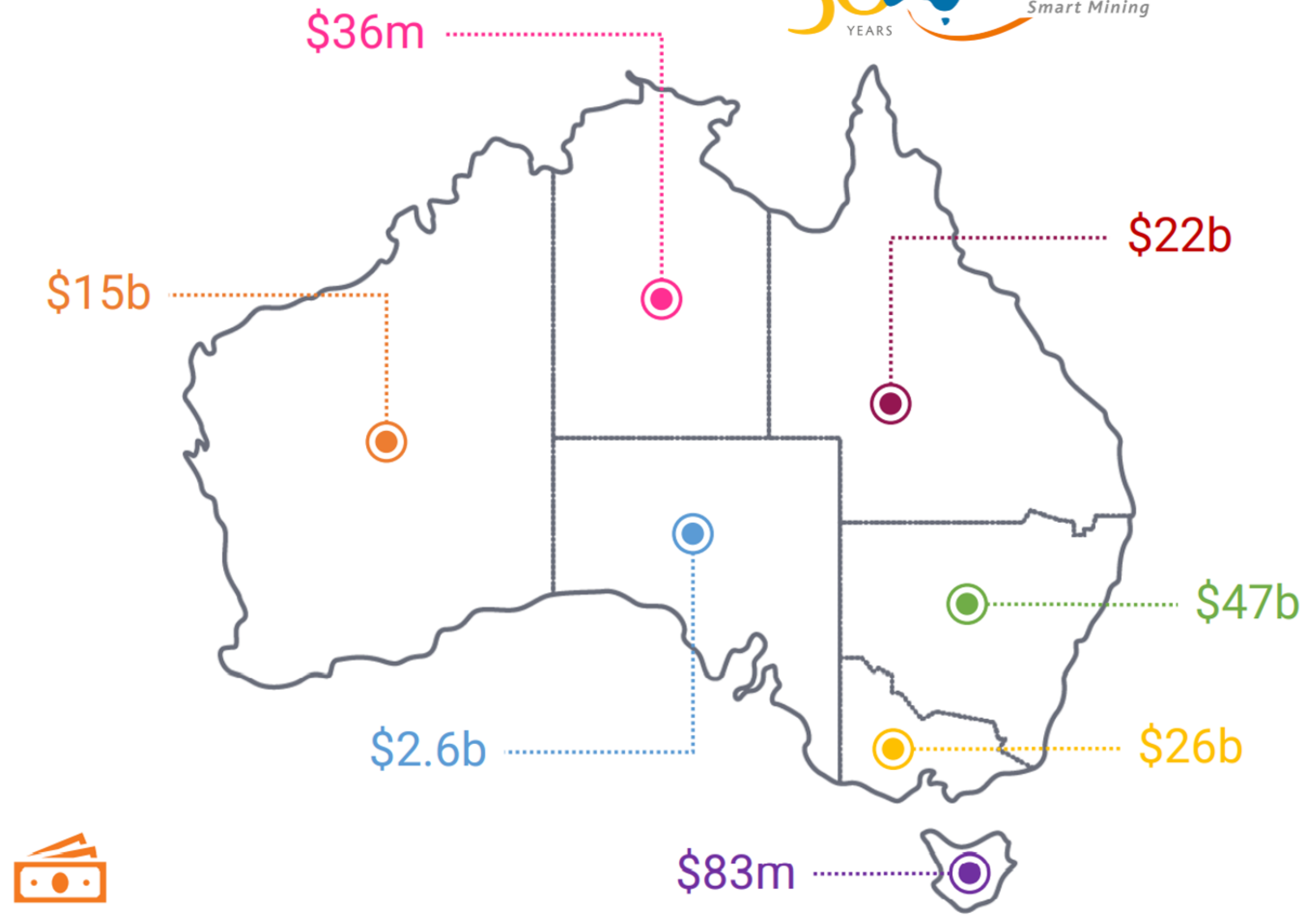
# Australian METS Industry



# Total Annual Revenue

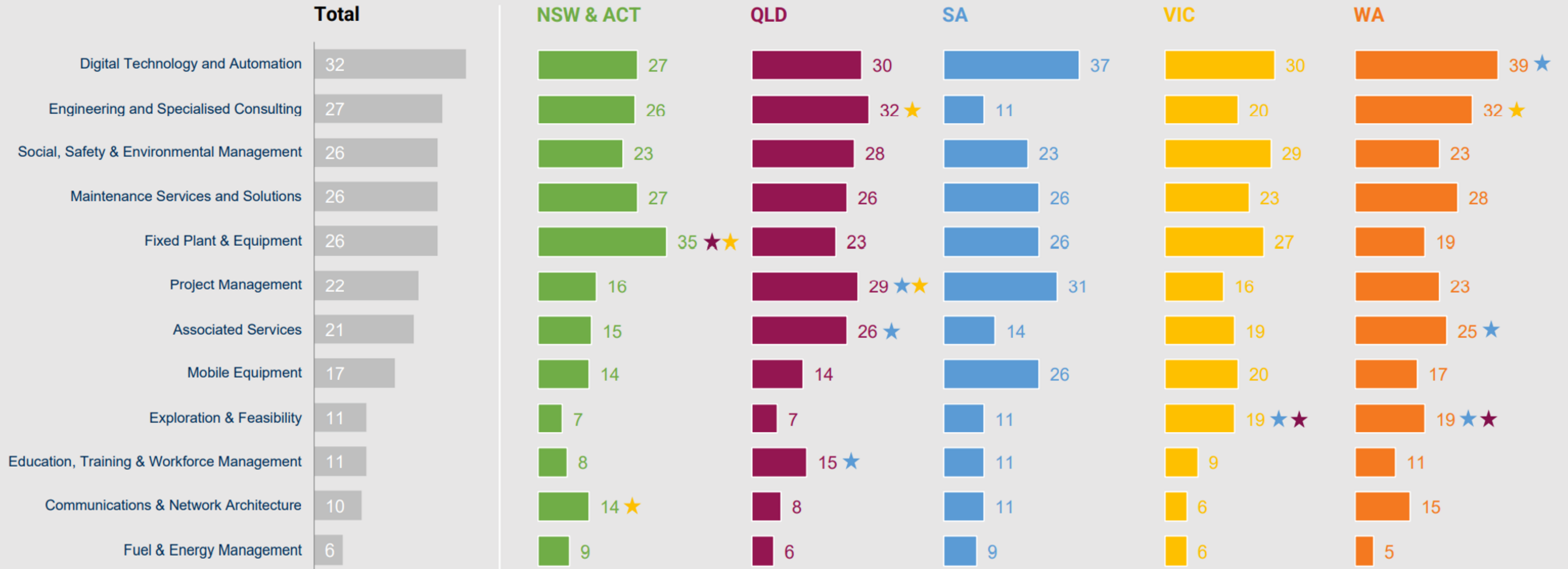


**\$114bn**





# Aggregated Key Capabilities: By State



## Barriers to Export

**For companies currently not exporting, limited overseas connections, followed by Product service not being applicable internationally, and no interest in exporting are the main reasons**

Q41. Why does your company currently not export? Base: Those who currently don't export (n=216)

### Barriers to Export



# Collaboration



**AUSTRALIA AFRICA**  
CHAMBER OF COMMERCE





**Emma Bendall, Operations Manager at AACCC**

# The Pathway to Africa

## The Africa METS Accelerator Program

With the support of **Global Victoria**, the Australia Africa Chamber of Commerce will provide your business with a personalised toolkit on how to enter African markets.

Know your market



Know your customer



Make the connection



# Africa as an emerging continent...



AfCFTA

60% of people under  
the age of 25

Population growth rate  
of 2% - the fastest  
globally



Income growth of 7% or  
US\$450 billion

Largest free trade area  
in the world

# We are beginning AMAP with three of Africa's most vibrant and promising export markets.

## GHANA



- Largest gold producer in Africa
- Mining industry valued at US\$8.5 bil. for 2021
- Spent US\$2.5 billion on METS in 2019
- High political stability = low sovereign risk

## BOTSWANA



- Largest diamond producer in Africa
- Mining industry valued at US\$917 million in 2019
- Spent US\$10 million of Australian-made METS in 2019
- High political stability = low sovereign risk

## SOUTH AFRICA



- Over 80 active mines
- Mining industry valued at US\$21.5 bil. for 2021
- Spent US\$135 million in 2021
- Third most attractive mining jurisdiction in Africa

... with scope to expand to Tanzania and Nigeria.

# AMAP Core Activities: Overview

## Know your Market

Risk assessment and market analysis webinars on target markets

## Know your Customer

Industry-led roundtables covering demands trends

## Make the Connection

Business mentoring, B2B meetings and pitch sessions

Month 0

Month 4

Month 8

Month 12

1

2

3



# 1. Know the market

Through **targeted webinars**, get the info from experts and learn whether these markets are right for you.

**Context  
Analysis**



**Assess the  
risk**

**Determine Export-  
Readiness**



Outcome: You understand the risk & regulatory environment.  
You can discern which country market is more appropriate  
for your product.

## 2. Know the client

Through **business roundtables** hear from the industry itself about the demands and trends.



**Learn industry demands**

**Identify Opportunity**



Outcome: You can match your products & services to the appropriate demands to target customers in-country.

# 3. Make the connection

Get strategising support and business mentoring, and meet with prospective clients in **B2B meetings**.

Mentoring from experts



Supply chain support

Meet the right people



Outcome: You have identified your target customer and are engaging in business-to-business meetings.

# The AMAP Hub Online Community

You will find:


- Tools to use along the way
- Research and country profiles
- Contacts to reach out to
- Other METS
- Calendar of our upcoming events



### Are You Export Ready?

Check out these handy tools to assess your readiness to export and identify areas of opportunity for your business.

[STEP BY STEP GUIDE TO EXPORTING](#)



### USEFUL TOOLS

- [Ready to Export Quiz](#)
- [Laws and Regulations](#)
- [Market Research](#)
- [GoGlobal Self Assessment](#)
- [Export Finance](#)
- [Attend Events + Networking](#)

Still unsure or need bespoke advice?  
Contact the team at the Australia Africa Chamber of Commerce.

[Contact Us Here](#)

What does Global Victoria do? Watch later Share

## ARE YOU READY?

Click to read an export market profile which will reveal regulatory framework, risk analysis and sector demands and trends in each respective country.



[Ghana](#)



[Botswana](#)



[South Africa](#)

# What's next?

We begin the Know Your Market stage, which will entail country-specific webinars led by on-the-ground experts

We are beginning with **Ghana**



The date for this webinar will be announced soon.

