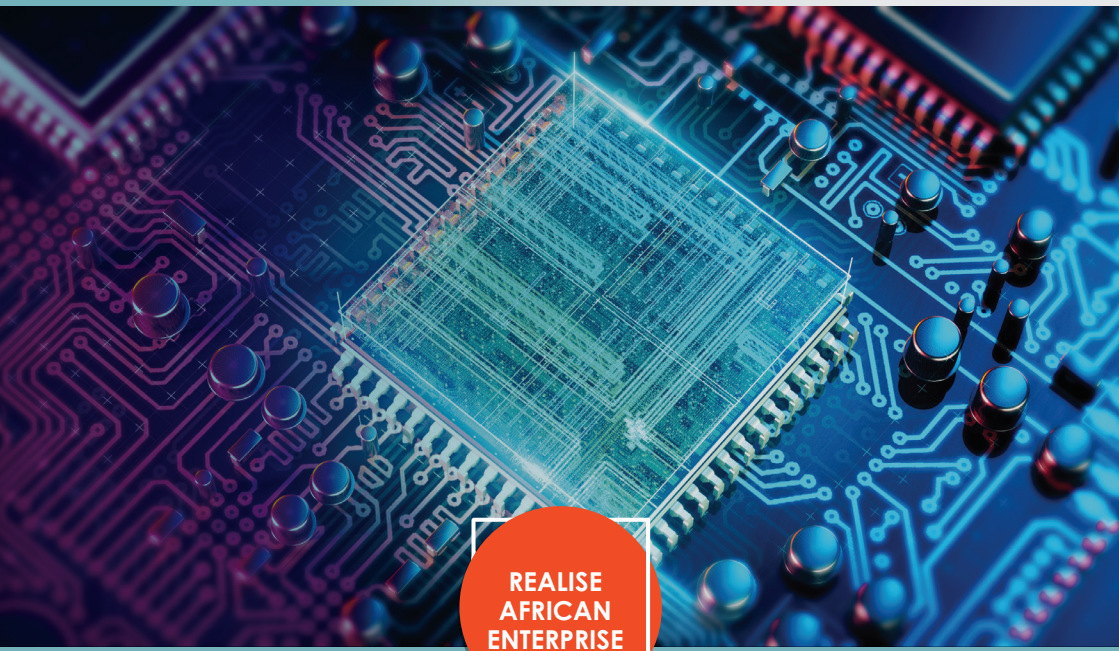
Adams.Africa
ADVISORY



www.adams.africa/advisory

A CONTINENT | Rich in investment potential and economic growth

The World Bank reports that 6 of the world's top 10 fastest-growing economies are in Africa and according to the World Economic Forum, three powerful and positive trends are likely to sustain that growth: urbanisation, a rapidly accelerating technological economy, and a young population with a growing labour force. Still, many analysts and economic advisors describe the continent's investment opportunities as 'hidden' or 'blurry'.

A FIRM | Built on a history of legal, macro-economic and industry experience

Established in 1908, Adams & Adams is an internationally recognised and leading African law firm that specialises in providing intellectual property, corporate and commercial services. Our proven track record in Africa is an indication of the great experience and knowledge that we have to offer throughout the continent, and we are constantly working to provide greater benefit to our clients.

A CHALLENGE | Clients in need of quality research and insights specifically aimed at guiding their decision-making in complex African markets

Over the many years of our existence, our clients regularly ask for guidance and insight on a wide range of topics that extend further than legal advice. Africa is an incredibly complex continent to start and grow business operations successfully, and a central reason for this is unreliable and misinformed intelligence.

A SOLUTION | To provide insight-driven intelligence and data that enables our clients to make informed decisions and seize opportunities in Africa

Sound legal insights go hand-in-hand with quality business, economic and political research, especially when it comes to making important brand and investment decisions in Africa. As the continent's leading intellectual property law firm, our professionals and expansive network of industry experts are in a prime position to consolidate and interrogate data on Africa to inform your decision-making on the continent.

CLARITY AND CONTEXT

In a first for our continent, Adams.Africa Advisory will offer a comprehensive range of business, economic, political and legal research services and reports, aimed at providing accurate information and a precise frame of reference for brand expansion and protection in all of Africa's jurisdictions.

Adams.Africa Advisory combines decades of on-the-ground African expertise and experience with a large team of industry and market specialists to provide Adams & Adams clients with a diverse range of essential new service offerings.

Adams.Africa Advisory services include:

1 COMPLIMENTARY UPDATES AND INTELLIGENCE BRIEFINGS



Short, insight-driven newsletter briefings on key trends and developments across the continent that are directly relevant to Adams & Adams clients. These will include monthly highlights packages that detail the most pertinent business, economic and political happenings each month, coupled with a wider range of ad-hoc updates to keep our network well-informed.

2 ON-DEMAND ADVISORY ASSISTANCE



This service will respond to any direct queries and requests for advice regarding any current and future plans in Africa - ensuring well-informed decision-making as and when needed. Clients will have direct access to our Advisory team and its huge network of industry experts around the African continent, who will be 'on call' to guide strategic processes ranging from advice regarding market expansion opportunities through to risk mitigation considerations.

3 SPECIALISED RESEARCH CONSULTATIONS



Our specialised service provides a wide range of research consulting services to help guide your Africa strategies. These services include **Landscape Assessments** to deepen your understanding of the markets and industries in which you work; **Opportunity Assessments** of new potential markets for expansion; **Risk Assessments** to identify potential risks to your business in selected markets; **Partnership Identification and Facilitation,** utilising our large networks across industries; and **Due Diligence Investigations.**

4 CUSTOMISED, ONGOING INTELLIGENCE BRIEFINGS AND REPORTS



Customised briefings and reports that cover specific topics, industries, regions and/or markets of interest to you on a weekly, monthly or quarterly basis. These products are tailored to your requirements and draw from our huge team of researchers and analysts around the continent. Whether you are in need of real-time updates on specific market and competitor trends, or regular intelligence briefings on new partnership and market expansion opportunities, Adams.Africa Advisory has you covered.



ATTORNEYS
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Real Estate | Dispute Resolution

ADAMS & ADAMS
Realise African Enterprise