

Short, intensive, and certified online training session



PRACTISING PROFESSIONAL LOBBYING IN AFRICA IN 2025

In a continent where public decisions increasingly shape economic and strategic balances, mastering the art of influence has become a vital asset. This training introduces decision-makers and economic actors to the foundations of strategic lobbying in Africa and teaches them how to effectively weigh in on decision-making processes using influence techniques tailored to the continent's realities.

MODULES

- ✓ The Role of Influence in Africa's Strategic Intelligence Landscape
- ✓ Global Lobbying Practices and Africa's Distinct Approach
- ✓ How Rules Are Made: Laws, Regulations and Executive Orders
- ✓ Planning and Executing a Lobbying Mission from Start to Finish

 **05 September 2025**
Qualifying training

Format Remote



REGISTRATION



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OBJECTIVES

- Develop a culture of influence tailored to African realities
- Identify effective levers to defend public or private interests
- Professionalise your role as an influencer within institutions
- Understand power dynamics in public policy-making
- Strengthen your ability to act methodically in economic and regulatory power struggles

TARGETS

- Public affairs and institutional relations professionals
- Leaders of organisations or collective interest groups
- Consultants in influence, strategy, or competitive intelligence
- Members of NGOs, trade unions, or advocacy groups
- Students in law, political science, or international relations

COORDINATOR

Dr Guy Gweth is the President of the African Centre for Competitive Intelligence (ACCI) and founder of Knowdys Consulting Group. He leads the Doing Business in Africa programme at CentraleSupélec and EMLyon, and has also lectured at the School of Economic Warfare (EGE) in Paris, the Institute for Higher National Defence Studies (IHEDN), and MBA ESG Paris. A member of the House of Public Affairs at Paris Dauphine University, he is the author of several works, including *100 chroniques de guerre économique* and *Power 237*. He also serves as the legal representative of the German Federation of SMEs (BVMW) in Togo, Gabon, Benin, and Cameroon.

REFERERALS



REQUIREMENTS

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