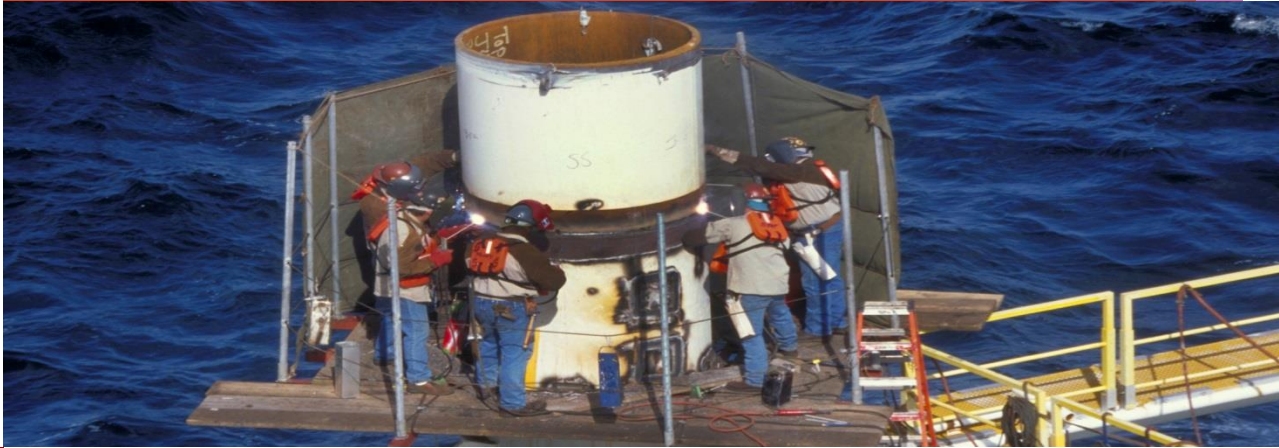


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Africa Ireland Economic Forum

17 June 2016

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pwc

Agenda

1	Introduction and background	3
2	Opportunities to enhance trade and investment between Ireland and Africa	6
3	Irish companies – our experience	10

Introduction and background

1

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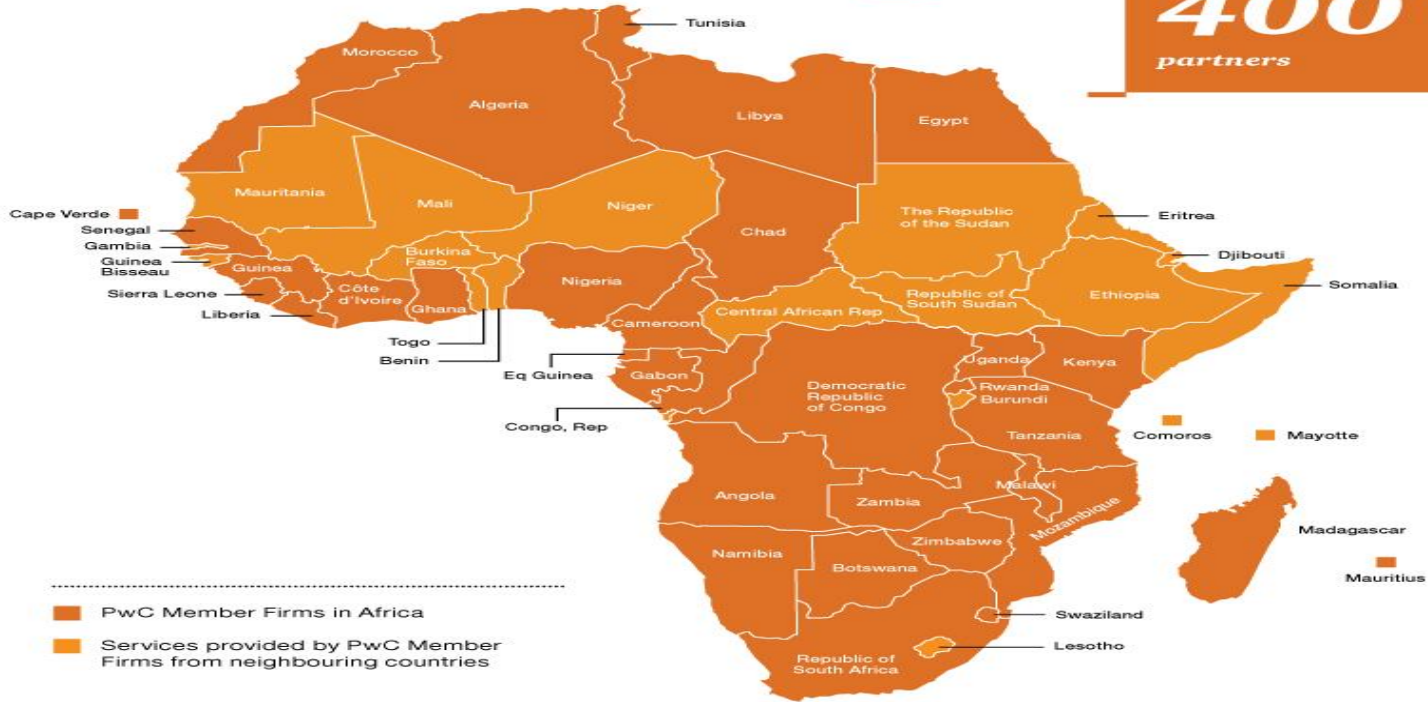
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PwC in Africa

9,000
employees

400
partners

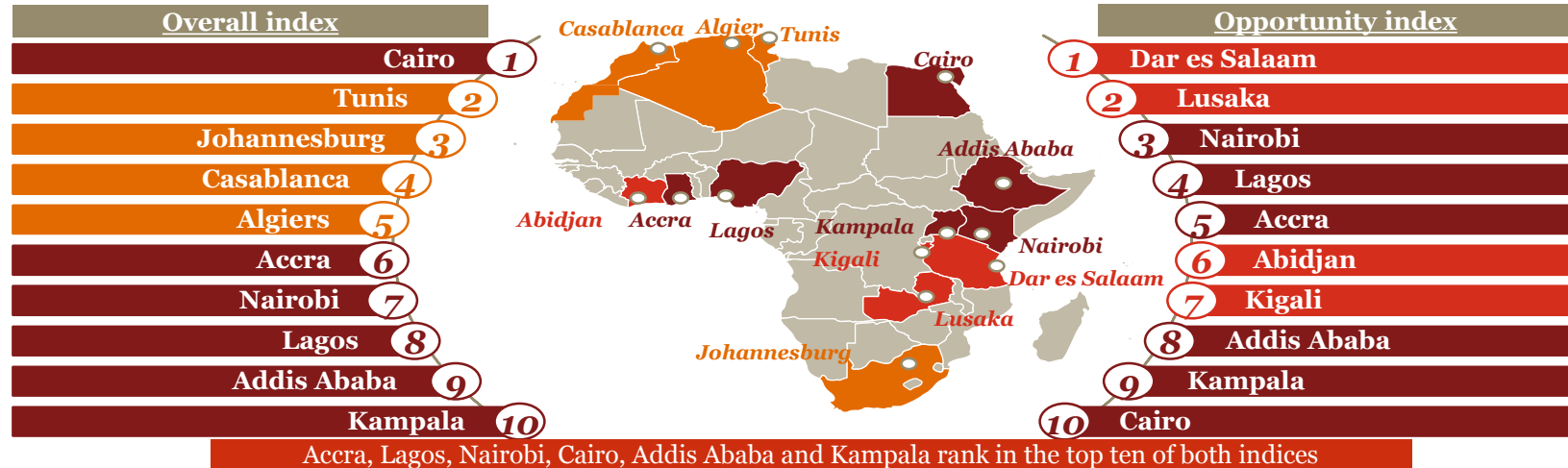


Opportunities to enhance trade and investment between Ireland and Africa

2

Africa's cities of opportunity

- Africa is characterised by a number of distinct geographic regions.
- These regions demonstrate significant differences in terms of culture, stage of economic development and market needs.
- A company's product/service offering will often dictate where best to invest.



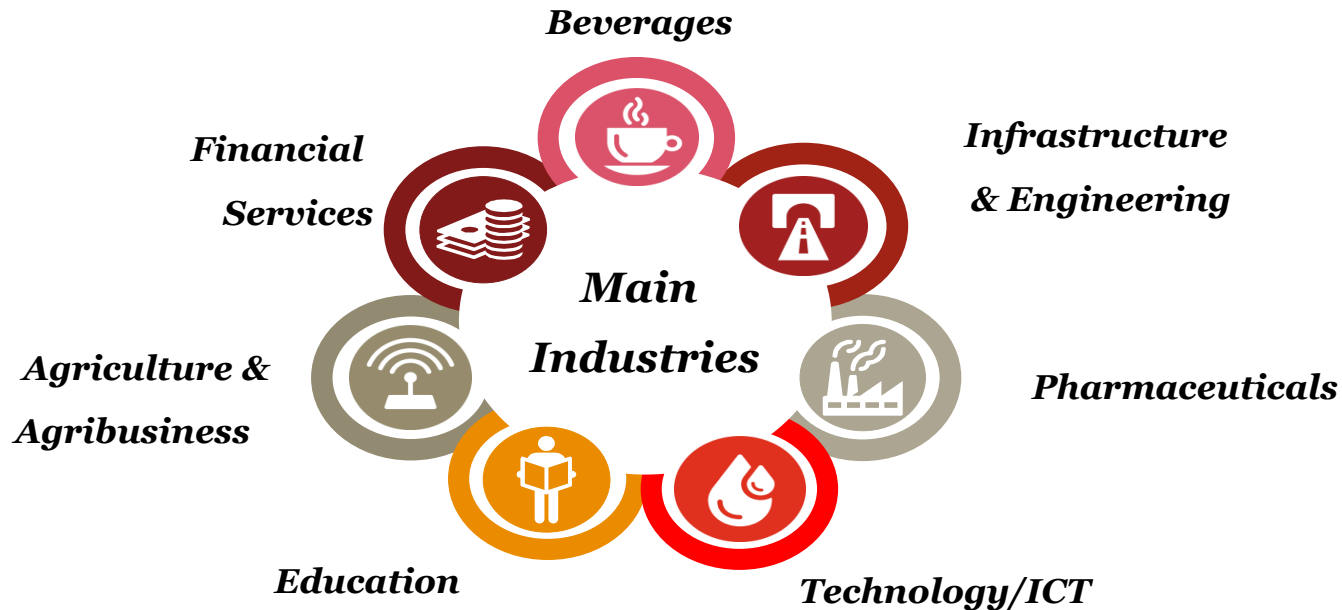
Where are Irish companies investing?

- Africa represents an increasingly attractive destination for Irish investments.
- This is driven by exciting growth prospects demonstrated by a number of African economies:



What sectors are Irish companies investing in?

- We have seen Irish investments in a number of sectors in Africa:



Irish companies – our experience

3

Considerations before deciding to invest in Africa...

- Before deciding to invest in Africa, what do you need to consider?



Understand
the rules and
regulations!



Become
familiar with
the business
culture



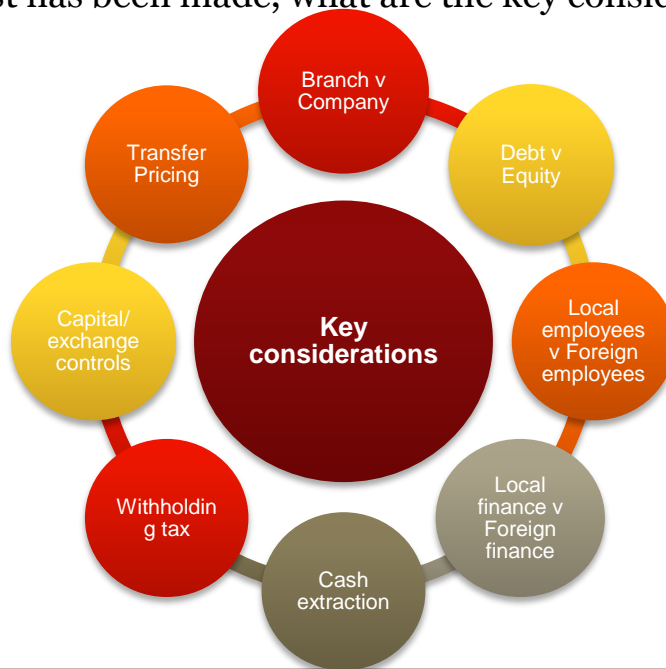
Understand
the local
market



Important to
have a local
business
partner/agent

Now that you have decided to invest...what are the key considerations?

- Once the decision to invest has been made, what are the key considerations?



10 simple rules of thumb to help your business thrive in Africa

- Irish businesses looking at Africa should follow these 10 simple tax and regulatory tips:



10 simple rules of thumb to help your business thrive in Africa - continued

- 6 Avoid trapped funds by understanding exchange/immigration controls.
- 7 If reorganising a group structure, seek appropriate tax advice.
- 8 Tax/regulatory rules change often. Keep up to date with new developments.
- 9 Detailed TP rules are the norm.
- 10 Keep up to date with tax compliance. Proof of compliance is often required.