



## AVCA Sponsorship Opportunities and Benefits 2006

[www.avcanet.com](http://www.avcanet.com)

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## Introduction

Further information on the association is available on the website [www.avcanet.com](http://www.avcanet.com).

**AVCA invites you to consider sponsoring the Association's initiatives.**

AVCA is a not-for-profit entity founded to promote, develop and stimulate private equity and venture capital in Africa. AVCA is committed to promoting high ethical standards of business conduct and professional competence in the private equity and venture capital industries.

AVCA currently has 75 members from 18 African countries and 9 countries internationally. Together, AVCA members have over Euro 5 billion under management.

Full Membership is open to private equity and venture capital firms and persons active in making equity investments and whose main business is carried out in Africa.

Associate Membership is open to professional firms and individuals who can influence and/or support the development of private equity and venture capital in Africa. This includes, but is not limited to accountants, lawyers, consultants and advisers, banks, development organisations, pension funds, insurance companies.

The main objectives of AVCA are to:

- Promote the venture capital and private equity profession in Africa
- Promote the development of professional relationships and cooperation amongst its members
- Represent the profession within Africa and internationally
- Stimulate the expansion of venture capital and private equity throughout Africa
- Collect information from markets and from members
- Circulate information to members and the outside world
- Stimulate and maintain contacts within the membership
- Contribute to the management development of investors and investees
- Provide the relevant authorities with proposals for improvement in the corporate, fiscal and legal environment for venture capital and private equity in Africa
- Maintain ethical and professional standards.

## Our Vision

Our vision is to create a venture capital and private equity industry in Africa that contributes effectively and substantially to Africa's development, growing businesses to create wealth, employment and tax revenues.

Investment managers are critical to achieving this vision. AVCA builds on the number and professional capacity of industry practitioners through its **Venture Capital and Private Equity Foundation Training Course** which is open to members and non members and delivered by world class experts from the London Business School.

AVCA identifies and highlights the industries contribution to Africa's development by researching and publicizing industry activity through its quarterly newsletter, website and publications -**Annual Directory, Investment Activity Report and Yearbook**. Understanding the industries current activity is important to setting and achieving targets for the future.

Venture capital and private equity fundraising and investments are made within the context of regulatory environments in African countries and internationally. In order to achieve our vision of the industries contribution to Africa's development, it is important that regulatory environments in Africa and internationally pro-actively encourage investment in the asset class. One important example is the freedom of pension funds to invest in venture capital in Africa. **AVCA's Regulatory Review Project** will identify regulatory barriers and enablers to achieving this vision and recommend policy improvements in Africa and internationally. AVCA plans to benchmark and review the policy improvements every two years to

monitor the progress of policies to maximize the industries potential.

African entrepreneurs provide the investment opportunities for venture capital and private equity. To achieve growth in the venture capital industry will require growth in entrepreneurship in Africa. AVCA aims to encourage entrepreneurship in Africa and its **Entrepreneurship Program** involves partnering with the Centre for Innovation and Entrepreneurship, University of Cape Town to extend the Global Entrepreneurship Monitor (GEM) to more countries in Africa.

AVCA's development projects are a proactive effort to address specific gaps in the structure and dynamics of the industry that are important to achieving our vision. The **AVCA Fund of Funds** project to set up the first Pan-African private sector run Fund of Funds as a vehicle for African and international institutional investors to invest in the asset class. The AVCA Fund of Funds will also provide a ready pool of funds for investment managers to access.

Small and medium sized enterprises are an important sector for development in Africa. **AVCA's Technical Assistance Fund** aims to address the lack of equity financing for small and medium sized enterprises. It will provide technical assistance for fund managers and portfolio companies to reduce the high costs of investing in and growing SMEs.

Overall, AVCA's programs are carefully selected to help achieve our vision of the industries role in Africa's development – growing businesses to create wealth, employment, tax revenues and more.

We encourage those who share this vision to support the Association and sponsor our programs.

## AVCA Programs

AVCA Programs have expanded from our flagship annual conference which began in 2000, and is in its 6<sup>th</sup> year.

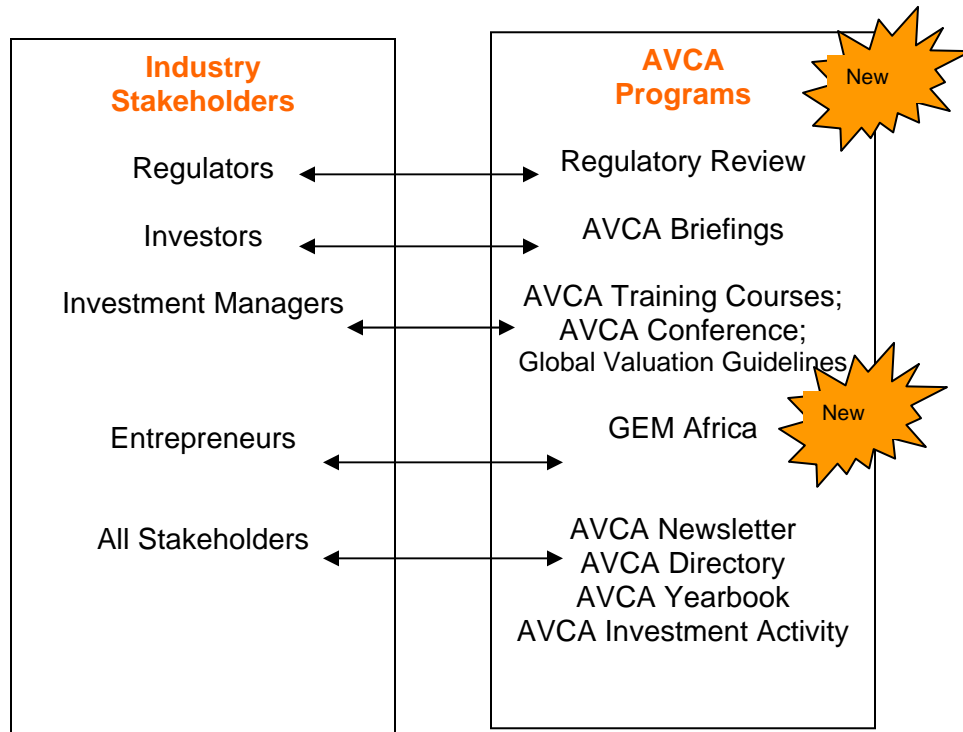
In 2004, AVCA introduced a new Quarterly Newsletter now in its 6<sup>th</sup> Edition and Website for information dissemination. We also introduced the AVCA Annual Directory, now in its 3<sup>rd</sup> Edition in 2006.

In 2005, AVCA introduced the AVCA Annual Yearbook and AVCA Investment Activity Report, a 2<sup>nd</sup> edition of both will be published in 2006. We also introduced the first AVCA Foundation Training Course, and will run the 2<sup>nd</sup> AVCA Foundation Training Course in September 2006.

In 2006, AVCA programs will further expand to include the Regulatory Review project and the Entrepreneurship project. These new initiatives will extend AVCA engagement with a wider stakeholder base – regulators and entrepreneurs.

*AVCA stimulates the venture capital and private equity industry across all stakeholder groups*

AVCA continues to host briefing sessions for investors and other interested organizations.



## Sponsorship Benefits

Previous sponsors include:



AVCA sponsors benefit from high visibility within the industry. We achieve this by offering co-branding, publicity and media coverage for sponsored programs alongside AVCA.

### Industry Leadership

Sponsors project industry leadership and are recognized in all AVCA communications.

### Free Advertising in AVCA Publications

AVCA sponsors get free full page adverts in all AVCA publication – AVCA Directory, AVCA 2006 Yearbook and AVCA 2006 Investment activity Report.

3,000 copies of these reports are circulated to industry practitioners and other stakeholders – giving sponsors extensive exposure in the industry.

### Free media profile alongside AVCA

AVCA sponsors will be invited to co-host media and press briefings to launch AVCA initiatives.

### Speaking or chairing role at AVCA Conference

AVCA sponsors will be invited to address over 300 delegates at the AVCA 2006 conference in Dakar, Senegal as a speakers or chair of a session at the conference.

### Partners in the development of the Venture Capital and Private Equity industry in Africa

AVCA sponsors are industry leaders who share our vision of a vibrant industry contributing significantly to Africa's development.

By providing financial resources to enable AVCA programs, sponsors demonstrate this shared commitment and realize their often stated corporate social responsibility.

## Summary of AVCA 2006 Sponsorship Opportunities

	<b>Initiative</b>	<b>Funding Required</b>
1.	<b>AVCA 2006 Conference</b>  2 Platinum Sponsors @ 2 Gold Sponsors* @ 2 Silver Sponsors @  Cocktail Sponsors @ Gala Dinner Sponsors @	  €100,000 € 50,000 € 25,000  € 15,000 € 15,000
2.	<b>AVCA 2006 Foundation Training Course</b>  Course* Case Study 1* Case Study 2*	  €60,000 €20,000 €20,000
3.	<b>AVCA 2006 Publications</b>  AVCA 2006 Directory  AVCA 2006 Investment Activity Report*  AVCA 2006 Yearbook*  AVCA Development Impact Study	  €25,000  €40,000  €55,000  €50,000
4.	<b>AVCA 2006 Regulatory Review</b>  Single Country  West and Central Africa*  South and East Africa*  North Africa  G8 Countries	  €50,000  €157,000  €151,000  €150,000  €150,000
5.	<b>AVCA 2006 Entrepreneurship Monitor</b>  Single Country @ Up to 6 countries in 2006	  € 75,000

A number of industry leaders have indicated their interest in sponsoring AVCA 2006 programs – they include the West African Development Bank (Togo), BIO (Belgium), CDC (UK), FIRST Initiative (UK) and CDE-Proinvest (EU).

Initiatives where some sponsorship has been identified are marked with a star\*.

## AVCA 6th Annual Conference

5-8 November 2006  
Dakar, Senegal



*Delegates and speakers at the 5<sup>th</sup>  
AVCA 2005 Conference in Mombasa.*

Every year since 2000, the Association has held an Annual Conference to bring together key players in the African Venture Capital and Private Equity industry.

Previous conferences were held in Mombassa in 2005, Marrakech in 2004, Yaoundé in 2003, Cape Town in 2001 and Tunis in 2000.

The 2005 conference in Mombassa attracted close to 300 delegates from across the continent and internationally.

Formal feedback from conference delegates rated the conference as 7.6 out of 10. At least 79% of the delegates rated the quality of the events, general organization, number and variety of topics in program and professionalism as very good or excellent.

The 6<sup>th</sup> AVCA 2006 Annual Conference will be held on 5-8 November 2006 in Dakar, Senegal.

### **Sponsorship Opportunities:**

2 Platinum Sponsor €100,000 each  
2 Gold Sponsor € 50,000 each  
2 Silver Sponsor € 25,000 each

Cocktail Sponsor € 15,000 each

Gala Dinner Sponsor € 15,000 each

### **Sponsorship Benefits:**

Sponsors benefit from co-branding on conference correspondence - invitations, programs, press releases etc and material. Sponsors will also have the opportunity to address delegates and the media during the conference.

## AVCA 2006 Foundation Training Course

24 – 27 September 2006  
Lagos, Nigeria



*Delegates on the 1<sup>st</sup> AVCA Foundation Training Course in Tunis, 6-8 October 2005*

The growth and success of the African private equity industry depends on our ability to produce high quality, well trained fund managers.

For the second year running, AVCA will provide a 3 day Foundation Training Course to members and other interested delegates.

The course will be delivered by Professor Eli Talmor of the London Business School - Private Equity Institute and Professor John Mullins of the London Business School - Entrepreneurship Program.

The Foundation Course uses the Case methodology and the feedback from delegates who attended the 2005 course was very positive.

This year, AVCA will develop a number of African Venture Capital and Private Equity Case Studies to be used in the 2006 Course.

The Course will be held in Lagos Nigeria, on 24 – 27 September 2006.

### **Sponsorship Fees:**

Course:	€60,000
Case Study 1:	€20,000
Case Study 2:	€20,000
<b>Total</b>	<b>€100,000</b>

### **Sponsorship Benefits:**

Sponsors Logo on all Course correspondence and materials.

## AVCA 2006 Publications



Avca 2005 Yearbook



AVCA 2005 Directory



AVCA 2005 Investment Activity

In 2006, AVCA will publish the 3<sup>rd</sup> Edition of the AVCA Annual Members Directory, the second edition of the AVCA Yearbook, the second edition of the AVCA Investment Activity Report and a new report on the Development Impact of Venture Capital and Private Equity in Africa.

The Yearbook and Investment Activity Report are based on an industry survey conducted by PricewaterhouseCoopers and Thomson Venture Economics.

These publications are produced in print and electronically. 1000 copies are printed and circulated widely to investors, investment managers, policy makers and other industry stakeholders.

The AVCA 2005 Yearbook was reviewed in African Business Magazine.

### Sponsorship Opportunity:

AVCA 2006 Directory	€25,000
AVCA 2006 Yearbook	€55,000
AVCA 2006 Investment Activity Report	€40,000
AVCA 2006 Development Impact Study	€50,000

### Sponsorship Benefits:

Co-branding and media profile alongside AVCA, Thomson's and PricewaterhouseCoopers. Logo's on the cover of the publication.

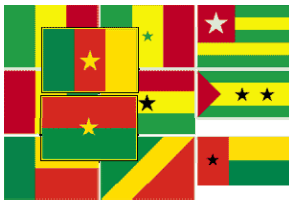
## AVCA 2006 Review of Regulatory Environment



Top Row: Djibouti, Somalia & Eritrea  
Bottom Row: Kenya, Tanzania & Uganda



Top Row: Morocco, Algeria, Tunisia, Libya & Egypt;  
Bottom Row: Western Sahara, Mauritania, Niger, Chad & Sudan



Top Row: Mali, Senegal, Togo  
Middle Row: Guinea, Ghana, Sao Tomé & Príncipe;  
Bottom Row: Benin, Republic of the Congo, Guinea-Bissau; Yellow Star, Top: Cameroon; Yellow Star, Bottom: Burkina Faso



Top Row: Democratic Republic of the Congo, Cape Verde, The Gambia & Equatorial Guinea  
Middle Row: Nigeria, Gabon, Burundi & Sierra Leone;  
Bottom Row: Liberia, Rwanda, Central African Republic & Cote d'Ivoire



Top Row: Angola, Malawi, Zimbabwe & Zambia  
Middle Row: Namibia, Botswana & Mozambique  
Bottom Row: Swaziland, South Africa & Lesotho

Investors, investment managers, entrepreneurs and business service providers to the industry face regulatory enablers and constraints in their day to day operations.

Some countries have proactively implemented policies to stimulate and grow the venture capital industry. However, anecdotal evidence suggests that some countries maintain restrictive policies towards the industry and many countries are not maximizing the opportunity to create an enabling environment for the asset class.

Encouraged by the example in other geographical regions, AVCA proposes to conduct a review of the regulatory environment across a number of African countries to understand the current environment, develop an optimal regulatory environment and identify specific regulatory improvements to propose to policy makers in each country.

AVCA's review of the regulatory environment across Africa will inform policy makers in each country reviewed and benchmark countries against each other.

A review of how G8 countries encourage investment into African private equity will inform G8 policy makers.

### Sponsorship Opportunity:

Single Country Regulatory Review	€ 55,000
West and Central Africa Regulatory Review	€151,000
South and East Africa Regulatory Review	€158,000
North Africa Regulatory Review	€150,000
G8 Countries Review	€150,000

## AVCA 2006 Global Entrepreneurship Monitor

Entrepreneurship feeds the venture capital and private equity industry in Africa. AVCA seeks to understand and stimulate entrepreneurship in Africa. Our main activity in 2006 on entrepreneurship is to extend the Global Entrepreneurship Monitor (GEM) to cover more countries in Africa.

GEM, which is coordinated by London Business School and Babson College in the United States, is a cross-country assessment of entrepreneurial activity. It was started in 1999 with 10 participating countries all from the OECD and has expanded to include 35 countries in 2005. Over the years national teams from 43 countries have contributed to the project representing more than two-thirds of the World's population.

It is a major research project aimed at describing and analyzing entrepreneurial processes within a wide range of countries. The raison d'être behind this study is to;

-Compare countries in terms of their entrepreneurial activity

-Establish which factors are responsible for determining the level of entrepreneurial activity.

-Determine whether the rate of entrepreneurship in a country affects the national economic growth and

-Identify policies that encourage entrepreneurial activity

GEM's contribution to the knowledge and understanding of the entrepreneurial process is unique since, to date, no other data set exists that can provide consistent, cross-country information and measurements of entrepreneurial activity in a global context.

## GEM AFRICA

South Africa has been participating in the GEM project since 2001 and this year will represent its 6<sup>th</sup> consecutive year of involvement. It was the first country in Africa to become part of the worldwide study and was joined by Uganda. However, in 2005 Uganda was forced to drop out due to a lack of funds.

It is a great pity that Asia and Oceania, Europe, North America and South America are heavily represented whereas only one small country in the whole of the huge continent of Africa is involved in such a prestigious, authoritative and comprehensive study on entrepreneurship.

Developing countries are well represented and include Argentina, Brazil, Venezuela, Mexico, India, Jordan, Jamaica and possibly Poland. It would be incredibly valuable to include other countries in Africa as this would certainly add richness to the research and would also enable South Africa to compare itself against other African countries which are experiencing the same growth pains and development processes.

The countries participating in GEM 2005 were;

**Asia and Oceania:** Australia, China, Japan, New Zealand, Singapore and Thailand

**Europe:** Austria, Belgium, Croatia, Denmark, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Netherlands, Norway, Slovenia, Spain, Sweden, Switzerland and the United Kingdom

**North America:** Canada, Jamaica, Mexico and the United States

**South America:** Argentina, Brazil, Chile and Venezuela

**Africa and the Middle East:** South Africa

### Sponsorship Opportunity:

Single Country €75,000  
Entrepreneurship Monitor

## AVCA Core Funding Opportunities

AVCA is led by a dedicated team of venture capital and private equity professionals who volunteer their time, to serve on the AVCA Executive Committee and Board of Directors.

The AVCA Executive Committee and Board of Directors are advised by a newly formed AVCA Advisory Board of eminent and distinguished personalities from the African and international venture capital industry, who also volunteer their contribution to AVCA.

AVCA works with consulting partners to deliver its projects. For example, we work with the London Business School Private Equity Institute on the Foundation Training Course, Thomson Venture Economics and PricewaterhouseCoopers on the industry surveys.

AVCA is currently staffed by a part time (four days a week) Managing Director on an annual contract, and two permanent full time assistants.

AVCA's operations are coordinated from its head offices in Yaoundé, Cameroon and from its international offices in London.

AVCA's core expenditure covers the cost of running its offices, staff, administrative functions and core projects such as its membership drive, newsletter, accounting/audit services and website maintenance.

AVCA plans to grow its membership base and expects that in time, membership fees will cover its core costs. Until then, AVCA requires core sponsorship to cover its core costs.

### Sponsorship Opportunity

AVCA Platinum Sponsors	Euro 100,000
AVCA Gold Sponsors	Euro 50,000
AVCA Silver Sponsors	Euro 20,000

## AVCA Projects Under Development

AVCA has identified specific gaps in the venture capital and private equity industry in Africa and is developing two projects to address these important and high priority areas.

### The Missing “S”

Anecdotal evidence of the lack of venture capital financing for small enterprises – the missing “S”, is corroborated by the AVCA 2005 industry survey, which showed that the average investment size in Africa in 2003 was approximately \$1 million and this average increased to nearly \$2 million in 2004.

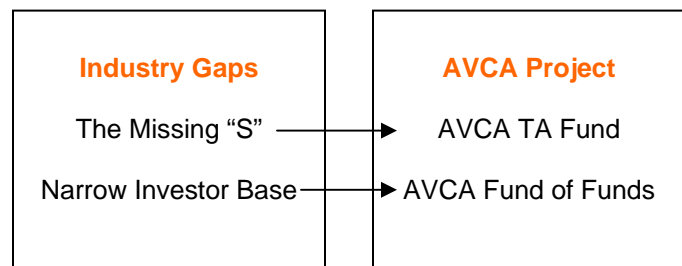
AVCA is working with interested members to develop a Technical Assistance Fund for SMEs to address some of the barriers to investing in the Missing “S”.

### Africa’s First Dedicated Fund of Funds

AVCA has also identified the lack of a dedicated private sector run fund of funds as a gap in the industry.

AVCA is working to develop such a fund to improve the supply of capital to fund managers and to provide a vehicle for investors who want to invest, sometimes larger amounts, at a fund of funds level.

We invite interested sponsors to work with AVCA on these new initiatives.



## AVCA Sponsorship Reply Form

Please contact Barbara James, Managing Director of AVCA to discuss these opportunities for funding.

You may also fill in and return this form to indicate your interest in supporting AVCA's work.

We will contact you to discuss your interest.

Name:

Organization:

Job Title:

Email Address:

Telephone 1:

Telephone 2:

Address:

**Please tick which AVCA initiatives you are interested in supporting:**

- AVCA 2006 Conference
- AVCA 2006 Yearbook
- AVCA 2006 Investment Activity Report
- AVCA 2006 Directory
- AVCA 2006 Development Impact Report
- AVCA 2006 Foundation Training Course
- AVCA 2006 Regulatory Review Project
- AVCA 2006 Entrepreneurship Project
- AVCA 2006 Core Funding
- AVCA 2006 Technical Assistance Fund
- AVCA Fund of Funds

Please fax this form to AVCA on  
+44 (0)20 7 610 0464

Email to Barbara James at  
bjames@avcanet.com

## Contact Information

Please contact Barbara James, Managing Director of AVCA to discuss these sponsorship opportunities.

Telephone: +44 (0) 7730 420 713

Email: [bjames@avcanet.com](mailto:bjames@avcanet.com)

### AVCA Executive Committee:

You may also contact a member of the AVCA Executive Committee and Board of Directors to discuss your interest in AVCA and its initiatives.

Mark Jennings, *Chairman*

Aziz Mebarek, *Vice Chairman*

Alamine Ousmane Mey, *Treasurer*

Barbara James, *Managing Director*

Piers Kenyon - *Publications*

Tshepidi Moremong – *Training*

Davinder Sikand - *Conference*

Rotimi Oyekanmi - *Advocacy*

Stephen Antwi-Asimeng - *Membership*

Mathew Troniak – *Entrepreneurship*

### General Information

**For more information about AVCA please visit the website or contact the Secretariat:**

[www.avcanet.com](http://www.avcanet.com)

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