

FROM FEAR TO FEASIBILITY



A Market-Entry Playbook for Africa

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DISCUSSION POINTS

Market-Entry Playbook for Africa

- Country Specific Strategy
- Registration in Country Registrars
- Trade license
- Bank Accounts
- Compliance with Laws & Regulations including Labour Laws
- Assessing Free Trade Zones for 100% foreign ownership and tax exemptions

LEGAL REQUIREMENTS

Company
Registration

Legal
Structure

Licensing &
Permits

Taxation &
Compliance

Foreign
Investments
Rules

FACTORS FOR ENTRY

Market Research

Entity Selection

Local Registration

Bank Account
Opening

Visas / Permit

LAWS & REGULATIONS

FOR CONSIDERATION

01 Sustainability Regulations

- Environmental Laws.
- Carbon Offsetting Requirements.

02 Digital & Data Privacy Laws

- Compliance with GDPR and Equivalent Frameworks.
- Cybersecurity Standards.



03 Consumer Protection Laws

- Protection of Personal Information
- Flexible Booking Mandates.
- Transparency Requirements.

04 Health & Safety Standards

- Post-Pandemic Protocols.
- Insurance and Liability.

05 Immigration & Employment Laws

- Digital Nomad Visas.
- Streamlined Entry Regulations.
- Employment & Labour regulations
- Fair Wage & Working conditions
- Economy Oversight



06 Intellectual Property

- Copyright & Protection of IP
- Brand Protection and Social & Digital Content.
- Fair Use of Cultural Heritage.

07 ESG

- Reporting.
- Regulations.

08 Contract Laws and Agreements

- Vetting of Commercial Agreements.
- Contract Law & Jurisdiction Confirmation.
- Dispute Resolution Clauses.



CHALLENGES TO ENTRY



- Complexity of legislation and regulatory requirements
- Transparency and Trust
- Pressure for instant results
- Pricing and Costing
- Organizational and Operational limitations
- Funding Hurdles
- Banking & Finance
- Communications challenges
- Data & Technology adoption and challenges

SOLUTIONS



- Navigating complexity, smart decisions & executing with clarity
- Bridging the dynamic markets
- De-risking market entry & expansion
- Strategic structuring & regulatory clarity
- Access to capital & strategic partners
- Cultural intelligence & deal mediation
- Implementation support & local ground teams
- Thought leadership & policy engagement

GROWTH MODEL



Cross-Border Opportunities



Global Bridges From Africa Across The Globe



Legal Clarity



Strategic Insight



Trusted Networks



Scaling Sustainability

CORE EXECUTION COMPONENTS



Entry & Expansion



Policy & Government Engagement



Legal & Regulatory Advisory



Risk & Compliance



Capital Advisory



Execution & Local Support



Strategic Partnerships

TOOLS & FRAMEWORK



Market Intelligence Dashboards



Opportunity Scoring Models



Bespoke Legal Mapping Tools



Investor Readiness Toolkit



Partner Vetting Matrix



Stakeholder Engagement Tracker

GCC – AFRICA CORRIDOR TRENDS

- Surge in **Trade & FDI Flows**
- **Trade Agreements:** CEPAs, AfCFTA, and GCC–Africa MoUs reducing barriers
- **Infrastructure & Energy** Projects
- **Free Zone Access** Launchpad for African firms to global capital & markets
- **SME & Diaspora Investment:** Rise in Africa–Gulf entrepreneurial activity
- **Legal & Regulatory Complexity:** Cross-border setup, tax, governance, ESG audits
- **Digital & Fintech Growth:** Cyber law, AML, data protection, investor readiness

AFRICA'S FREE ZONES / SPECIAL ECONOMIC ZONES

Africa's Free Zones / Special Economic Zones have been established to attract foreign investment, manufacturing, logistics, and services.

Benefits of investment in SEZ: Tax incentives;
Customs Exemptions;
Simplified Regulations;
Foreign Ownership



MOROCCO

Industrial & Export Free Zones

Morocco has one of the most successful SEZ frameworks in Africa, heavily integrated with European supply chains.

Best for: automotive, aerospace, logistics, export manufacturing

EGYPT

Special Economic Zones

Egypt's SEZ system is built around the Suez Canal corridor, connecting Europe, Asia, and Africa. **Best for:** manufacturing, logistics, petrochemicals, maritime trade.

NIGERIA

Free Trade Zones

Nigeria has some of the largest free trade zone in West Africa.

Best for: petrochemicals, manufacturing, logistics

ETHIOPIA

Industrial Parks

Ethiopia built state-led industrial parks to drive export manufacturing.

Best for: textiles, garments, light manufacturing

KENYA

Special Economic Zones & Export Processing Zones

Kenya is positioning itself as the East African business gateway.

Best for: textiles, technology, logistics, light manufacturing.

RWANDA

Kigali Special Economic Zone

Best for: regional headquarters, light industry, logistics,

SOUTH AFRICA

Special Economic Zones

South Africa's SEZs focus on industrial manufacturing and logistics.

Best for: automobile, heavy industry, logistics.



TANGER MED
MOROCCO



LEKKI FREE ZONE
NIGERIA



**SUEZ CANAL
ECONOMIC ZONE**
EGYPT



TATU CITY SEZ
KENYA



KIGALI SEZ
RWANDA



CURRENT AFRICAN ZONE OPPORTUNITIES FOR INTERNATIONAL INVESTORS

	MOROCCO	EGYPT	NIGERIA	KENYA	RWANDA	SOUTH AFRICA	GHANA
Free Zones	<ul style="list-style-type: none"> • Tangier Med Port • Tangier • Casablanca 	<ul style="list-style-type: none"> • Suez Canal Economic Zone • Ain Sokhna 	Lekki Free Zone Lagos	Tatu City Nairobi	Kigali SEZ	Dube Trade Port	
Hospitality Opportunity	<ul style="list-style-type: none"> • Tangier major logistics & automotive hub • Opportunity for accommodations for foreign executives, engineers & logistic workers • Tax incentives • European tourism market • Excellent infrastructure 	<ul style="list-style-type: none"> • Industrial ports • Red Sea coastline Business & leisure opportunities • Major tourism market • Government land incentives for hotels • International airline connectivity 	<ul style="list-style-type: none"> • West Africa's largest industrial port city • Energy sectors • Construction contractors • Foreign executives • Port crews 	<ul style="list-style-type: none"> • Mixed-use private city • Hospitality included in master plan • Regional business hub • Strong safari tourist • SEZ incentives 	<ul style="list-style-type: none"> • Conference & diplomatic hub • Fast licensing • Tax holidays • Investor-friendly government • Ease of doing business 	<ul style="list-style-type: none"> • Surrounding areas present hospitality opportunities 	<ul style="list-style-type: none"> • Diplomatic hub • Investment hub
Hospitality Options	<ul style="list-style-type: none"> • 4-star business hotels • Serviced apartments • Airport hotels • Conference hotels 	<ul style="list-style-type: none"> • Industrial workforce hotels • Resort hotels • Crew & maritime accommodation • Conference & training hotels 	<ul style="list-style-type: none"> • Business hotels • Branded hotels • Staff accommodation hotels • Long-stay apartments 	<ul style="list-style-type: none"> • Business hotels • Branded residences • Lifestyle hotels • Conference hotels 	<ul style="list-style-type: none"> • International conference hotels • NGOs & development banks • Government meetings • Regional headquarters 	<ul style="list-style-type: none"> • Airport hotels • Conference hotels • Crew hotels • Serviced apartments 	<ul style="list-style-type: none"> • Luxury boutique hotels • Business hotels • Branded residences
Pros	<ul style="list-style-type: none"> • Proximity to Europe • Positive growth for business travel • Industrial expansion • Government incentivised 	<ul style="list-style-type: none"> • Global shipping traffic • Oil & gas logistics • Chinese & Gulf investors 	<ul style="list-style-type: none"> • Existing large infrastructure • Dangote refinery • Demand & expansion 	<ul style="list-style-type: none"> • Technology companies • Regional headquarters • Conferences • Expat communities 	<ul style="list-style-type: none"> • Business hotels • Conference hotels • Serviced apartments 	<ul style="list-style-type: none"> • Cargo & logistics hub • Hospitality • Retail 	<ul style="list-style-type: none"> • International investments • African headquarters for multinationals • Tourism growth

IDENTIFYING THE AFRICA DEMAND



- **Serviced Apartments / Long Stay hotels:** Servicing Engineers on infrastructure projects; NGO Workers; Consultants etc.
- **Consider a Hub & Spoke Expansion** commencing in gateway cities and thereafter scaling in country.
- **Strategic diversification** for hospitality investments
- **Africa expansion** must be strategically selected, each region has its own dynamic
- **Business Hotels:** Servicing business executives and Global Operation Executives, undersupplied sectors.
- **Strategic Investment Centres:** Accra; Dar es Salaam; Abidjan
- **Resort Hotels / Eco Tourism:** Zanzibar; Agadir; Cape Town

PLAYBOOK: FACTORS FOR SUCCESS

Partner with the correct teams on the ground



Legal



Financial



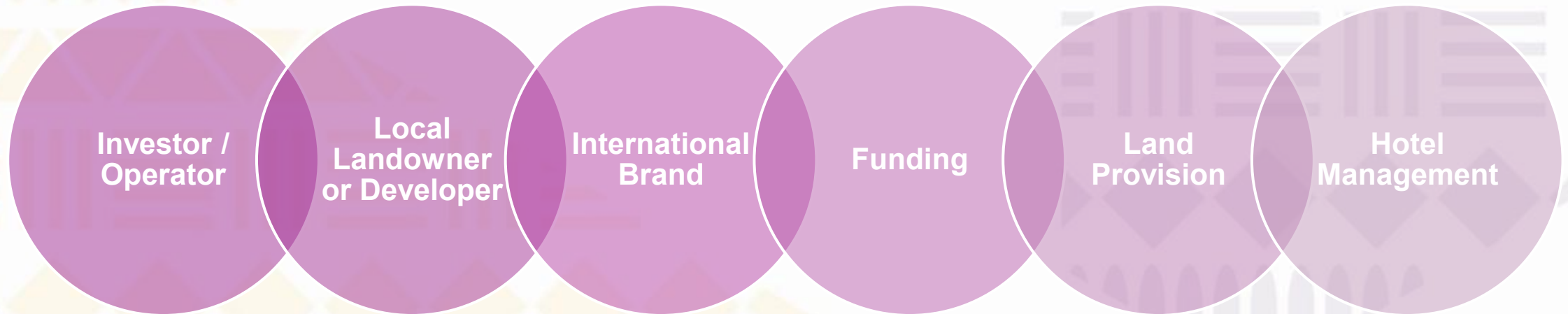
Realtors



Local Developers

PLAYBOOK: STRUCTURING

Prudent Structuring



PLAYBOOK: INCENTIVES

Golden Opportunities

- Optimize & Utilize Free Zones & Investment Incentives
- Identify locations offering tax holidays & fast simplified licensing

Incentives

5-10 year tax holidays

Duty free import of building materials

Land Discounts

Foreign Ownership

PLAYBOOK: KEY STRATEGIES

Initiate, Establish & Manage Government Relationships



Land Allocations



Tax Incentives



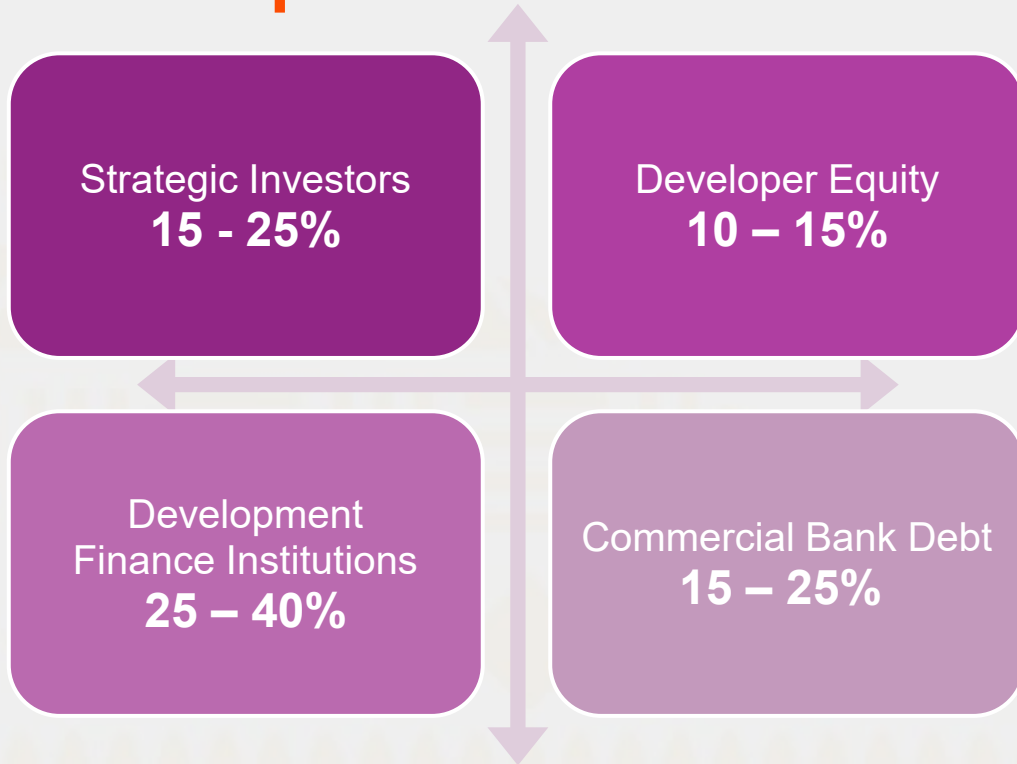
Licensing Requirements



Investor Protection Regulations

PLAYBOOK: FINANCIAL STRUCTURES

The Capital Stack



Identify the Players

- African Development Bank
- Arab bank for Economic Development in Africa
- Development Bank of Kenya
- Development Bank of Nigeria
- Development Bank of Rwanda PLC
- Development Bank of Southern Africa
- East African Development Bank
- Financial Sector Deepening Africa
- Uganda Development Bank

PLAYBOOK: REGISTRATIONS

The Registration and Compliance Foundations

Business Licence & Applications	Business Registrations	Company Registration	Occupational Injuries & Disease Act Registration	Employment Equity
Tax incentive Scheme Registrations	Food Service Certificate of acceptability for food premises	Gambling – Licenses Registrations	Liquor Licenses	Professional & Public Driving Permits
Registrations & Hospitality Permits	Skills Development Registrations	Music Rights Registrations	Music Performances Rights & Registrations	Tax Employer & PAYE Registrations
Television Licenses	Tourism Registrations	Unemployment Insurance Registrations	Value Added Tax Registrations	By – Law compliances
Conditions of Employment Compliance	Minimum Wage & Protections Adherence	Basic Conditions of Employment	Employment Equity Compliances	Occupational Health & Safety Act Regulations
Labour Relations	Consumer Protection Legislations	Fire Safety	Immigration Act & Guest Registration	Promotion of Access of Information
Protection of Personal Information	Skills Development Levies & Grants	Tobacco Products Control	Tourism Standards & Compliance	

PLAYBOOK: EXECUTION

Build & Create The Flagship	Think Local	Anticipate the Timelines	Avoid the Pitfalls
<ul style="list-style-type: none">• Brand Presence• Service Excellence• Security• Demand• Supply• Brand Loyalty	<ul style="list-style-type: none">• Local Human Resources• Local Government Liaison• Local Procurements• Regional Development	<ul style="list-style-type: none">• Market Research: 2-4 months• Identifying the Local Partner: 3-6 months• Government Approvals: 6-12 months• Construction: 12 – 36 months• Opening: 2-4 months	<ul style="list-style-type: none">• DO NOT Ignore Local Partnerships• DO NOT enter multiple Countries & Proceed with market expansion as a Continent• DO NOT build Luxury in a Midsize Market – Identify the Requirement• DO NOT be caught off-guard with construction timelines• DO NOT import entire management teams



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