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“Coopetition” is the key in re-born Angola

A top Angolan training and human resources consultant, António Guerreiro of Maat Consulting, says partnerships with competitive companies are often the solution to the lack of skills in the country.

Maat Consulting is one of dozens of top Angolan and international companies that will converge on Luanda next month for the next **iPAD Angola** (Infrastructure Partnerships for African Development) and **Southern African Power Industry Forum**, high-level investment and energy forums, which will be opened by, amongst others, Angola’s Energy minister, H.E. Emanuela Afonso Vieira Lopes, and the Secretary of State for Industry, Kiala Gabriel.

As SAP’s partner in Angola, António Guerreiro believes that partnerships, sometimes even with competitive companies, have been the key to his company’s growth. “When referring to the Angolan context it makes sense to use an interesting word which is “coopetition” (a mix between cooperation and competition). I can’t think of another country where it makes sense to see competitors as an opportunity, a way of sharing scarce human resources in a country with so much to do and with so many opportunities.”

Currently Maat Consulting is working on projects with Sonangol and ESSA, the training and drilling subsidiary of Sonangol and former clients include BP Angola and Total.

According to António Guerreiro, strategic partnerships by the Angolan government have also been the key to that country’s growth in the last seven years, including the cooperation with China and with several big international companies. “I believe the government tries to stimulate and maintain a difficult but very important balance between foreign investment and foreign human resources and national investment and national human resources. It is important to call capacities from outside but also to protect internal skills and competencies development.”

António Guerreiro sees huge potential for prospective investors, particularly in the construction, oil and financial services industries: “In my opinion this is a re-born country, eager to learn and to develop and with so many possibilities and opportunities. From

agriculture to industry and services, from energy to transportation or banking, all areas will need each other to allow the country to grow in a sustained way.”

iPAD Angola is taking place from 4-5 May in Luanda followed by the **Southern African Power Industry Forum** from 6-7 May.

More companies participating in the forums include the Angolan water utility EPAL, telecoms giant Unitel, GA Angola Seguros, Novacel, the NEPAD Business Foundation, Maat Consulting, Surgetek, TPL, Interplast, Standard Bank, Landis+Gyr, Bowman Gilfillan, Omnicron, Itron, ELO, Megger, TPL and Interplast.

For more information regarding media for iPAD Angola 2010 and Power Industry Forum, press accreditation or to organise interviews with speakers, please contact:

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Event location:

Hotel Tropico, Rua da Missão 134, Luanda

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