

Company Profile

British African Business Alliance (BABA) is a diaspora-led business network that was formed in August 2009. We became a limited company in January 2015. Our objective is to stimulate investment, business partnership, enterprise, development and the creation of sustainable jobs in Africa. We follow a very commercial strategy that delivers new contacts, new knowledge and prospective deals to our members.

BABA advances the projects of its members (see list below), establishing robust links to people and organisations that might provide the funding, partnership or the consultancy advice, which may be needed to make those projects commercially viable. Members pay an annual subscription and are recruited through the BABA Network, its affiliates and Africa focussed networking events.

A key policy is to develop significant relationships with diaspora networks. BABA has links with over 25 groups across the UK. Our work with the Nigerian community, via CANUK and NDDIS (Nigeria Diaspora Direct Investment Summits) has created strong partnerships and delivered major investment events. In almost all of these cases, BABA extends the capability of the diaspora group by leveraging the contacts of both networks and adding value with initiatives and services like:-

- 1) **New Project Development** and the development of a **Business Pipeline**
- 2) Access to ready-made businesses in the **BABA Entrepreneur's Pack library**
- 3) Offering sales and distribution contracts from UK companies in **BABA's Market Opportunities**

BABA defines its members as 'business leaders' including people from the diaspora and the UK Business community. Members range in age and experience from Students (Cote D'Ivoire/Student/Forest Hill – Fashion Design) to well past 60 (Nigerian/Electrician/Peckham – Training young electricians to UK standards) with many in between, including MBAs, as well as graduates at the University of Life. Some run businesses; others work as managers and professionals. Yet, all view a business in Africa as an important asset, benefitting their community, generating sustainable jobs and worthwhile profits.

Current BABA projects include:

- 1) \$382m for 6 Waste-to-Power Plants in Uganda
- 2) £17m Oil and Gas Development in Namibia.
- 3) \$12m for a South African Fish Farm Model, in Rivers State, Nigeria
- 4) \$10m Low Cost Housing Programme in Abuja, Nigeria
- 5) \$7m Mineral Water and Bottling Programme in Senegal
- 6) £1m for Cocoa Industry Payment System and Financial Inclusion platform in Ghana
- 7) 300 Acre Goldmine Development in Zimbabwe
- 8) 20 Hectares in Cote D'Ivoire for Rubber and Palm Oil
- 9) Mental Health Programme in Somalia with NHS Trust
- 10) Educational Programme in Nigeria

Within the diaspora, there is a general recognition of the opportunities; but often a complete lack of awareness as to how to engage in an appropriate commercial manner. This underlines the need for a robust network to stimulate introductions to professionals, like-minded individuals and those with the specific experience to run businesses in Africa. Many in the diaspora have lived in the UK a long time, so the lack of current market knowledge can create a natural reserve about setting up a business at home - that said, even a small, successful business at home is a well-recognised prize!

BABA estimates that the African Diaspora in the UK holds between £6bn and £25bn of untapped investment funds, looking for quality deployment opportunities.

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