

# AFRICA SCOTLAND BUSINESS NETWORK

PROFILE 2026



# IT'S GREAT TO MEET YOU.

## WELCOME TO AFRICA SCOTLAND

## BUSINESS NETWORK.

Africa Scotland Business Network (ASBN) is a pan African international business network dedicated to connecting senior business people from leading companies to each other and to opportunities, in country and across borders.

Established in November 2019 with 2 founders, 4 member companies and a small group of advisors with a focus on intra Africa and Africa - Scotland business exchange, ASBN has grown beyond the borders of our brand, now home to an incredible footprint of businesses across Africa, Scotland, all over the UK, (especially London) and into the Middle East. While ASBN has evolved significantly, its mission remains unchanged: to proactively connect member companies to meaningful, trusted relationships and opportunities with the intent to advance business exchange.

Centrally managed by a dynamic team based in Cape Town, South Africa, with an operational base in Stirling, Scotland, ASBN operates as a business entity in its own right. Purpose-led in its approach, ASBN was

established to support companies in a more entrepreneurial way, within a trusted, high-calibre and growing international business ecosystem.

ASBN champions over 120 diverse member companies including multinationals, national corporates, SMMEs, NGOs and educational institutions. ASBN currently has a direct, international footprint in 15 countries, representing 15 sectors. ASBN is prominent in energy, education, training, technology, professional services, hospitality and retail.

As Africa's potential in its people and industries garners increasing global recognition, ASBN's role in assisting senior business leaders, owners and public sector partners using an effective, yet simple international network model, is significantly increasing. We welcome you to join our network, and our journey.

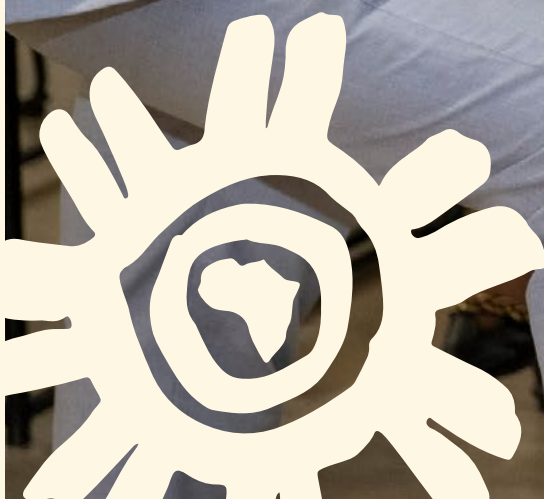
Chat to our team to find out how we achieve this, and more!





“TOURVEST HAS BEEN A MEMBER COMPANY OF ASBN SINCE 2019. IN 2023, TOURVEST PARTNERED WITH ASBN ON THEIR FIRST EVENT IN JOHANNESBURG. WORKING WITH CLAIRE AND THE ASBN TEAM IS A PLEASURE. THEY HAVE AN EXCEPTIONAL DEDICATION TO THEIR MEMBERS”

Tracey van der Berg, General Manager: Events & Facilities



**tourvest**  
destination management

# WHERE ARE OUR MEMBERS?

The following countries only include head offices or sole offices. ASBN has a far reaching network when we count secondary or subsidiary offices. Countries are listed in order of members volume:

South Africa

Scotland

Ghana

England

Mauritius

Namibia

Nigeria

United Arab Emirates

Botswana

Kenya

Malawi

Uganda

Zambia

Zimbabwe





“I RECEIVE SO MUCH VALUE  
FROM THIS NETWORK.”

Melanie Sturmheit,  
Heriot Watt University

HERIOT  
 WATT  
UNIVERSITY

# WHAT WE DO



1

AFRICA  
SCOTLAND  
BUSINESS NETWORK

2

## BUSINESS

## NETWORK

A thriving international business network keeping member companies connected to each other, directly, and via events and business opportunities.

### INCLUDED IN ANNUAL MEMBERSHIP

#### Direct Access

Members are connected proactively to one another by ASBN's team. Members can also connect 24/7 to one another in our digital portal.

#### Events

Regular events and trade delegation are produced organised for the benefit of member companies to meet and engage in person. ASBN also partners with several large conferences to encourage in person participation.

#### Opportunities

Include but not limited to connections to projects, people outside of ASBN who are looking for access to our member companies, speaking opportunities and profiling opportunities.

## BUSINESS

## SERVICES

ASBN offers a wide range of direct and international business services. Services are tailored to the needs of your company and charged on a case by case basis.

### BUSINESS CONSULTING SERVICES IS OPEN TO ALL COMPANIES

#### Events & Trade Missions

ASBN organises trade missions on behalf of private companies and government agencies as well as our own 'open' trade delegations by country or industry.

#### Projects

ASBN produces and manages projects on behalf of private companies or agencies. Research projects, marketing campaigns and business development projects are just some of the projects we have managed on behalf of clients and members.

#### Going International?

Your trusted partner is right here. Our 'international desk' can assist you with real time market intelligence, industry intelligence, reports, access to local partners and even clients!

# CASE STUDY

## GOVERNMENT AGENCY - ENERGY

### THE PRESIDENTIAL CLIMATE COMMISSION, SOUTH AFRICA

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ASBN was asked by chief advisors of South African Presidency to assist the Presidents Climate Commissioner with a business trip to Edinburgh to meet energy industry leaders in Scotland. ASBN were asked to manage a private, high profile, round table meeting with Scotland's leading energy CEOs. Working with the CEO of the President's Climate Commission, ASBN assisted SAPCC with an exquisite private room in one of Edinburgh's finest restaurants and arranged the invitations to selected, C suite leaders driving Scotland's energy transition, many of whom were ASBN leaders. The meeting was successful, productive and created new relationships between South African presidency and Scotland.

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**"I really appreciate all the work ASBN has put into this"**

CEO, South African Presidential Climate Commission

# MEET OUR CORE TEAM

**Laura Ferguson**

**Business Engagement  
Lead**

**Pablo Gomez-Martin**

**ASBN**

**Claire Alexander**

**Director**

**Nicola Probyn**

**Director**

**Carin Adams**

**Event & Marketing**

**Future Leaders**

**Members Lead**



# CASE STUDY

## CORPORATE MEMBER COMPANY

### GULF MARINE CONTRACTORS

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ASBN connected a Scottish based energy servicing company with one of our member companies after being approached by the Aberdeen firm to help them find a local partner who works across the African continent. ASBN put them in touch with a shortlist of companies. The servicing firm chose ASBN member Gulf Marine Contractors to assist them with compliance requirements, staffing, suppliers and logistics for oil rigs in South Africa. The company reported spending £1million per annum into South African energy markets, a large component of which was with Gulf Marine Contractors.

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

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*"Gulf Marine Contractors joined ASBN as a member company in 2020 and have witnessed their incredible growth. Their commitment to their members is unparalleled. They consistently strive to provide value to everyone involved. I appreciate their efforts to maintain a balanced membership across all sectors and their organization of engaging member events and platforms. ASBN has created a fantastic international business community that makes everyone feel valued."*

**Patrick Kuys, Chief Commercial Officer  
& Chief Operating Officer**

# OUR APPROACH

## Connect. Grow. Learn.

**Curated Growth:** ASBN is a strategically curated business network, dedicated to growing with companies that align with our values, high standards, and drive to foster business exchange.

**Representation:** We welcome credible, established companies ranging from entrepreneurs, SMMEs, and national corporates to multinational firms. ASBN is also home to five NGOs and social enterprises, making our network representative of the wider business ecosystem.

**Diversity:** ASBN members currently represent 28 industry sectors. We ensure a balanced membership by limiting similar companies, maximising opportunities for business exchange and meaningful connections.

**Impact:** Our goal is to create real impact as a brand and business network, and we believe you share that goal. While we celebrate big business wins, we equally value the numerous friendships and partnerships we've helped establish. Unity is at the core of what we do.

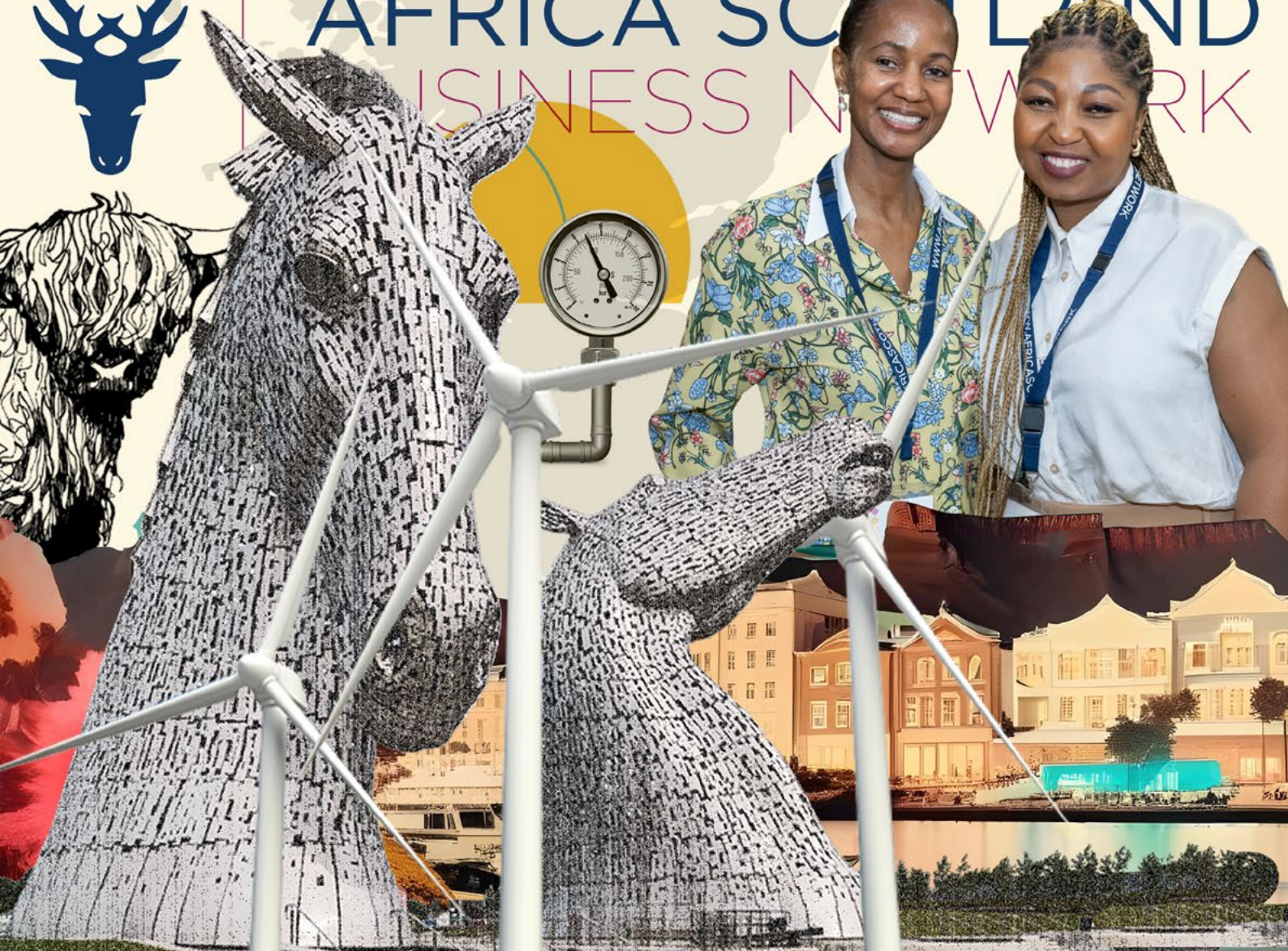
**Personalised Support:** In a world of limited attention spans, ASBN keeps your business top of mind. Our approachable and friendly team is always available to help solve problems and proactively connect you to people, projects, and opportunities beneficial to you.

ENQUIRE ABOUT MEMBERSHIP:

[claire@africascotland.network](mailto:claire@africascotland.network)



# AFRICA SCOTLAND BUSINESS NETWORK



# BEYOND RUNNING A BUSINESS NETWORK

## How ASBN Creates Additional Value

At ASBN, we're dedicated to helping you grow your business network. We host in-person and online events, including networking sessions and masterclasses, to encourage connection and learning. But we don't stop there. ASBN also has its own media channels and platforms designed to keep you informed, connected, and inspired.



## PARALLELS PODCAST

Parallels Podcast is an exciting business Podcast taking you beyond the business lines through interviews with CEOs and leaders blazing the trails of legacy, prosperity and success in African (and global) markets. Hosted by ASBN director Claire Alexander and produced in partnership with ASBN member Clyde Broadcast, learn from the best in the business in African markets by subscribing and listening to Parallels Podcast on Youtube, Spotify, apple podcasts and Instagram.

<https://linktr.ee/TheparallelsPodcast>



## TALKING UP AFRICA

### TALKING UP AFRICA

Talking UP Event is an informative, virtual, contemporary, live business show featuring a panel of leading and diverse experts on topical subject matters which have current and profound influences on the private sector. Recent episodes include 'The Future of Mining', 'The African Energy Debate' and 'The Effects of the Russian Ukraine War on Africa'. Live sessions

are hosted on a virtual event platform. All are welcome to join the audience and participate in the conversation. TUA is held every quarter and recordings of the live shows are available on our Youtube channel.

<https://www.youtube.com/@africascotlandbusinessnetw2439>



## INDUSTRY GROUPS

ASBN Industry Groups are virtual meetings held every quarter specifically focused on industries in which many of our member companies operate. ASBN currently has 4 internal industry groups:

- Energy & Mining
- Technology
- Social Impact
- B2B & Professional Services

Each group has its own quarterly meet up led by a rotating, industry leading moderator. Moderators can be external stakeholders but group participation is strictly reserved for ASBN member companies' personnel. Industry groups is a platform where industry leaders can connect to other industry stakeholders quickly, discuss opportunities, successes and challenges in a private forum.

# MEMBER COMMUNICATION CHANNELS



Member online portal for seamless connections



Personal communication with ASBN's team



Member broadcast Whatsapp Group



3 x newsletters per fortnight - Connect, Grow & Learn



LinkedIn



Social Media Channels @africa\_scotland

BEING PART OF ASBN AND THIS THRIVING BUSINESS NETWORK HAS BEEN INVALUABLE TO SAFER TRAINING. ASBN HAS OPENED UP SO MANY DOORS FOR US. THEIR DEDICATED TEAM TOOK THE TIME TO LEARN AND UNDERSTAND ABOUT SAFER TRAINING, OUR VISION FOR AFRICA, OUR TEAM, OUR BRAND, OUR OFFERING AND THE INDUSTRY SECTORS WE ENGAGE WITH. A FANTASTIC, DIVERSE ORGANISATION WHO ARE GENUINELY INTERESTED IN LOOKING AFTER THEIR MEMBERS AND UNDERSTANDING HOW ASBN CAN PROVIDE VALUE TO THEM.

Ian McMillin, SAFER Training



# CREATING A PROSPEROUS FUTURE. FOR ALL

We believe we can shape a more prosperous future when we all enjoy accessibility and unity. Whilst ASBN is aimed at established companies business leaders, we cannot dismiss the power of younger people, especially in Africa.

Introducing a brand new 'gateway' business network for under 30 year olds aimed at young entrepreneurs and African and Scottish students and alumni. ASBN FUTURE LEADERS.

In early 2024, ASBN conducted research amongst 230 African and Scottish students with the help from our member college and universities around their knowledge, enthusiasm, and potential commitment to business networks. The results were eye opening. The data is currently being

used to conceptualise, build and launch ASBN Future Leaders. The demand is proven. We know what young people want from a new kind of gateway business network. The respondents are excited to learn that ASBN Future Leaders is a platform that will co-exist with an already established, international business network. The opportunities and potential in the form of profiling, recruitment, education, research, connections and collective unity are immense.

ASBN Future Leaders is on the horizon. We are currently looking for partners in tertiary education, technology, coding and young ambassadors to build ASBN Future Leaders. Please contact [hello@africascotland.network](mailto:hello@africascotland.network) for more details.



AFRICA SCOTLAND BUSINESS NETWORK

FUTURE LEADERS

“ASBN IS PROFESSIONAL, ENERGISED AND ORGANISED. YOU’RE A GREAT TEAM TO WORK WITH. PROTECT THAT AT ALL COSTS!”

Sue Anderson  
Atlas Foundation



ATLAS

# CELEBRATING OUR ACHIEVEMENTS

## A THRIVING NETWORK

ASBN has grown into a respected international business network, representing over 110 member companies with head offices in 15 countries.

## PARTNERSHIPS

To date, ASBN has facilitated 21 partnerships across multiple sectors industries and countries.

## EVENT MILESTONES

We marked our 45th event in Glasgow in June 2024. Our events have been hosted at top venues, including the Scottish Parliament, Barclays Campus in Glasgow, Bowmans Law Firm in Cape Town, British High Commissioner's Residency in Cape Town, Tourvest Holdings HQ in Johannesburg, University of Stirling campus in Stirling, and Citation in Glasgow.

## JOB CREATION

We have created six jobs in South Africa. Our team will continue to grow as our network does!

## STRATEGIC PARTNERSHIPS

ASBN has six strategic, international partners.

## TRADE DELEGATIONS

ASBN leads trade delegations into Africa in conjunction with large conferences and platforms, as well as managing private company delegations for members and clients. In 2024, ASBN assisted OPITO with a private delegation for their global clients into South Africa.

## GOVERNMENT COMMISSIONS

We were commissioned by the Scottish Government to research and produce the first Africa Scotland Economic Impact Report, aiming to transform current international trading policies on Africa.

## ENERGY TECHNOLOGY EVENT SERIES

Commissioned by Scottish Development, we designed and executed a five-part Energy Technology Event Series to promote Scottish energy SMMEs in African markets, successfully welcoming 320 participants to this virtual event series.

## EXHIBITION LEADERSHIP

ASBN produced the first-ever Scottish Development International exhibition show in Africa at the Windaba Conference in 2021.

## TRUSTED BY GOVERNMENTS & AGENCIES

ASBN holds a trusting relationship with Scottish Government, government agencies such as Scottish Development International, Department of Business & Trade, and UK and African diplomatic entities.

# TRUSTED BY MULTINATIONAL COMPANIES & UNIVERSITIES

AIRFRANCE **KLM**  
GROUP



FNB

**PayPal**



University  
of Dundee



HERIOT  
WATT  
UNIVERSITY

EDINBURGH  
BUSINESS  
SCHOOL

UNIVERSITY of  
**STIRLING**



University of  
**Strathclyde**  
Glasgow



**AMT**  
Advanced Maritime  
— Transports —



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Green

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Abergower



**PENTAGON**

**idu**

**borWOOD**  
global **technology** partner

  
**SAFER**  
TRAINING

  
**firstsource**

**Westrel** SHIFTING  
THE  
PARADIGM

# CASE STUDY

## SMME MEMBER COMPANY



### BRUCE TAIT & ASSOCIATES, SCOTLAND

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ASBN had the privilege of assisting a Scottish based SMME launch their business in South Africa. BTA of Stirling, led by CEO Bruce Tait always had his eyes set on Africa. After joining ASBN, BTA found a local partner, Human Nature Consulting in Pretoria, whom they consequently went into business partnership with. Charity Careers Africa was formed 3 months later with the appointment of a manager and full business set up. ASBN introduced them to potential clients, including 2 ASBN NGO members who have become clients!

Charity Careers Africa is now an official member of ASBN too. [www.charitycareersafrica.com](http://www.charitycareersafrica.com)

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**"There is something really special about ASBN. Charity Careers Africa are incredibly enthusiastic to see where the network assists them next."**

CEO Bruce Tait

# WE'RE HERE. FOR YOU.

Whether you want to join ASBN as a member company to expand your horizons and business connections within a thriving, international business network, or you need consulting for a specific project, we are here for you.

Contact Claire Alexander [claire@africascotland.network](mailto:claire@africascotland.network) for enquiries or visit our website for membership options [www.africascotland.network/join-us](http://www.africascotland.network/join-us)



AFRICA SCOTLAND  
BUSINESS NETWORK





# CONTACT



## AFRICA SCOTLAND BUSINESS NETWORK

Stay connected to Africa Scotland Business Network

Email: [hello@africascotland.network](mailto:hello@africascotland.network)

Connect: [@africa\\_scotland](https://www.instagram.com/africa_scotland)

Linkedin [@africascotlandnetwork](https://www.linkedin.com/company/africascotlandnetwork)

[www.africascotland.network](http://www.africascotland.network)

