



Case Study: Corporate Advisory

Who

Mitsui & Co. Europe Plc is a subsidiary of Mitsui & Co. Ltd, one of the world's most diversified comprehensive trading and investment conglomerates. Mitsui & Co. Europe Plc manages Mitsui & Co.'s overall business activities in Europe, the Middle East and Africa.

Currently the company is present in six countries in Africa – Mozambique, Ghana, Kenya, Algeria, Morocco, South Africa and Egypt. Mitsui is actively looking to increase its business and investments on the continent, in a manner that is sustainable and brings tangible benefit to host countries.

What

The company has been very successful in the upstream focused businesses in the oil and gas and energy sectors in partnership with other international companies. However, it recognises that in the downstream areas such as retail; food resources, product and services, healthcare; consumer services; and IT and communications it will need more local business partners and more interaction with governments.

Kina has been engaged as a 'trusted advisor' to Mitsui & Co. Europe Plc since April 2014 to assist in expanding and establishing Mitsui's business interests in Africa.

How

Kina provides advice and assistance on identifying and introducing prospective business opportunities – including carrying out market research - and managing economic, political and social issues relevant and necessary for the success and sustainability of Mitsui's businesses in Africa. We also introduce and assist with the engagement of country business advisors and with the recruitment of staff.

In addition, in partnership with Oxford University, Kina helped with the design and delivery of Mitsui & Co. Europe's Africa entry training programme. It provided senior managers with broader political, social and economic contexts to support investment decisions.

Result

Mitsui has expanded and deepened its relationships across Africa and increased its footprint of activities and prospective opportunities. Senior business managers in Mitsui have been through the Africa entry training programme and have a better understanding of doing business in Africa which helps inform their investment decision making programme.

"Kina Advisory's knowledge and experience of Africa, as well as their African network, has been of great value to our company. Ms Rosalind Kainyah's professional way of providing support and advice, and her passion about Africa, far exceeded our expectations."

Mitsui & Co. Europe Plc

How to engage us

To discuss your requirements, please contact us by sending an email to Elizabeth Arthur at elizabeth@kinaadvisory.com or to info@kinaadvisory.com

For more information about Kina Advisory, please visit our website Kina Advisory.