

54 AFRICAN NATIONS · ONE PARTNER

Your gateway to *African* markets.

A trusted partner for market expansion across all 54 African nations — for manufacturers, importers, African suppliers, and international buyers.

54

AFRICAN NATIONS

12+

INTRODUCTION TYPES

84

PROJECTS DELIVERED

8+ yrs

EXPERIENCE

01 — INTRODUCTION

Forging high-value connections across the continent.

SCA-Partner is your trusted ally for forging high-value connections across all 54 African countries — unlocking significant growth potential. Whether you are seeking buyers, suppliers, venture capital, or mentors, our global network ensures precise matches with the right contacts.

We collaborate with government agencies, corporations, SMEs, and entrepreneurs to deliver vetted, premium introductions that align directly with your business objectives. With representatives in every African nation, we are fully equipped to support your expansion — whether entering new markets, attending key events, or securing government partnerships.

Our strong ties across the public and private sectors enable fast-track introductions to key influencers, helping you navigate regulations, build strategic partnerships, and accelerate success.

CONTINENTAL REACH

Local presence in every African nation.

From Cairo to Cape Town, Dakar to Dar es Salaam — we operate where you need us, with people who understand the regulations, culture, and decision-makers on the ground.

- North Africa
- Central Africa
- Southern Africa
- West Africa
- East Africa
- Islands Africa

02 — SERVICES

Twelve types of high-value introductions.

Every market entry is different. We open the right doors — vetted, relevant, and ready to move.

01

Buyers

Connect with prospective clients across diverse industries and African markets.

02

Suppliers

Trusted sources for products, raw materials, and services across 54 countries.

03

Distributors

Forge ties with distribution networks to broaden international presence.

04

Venture Capital

Pair startups and scaling companies with investors and VC firms.

05

Mentors

Industry veterans offering tailored guidance and strategic insights.

06

Government Officials

Access to pivotal agencies for regulations, exports, imports, and trade.

07

Industry Experts

Influencers, consultants, and specialists for targeted projects.

08

Strategic Partners

Alliances for joint ventures and long-term collaborations.

09

Franchise & Licensing

Match expansion-focused businesses with licensing opportunities.

10

Legal & Compliance

Specialists in global trade law, compliance, and IP safeguards.

11

Logistics & Customs

Pros in logistics, customs clearance, and supply chain operations.

12

Trade Associations

Regional trade organizations and chambers of commerce networks.

03 — SUCCESS STORIES

Examples of market entry projects we have undertaken.

We have delivered tailored business matching solutions to hundreds of companies over the past 8 years. To date, 84 distributor search & market entry projects have been successfully completed.

01 MULTI-COUNTRY · AFRICA *Industrial Cleaning Equipment*

Mazzoni S.r.l.

CHALLENGE

Mazzoni needed to expand into multiple African markets simultaneously but lacked local market intelligence and reliable distributor networks.

SOLUTION

SCA-Partner conducted structured distributor evaluation and shortlisting across target countries. High-potential partners were screened, and targeted meetings facilitated negotiations.

RESULT

Mazzoni successfully entered multiple African markets with vetted distribution partners, establishing a scalable presence across the continent.

02 EAST AFRICA *Surgical Medical Instruments*

EziSurg Medical

CHALLENGE

EziSurg needed distributors with specialized technical expertise and direct hospital access in East Africa — a highly regulated and relationship-driven market.

SOLUTION

SCA-Partner scouted, shortlisted, and engaged partners through rigorous evaluation and in-person meetings, ensuring technical and commercial fit.

RESULT

EziSurg appointed specialized distributors with proven hospital networks, enabling product placement in key medical facilities across East Africa.

03 KENYA
Medical Technology & X-Ray Protection

Mavig GmbH

CHALLENGE

Mavig's complex radiation protection solutions required partners with deep technical understanding in a niche Kenyan market with limited awareness.

SOLUTION

SCA-Partner applied disciplined distributor selection criteria and organized targeted virtual B2B meetings to match Mavig with qualified partners.

RESULT

Mavig secured a technically capable distribution partner in Kenya, opening a new revenue stream in the East African medical technology sector.

04 EAST AFRICA
Medical Devices & Surgical Products

SPM Medicare Pvt.

CHALLENGE

SPM Medicare needed rapid market entry across multiple East African countries with time-sensitive product demand and competitive pressure.

SOLUTION

SCA-Partner deployed fast-track scouting, evaluation, and negotiation support to accelerate partner identification and engagement.

RESULT

SPM Medicare secured distribution agreements across East Africa within an accelerated timeline, gaining first-mover advantage in key markets.

05 KENYA · NIGERIA · GHANA
Electrical Components

Lectrobar

CHALLENGE

Lectrobar aimed to enter three diverse African markets simultaneously, each with different regulatory environments and buyer behaviors.

SOLUTION

SCA-Partner provided structured distributor scouting tailored to each market, organized virtual meetings, and enabled real-time progress tracking.

RESULT

Lectrobar successfully expanded into all three target markets with qualified partners, establishing a multi-country African distribution network.

06 KENYA & EAST AFRICA
Perfumes & Cosmetics

Chatler Perfume

CHALLENGE

Chatler Perfume needed to break into Kenya's competitive retail and cosmetics market without an existing local presence or brand recognition.

SOLUTION

SCA-Partner identified and engaged targeted retail and distribution partners with strong consumer reach and shelf-space access.

RESULT

Chatler Perfume entered the Kenyan market through established retail channels, accelerating brand visibility and market access across East Africa.

04 — METHODOLOGY

A systematic, "best-practice" approach.

Successful relationships need a road map that is clearly defined, focused, proactive, and understood on all sides. Our phased methodology adapts ISO 44001:2017 — the international standard for collaborative business relationship management.

- 01** Identifying potential partners compatible with our client's requirements.
- 02** Familiarising clients with the strategic priorities of prospective partners.
- 03** Facilitating access to senior decision-makers.
- 04** Enabling mutual understanding between client and prospective partners.
- 05** Preparing and presenting proposals, and responding to RFPs.
- 06** Driving information-exchange, negotiation, and the closing process.
- 07** Keeping our client's investors on board and engaged.

05 — ENGAGEMENT

Two ways to work with us.

MODEL 01

Monthly Retainer

Scan — Launch — Grow

A continuous engagement that scans the market, launches your introductions, and nurtures growth over time. Best for sustained expansion and ongoing partner pipelines.

- Continuous market intelligence
- Rolling pipeline of introductions
- Dedicated account team

MODEL 02

Hybrid Model

Three-Phase Methodology

A milestone-driven engagement structured in three phases — ideal when you need defined deliverables, fixed timelines, and accountable outcomes.

- Phase-gated deliverables
- Fixed scope per phase
- Performance-aligned commercials

06 — BEGIN Start your African market journey today.

From market exploration !' partner engagement !' revenue generation. Let confidence. Our team of experts will get back to you within 24 hours.

Let's talk.

info@scapartner.com

Reach out for anonymized case studies relevant to your industry, client references (with permission), and a tailored expansion plan.

84 PROJECTS · 54 NATIONS · ISO 44001 · 8+ YEARS