



Press Release

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Mediterrania Capital Partners' eight-step value creation model unveiled in a new book by Albert Alsina, Founder and CEO

Malta. Mediterrania Capital Partners, the Private Equity firm focused on growth investments for SMEs and mid-cap companies in North and Sub-Saharan Africa, is pleased to announce that Albert Alsina, the company's founder and long-time CEO, has launched a new book to share his knowledge and experience of generating value in business.

Albert Alsina, the author of *Value Creation in Private Equity*, said: "Being able to select the right companies in which to invest is crucial, but even more important is the ability to create value and have an impact from the very first day. With this book, I intend to share the key pillars of a very specific methodology that is helping our portfolio companies achieve their next level of growth by tackling a variety of aspects such as purpose, governance, human resources, the three enterprise processes, etc."

The book aims to summarise in eight steps illustrated with real-life cases the value creation model that Mediterrania Capital Partners applies while monitoring the firm's portfolio companies, supporting them in the definition and implementation of their business plan with a focus not only on the financial aspects of the business but also on intangible drivers like people, innovation, technology and brand.

"Regardless of the product or service, the sector and the countries in which they are operating, the systematic implementation of this value creation model helps companies become stronger, more efficient and more profitable while enhancing their long-term growth and competitiveness," concluded Albert Alsina.

Value Creation in Private Equity, available in bookstores in print and digital formats, is intended for Private Equity and Venture Capital professionals, investors, entrepreneurs and company owners seeking to create value and improve performance in any business.

See promotional video:

<https://www.mcapitalp.com/value-creation/albert-alsina-book/>

About Albert Alsina

Albert Alsina has three decades of international experience in multinational settings where he held several General Management executive positions at global and European levels in the US, UK, Brazil, Germany, Zimbabwe, Spain and Malta. He has also held Board positions in many African, Asian and South American companies.

In 2013, Albert founded Mediterrania Capital Partners Ltd, which today manages three funds: MC I, MC II and MC III. Nowadays Albert is a member of several Investment Committees and a Board member of several portfolio companies of the three funds.

Albert is a member of the Emerging Markets Private Equity Association (EMPEA) Governance Committee and African Council, an active member of the Africa Capital Venture Association (AVCA) Sustainability Committee and an Associate Professor at the EADA Business School in Barcelona. He currently sits on the Board of Anne Fundació, a centre dedicated to providing medical and psychological care for children. Albert is an AMP graduate from Harvard Business School (USA). He also completed the Global Leadership Program from Wharton (USA) and PADE from the IESE Business School (Spain) and holds master's degrees from Fulda Fachschule (Germany) and Université de Poitiers (France) as well as a bachelor's degree in business from the University of Barcelona (Spain).

About Mediterrania Capital Partners

Mediterrania Capital Partners is a dedicated Private Equity firm investing in consolidated SMEs and mid-cap companies in Africa. With offices in Abidjan, Algiers, Barcelona, Cairo, Casablanca and Valletta, Mediterrania Capital Partners takes a proactive, hands-on approach to implementing the growth strategy of its portfolio companies by driving the Value Creation and ESG processes. Today, the group companies and portfolio companies of Mediterrania Capital Partners deliver over €1.5 billion in annual revenues and employ more than 20,000 people in Africa.

In 2019 Mediterrania Capital Partners was granted an AIFM (Alternative Investment Fund Manager) Licence under the Directive 2011/61/EU by the MFSA (Malta Financial Services Authority). This licence requires fund managers to comply with a stringent regulatory and supervisory framework that includes strong governance processes.

Mediterrania Capital Partners is a regulated financial investment manager licensed by the Malta Financial Services Authority (MFSA), the Financial Services Commission (FSC) in Mauritius and the Comisión Nacional del Mercado de Valores (CNMV) in Spain.

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