



AFRICA GLOBAL TRADE
LINK LTD

TRADE FACILITATION STRATEGY

AFRICA GLOBAL TRADE LINK LTD

“Connecting Markets. Creating Opportunities.”

A practical operating framework for sourcing, buyer–supplier matching, business introductions, market access, procurement support, brokerage and responsible trade facilitation.

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1. EXECUTIVE SUMMARY

This Trade Facilitation Strategy turns Africa Global Trade Link Ltd's corporate profile into a practical, repeatable way of doing business. At its heart, it is about removing the friction that usually slows down the earliest stage of an international trade relationship — the time and effort spent searching for the right buyer, seller, supplier, manufacturer or distributor.

The operating principle is simple. Understand the requirement. Identify potential counterparties. Carry out a preliminary screening. Match the right parties. Facilitate the introduction. Then support a clean handover into due diligence, negotiation, contracting and execution — the stages that belong to the parties themselves, not to AGTL.

The strategic outcome is a trusted international trade and commercial facilitation network, built on clear role boundaries, responsible sourcing and disciplined counterparty due diligence.

2. STRATEGIC FOUNDATION

AGTL's corporate profile positions the company as an international trade, sourcing, brokerage and business facilitation partner connecting Africa with global markets. Its vision is to become a trusted African gateway to global trade, and a recognised partner for sourcing, market access, brokerage and international business connections.

This strategy is built around seven commercial capabilities already defined in that profile: minerals & metals; machinery & heavy equipment; vehicles & transport; industrial products; commodities; procurement & sourcing; and brokerage & market access. Every section that follows is designed to strengthen one or more of these seven pillars.

3. STRATEGIC OBJECTIVES

#	Objective	Execution Focus
1	Build a qualified buyer network	Capture clear purchasing requirements straight from decision-makers and turn them into structured sourcing briefs.
2	Develop reliable supplier relationships	Build a categorised supplier database and keep evidence of products, capabilities and documentation on file.
3	Improve sourcing speed and quality	Use standardised requirement forms, supplier screening and consistent matching criteria.
4	Strengthen market access	Connect businesses with relevant buyers, distributors, suppliers and commercial partners across target trade corridors.
5	Increase repeat business	Turn successful introductions into repeat sourcing mandates and lasting commercial relationships.
6	Protect transaction integrity	Apply documented screening, confidentiality, responsible sourcing and clear escalation procedures.

4. CORE TRADE FACILITATION WORKFLOW

Stage	Standard
01 Requirement	Capture product/service, technical specifications, quantity, quality, budget, destination and delivery requirements.
02 Search	Identify potential suppliers, buyers, manufacturers or commercial partners against the stated requirement.
03 Screening	Conduct a preliminary review using available company, product and documentation information.
04 Matching	Assess commercial fit against product, geography, capability, quantity, timing and stated requirements.
05 Introduction	Make a structured introduction and facilitate early communication and information exchange.
06 Due Diligence & Deal	Parties conduct their own independent legal, financial, technical, tax, customs and regulatory checks before contracting and execution.

This is the same structured path set out in the corporate profile: requirement → search → screening → matching → introduction → business relationship.

5. BUYER-SIDE FACILITATION STRATEGY

Target decision-makers

Procurement managers, project buyers, operations managers, fleet managers, mine and project procurement teams, distributors, and business owners with a defined purchasing requirement.

Buyer intake

A one-page sourcing brief covering product, specifications, quantity, quality, budget range, destination, required delivery date, certifications and commercial terms, where known.

Supplier search

Search by product specification first, then by geography, capacity, documentation and commercial fit.

Shortlisting

Present potential counterparties with honest status labels — “information received,” “preliminary screening,” “awaiting verification” — rather than implying guarantees that have not yet been earned.

Commercial handover

Once a suitable match is identified, introduce the parties and keep a written record of the mandate and the agreed role.

6. SELLER & SUPPLIER FACILITATION STRATEGY

Supplier onboarding

Build a supplier profile covering legal identity, authorised contact, product portfolio, technical capability, origin, available documentation, capacity and target markets.

Buyer matching

Match suppliers to real buyer requirements rather than broadcasting generic offers into the market.

Market access

Package supplier capabilities into concise commercial profiles for relevant buyers, distributors and project stakeholders.

Opportunity management

Track every opportunity from first inquiry through screening, introduction, negotiation status and final outcome.

7. SECTOR PLAYBOOKS

Sector	Commercial Focus	Key Screening Inputs
Minerals & Metals	Qualified buyers matched to legitimate supply.	Origin, specifications, assay/analysis where relevant, responsible-sourcing and compliance documents.
Machinery & Heavy Equipment	Mining, construction, agriculture, manufacturing and infrastructure equipment.	Make/model, year, condition, technical specifications, availability, inspection and logistics.
Vehicles & Transport	Trucks, SUVs, pickups, trailers and specialised vehicles.	Vehicle specification, condition/history, quantity, origin, documentation and delivery.
Industrial Products	Plant, tools, components, electrical and mechanical equipment.	Technical datasheets, standards, quantities, lead time and compatibility.
Commodities	Legally traded commodities and raw materials.	Product grade/specification, origin, quantity, documentation and applicable trade controls.
Procurement & Sourcing	Client-defined products and suppliers.	Structured requirement brief, supplier search, screening and comparison.

These sectors, and their representative sourcing areas, are drawn directly from the corporate profile.

8. MARKET ACCESS & TRADE CORRIDOR STRATEGY

AGTL's profile identifies Africa, the Middle East, Asia, Europe and the Americas as its relevant market areas.

Market Area	Coverage	Facilitation Priority
Africa	East, Central, Southern, West and North Africa.	Build buyer/supplier databases by sector and country; prioritise repeatable trade corridors.
Middle East	UAE, Saudi Arabia, Qatar, Oman and other markets.	Develop supplier, distributor and procurement relationships connected to African opportunities.
Asia	China, India, Southeast Asia and other Asian markets.	Focus on manufacturers, equipment suppliers and commodity/product sourcing.
Europe	EU markets and other commercial centres.	Target specialised equipment, industrial products, buyers and strategic partners.
Americas	North America, Latin America and other relevant markets.	Develop targeted relationships where client requirements create a clear commercial case.

9. TRUST, DUE DILIGENCE & RESPONSIBLE TRADE

AGTL's stated standards are integrity, professionalism, confidentiality, transparency, reliability, partnership and results. In practice, that means building an evidence trail before any introduction is made:

- Company registration and legal identity
- Authorised representative identification
- Business licences and relevant permits
- Product documentation and technical specifications
- Certificates of origin or analysis, where applicable
- Import/export and compliance documentation
- Responsible-sourcing documentation, where relevant
- Independent inspection, laboratory, legal, financial, customs or technical review, when required

Operating rule: AGTL communicates preliminary screening as screening — never as a guarantee of product quality, ownership, financial capacity, delivery, payment or contractual performance. Under the corporate disclaimer, independent due diligence and appropriate professional advice remain the responsibility of the counterparties themselves, unless a written agreement expressly says otherwise.

10. COMMERCIAL PIPELINE MANAGEMENT

Pipeline Stage	Definition
Lead	Potential buyer or seller identified.
Qualified	Requirement or supplier capability sufficiently defined.
Screening	Information and document review under way.
Matched	Potential counterparty identified.
Introduced	Parties connected.
Negotiation	Direct commercial discussion under way.
Closed / Active	Contract or transaction proceeds.
Repeat	New mandate or follow-on opportunity.

11. KEY PERFORMANCE INDICATORS

KPI	Measurement	Purpose
Qualified buyer leads	Number per month	Measures demand-generation quality.
Qualified supplier profiles	Number per month	Measures growth of the supplier network.
Complete sourcing briefs	% of buyer inquiries	Shows the quality of incoming requirements.
Screened counterparties	Number per month	Measures facilitation activity.
Introductions made	Number per month	Measures matched opportunities.

KPI	Measurement	Purpose
Introduction-to-negotiation rate	%	Shows the commercial relevance of matches.
Repeat mandates	Number per quarter	Measures relationship development.
Documentation completeness	%	Measures process discipline.
Average response time	Hours / days	Measures service responsiveness.
Disqualified / escalated cases	Number per quarter	Tracks risk identification and escalation.

12. 90-DAY IMPLEMENTATION ROADMAP

Days 1–30 — Build

Create the buyer intake form, supplier onboarding form, screening checklist, opportunity tracker, sector tags and standard introduction templates.

Days 31–60 — Activate

Run targeted outreach to decision-makers and suppliers, build sector-specific lists, publish problem-led trade content, and begin making structured introductions.

Days 61–90 — Optimise

Review pipeline conversion, identify the strongest recurring requirements, formalise priority corridors, sharpen screening, and develop repeat-mandate programmes.

13. COMMUNICATION & CONTENT STRATEGY

To keep communication commercially useful, every message should speak to a specific decision-maker, a specific commercial problem, a sector and an action:

- **Buyer problem:** *“Need reliable mining equipment that meets defined technical requirements?”*
- **Supplier opportunity:** *“Manufacturer seeking qualified buyers or distributors in African markets?”*
- **Procurement support:** *“Looking for a specific product, machine, vehicle or industrial component?”*
- **Market access:** *“Seeking commercial partners, distributors or new market opportunities?”*

Preferred call to action: invite a requirement brief, a supplier profile, or a sourcing mandate — not a generic “contact us.”

14. STRATEGIC POSITIONING

AGTL positions itself consistently around connection, facilitation and commercial opportunity creation. The corporate profile's brand promise captures it in one line:

“WE CONNECT. WE FACILITATE. WE CREATE OPPORTUNITIES.”

The long-term direction is to grow from a business-introduction platform into a trusted international trade and commercial facilitation network — underpinned by strong buyer networks, reliable supplier relationships, sector-specific sourcing capability, African-to-global trade corridors, digital sourcing tools and strategic partnerships.

15. OPERATING PRINCIPLES

- Requirement before recommendation.
- Screen before introduction.
- Evidence before commercial claims.
- Clear mandate and role boundaries.
- Confidentiality in sensitive commercial information.
- Independent due diligence before commitment.
- Responsible sourcing and lawful trade.
- Track every opportunity from lead to outcome.
- Build relationships for repeat business, not one-off introductions.



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