

# COMPANY PROFILE

Global Advisory | International Trade | Strategic Investments



**WE PLAN**  
GROUP

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# Welcome Message

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"At WE PLAN, our mission is to transform ambitious ideas into tangible achievements.

For more than 15 years, we have supported companies, governments, and investors in structuring their projects, securing transactions, and unlocking opportunities across Europe, Africa, and Asia.

Our strength lies in combining strategic vision with operational execution, offering innovative solutions tailored to complex business environments.

Today, WE PLAN is more than a consulting firm – we are a trusted partner committed to driving sustainable growth and global impact."



**Macouangou Nzaba Y.**  
*Chief executive officer*

# Company Overview

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## ■ A Brief Story About The Company

WE PLAN was established by a father-and-son duo of lawyers.

- The father brought decades of legal and commercial expertise.
- The son specialized in financial engineering and strategic management.

This combination created a firm uniquely capable of bridging law, finance, and strategy.

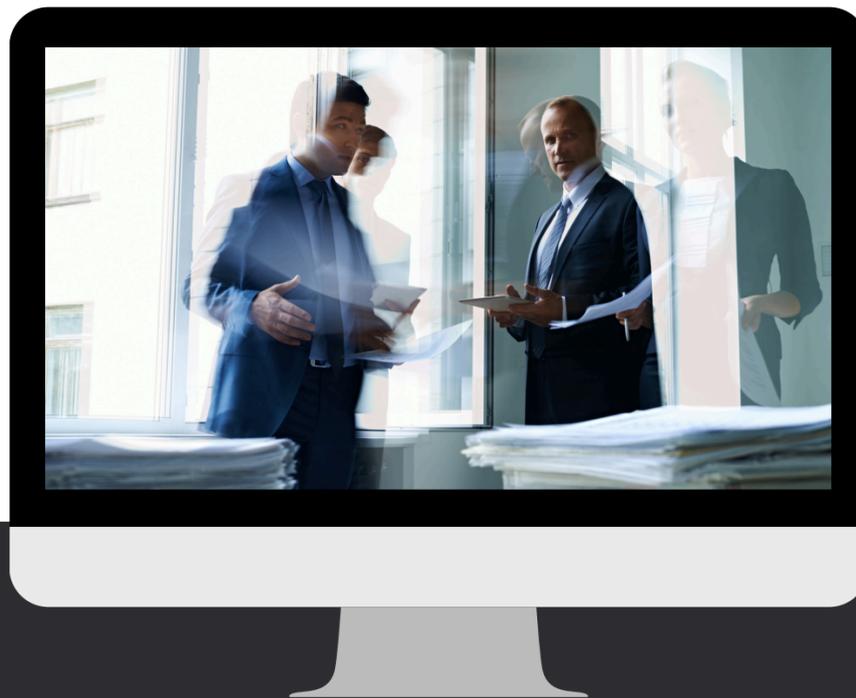
Today, WE PLAN is a global partner at the crossroads of Europe, Africa, and Asia, trusted by public institutions, private investors, and multinational companies.

# Key Figures

- €50M+ transactions structured in trade and consulting
- 3 continents covered with operational offices
- 1,000+ distribution points supported for product deployment in Europe
- 15+ years of expertise in cross-border consulting and investment



# Our Value Proposition



At WE PLAN, we go beyond advisory.

We are integrators of solutions who connect markets, mobilize capital, and drive sustainable growth.

## Why choose us?

- Global Reach – privileged access to Europe, Africa & Asia.
- Multidisciplinary Expertise – legal, financial, and strategic under one roof.
- Strong Partnerships – with banks, investors, and institutions worldwide.
- Proven Track Record – 15+ years of projects, from advisory to execution.

# Our Solutions



## Advisory Solutions

- Strategic consulting & project management
- IT solutions
- Market studies, feasibility, and business structuring
- Legal & financial advisory



## International Trade & Investments

- Commodity trading
- Structuring cross-border transactions
- Tailored financing with banking partners



## Asset & Real Estate Solutions

- Acquisition, leasing & asset management
- Negotiation and deal facilitation
- Legal & financial structuring



## Capacity Building Solutions

- Training in entrepreneurship, leadership & management
- Skills development for sustainable business growth

# Key Achievements

**+100 projects successfully delivered** across 3 continents.



**2020**

## Cultural Projects

Co-organization of "125 Years of Cinema"

**2021 - 2022**

## Commercial Deployment

Launch of One Ball products in 1,500+ French stores

**2023**

## Women Entrepreneurs

Support program in Senegal

**2024**

# Company Values



## Integrity

transparency and trust as the foundation of our partnerships.

## Innovation

turning creative ideas into effective solutions.



## Excellence

commitment to delivering the highest quality standards.

## Global Mindset

connecting Africa, Europe, and Asia to foster inclusive growth.



*"One idea, one project,  
one action"*

Company Profile

# We Have The Best Team

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A multidisciplinary group of experts combining legal, financial, and strategic skills.

[www.htp.agency](http://www.htp.agency)  
[www.weplanltd.com](http://www.weplanltd.com)



**Oumou Diallo**  
*Project manager*



**Grace Zhang**  
*Partner for Asia*



**Adrianna Ndongala**  
*Analyst*



**WE PLAN**

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**Get in  
Touch !**

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