YOUNG TRANSNATIONAL PROFESSIONALS:

THE WORLD IS OUR OFFICE

Research into the mobility process of Dutch-Ghanaian Young Professionals
in the Greater Accra Region, Ghana.

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'Africa is not something far away and exotic but it is part of the global conversation'

(Valene, personal communication, 8 May 2017)[1]

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Preface

You are looking at the master thesis: *Young Transnational Professionals: the world is our office.* This thesis gives an overview of the knowledge I gained during my final year at the Radboud University in Nijmegen. Thus, it is a summary of what is taught in the Human Geography Master, specialising in: Globalisation, Migration and Development. I want to thank everyone who has supported me during this research. Foremost I want to thank my thesis supervisor Dr. ir. Lothar Smith who guided me through the process of doing research abroad and writing a master thesis in general. In addition, I would like to thank the people from Impact Booster and the Ghanaian Netherlands Business and Culture council. These people made it possible for me to have the experience of doing research abroad and they made sure I was able to complete my research during a two month stay in Accra.

During my stay in Ghana I met a lot of people who deserve my sincerest gratitude for showing me around, introducing me into their culture and helping me in gaining a broader insight in how the people in Accra live. I want to especially express my gratitude to all the people of the *Somewhere Nice hostel*, who treated me as their sister and did not only give me the complete Ghana experience, but also made my stay a lot more fun. A final word of gratitude is reserved for all fellow students who supported me during my field work; Marvin, Dirk and Nick and especially Lisa and Johanna with whom I spent some good times in Ghana.

Finally, I want to thank my parents, family, friends and everybody who supported me and has shown interest in my research. In the past tough time, the trust you had in me helped me to continue, which has resulted in this final thesis. My biggest *thank you* goes to Kevin who has always been there for me supporting me, in my dreams, travels and experiences.

Thank you all and enjoy reading!

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Summary

The world is reconstructed by new generation movements over time. This research introduces a new piece of generation movement terminology: YTP, Young Transnational Professionals. YTP's are highly skilled professionals who are entering the labour market with small working experience but a great deal of ambition. YTP's are young professionals whose lifestyle revolves around personal careers and individualistic consumption in a global context. The rise of this phenomenon is related to the growing international labour market and transnational businesses. This creates an international urban link related to global (ising) cities. By crossing borders, YTP's seek to improve themselves in different countries, provided they have certain living standards. The focus of the research is on the mobility of Dutch-Ghanaian Young Professionals, who are second generation migrants who grow up, study, work and live in in the Netherlands and have their roots or transnational urban link with the globalising city of Accra, Ghana. In addition, the Dutch-Ghanaian Young Professionals have multiple cultural backgrounds and languages and they possess 'Dutch' skills and knowledge. The research aims to provide insight into the mobility of Young Transnational Professionals in association to companies related to the Netherlands and located in Accra. The main question of this research is:

How does the mobility of Dutch-Ghanaian Young Professionals impact companies related to the Netherlands located in Accra?

The focus of this research is to the movement of the YTP's in association with companies located in Accra. With a case study of Dutch-Ghanaian Young Professionals, this research gains insight into the social and economic aspects of the mobilisation process. The insights are researched using methods like in-depth semi-structured interviews, expert interviews, observations during business events or on social media and literature study. After processing all the data, texts, notes and transcriptions, the data analysis used codes and quotations in the computer program Atlas.ti, see chapter 3.

The terminology of YTP is related to the theoretical phenomenon of migration what can be overwhelming for its complexity. Migration is about the flow of people between different places with economic, social, political or cultural backgrounds whereby no single theory can fit the total complex character of migration (Castles, et al., 2015:25). An alternative for explaining migration processes is the transnational theory (Mazzucato, et all., 2004). This multidisciplinary theory focusses on direct linkages across international borders, what goes beyond the concept of migration. To create a multidimensional approach there is the use of transnational mobility, whereby the focus is on the movement of people across borders but with no expectations and fixed relations. Some of the most important aspects of transnationalism are networks and connections on a local as well as a global scale (Chen and Tan: 2009:1080). Those transnational networks create opportunities for YTP's and businesses to develop across borders. People are no longer confined to a single state and the exchange and connections between different countries become increasingly important, the ongoing transnational transfers of knowledge, information, capital, goods and services being an important part of that (Conway and Potter, 2009:7; Vertovec, 1999). People can act, handle and be present in multiple spaces at the same time and long-distance networks are created. Another part of this is the theoretical phenomenon of trans-locality. This creates strategic spaces with new economic, political and social potentialities, thus creating new transnational identities and communities. Cross-border networks of cities, in this case Amsterdam-Accra, are also a result of the concept. Those cross-border relations are important for understanding processes of mobility because mobility is not only about the movement of people but also about the influences on those movements and related networks.

Interesting outcomes of this research is that identity and sense of belonging are important factors within the mobilisation process of the YTP. The in-between space where the YTP find themselves, -

Ghana versus the Netherlands- can be confusing and give the feeling of being lost in the identity. The mobility process included a process of understanding and acceptation of the hybrid identity, which is formed by social, cultural and political aspects in the Ghanaian as well the Dutch society. YTP's experience exclusion and discrimination on personal as well business related environments. Interesting is that YTPs use the acceptation of the hybrid identity to strengthen their position in the global market, by creating a dynamic transnational network. The influences of the hybrid identity and sense of belonging to the mobility process of the YTP ensures that the process is not only influenced by the professional ambitions but also personal development is important in the process.

This research defines three types of YTP's whereby the network analysis is discussed. First are the hardworking man, second the career women and the third type of YTP's are the enthusiastic newcomers, Thereby, insights in the different approaches and relations of the YTP's network will be given filled in by different actors of the Social Network Analysis (SNA) with the underlying relations. Every type of YTP has an own SNA whereby actors are linked to each other, the differences between the three types depends on flexibility, ambitions, social commitments and working experiences. The roots of the YTP, and being part of the diaspora, is an important influence on the ability to build on the transnational network, whereby bridges are being built between the two societies. The network of the YTP can be seen as facilitator and connector of networks between Dutch related businesses, local society and international actors. Especially the convenience of being able to quickly incorporate into the new work situation, whereby understanding of the culture is included, is an important value of the YTP. The connections with other Dutch-Ghanaians forthcoming out of the diaspora, create a broader transnational network for the YTP. Especially in the preparation phase of the localisation process of a company, this can be a benefit. So, the connections and cultural knowledge of the YTP as well in the Netherlands as in Ghana can be optimally used.

The phenomenon of trans-locality defined the importance of strategic spaces with new economic, political and social potentialities, thus creating new transnational identities and communities. Ghana's buzzing economy provides not only opportunities for YTP's also international Small and medium-sized enterprises (SME's) located in the country benefit from the economic attractive country. Even though, the business climate still is not optimal for international businesses. Corruption on different governmental levels, financial instability and cultural differences can be reasons for a business not to settle. Thereby is the limiting view of Dutch entrepreneurs on the business climate of Ghana not changed enough over the years. Ghana still is seen as an underdeveloped country and not taking seriously as an equal business partner. The values of the YTP, such as the Dutch work ethics, cultural-social knowledge and the international work- or study experiences can support companies in their business environment in Ghana. The transnational network of the YTP's ensures that different bubbles in the context of local, national and international environments, are linked to each other. The fact that the professional is able to react adequately and quickly to different circumstances is an added value for the professional and personal position of the YTP also with respect to companies that are related to the Netherlands.

The conclusion can be made that the hybrid identity, sense of belonging, in combination with values of the YTP gained out of Dutch education and work experiences impact the Young Transnational Professional in their mobilisation process towards Ghana. The YTP's transnational network connect companies with local, national and international bubbles what influence the business environment of the companies. The impact exists out of flexibility, sensibility, patience and independence that the YTP offers to both environments, this all with a great empathy for both partners, whereby the YTP can build bridges between both associates.

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Acronyms

CMS: Centre of Migration Studies (University of Ghana)

GNBCC: Ghanaian Netherlands Business and Culture Council

IBA: Inclusive Business Accelerator

KVK: Kamer van Koophandel, Dutch Chamber of Commerce

SME: Small and medium-sized enterprises

SNA: Social Network Analysis

YTP: Young Transnational Professional

YUP: Young Urban Professional

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1. Introduction

1.1. Research context

The world is reconstructed by new generation movements over time. There are terminologies of Generation Y, Millennials, Young upwardly mobile professionals (Yumpies), and one of the best-known YUP or Young Urban Professional that is introduced in the early 1980s (Smith, 1987). The term YUP is discussed as self-absorbed young professionals who are attracted to the urban life by enjoying the cultural and social attractions of the city, what is possible by making good money. The lifestyle of the YUP revolves around personal careers and individualistic consumption by means of urban mobility (Smith, 1987). In this phenomenon, migration is regularly visible in the rural to urban movement (Howe and Strauss, 2007; 2009). The city triggers young professionals to move towards urban areas. This research focuses on a new generation movement that goes further than the urban mobility with the effect of transnational movements. Transnationalism refers to cross-border ties of persons that relate to two or more countries whereby relations and connections arise amongst cross-border activities (Vertovec, 2009). According to Vertovec (1999), '*transnationalism refers to 'multiple ties and interactions linking people or institutions across the borders of nation-states'* (p.447). This research emphasis on the mobility of young professionals, and focus on the transnational relations and movements.

The focus is especially on the mobility of Dutch-Ghanaian Young Professionals, second generation migrants who grow up, study, work, live in in the Netherlands and have their roots or transnational urban link with the globalising city of Accra, Ghana. To provide a context for this research, the focus is on the young highly skilled professionals who are entering the labour market, with small working experiences but a great deal of ambition. This research introduces a new piece of generation movement terminology: *YTP, Young Transnational Professionals.* In this context, the connections between the Dutch-Ghanaian high skilled young professionals, international businesses, the Netherlands and Ghana are important. The discussion of the research is about the impact of countries of origin and destination on the YTP. Therewithal is the debate about the terminology of migrants and international migration. The paradox within migration theories is discussed, like the thought that the second generation migrants have the same country of origin -Ghana- as their parents, even when this generation is (mostly) born and raised in the Netherlands. An interesting discussion is if the term migrant is justified for this new generation of young professionals. The theoretical framework of this research constructs the phenomenon of transnationalism further that the discussion of terminology includes. YTP's are young professionals whereby the lifestyle if focussed on personal careers and individualistic consumption in a global context. The rise of this phenomenon, is related to the growing international labour market and transnational businesses. This creates an international urban link related to global (ising) cities. By crossing borders YTP's seeks to improve themselves in different countries provided they have certain living standards. This research focuses on the transnational urban link with the globalising city of Accra and the located Dutch transnational businesses.

Accra is the capital and largest city of Ghana and is located in the South on the Atlantic coast. The Republic of Ghana is located in West-Africa, along with the Gulf of Guinea and Atlantic Ocean (Map 1.1). With a landmass of 238,537 sq.km, Ghana shares borders with three countries, Ivory Coast in the West, Burkina Faso in the North and Togo in the East. In 2016 the population of Ghana is 28.3 million whereby more than 4.6 million people (16%) lives in the Greater Accra Region. Ghana is administratively divided into 10 regions and 170 districts, whereby the focus of this research is on the smallest region of the country -1.4 per cent of the total land- the Greater Accra Region (Ghana statistical service, 2016).

Map 1.1: Ghana (Wikimedia, 2017)

In the last 5 to 10 years, the Greater Accra Region has grown dramatically, whereby the number of the population has doubled (Ghana statistical service, 2016). An indication of the city of Accra is that it rapidly absorbing the surrounding hinterland in its continuous expansion. Grant and Yankson (2003) argue that at its present rate of urbanisation Accra is one of the fastest growing cities on the sub-Saharan continent. Whereby the Greater Accra Region can be seen as the upcoming business Metropole of West-Africa (Grant, 2009). Chapter 6, provides in-depth information about the Greater Accra Region in relation to the business climate for international businesses located in this region.

In addition, Dutch-Ghanaian Young Professionals have multiple cultural backgrounds, languages and contain 'Dutch' skills and knowledge. With those characteristics, this research gain information about the added value and benefits of the YTP's for companies located or with the ambition to locate in Accra. The focus is on the impact of the mobility of the YTP on companies related to the Netherlands or vice versa.

The YTP's are related to the phenomenon of ethnic entrepreneurship known as *'a set of connections and regular patterns of interaction among people sharing a common national background or migration experiences' (*Volvery, 2007:30). This form of entrepreneurship is important for the modern urban society and ensures economic-social influences on ethnic communities (Volvery, 2007). Although the phenomenon of Young Transnational Professional build further on this theory, whereby the younger generation has the ambition to improve themselves further on personal and business activities, with in their mind the roots of their parents. This creates a generation shift in the forms of commitment, development and migration movement. The focus of the YTP's is on sharing and expanding their

personal knowledge and skills across borders, all over the world. This research gain insight into the mobility of YTP's and how the skills and knowledge of YTP's could influence a less studied area of transnational businesses.

Aforementioned, transnationalism refers to multiple links and interactions of people, institutions and businesses across national boundaries. One of the most important aspects of transnationalism are networks and connections on a local and global scale (Chen and Tan: 2009:1080). Those transnational networks create opportunities for Young Transnational Professionals and businesses to improve themselves across borders. This research applies in the context of transnational businesses with the case of companies related to the Netherlands and who are expanding their businesses across national boundaries towards Accra.

In this research, there is deliberately chosen for the focus specific on companies related to the Netherlands instead of Western or European companies. This because the country of origin is characteristic for the business management of the company, that creates differences in norms and values within Western societies and business management (Ferner, 1997). Dutch management is known as direct, efficient, enterprising and innovative, although the way of hierarchy within the business is frequently different from other Western countries (Ferner, 1997). So, to make the research not more complex than necessary, the focus is specific to companies related to the Netherlands. The use of the term, related to the Netherlands, is because of the frictions in the assumption of when it is a company out of the Netherlands (Lomans, personal communication, 29 March 2017). Companies who have officially not connected to the Netherlands anymore, but still have a Dutch management team are seen by the Royal Netherlands Embassy as Dutch. To create no unnecessary confusions and limitations the context of this research exists out of companies related to the Netherlands, but written as companies.

The main link to understand mobilisation of the Dutch-Ghanaian Young Professionals or YTP's towards Accra in relation to companies is the integration process into the Ghanaian local society. Insights into the social networks, living conditions and identity thoughts give insights into the personal aspects of the mobilisation process of YTP's. Insight into the professional interactions and networks of the Dutch-Ghanaian Young Professionals could be made clear how companies can profit from the mobilisation of YTP's. Those networks and diaspora are further discussed in the theoretical framework.

1.2 Research relevance

1.2.1. Scientific relevance

This research adds value to the academic debate about mobility in and towards Ghana by Young Transnational Professionals. Migration in relation to Ghana is not new within the academic debate. National as well international migration is already elaborated by numerous of academics (Ammassari and Black, 2001; Adepoju, 2005; Black, King and Tiemoko, 2003; Geest, 2010; Setrana and Tonah; 2014; 2016; Smith, 2007). Motivations of migration consist out of multiple reasons and often decide if there is urban-rural or international migration. Although return migration e.g. migration back towards the country of origin is underexposed. Thereby it is the case that this form of migration is rather complex with a diversity of terminology e.g. circular migration, international or intercontinental migration, return migration, transnational migration or economic migration. Within the migration studies, the focus is mostly on specific and fixed routes or patterns. This research wants to go further than the fixed routes and focus on the way people are mobile and travel by unfixed (migration) routes and patterns. With critical analysis, this research wants to define the form of mobility of Dutch-Ghanaian Young Professionals what creates insights on the impacts of international migration. This research provides a new generation movement terminology of YTP into the academic world that goes beyond international

migration and discusses terminologies as migrants. With this new mobilisation phenomenon, transnationalism, international migration and global business are connected to each other by combining the theories. Mobility is by definition not linear whereby it is not going about the migration process of the Netherlands towards Ghana, but as mobility in general and interactions, interconnections and mobility in the broadest meaning of the term.

Additional, the focus of return and circular migration is frequently on migration and the development of small businesses, with the statements on the poverty reduction and economic growth in Africa (Black, King and Tiemoko, 2003; Black and Castaldo, 2008; Setrana and Tonah: 2014). Mentioned that researchers generally speak of the first group of returnees what are approximately low-skilled migrants (Black and Castaldo, 2008:47). Even though, those small businesses do not always result in success. On the other hand, there is a second group of returnees that consist out of high-skilled migrants who are part of YTP's and seeking for employment within the private or public sector (Setrana and Tonah, 2014). This research focus on the second generation of return migrants and the opportunities by transnational businesses in Ghana. In addition, the practice of terminology of second generation migrants is discussed and substantiated in the term YTP. Setrana and Tonah (2014) mentioned in their research that return migration is not a spontaneous form of migration, but a planned process over several months (p.21). The individual choice to return and the success of the reintegration depends on the effort of the returnees, this with a limited support from (non) government organisations (Setrana and Tonah, 2014:21). Thereby research on return migration discussed that Ghana is successful in attracting professionals back to the country of origin (Setrana and Tonah, 2014). Main reasons for the return is contributing to national development, economic activities and attract human capital (Setrana and Tonah, 2014). Although, research on migration and return migration pays a lack of attention towards transnational business communities what generates barriers for national and global development for locality. When the focus is added on the relation between the two subjects and efficient multi-disciplinary research, the development will be better understood. In its focus on transnational approaches to global business activities, this thesis adds value to the academic debate. Missing in other prominent literature is the focus on transnational businesses because the attention goes to entrepreneurship and small local businesses. In response to the perceived missing information, this research focusses on the relation between the mobility of young entrepreneurs and the located transnational businesses. This research built further on the theories of transnational entrepreneurship and extent the subject towards transnational businesses. The focus of this research is on the second-generation high skilled young professionals in a multidisciplinary context. This generation contributes to innovative business incentives, appropriate work ethics and the ability to empathy. Conway and Potter (2009) mentioned return migration of the next generations, whereby exactly this generation is relatively invisible as a return migration cohort (p.3) and this research will contribute to this invisibility of mobility. Hereby the discussion will be about mobility and lead to understanding the changing patterns and processes of Young Transnational Professionals towards Accra. The focus is on the understanding of how the mobility of YTP's is linked to transnational businesses and how both aspects could add value to each other. This research provides theoretical connections between multiple sites as transnationalism, international migration, global businesses what gives multidimensional insights and connections that are not earlier is provided in the academic world. This creates not only opportunities for new academics to provide other researchers but also impact governmental organisations as foreign affairs that get the opportunity to compose and develop new national policy on transnational business, global trade and migration issues.

1.2.2. Societal relevance

This master thesis focuses on the mobility of the Dutch-Ghanaian Young Professionals and impact on companies connected to the Netherlands. The important social phenomenon is the integration of YTP's into the Ghanaian society and how these are associated to companies located in Accra. The mutual relationship between Dutch-Ghanaian Young Professionals and companies is not completely optimal nowadays. The connection between those two actors is minimal whereby mutual benefits are not available. When those connections and relations between both sides can be improved, both parties can profit from each other's skills, knowledge and opportunities. Thereby the focus is on the integration process of Dutch-Ghanaian Young Professionals into the Ghanaian society and business environment. Clarifying the motivations and feelings behind the mobility process. Besides the valuable for this research, it also provides insights for other mobility and migration research on topics as, livelihoods, housing or social remittances. Understanding in the mobility process of the YTP give researchers more in-depth knowledge from other perspectives and policy makers more opportunities for making efficient policy on those mobility flows.

This research will contribute to the knowledge about relations and interactions between mobility and process of organisation within transnational businesses. The focus of the research will be on the mobilisation of YTP's and the impact on companies located in Accra. Important hereby is to gain insight into the transnational networks of YTP's and transnational businesses. Transnational networks are interconnected multidimensional aspects of cross-border flows and activities, whereby social networks are important to define how YTP's acts through space and time (Smith, 2005; Castles, et al., 2015; Vertovec, 2002). The connections within a network are important for an YTP on positioning himself within a transnational field. The process of mobility and organisation processes is linked to the networks and connections of the YTP. With insights into these networks, connections between the processes can be made. The knowledge and networks of YTP'S are associated with crucial issues like trust, work ethics and cultural experiences. In the end of this research, appendix 1, an instrument in the form of a Memo is constructed that make the connection between Dutch-Ghanaian Young Professionals and companies related to the Netherlands. This instrument provides guidance in the optimal benefit of the process of mobility of YTP's and the added value into organisation processes of companies in Accra. This would include crucial issues of networks like trust, clientelism and (in) formal interchanging.

1.3 Research objective and questions

Following out of the prior introduction this research objective is to provide insight into the mobility of Young Transnational Professionals linked towards companies that are related to the Netherlands and are located in the global (ising) city of Accra. In light of this introduction, research relevance and objective, the main research question for this research is:

How does the mobility of Dutch-Ghanaian Young Professionals impact companies related to the Netherlands located in Accra?

To answer the main research question, several sub-questions are constructed. Additionally, the necessity of each sub-question can be found in an explanation below each question.

1. Who are the Dutch-Ghanaian Young Professionals and how are their transnational networks established?

The focus of my research is on YTP's, highly skilled professionals who are entering the labour market, with small working experiences but a great deal of international ambition. This sub-question defines the YTP's in the context of Dutch-Ghanaian Young Professionals. In addition to, this question

elaborates the networks of the YTP's, how these are shaped and which choices the YTP make in using this network. It questions the extent of the rationality of the choices behind the use of the network of the YTP. Creating valuable understandings in the awareness behind the usage of the YTP network in Ghana as well in the Netherlands. This clarifies the transnational position of the YTP. This first sub-question deals with the intrinsic meaning of the YTP's what conduct the impact of the network on businesses related to the Netherlands.

2. How is the mobilisation process of Dutch-Ghanaian Young Professionals constructed?

This question explicitly explores how the mobilisation process of Dutch-Ghanaian Young Professionals is shaped and which choices the YTP's is making in moving towards Ghana. This create insights into the motivations behind the YTP's mobilisation process. This explain the personal improvements and struggles of the YTP that influence the ease of the mobilisation process. The impact that YTP's can offer towards companies related to the Netherlands are based on the progress, comforts and barriers of the mobility process.

3. How does the business climate for companies related to the Netherlands and Young Transnational Professionals manifest in the Greater Accra region?

In the introduction mentioned is the importance of the transnational urban link whereby the concept of trans-locality in chapter 2 define the importance of the city. This sub-question gains insights into the Greater Accra Region, the current business climate and the governmental system. The way in which participation within the city is available for businesses and YTP's gives insights into the challenges and opportunities for creating business in Accra. Such insight is needed to create an overview of the perception, expectations and practicalities of the context of operationalisation within the city. Insights into the system of Ghana, creates overview in the challenges and opportunities for businesses and refers to the cross-border ties of the YTP's.

1.4 Thesis outline

In this first chapter, the problem statement that led to this research has been set out, followed by the relevance, research objectives and research questions. To answer the research questions literature and empirical research has been done. In the next chapter, the theoretical framework on which this research is established will be provided. In this second chapter, the concept of international migration will be discussed additionally with transnationalism in relation towards global citizenship and trans-locality. This gain insights into the construction of the new piece of generation movement terminology: Young Transnational Professionals. Furthermore, to understand relations between YTP's and companies related to the Netherlands, the literature operationalised the context of the concept global businesses and transnational networks. In chapter 3, the methodology of the empirical research will be defined. With a case study of Dutch-Ghanaian Young Professionals, this research gains insights into the mobilisation process of YTP's and the impact on companies. This chapter describe the multiple research methods that are used in the empirical research, like in-depth semi-structured interviews, expert interviews, observations during business events or on social media and literature study. Following the methodology, the fourth, fifth and sixth chapter will answer the sub-questions as set in this first chapter, with analysis out of the fieldwork. Chapter 4 is the foundation for the empirical research. The chapter defines the context of Dutch-Ghanaian Young Professionals and introduce the respondents of the research. With the Social Network Analysis chapter 4 describes the transnational networks of the YTP's. Chapter 5 build further on the information of the YTPs and gain insight into mobility process. This corresponds with the second sub-question of this research. The personal improvements and struggles with the senseof belonging and hybrid identity influence the ease of the mobilisation process. Also, the experiences and values of the YTP's are described. Chapter six

corresponds with the third sub-question, whereby the focus is on the business climate of the Greater Accra Region. This chapter focus on Small and medium-sized enterprises that create new business opportunities and invest in Ghana. The trans-local link within YTP's and the city of Accra are central in this chapter. Merging the results out of the three analysing chapters a critical reflection of the main findings and conclusions will be given in chapter 7. In this final chapter, the reflections of this research and recommendations for future research and elaborating national policy also will be offered. After this concluding chapter, a list of references and the appendix can be found.

2. Theorizing transnational mobilisation

After insight into the research objective and questions of this thesis, this chapter will provide an overview of the theoretical context in which this research is placed. Mobilisation, transnationalism, young professionals and transnational businesses are the central concepts regarding this research. This chapter gives insight into the processes of mobilisation and transnationalism and how they are interrelated and interconnected. In this research, an overview of different theories of migration and transnationalism will be given in order to gain insights in the interconnectedness of mobility. Noteworthy is that this research is critical about the terminology of migrants and all other linked terms. The theories will be criticized in their terminology for example with the question why must researchers speak about migrants and not about people or global citizens? To gain broader insight into transnationalism in relation to global citizens, theories of globalising cities, trans-locality and global businesses are defined. In the last section, a conceptual model will be provided to make the relations between the theoretical concepts more visually clear.

2.1 International migration

The phenomenon of migration can be overwhelming for its complexity. It is about the flow of people between different places with economic, social, political or cultural backgrounds whereby no single theory can fit the total complex character of migration (Castles, et al., 2015:25). The complexity and volume of migration are in relation to people's aspirations and capabilities to migrate. This makes migration a long-drawn-out process that not only affects the migrants as an individual but subsequent generations too (Castles, et al., 2015). The large-scale movements of people arise from the process of global integration, what makes international migration an important factor of global change (Castles, et al., 2015:7). International migration highlighted inter alia, the role of return migration, circular migration and of transnational communities (Munck, 2009:21). International migration is a structured form of migration and the starting point for understanding mobilisation. With understanding the phenomenon of international migration, the theoretical framework around mobility can be set out (Munck, 2009:21).

Migration is a form of (semi-) permanent geographical movement of people, usually across some type of administrative boundary (Castles, et al., 2013). Migration is not a new phenomenon, people have always been on the move. Migration is there in lots of forms, although, by the terminology globalisation, international migration stands more central. However, the increase of globalisation does not automatically mean an increase in international migration (Castles, et al., 2013:5). National borders became in the phenomenon of globalisation less meaningful and in that sense, the concept of transnationalism becomes more important (Munck, 2013). The flow of people is not only engendered by war, dislocation or poverty, but these days also by the desire of better job opportunities, personal development or family reunification (Castles, et al., 2013).

Castles, et al. (2015) describe two paradigms of migration theories namely the functionalist and historical-structural theories. 'Functionalist social theory tends to see society as a system, a collection of interdependent parts' (p.27) hereby migration is a positive concept what included the interest of people and ensures equality within and between societies. The historical-structural theory 'emphasize how social, economic, cultural and political structures constrain and direct the behaviour of individuals' (p.27) the focus by this theory is on the unequally of economic and political power and the distributed social and cultural processes.

A critical approach of international migration is the New Economics Labour Migration (NELM) theory. This theory does not focus on the individual but on the factors that influence families or households and their migration decision making (Castles, et al., 2015:38). According to Stark and Bloom (1985) the NELM theory *'highlighted the role of wider social entities and interactions within them in conditioning migration behaviour'* (p.173). Understanding processes of economic betterment and development are

in this theory contributed, this could be by labour or non-labour market phenomena (Stark and Bloom, 1985). The NELM theory focusses on the role of social networks of migrants and is because of this related to transnationalism. Thereby is there a connection between the NELM theory, return migration and positive impacts on development in the long term. The NELM theory mentioned that when migrants have achieved their goal, a logical outcome is return migration. International migration and the NELM theory of Ghanaians towards the Netherlands is already discussed by the researchers Smith and Mazzucato (2005). It becomes clear that the Ghanaian migrants are double engaged to both societies whereby strong social ties between the migrant and their families are present. With economic and social remittances, the migrants take care for their family back home in Ghana and stimulate the development of the Ghanaian economy (2005:13). Although this commitment to the home country does not prevent the migrants from being engaged in the host country economy and community. Smith and Mazzucato discussed the double allegiance of Ghanaian migrants towards the home and host country (2005:11).

*Conway and Potter (2009) mentioned '*Global interconnectedness is going to continue to deepen, and transnational circuits and networks are not only going to strengthen and deepen, but the multi local character of these global webs is going to metamorphose into new non-traditional forms' *(p.7).* I can only agree with this statement and found it very important that the non-traditional forms improve themselves. Nowadays, researchers are thinking too much in boxes and it is time to get out of those boxes. The YTP's are a new generation whereby the international migration is not specific enough to provide valid estimates of their contribution and to explain the circuits of transnational exchanges (Conway and Potter, 2009:15).

Vertovec (2002) described the relationship between transnational networks and skilled labour migration whereby he states that there is a significant difference of characterising low or unskilled migrants and skilled migrants. Because of those difference, Vertovec (2002) described three various features of skilled labour networks. He mentioned recruitment, movement and job placement and circulation as features for skilled labour migration. Thereby it becomes by new technologies easier to impact skilled migration, whereby the focus is more on sources, channels and outcomes of skilled labour migration (Vertovec, 2002:13). This would also lead to multiple strategies for acquiring and moving skilled workers by companies, whereby not always a physical presence is necessary. Vertovec (2002) conclude that: '*an understanding of multiple roles of transnational networks … provides an invaluable insight into the functions of and policy issues … around the mobility of high skilled workers'* *(p.13).*

2.2 Transnationalism

An alternative for explaining migration processes is the transnational theory (Mazzucato, et all., 2004). This multidisciplinary theory focusses on direct linkages across international borders, whereby it does not only have a major role in migration studies but also by law, human geography, economics, sociology and political science (Smith, 2005; Mazzucato, et al., 2004; Vertovec, 1990). This multidisciplinary view on transnationalism is important for this research because it goes beyond the concept of migration. Meaning that the terminology of transnationalism goes beyond the popular concept of social remittances. '*Transnationalism, however, builds global networks in which return, circulation and other temporary or more permanent strategies of migrants and their family members, including the next generations, are highly salient components'* (Conway and Potter,2009:7)

Transnationalism refers to cross-border ties of persons that relate to two or more countries whereby relations and connections arise between cross-border activities. According to Vertovec (1999), '*transnationalism refers to 'multiple ties and interactions linking people or institutions across the*

borders of nation-states' (p.447). People have not bonded to one state anymore, but the connections beyond borders with other states became important whereby ongoing transnational transfers of knowledge, information, capital, goods and services are part of (Conway and Potter, 2009:7; Vertovec, 1999). People can act, handle and be present in multiple spaces at the same time and long-distance networks are formed. Transnationalism is enhanced by advancing technologies and relatively diminishing distance of places and people what ensures it is an emerging and dynamic phenomenon (Vertovec, 1999:447). Transnationalism is a global phenomenon with strong linkages to globalisation whereby distance became relative. Castles et al, (2015) described transnationalism with a social and economic link namely: *'as people become more mobile, many of them foster social and economic relationships in two or more societies at once'* (p.5). There is hereby a crucial role for the growth of diversity what made transnationalism a beneficial process (Vertovec, 1999).

The global networks of transnationalism are a combination of complex interconnected multidimensional aspects of transnational activities in which economic, social, political, cultural, technological and interpersonal linkages (Smith, 2005:2: Conway and Potter, 2009:7). Transnational connections determine how people position themselves in the global world. Communities are built forward on the transnational networks, like diasporas what is the connection elsewhere, what can make a difference here (Clifford, 1994:322). Diasporas or transnational communities refers to groups of people with the same collective ethnicity or religion that have migrated in the past from a country to another. The identity of diasporas is formed by "collective histories, migrations, modernity and nation" (McKittrick, 2009, p. 160). Although this terminology is by researchers bounded as 'negative' because it is a distinction between the migrant and social communities or the segregation of the migrants' communities. The term diaspora often has strong emotional associations, while the approach of transnational community is less loaded (Castles and Miller, 2009). According to Madsen and van Naerssen (2003), the *'social networks are crucial in maintaining the existence of imagined communities abroad' (p.68).* The immigrant will be more attached to the diaspora, the relation with family, friends and colleagues is frequent and intense as well in the country of origin and within the host country. Migrants develop their identities on the basis of dual attachments to both countries, whereby the feeling of belonging is connected to two national identities. This includes the behaviour and activities of the migrants that connect the two countries (Madsen and van Naerssen, 2003:68). In chapter 5.2 the sense of identity and belonging connected to two national identities will be discussed. Even so the individualistic approach of the terminology diaspora and the absence of the emotional associations with this concept.

Transnationalism still is linked to the movement of migrants. But why keep calling them migrants? Also in this research, the terminology of second generation migrants is used, but this will be discussed. Because this group of people are described as migrants but often they have the nationality of the host country of their parents. This citizenship creates a shift in the host and home country for this generation. The host country of the first generation become the home country of the second generation. Although, globalisation made sure that the flow of goods and people become easier, and the national boundaries became less meaningful. Still, people will have the feeling of commitment to their roots, but also wants to mobilise and travel around the world for work, living, travel or other occasions. In this research, I want to discuss the terminology of migrant within the migration and mobility theories, because people, policy makers and researchers hold on to this terminology of the second generation migrants. YTP's often move back and forwards between two or multiple countries because of personal development, still that does not make them directly a migrant. Their movements and fact that their parents are migrants does not give theories and policy makers the right to call them migrants as well. Chapter 5 of this research gain insight in this short-sighted view on second generation migrants and why I prefer to call them Young Transnational Professionals.

2.3 Trans-locality

According to Dawson and Edwards (2004) in the next decades' 95 percent of the urban growth will take place in global cities in the developing world (p.2). Urban centres in the Global South will be demographically and spatially different from cities in the Global North because the challenges on social, ecological and political dimensions are not to compare (Dawson and Edwards, 2004:1-3). The role of the global urban centre is to gather information, people, goods and capital flows and linked them to other networks. Globalising cities become cosmopolitan whereby there is no limit to just one part of the world, but all places and cities are connected. The global and globalising cities are part of the transnational networks, where people mobilise from, by or to (Eade and Smih, 2011). Although, according to Sassen (2002a) *'the increased role of cities and globally networked actors will diminish, but certainly not eliminate, the role of nation-states'* (p.40).

Trans-locality refers to places in which mobile subjects are locally grounded (Eade and Smith, 2011:62; Greiner and Sakdapolrak, 2013:8). Greiner and Sakdapolrak (2013) described the central to the notion of trans-locality as *'a holistic perspective on mobilities, movements and flows, and the way in which these dynamics produce connectedness between different scales' (p.8)* Defined that on the basis of a transnational living, trans-locality is important for the identification of places, material flows and people. Mobility and emplacement are incorporated in this situation whereby it is a place of interaction and connection. Trans-locality give insight in the importance of locality in people's lives and give the attention to multiplying forms of mobility (Oakes and Schein, 2006: xiii). Hereby is the city a place for the exchange of goods and services or consumption of information and knowledge (Oakes and Schein, 2006). Smith (2001) did research towards the relationship between locations of transnationalism and cities. It appeared that the significant role of cities is grounded into transnationalism. There are lots of effects of transnational networks visible on places like cities and on the citizens of those places (Eade and smith, 2011:63). Hereby it is important to see the city not only as home or host place but also as route or direction. By trans-locality the distinction between places of origin or destination is not the only connection with transnationalism, but it is also connected to distant places as significant stops or diverse transnational routes (Eade and Smith, 2011:63). The interaction with the network and being integrated into the network can be the role of the city. Finally, the city can be linked to the transnational network of people although it is also included in the global business, whereby the connection is not only in one place but all over the world. The social-spatial dynamics ensures for trans-local relationship, whereby there is a role for mobility to connecting and transforming places (Greiner and Sakdapolrak, 2013). According to Sassen (2002b:218) *'Global cities and the new strategic geographies that connect them and bypass national states can be seen as constituting part of the infrastructure for global civil society'.* Trans-locality creates strategic spaces with new economic, political and social potentialities, thus creating new transnational identities and communities. Transnationalism is not only about people's network and businesses. Cross-border cities networks, in this case Amsterdam-Accra, are also a result of the concept. The multiplicity of globalisation processes is visible in localised forms in cities in the global South and global North. The relation between globalisation and localisation in cities creates new transnational geographies whereby global (ising) cities are part of global non-state networks (Sassen, 2002b).

2.4 Transnational businesses

Transnational entrepreneurship is a cross-border practice with a transnational view on new insights in glocalised networks of migration and entrepreneurship. Chen and Tan (2009) state that transnational entrepreneurship is a multi-faced process whereby the migrants see opportunities to start a business across national borders (p. 1080). This research does not focus on the entrepreneurship started by migrants but on transnational SMEs. These businesses are faced with local and global processes and

challenges. Transnational entrepreneurs can be described as distinctive agents whose business activities have crossed borders (Chen and Tan, 2009:1080). According to Chen and Tan (2009)

'Transnational entrepreneurship opens a new frontier to develop insights on the structure and impact of glocalized networks—networks with both local and global connection—since both migration and entrepreneurship are boundary-crossing processes' (p.1080).

With the observation that this is a relatively new research area, whereby in this research the link goes further to transnational businesses and the availability of possible glocalised networks. In my opinion, transnational entrepreneurship is comparable with transnational businesses, what also is a boundary-crossing process with impacts of glocalised networks. Although can YTP's be embedded in the transnational business and how can they be an added value for the operationalisation processes of transnational businesses. This means that the 'migrant' is not the start-up but is certainly part of the boundary-crossing process of the transnational business. Hereby the discussion around the terminology of expat can be included, whereby it can be discussed if a Young Transnational Professional is the same as an expat. The term expat is explained as a highly skilled migrant who lives temporarily overseas (Cranston, 2014:1125). The dissemination of knowledge of the expat has an effect on transnational organisations and economies. According to Bochoye and Engbersen (2015) expats are *'generally portrayed either as cosmopolitans with universal ties or as organisation men or women who live in a local expat bubble' (p.295).* This result in two different approaches of expats, first the cosmopolitans, who like to move around the global world to understand and bridge differences and look for new experiences. Second, is the expat bubble, whereby the expat does not feel comfortable between the new and different lifestyles and cultures (Bochoye and Engbersen, 2015). Although it is not that straight forward or exclusive expats often show characteristics of both perspectives. The research of Bochove and Engbersen (2015) discuss the motivations and network ties of the expat, on one hand, the motivation of move abroad is not the curiosity into the world but for their job opportunities, what make the local networks abroad often consist mainly of fellow expats (p.306). On the other hand, there is the global citizen who is concerned about the global politics and wants to build bridges out of the differences between the locals and themselves. Comparable to immigrants, expats do not take only economic aspects into account when deciding the place to live. Social and human capital are important by the decision process of settling (Bochove and Engbersen, 2015).

Important to start a new venture of transnational entrepreneurship and businesses are the social networks whereby face-to-face communication and trust is embedded and necessary to mobilise resources such as knowledge, human capital and financial capital (Chen and Tan, 2009; 1083). In this research, it is important to understand how transnational businesses deal with the social networks and how they include aspects as trust into transnational employment. To conduct crossing business activities networks on different levels such as family, community, professional and business are valuable. According to Chen and Tan (2009) '*Networks, geographically dispersed, are able to carry on the flow of information, knowledge, and resources*' (1083). Chapter 6 gains deeper insight into transnational businesses or Dutch related businesses in Accra. In the conclusion, there will be clear if and how an YTP can be an added value in the operationalising processes of transnational businesses in Ghana.

2.5 Transnational networks
Transnationalism in relation to international migration, trans-locality and transnational businesses is linked by networks. Transnational networks are the centre and connection of all other mentioned concepts, and explain how the life of an YTP is constructed on a social and spatial level. This means that the acts and the way in which an YTP organise their life can be understood. Transnational networks

are related to the network approach often used by social sciences. Social capital is a concept that part is of networks of relationships among people in a society and are enabled to function the society effectively. The founder of the concept social capital is Bourdieu (1986:248) who defines social capital as: '*… the aggregate of actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition'*.

Social capital is related of and distinct from economic capital and cultural capital, two other forms of capital Bourdieu (1986) discussed. The amount of social capital in the network depends on the size of the network and the volume of the other forms of capital. Barr (2000) is a researcher who linked the social capital to entrepreneurial networks (p. 539). She defined her own definition: *'social capital in terms of the network of relationships between the agents within an economy. The stock of social capital is greater the more developed the network, i.e., the denser the network and the stronger its component relationships' (Barr, 2000:539).* Hereby the flows of knowledge between enterprises affect the social networks. The accumulation of knowledge is the driving force behind the economic growth of the enterprises and controls the structure of the network (Barr, 2000: 557). In her research on Ghanaian entrepreneurs, Barr (2000) concluded that large and diverse networks of entrepreneurs lead to successful enterprises. The economic performance and development of enterprises in Ghana are influenced by the social capital. Although not own set up networks have positive effects, but also the network activity of their contacts leads to benefits for enterprises. The social networks are highly important in the economy and various kinds of activities of enterprises in Ghana.

An important component of social capital in relation to transnational networks is trust. Trust is the basis for a good relationship within the network, what can produce exchanges of services, knowledge and goods. Trust ensures that relationships and transnational networks establish well (Smith, 2007:34).

To critique international migration in relation to transnationalism is the use of terminology by the concepts what creates distances between places and people. First, there is the use of home and host country to make the distinction clear. Although in relation to transnationalism this is not that black and white it is about the dynamics of peoples' mobility. The movement of people in international migration is related to fixed places whereby this is a restrictive approach. To create a multidimensional approach there is the use of transnational mobility, whereby the focus is on the movement of people across borders but with no expectations and fixed relations.

2.6 Conceptual model

Transnationalism is not only a term used for explaining a form of migration. With this terminology, the cross-border relations of people, businesses, places and networks are discussed. Those cross-border relations are important for understanding processes of mobility because mobility is not only about the movement of people but also about the influences on those movements. Different concepts are needed to understand the value and relation to the mobility of YTP's and transnational businesses. Those concepts are linked to the sub-questions of this research. These concepts are in some ways overlapping and in some conducts differing from each other. Hereby location plays an important role what needs to integrate into the model to sketch a complete overview. In this conceptual model, the relations between the different theoretical concepts were visualized. The circles that overlap each other indicate the embeddedness of the concepts. The explicitly of this research ensures that the conceptual model does not contain arrows or causality. Because I want to have insights on specific domains who are present in a certain place and how the relation between those domains matter. To design the conceptual model in this way, was a conscious choice to create research environment. The processes of identity, mobilisation and networks happen intern in the domain of YTP's, whereby I am interested how it will manifested in the city of Accra and how the businesses are included into the research environment. The overlap of the circles indicate not the causality but the embeddedness of

the other domains on the YTP's mobility. Every sub-question provide insights into the relations and connections between the different domains, whereby at the final chapter in the conclusion the main research question can be answered. Those separate relationships between the different domains will, in the end, lead to a complete conceptual model with intertwined relations. The networks of all perspectives are included in the network by overlapping the areas. The overlapping grey area in the middle of the model is the focus and conclusion of the research, whereby all concepts are interconnected.

As mentioned above this conceptual model does not contain causality and intentionally used no arrows to indicate relationships. The overlapping concepts impact each other in different ways or times. This means that the use of arrows could be misleading in the relationships between the concepts. I try to gain a complete overview of relations between the concepts whereby it does not matter in with the way the impacts are, so in which direction the arrow is pointing. Thereby to make the conceptual model, not unnecessary complex the arrows have been left out.
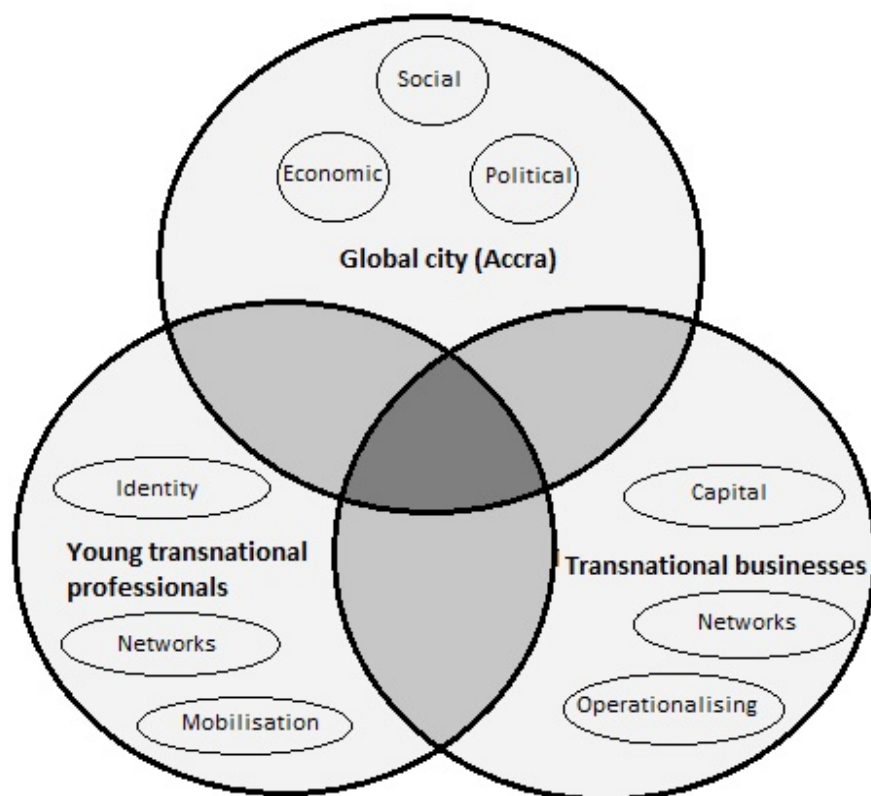
Figure 2.1: Conceptual model

3. Methodology

This research focus on the relationships and networks of YTP's and transnational businesses in Accra. Hereby the mobility of YTP's with the underlying motivations and feelings is important to understand. This chapter gives insights in the way the kehow the research questions as given in the introduction of this thesis are answered. As can be seen from the nature of my research questions, qualitative research is necessary in order to describe, interpret and explain the behaviour and perceptions of YTP's and transnational businesses in Accra (Boeije 2010:253). The research questions are studied through flexible methods enabling contact with the people involved to an extent that is necessary to grasp what is going on in the field. *'The methods produce rich, descriptive data that need to be interpreted through the identification and coding of themes and categories leading to findings that can contribute to theoretical knowledge and practical use'* (Boeije, 2010: 11).

3.1 Unit of analysis

In this research thirteen Dutch-Ghanaian Young Professionals in Accra practically the observation unit. The research directive is about the understanding of the mobilisation process of the YTP and the dynamics around that process. This means that the Dutch-Ghanaian Young Professional or YTP will be central in this research. Since this research is about transnational networks and the relation between YTP's and transnational businesses the observation unit exist out of expert interviews and general observations during network meetings. The research strategy of snowball sampling was used to find the thirteen YTP's. This strategy was chosen because Dutch-Ghanaian or even the amount of Dutch people are not registered in administrations of the Royal Netherlands Embassy. This causes them to be 'off the radar' for me as a researcher. This made me decide to choose for snowball sampling via the three YTP's who were provided by ImpactBooster and GNBCC. The rest of my respondents were found by the snowball sampling, by the networks of the first respondents or during networking events. In total, there are thirteen Dutch-Ghanaian in Accra in the research objective included. In chapter 3.4 the methodological reflection, the focus is on the implementation of this method in practice. I am convinced that the responses of the respondents gave me enough universal data to provide a scientific and objective analysis in relation to the limited time for the field work. The thirteen respondents give a representative and diverse view on the mobilisation process of the YTP and added more respondents into the research would not have an added value for the analysis. To stop with the thirteen respondents is consciously chosen, even if I am aware that thirteen is a limited number of respondents what bring some restrictions. To achieve a multi-sided insight into the process of the mobility of YTP's, are beside the thirteen Dutch-Ghanaians, three expert interviews (the Royal Netherlands Embassy, GNBCC and CMS at the University of Ghana) and around fifteen small observations or interviews with employees or CEOs of companies included. The thirteen Dutch-Ghanaian respondents who make in particular the analysis in this research possible were sufficient to discover differences and structural commonalities between the respondents. This indicates that the insights and findings are valid and reliable.

3.2 Research methods

The focus of this research is on the movement of the YTP's in association with companies located in Accra. With a case study of Dutch-Ghanaian Young Professionals, this research gain insights into the social and economic aspects of the mobilisation process. The insights are researched using methods like in-depth semi-structured interviews, expert interviews, observations during business events or on social media and literature study.

3.2.1 Semi-structured interviews

The mostly used method during the field work is the method of semi-structured interviews. According to DiCicco-Bloom and Crabtree (2006), the semi-structured interview is "*generally organized around a set of predetermined open-ended questions, with other questions emerging from the dialogue between interviewer and interviewee/s (315)."* This type of interview is a good method to understand the mobilisation of YTP's from the Netherlands to Ghana. As the researcher, interviewing in a dialogue is more comfortable because of the space to interact with the respondent. At the basis of a topic list and accompanying questions, it is possible to get the information you want to receive from respondents and it gives the opportunity to discover new facts or processes that are not considered in advance. The interview questions contain four topics, namely the basic facts about the motivation and preparation of the mobility, (social) networks, transnational culture and identity, and the long-term prospects or future expectations.

The basic facts of the YTP are important to provide an overview and the context of the motivation of mobility and the preparation of how these events of life have developed over time. In short, their life story is provided. The second topic provides information about the social networks and the relations of the YTP. The third topic, transnational culture and identity, explain the relation between different cultures and how they influence the personal and business life of the YTP. In hindsight, this topic is strongly related to the first topic, motivation of mobility. This third topic gives understanding in the influences out of the Dutch and Ghanaian culture and how this influence the actions of the YTP, problems or benefits of this in practice and their identity. The last topic about future expectations is a way to understand the mobility process of the YTP in a long term. The questionnaire of this method can be found in appendix 2.

Because of the diversity of stories that respondents told regarding their transnational lives and their ambitions, this qualitative method is more useful than quantitative methods. It is the objective to understand the mobility process of Young Transnational Professionals from different perspectives and dimensions and how they are (inter)connected to each other. Qualitative research method like semi-structured interviews is most useful to obtain the data for the analysis around integration, transnational networks and identity. This ensures that the respondent has the space to explain her situation in depth.

As mentioned in the unit of analysis, there were thirteen respondents in the category of YTP's. Most of the interviews took place at the work location of the YTP, otherwise, it was a café place. The locations were all ok for the recordings, there were no troubles with the recordings. All interviews were recorded, with one exception, that interview was a kind of introduction to the topic earlier in the Netherlands. All the other interviews were held during the field work in Ghana. The field work period in which my interviews were conducted is quite short, from my first interview at 24th March 2017 till my last interview at 8th of May 2017. Furthermore, the shortest interview lasted forty-five minutes, while the longest interview lasted for almost two hours. Noteworthy is that all YTP's took the time for the interviews what created a calm and comfortable setting. Because there was no time pressure during the interview, it was unnecessary to interview the respondents more than one time. Finally, providing the complete names of the YTP's does not have an added value for the research and to respect the privacy of the YTP's, only the first names are included.

3.2.2 Expert interviews

For additional information about debates around transnationalism and the business climate in Ghana, it was necessary to take three expert interviews. The first expert interview provided thoughts and insights about transnationalism and return migration in Ghana. This interview was held with Dr. Mary Setrana from the Centre for Migration Studies at the University of Ghana. The other two expert

interviews were held to gain insight into the international businesses climate in Ghana. The interview with the Ghanaian Netherlands Business and Culture Council (GNBCC) provided information on the business climate in Ghana. Besides the interview, they were supported in by sharing their networks and offering office space in Accra. By all the employees of GNBCC, I could discuss my results, ask questions of their opinions, during my field work in Accra. The third interview was with Felix Lomans of the Royal Netherlands Embassy in Ghana. He gave insights into the business climate in Ghana and the problems and challenges concerning international businesses. The expert interview gave additional information about the current political status and the economy of Ghana. It was mainly used to understand the local context and local environment in which the YTP's and Dutch related businesses are situated.

3.2.3 Observations
With conviction, observations to understand the (business) networking process and YTP's are included. Insights are obtained by attending business events organised by different companies related to the Netherlands or organisations like GNBCC. Examples are the KLM cocktail, the opening of IBA Hub (Inclusive Business Accelerator) at MDF training and consultancy and the Ahospora Action Forum meeting. During those events, professionals come together to build on their network. The benefit of visiting those events was getting the chance to speak with companies. Those conversations were often short but strictly to the point. Because the short conversations I got the chance to collect lots of information by different kind of companies. On the other hand, it was difficult to get an appointment with companies. So, contacting them during the network events was necessary to get information about the business climate in Ghana and how companies think about hiring YTP's as Dutch-Ghanaian Young Professionals.

Another benefit for the research is the large Dutch community in Ghana. This ensures that by most business events the majority were companies from the Netherlands. This made the search for companies related to the Netherlands quite easy. Besides the business community the social Dutch community like students, volunteers and expats are enormous compared to other European countries. My field work period brought some profits with it because it was in the same period as Kingsday and liberation day,[1] where the Dutch ambassador invited all Dutch citizens living, working or studying in Ghana were invited. During those events, conversations with other Dutch people about this research gave new insights or thoughts. As well, new connections for interviews were made at those events. This all creates a better understanding of the social and business networks of the Dutch society in Ghana. It is important to understand these aspects of networking because it shows some important facts of economic, social and institutional dimensions of the Dutch-Ghanaian life. This relates to the choices YTP's make regarding their social and business life and the way in which they act.

Finally, I kept in touch with respondents and get some drinks with them. Because of the social meetings, other insights in the daily life of the YTP and different insights into their thoughts about the Ghanaian society were obtained. Thereby, there still is the connection with social media, whereby different post gives other insights of the YTP than they spoke about during the interviews. Social media provides other background information of the YTP what sometimes can be relevant to make certain links. This social connection gave insights into the connections and differences between Ghana and the Netherlands.

3.3 Data analysis
According to Boeije (2009, 268), the data of qualitative researchers mainly exists of textual material, as was the case in this research. My textual material existed of interview transcripts, policy documents,

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1 Kingsday and Liberation Day are two national holidays in the Kingdom of the Netherlands

literature, field notes and observation notes. In this research, the recorded materials have been turned into textual materials. During the thirteen YTP and two of the expert interviews, it was possible to record the conversation. By small interviews during network meetings it was not possible to record, those were worked out as soon as possible after the interview. During the interviews, notes were taken in order to remind what the respondents had said and ask better sub-question in order to get more in-depth information. Furthermore, not every information out of the interview was valuable because it was out of the context of this research. This means that exactly transcribing the recorded interviews was not necessarily relevant for the research. Therefore, all the interviews have been transcribed, but more broadly and focus on the important valuable information. After every interview, observation or network meeting the notes out of the field were worked out as soon as possible. Hereby where the observations not only about general situations but also personal notes about the situation and position as the researcher during those networks meetings or situations are included.

After processing all the data, the texts, notes and transcriptions were read thoroughly and while doing the reading themes, codes and quotes were created. These codes and quotes were included in each document and for this data analysis, wherefore the computer program Atlas.ti was used. Figure 3.1 is an example of the coding process in Atlas.ti in the for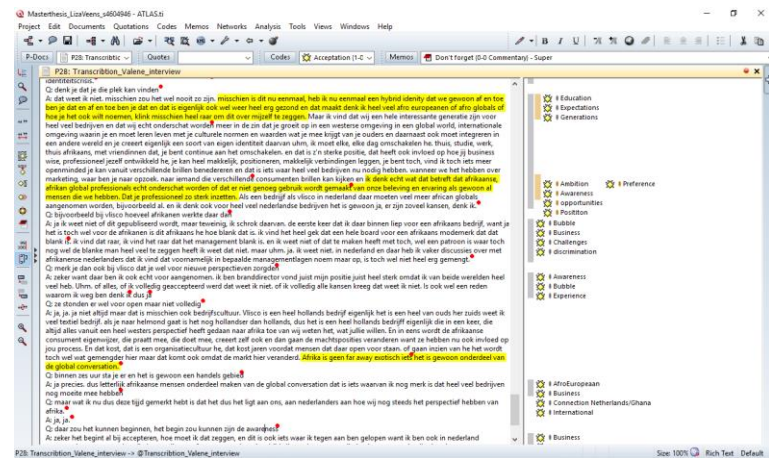m of a print screen. The computer program Atlas.ti is a workbench for qualitative analysis of large textual, graphical, audio and

Figure 3.1 Example coding Atlas.ti

video data. It is helpful to have all the document bundled in one program what arrange and manage all the material in systematic ways. Because of the broad scale of opportunities, the program contains, was sometimes hard to understand, overwhelming and above all time-consuming. The benefit of working with Atlas.ti is that all data can be placed in relation to each other, the literature and the other way around. Although for the further analysis the program was not the right choice because it took lots of time to understand the way of work of the program. For the analysis, the quotations are connected with the research questions, what was possible because of the codes that were linked to the quotations. Because some quotations contain multiple codes linkages between subjects could be made. Although, the created linkages where made by hand and not with the program because of the struggles the program brought with it. To analyse the transnational networks the Social Network Analysis is used. This is a research technique that analyses the Social structure that emerges from the combination of relationships among members of a given population (Berkowitz, 2013). The Social Network Analysis is applied to three types of YTP's, whereby three different Social Network Analysis are coming forth, the underlying linkages or deviations are discussed in chapter 4.

3.4 Methodological reflections
This section contains a critical reflection on the methodology and field work.

The first reflection on the field work is that my earlier experiences with international research made the acclimating phase relaxed and more easily. Still, it was important to constantly reflect on the progress of the field work, what can have been seen as an iterative process. A benefit for the research was context of the research unit that exists out of Dutch-Ghanaian who have the strictness of the

Dutch and the welcoming and genuineness of Ghana. The appointments were quickly made on a short time of period, and the information was exuberant. This situation was surprising and overall an advantage for the progress of my research.

The second important reflection is the research unit of YTP's. In the research proposal was discussed that the YTP was a Dutch-Ghanaian, second generation, working at a company and with a limited amount of working experience. Not all respondent's correspondent to all criteria's. This is not obstructive for the research because every respondent had his own influence and experience with the situation of mobility. Although all the respondents have a connection with the Netherlands because they lived, studied and worked there, and have the Ghanaian connection by working and living there. So, the linkages with both countries were strong enough to include the respondents into the research. It became clear that every respondent has a different story and experiences whereby it is difficult to connect them to certain criteria's.

The third reflection is on the content of companies related to the Netherlands in the research. As mentioned above, companies who are related to the Netherlands where approached shortly whereby it is hard to give in-depth insides. During the field work, the focus was more on the YTP's than the business side. Noteworthy is that six of the thirteen YTP's had a dual role in the interview, on the one hand as YTP and on the other hand as business man or woman. Those six YTP's have their own business in Ghana whereby it was possible to ask them about the business climate in relation to YTP's. Interesting was that they all had a great vision on Dutch related businesses and Dutch-Ghanaian in Accra. Those results are discussed in the analysis of this research. In addition to the reflection on the research unit is the selection in gender. Selecting respondents on gender was not included in the research proposal, but was unconsciously included in this research. With no specific attention, the inclusion of men and women is fairly equal. Noteworthy is that the results out of the interviews differ extremely on some points what complements this research, further explained in the analysis chapters. Nonetheless, despite the reflections discussed above, the collected data was certainly sufficient to achieve a reliable analysis.

Additional, the program Atlas.ti was not used in the right way, during this research. The program offers lots of opportunities towards the research and researcher. Although, because of the limited knowledge of the program before the research, the program was not used in the right way. During the research, different kind of manuals and tutorials helped further to work with the program. Although searching for professional help on the university by people who really understand the program, would have taken away lots of frustrations.

Finally, most of the interviews were held in the Dutch language. This because it was 'easier' to communicate or people liked it to do the interview in Dutch because speaking Dutch happens not that often anymore. Only two respondents request for doing the interview in English because they were more comfortable with that. Before the interview, the choice in language Dutch or English was given. Afterward, the choice of language was not convenient, because it gives more work to translate the quotes out of the interviews and to make sure the same message is given. For practical reasons, it was better to hold all the interviews in English. Doing the interview in Dutch does not have consequences for the validity and reliability of the research. Quotations used in this thesis are translated to English, linked with an endnote to the original Dutch quotations, see appendix 3.

4. Young professionals producing transnational networks

Transnationalism refers to multiple links and interactions of people, institutions and businesses across borders of nation-states. One of the most important aspects of transnationalism are networks and connections on a local and global scale (Chen and Tan: 2009:1080). Those transnational networks create opportunities for YTP's and businesses to improve themselves across national borders. First, this chapter describes the context of Dutch-Ghanaian Young Professionals in this research. Following with the involved actors in the network of the YTP's. Insights into the underlying relations and impacts will be given. The third paragraph defines three types of YTP's including the construction of the transnational networks on the basis of Social Network Analysis (SNA). According to Degenne and Forsé (1999):

'Networks operate as a constraint on the personal preferences, behaviour patterns, opinions and so on of member individuals. Network analysis is, therefore, no end in itself. It is the means of a structural analysis, which aims to explain phenomena in terms of the networks form' (P.3).

The insights in the different approaches and relations of the YTP's network will be given filled in by different actors of the SNA with the underlying relations. Every type of YTP has an own SNA whereby actors are linked to each other. The strength of the relationship is made clear by the thickness of the connection lines. Finally, the conclusion can be made on the first sub-question: *Who are the Dutch-Ghanaian Young Professionals and how are their transnational networks established?*

4.1 Description of Dutch-Ghanaian Young Professionals

The methodological chapter defined the observation unit that exists out of thirteen Dutch-Ghanaian Young Professionals in Accra. For a better understanding of the heterogeneity of the research, this chapter introduces the thirteen Dutch-Ghanaian Young Professionals. Paragraph 4.3 release the heterogeneity standards and divide Young Transnational Professionals into three different types on the basis of transnational networks.

Without a specific focus on selecting respondents on gender, the division of male and female in this research is equivalent. Also, an equivalent division is the living duration in Ghana. During my fieldwork, six of the respondents live for three years or longer in Accra. Finally, there is heterogeneity available in the professional's place of work, what is by all respondents related to the Netherlands. Two of the respondents, Joane and Josephine, work for the Royal Netherlands Embassy, the other eleven respondents work for a company related to the Netherlands. Thereby have eight of the respondents a management function, whereby five of them, Ama, Ben, Micheal, Valene and Jemina manage their own (family) business that is extended to Ghana. It is not a coincidence that all the respondent's work for a company that is related to the Netherlands because all respondents described the importance of maintaining the connection with the Netherlands. Chapter 5 will describe the sense of belonging and hybrid identity of the YTP's what is related to the importance of maintaining the connection with the Netherlands. Table 4.1 gives an overview of the discussed information to get insight in the context of the respondents and for better insights in the personal quotations that are mentioned in this thesis. The respondents Ama, Valene, Ben and Micheal will be described individually and in-depth because they provided lots of in-depth information for this research.

	Name	Gender		Duration of stay		Management function		Having children	
		Male	Female	>3 years	<3 years	Yes	No	Yes	No
1	Afra		X		X		X		X
2	Ama		X	X		X		X	
3	Ben	X			X	X		X	
4	George	X			X	X		X	
5	Jemina		X		X	X			X
6	Joane		X		X		X		X
7	Jospehine		X	X			X	X	
8	Kwaku	X		X			X	X	
9	Linda		X	X			X	X	
10	Micheal	X			X	X			X
11	Richard	X		X		X		X	
12	Samuel	X		X		X		X	
13	Valene		X		X	X			X

Table 4.1 characteristics respondents

Ama is an ambitious women that was born in Ghana but moved frequently between Ghana and the Netherlands. Her mother is Ghanaian and her father Dutch what ensures for the strong connection between the two countries. During her childhood, Ama was living in Ghana whereby she went to the Dutch primary school in Accra. From the age of thirteen till twenty-seven she lived and studied international development in the Netherlands. At the age of eighteen, she lived for a year in France, to discover the country where her father studied. Now she is still travelling between the Netherlands and Ghana because the headquarters of her own business, an international innovation agency, is in Accra and Amsterdam. Her strategy for the coming two years is to locate permanently in the Netherlands. This choice is well considered on the educational opportunities and living environment for her daughter. Ama is a talented woman that speaks fluently multiple languages like Dutch, English, Spanish, French and two local Ghanaian languages Ewe and Twi. She discovered the world during and after her studies whereby she worked in different countries like Tanzania, Turkey, Ghana, Rwanda, France and the Netherlands. For now, she is focussed on the development and relations between Ghana and the Netherlands in association to the development of her business. Personally, she is struggling with her hybrid identity and the way people reacts on her skin colour, those feelings overlap with other respondents and their identity crisis, what is further discussed in chapter 5. Ama is a Young Transnational Professional although at the same moment she manages her own company that recently hired a Dutch-Ghanaian Young Professional. This ensures that Ama had a valuable dual role for this research.

Valene is the second female respondent that shortly will be highlighted. Valene is an exception on the Dutch-Ghanaian identity of the respondents because her parents are Congolese. She was born in Congo and moved at a young age to the Netherlands, she remembers nothing of the life in Congo. During her international lifestyle study in Tilburg, she did an internship at Vlisco a Dutch brand focussed on the African fabric market. During this internship, she worked on projects related to West-Africa and a year later she graduated on a project in Ghana. Her interest in West-Africa stayed after her graduation whereby she had the ambition to work for herself. Now, she is located with her own brand in Ghana with the ambition to locate in other West-African countries. Ghana or specific Accra, was a good place to start locating because she could rely on her network that she has built up during the internship. Thereby, the business climate of Accra is attractive for starting businesses, this will be further discussed in chapter 6. Valene is strongly connected to the Ghanaian and Congolese community whereby she wants to use her knowledge and skills to help others in the West-African region.

According to her, even she is not Ghanaian, she understands the local community, the needs and way of working quite well because of her Congolese education by her parents. The fact that everything is not for granted is an important mindset, according to Valene.

The third highlighted respondent is *Ben* that also achieves a double role in this research. Ben does not completely fit into the terminology of Young Transnational Professional because he is already active on the business market quite some years. Although his own personal mobilisation experiences in relation to his business experiences are relevant for this research. At the age of eleven, Ben went to the Netherlands to move in with his uncle. For thirty-one years he lived in the Netherlands with an interruption of some years to complete his study international law in the United Kingdom. Nowadays, Ben is director of his own sustainable energy company that is working on a housing project at PramPram, the Greater Accra Region. For his work, Ben is travelling between Ghana and the Netherlands and occasionally he escapes from all the work and stay for a couple of weeks with his family in France. He mentioned that travelling between the countries can be exhausting whereby he is thinking about permanently located in one of the three countries. Ben has good thoughts about the mobilisation process of the professional and their commitments towards companies related to the Netherlands. According to Ben, it is important to not only rely on your roots, because even if the professional is a Dutch-Ghanaian it will experience challenges during the mobilisation process, more about these challenges are discussed in chapter 5.

Micheal is the last respondent that will be highlighted. Micheal was born in the Netherlands and moved with his parents at the age of nine for nine years towards Singapore. Back in the Netherlands, he moved after four years, for his study to the United Kingdom. After finishing his study business administration, he moved to Ghana, where he lives now for three years. Micheal his father is from the Netherlands and his mother from Ghana, together they started a construction business in Accra. Micheal wanted to do something adventures whereby he decided to work with his family in Ghana. According to Micheal are his international education, travel experiences and the presence of his family factors that made his mobility process quite easy. Although moving towards Ghana does not give him the feeling of coming home. He is not attached to one country but is able to move easily to other countries. Micheal is his entire life surrounded in an environment that exists out of a mixture of nationalities. This ensures that he is flexible in controlling his work, understanding complex situations and act quickly. For now, Micheal does not have a long-term planning, he will see what is coming on his path, whereby it does not matter where that will be in the world.

All the respondents are different from each other in study, working and living experiences. All have their own stories to tell, whereby no mobility process is the same. Although besides the differences there are also similarities between the experiences and feelings of the respondents. Chapter 5 will go more in-depth in the differences and similarities within the YTP's feelings of belonging and identity. This chapter follow up with the YTP's networks, how it is constructed and how this influence the position of the YTP in Ghana. Hereby the heterogeneity between the respondents are released and the relations and network of the YTP stands central.

4.2 Involved actors in the network

There are three ways to approach a network that strengthen the position of the YTP namely, local, national and international connections. The local network is the connections in Ghana, consisting out of local Ghanaians or Dutch citizens living for a long time in Ghana. The second network is based on the national connections, consisting out of two groups. First is an overlap with the local approach, the Dutch citizens living or working in Ghana, with the connection to the Netherlands by family, friends, work or the Royal Netherlands Embassy. Second, there are Dutch citizens who are in the Netherlands and most of the time have nothing to do with Ghana, but are part of the YTP's network. Finally, the

international network with the connections all over the world, with colleagues, fellow students, friends or family (Ben, personal communication, 4 May 2017). Those different approaches create different network bubbles whereby the strength of the YTP is to connect those bubbles and not hold on to only one of them. The Social Network Analysis of the YTP in the next paragraph shows an interactive and dynamic network what included the three different approaches. Ama described the role as connector as followed:

'I also noticed, that I really like that, I do not want to prove that I am super local, real down, I am not super local, I am not down, that is not what I am. But sometimes, I need the other people in the different bubbles as a kind of refreshment, although not all the time. I do not want to lose the underground or the real reality, so having a reality check in everything I do is very important' [2] (Ama, personal communication, 28 April 2017).

The diversity of the different network approaches ensures that the YTP is flexible and creative in their work. Before discussing the SNA, there will be insights into some of the important actors involved into the YTP's network.

First, the Ghanaian Netherlands Business and Culture Council (GNBCC) is a central partner for businesses and representing the business interest of both Ghanaian and Dutch companies. The organisation offers four main service lines namely, Business development, Business support, Trade missions and Event and Travel support. The GNBCC works closely together with the Royal Netherlands Embassy in Accra. Besides the GNBCC there are other organisations who make networks events happen with the focus on specific sectors, for example, MBC Africa who is accelerating agribusiness growth in Africa. In this research, YTP's value the GNBCC and see them as an important business partner to connect with other companies, expats or the Royal Netherlands Embassy. The expat is another actor that is involved in the (inter)national network approach. The young professional is related to other professionals working in the same country, Ghana. Those people are based in the country for their work and build on their social and business connections often with other professionals. Expats are based in the country for a couple of years and then they move somewhere else. The YTP's are connected to expats because they meet each other at business meetings or social events within the Royal Netherlands Embassy. The connection is there because the YTP and expats can speak on the 'same' business and personal level, based on equal experiences in the Netherland and Ghana. Besides the expat community, the YTP is connected to the diaspora, seen as, other Dutch-Ghanaian in Ghana and the Netherlands. In the Netherlands, there is the Young Ghanaian Professionals Network that is an association of students and entrepreneurs of Ghanaian origin or organisations that have the affinity with Ghana. This network offers the opportunity to track all developments between Ghana and the Netherlands, and to broaden knowledge or build a strong network. The disadvantage is that the network organisation is only located in the Benelux and does not have a location in Ghana. This means that the Young Ghanaian Professionals Network is only part of the national approach to the YTP's network, while it could be part of all the three approaches, what is a missed opportunity for the network association. The YTP describe diaspora as the connection with other Ghanaians or Dutch-Ghanaian in the Netherlands as well in Ghana. Diaspora has not seen as the traditional approach of the movement or scattering of people away from an established or ancestral homeland. The YTP use the terminology of the diaspora to indicate the Ghanaian community at a certain place elsewhere than in Ghana. The local network approach is important for the flexibility and empathy of the YTP, whereby the relation with the local community is valuable in the way of seeing life, approaching situations and back to the reality. It is about understanding the local community without any judgements. Although the local connections with friends and family are often superficial because of the differences in mindset. Ama described the situation as followed:

'I only can talk to them to a certain level, but not so, we are still very close, but it should not be too abstract. Because they just do not find it interesting, but for me, it is interesting and important to have them in my life. As a reminder of my own youth, I find the funny and lovely people, they are beloved friends, but also of the reality of working women in Accra' [3](Ama, personal communication, 28 April 2017).

Another actor what can be important for the YTP, but the inspiration differences per person is the influence of the church. Religion is fully embedded in the society and even in the business climate of Ghana. Often the impact of religion is included in the education of the YTP, done by the first generation of Ghanaians in the Netherlands. Parents found it important to teach the religion to their children. People go multiple times a week to the church, to pray together but in some cases also for doing business. There is no undeviating opinion about the church under the YTP's. There are YTP's who adds lots of value to the church and build their network based on that. On the other hand, there are YTP's who do not follow the religion and found it, hypocrite, to go to the church only for creating the network or doing business. The YTP is responsible for the influence of the church in their life, although the church is directly linked to the local community because it is fully embedded and impossible to ignore the religion while staying in Ghana. The embeddedness is inescapable and important for the local community on different aspects; faith, friends, finance and development projects. The next paragraph debates the differences in involving the church into the network of the YTP.

Another actor worth mentioning is the fellow students from previously education. Most YTP's joined an international education, based on the Dutch or American system. This created an international business view, broader than the Netherlands and Ghana. The connection of education on all levels is important for the network. Over time people are reconnected to old classmates by working or start a joint venture together. This connection of the network is not mentioned by every YTP, although it can be important even if people are not aware of it. The connections on (inter)national level bring new opportunities with them or bring inspiration towards the YTP's to do something else. Building on the network with different actors is important for the development of the YTP. Learning other people and businesses create an environment where the YTP learn from, exchange ideas or planning new opportunities. Thereby it is important that the YTP take the time to work on the network, create relations on different levels to create a strong position. The next paragraph describes three types of Dutch-Ghanaian Young Professionals who have different network approaches, whereby the influence of actors can change from each other.

4.3 Three types of YTP'S

Now the most important actors of the transnational networks of the YTP's are clear, the network of the YTP's can be designed. There are three main types in which the YTP's can be subdivided and the transnational networks and the impact of actors differ from each other. This paragraph does not define the YTP's on the bases of heterogeneity standards, but focus on the division of the YTP's on the basis of their networks. The linkages and relations the YTP's embrace in their network provide the three types of YTPs.

(1) The hardworking man

The first type of YTP is the working man, with lots of working experiences in the Netherlands and Ghana, see figure 4.1. Interesting is those people into this group are the inspiration for new YTP's to come towards Ghana. This group is a good example for professionals who work and live in Ghana and that are building bridges between both countries. The companies they work for are all Dutch related whereby the location in Ghana often is under their supervision. With the experiences this group build, the professionals want to support and supervise other YTP's to do the same. Noteworthy is that this group was the start of the snowball method of this research. Most of the people referred towards the people in this group, existing out of the respondents: Samuel, George, Richard, Kwaku and Ben. Significant is that those respondents officially belong to the second generation, although the age and working experiences they already possess in relation to young professional can be discussed. The professionals go back and forward multiple times a year, or are already for a couple of years in Ghana. The personal and business ambitions are strongly connected to Ghana and the Netherlands, whereby the future prospection is to live for a long term in Ghana. There are investments in real estate, the children are raised in Ghana with Dutch influences, like the Dutch school and sports clubs. Thereby, the professionals are strongly linked to the Netherlands, by being a member of the GNBCC and commitment to the Royal Netherlands Embassy and their activities. The network of this type of YTP is built to have the right connections do good business in both countries. Finally, the interest and commitment towards religion and the church are important, as well personally as business wise.
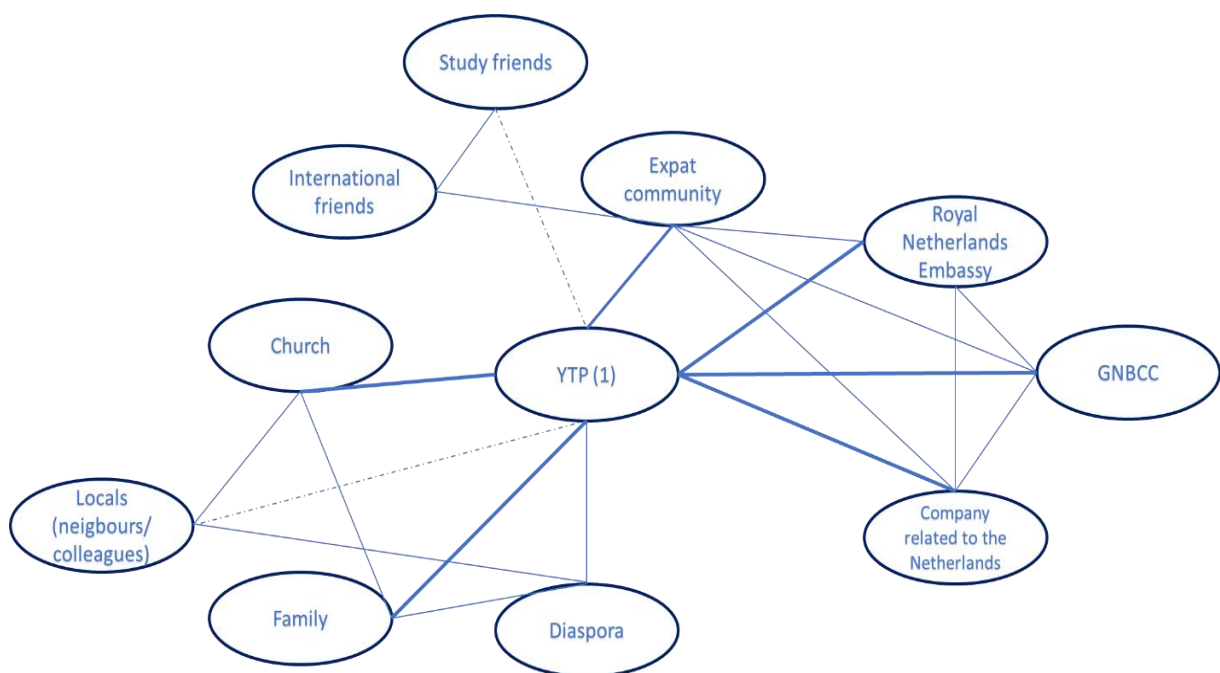

Figure 4.1: SNA (1)

(2) The career women

The second type of YTP exists out of women who are working on their personal development and business career, existing out: Ama, Linda and Josephine. At the moment, the women are strongly attached to Ghana, although they have the international working and study experiences, see figure 4.2. This lead to a dynamic network with connections on all (inter) national levels. The ambition is focussed on international prospects although they encounter new personal experiences that withhold this. Children and relationships let the YTP's think about the long-term location to stay, whereby the choice mostly is between the Netherlands or Ghana. They want to ensure stability into the children's future whereby the influence of both countries is involved. Although this with the result that the personal international ambitions have to be set aside. The international connections are still part of the network, this is strengthening the local connections with neighbours and colleagues. Interesting to notice is that the women are more divers into the approach of networks, whereby the women are more attached to the networks they created in the past and present. The church is not unanimous included into the network of the career women. For example, respondent Ama is very sceptical about the church but others like Linda and Josephine include the church into their network, although the strengthening of this influence is not convincing.
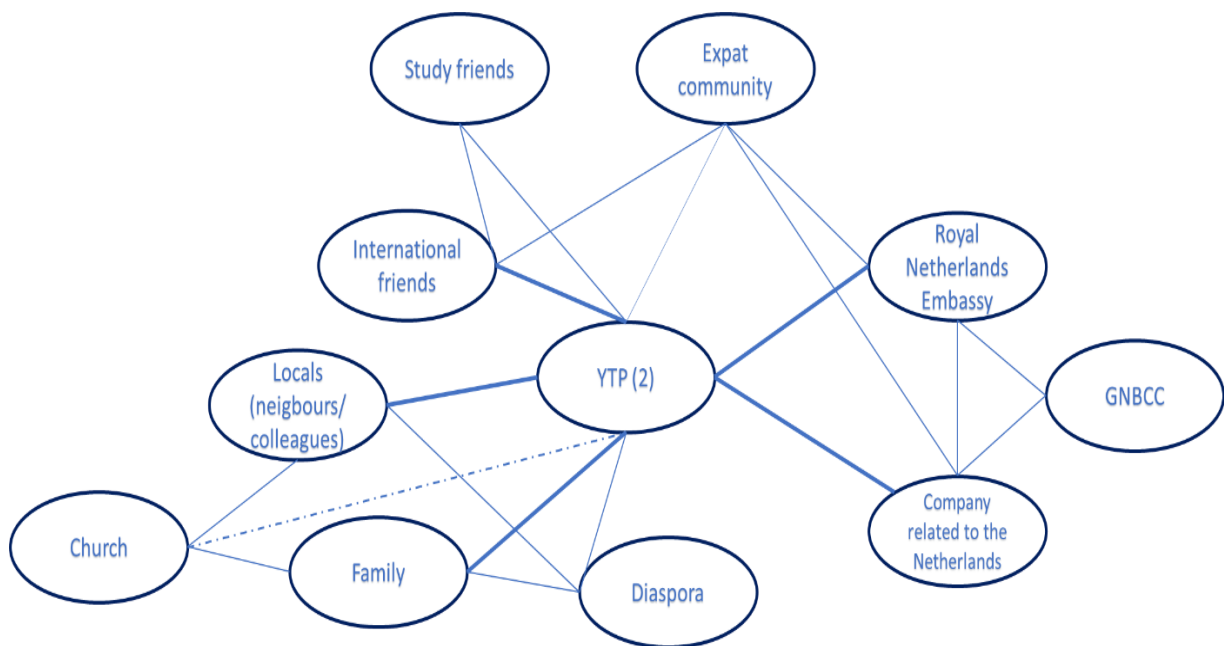

Figure 4.2: SNA (2)

(3) The enthusiastic newcomers

Finally, there is the type of YTP existing out of enthusiastic newcomers, namely Joane, Afra, Jemina, Valene and Micheal. Those young professionals are the youngest respondents, flexible, ambitious and have no restrictions in moving around. This third type is the 'typical' Young Transnational Professionals who want to discover the world but have strong linkages with the Netherlands and Ghana. Within this group, there is a strong feeling of being the 'lucky ones' out of the diaspora like discussed in chapter 5.1. The ambition is to share their knowledge and know-how with Ghanaians who did not have the chance of going abroad. For now, the Netherlands and Ghana are the basis of the YTP although, this can change any moment when new opportunities are getting along. Unlike the other two groups of YTP's, the newcomers do not have commitments towards family, relationships or children what makes them flexible and ambitious to improve themselves in different locations, see figure 4.3. The professionals just started with their careers or starting their working experiences by doing internships abroad. Ghana and the Netherlands have a special place in their lives to understand their identity and roots, but the countries are passages to new challenges or business opportunities.
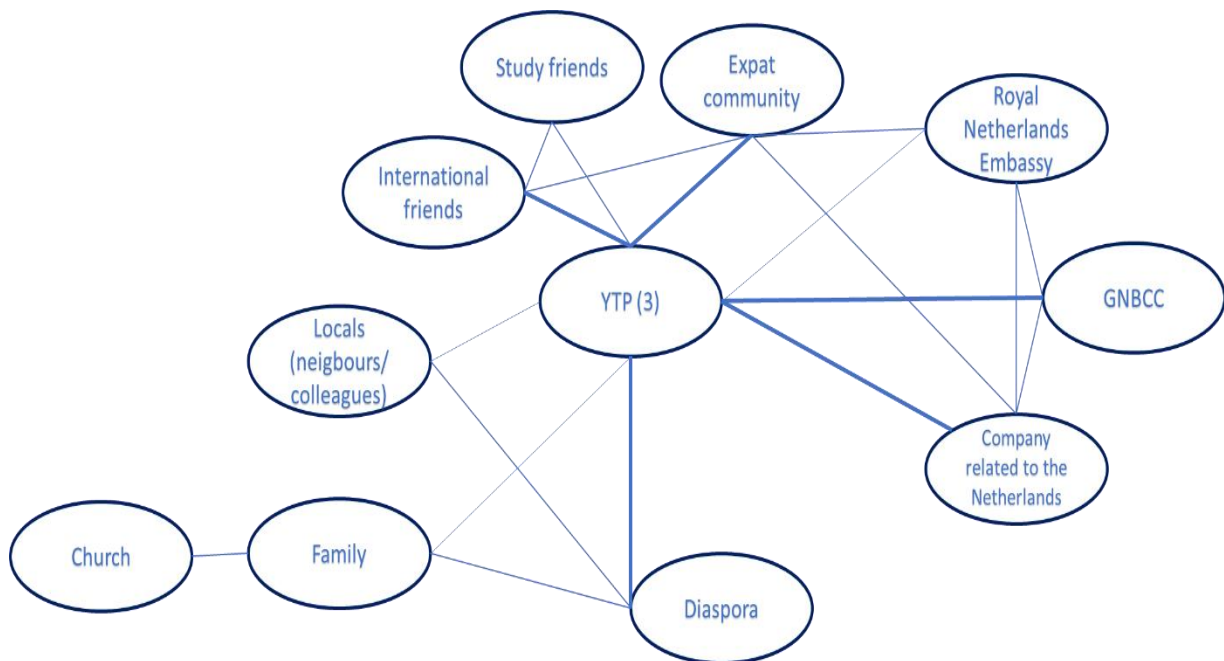

Figure 4.3: SNA (3)

4.4 Conclusion

In this chapter, the Dutch-Ghanaian Young Professional in relation to transnational networks is discussed. There is a certain heterogeneity between YTP's although based on the networks the professionals can be categorised into three types. The insights in the three types of the YTP's show that there are different categories of the young professionals and they cannot be seen as one homogenous group. The ambitions, flexibility and identities influence the way in which the professionals express themselves into the transnational network. The type of YTP's are living in different kind of phases of life. Those phases depend on the construction of the mobilisation process whereby differences depend on, the motivation of settling, willingness to start a family or exploring the world. The type of YTP whereby settling down is the case, the network is more focused on Ghana, the Netherlands and the in-between space. Although for the enthusiastic newcomers the two countries are 'just' the beginning, a step up to the next level, whereby the focus is on international relationships. Though, they all have in common that the network is valuable for companies related to the Netherlands. Finally, are the roots of the YTP's an important influence on the ability to build on the transnational network. Bridges are being built between two societies. The network of the YTP can be seen as facilitator and connector of networks of businesses, local society and international actors.

5. The mobilisation of Young Transnational Professionals

The previous chapter described the context of the Dutch-Ghanaian Young Professionals. This chapter elaborates on this information by establishing the mobilisation process of the YTP's. In order to explain the mobilisation process, the context in which the YTP find themselves in Ghana – and in particular in the Greater Accra Region- becomes clear. This includes the motivation of mobilisation, the current (working) situation of the YTP, personal feelings and the professional added values of an YTP. This all is influenced by economic, social and cultural aspects. In this chapter involved is the second sub-question: *How is the mobilisation process of Dutch-Ghanaian Young Professionals constructed?* This chapter starts with the discussion of the motivation of the mobilisation process, followed by the strongly linked exploration and struggles with the YTP's identity. The third paragraph describes the experiences and progress on the mobilisation and what the complications within the process can be. The next paragraph discusses the values and differences of the YTP. A conclusion will be given at the end of this chapter.

5.1 Sense of belonging

The mobilisation of the YTP can have different kind of reasons or motivations. The motivation of mobilisation is not only made on professional characteristics but also personal aspects are included. International- and cultural knowledge, family- and business relations, networks and personal opinions are influencing the YTP in the process of mobilisation. Although the choice for a country or in this case Ghana is not always conscious made. Respondent Afra is a young professional that just entered the labour market by working for the company of Ama, who is described in chapter 4.1. Afra is located in Accra just for three months now, but planned to stay for one or two years. She described her motivation of mobilisation as followed:

'*I just had the idea of when I finished studying, I would like to go somewhere different, but not consciously thought about Ghana*' (Afra, personal communication, 3 May 2017).[4]

During the interview, Afra mentioned the interest in the company of Ama because of the work they do. Before she was hired, she did not know that Ama was Dutch-Ghanaian like herself and did not expect to move towards Ghana at all. Afra is not the only YTP who did not thought about the opportunity to discover the country of her roots. As she mentioned in the quote, 'go somewhere different', does not contain special criteria, which could be any country in the world. Especially the YTP's without lots of working experience did not think about the mobilisation towards Ghana. They get inspired by other YTP's who went for vacation, work or starting a business to Ghana. The impact of other colleagues, friends and family will influence the mobilisation of the YTP. Noteworthy is that mostly there is the interest in mobilisation towards Ghana or Africa but the realisation to make the step was not present, yet. The YTP's are considering the options, challenges and opportunities before the movement starts. It is a well-considered choice instead of a spontaneous action. During the interviews, the respondents were realistic in their opportunities, conferring respondent Kwaku:

'*When I came to Ghana, it was not like a dream or something*' (Kwaku, personal communication, 30 March 2017).

Kwaku is a Young Transnational Professional that have lots of professional ambitions. Because of these ambitions he came to Ghana, whereby the choice was not made because of the country, roots or other social or cultural aspects. The choice was based on the working opportunities it offers Kwaku and the possibilities to climb up the business ladder. The focus of the YTP is on crossing the national border, whereby the destination is open for discussion. The mobilisation is about the international experience and the ability to move around the world. Ghana is mostly seen as a temporary place or the country where they want to build further on, like locating headquarters of other business locations in West-Africa. Important is to realise that the focus is not only on Ghana and the Netherlands but on the

personal international development of the YTP. Crossing borders, experiencing new cultures and creating new business opportunities are the motivation of an YTP to be mobile around the world. The world is the opportunity, which creates innovative pathways for YTP's to build on new professional experiences, with no limits. This does not mean that the YTP has countries where they feel more at home than others, in this case, those countries are mostly the Netherlands and Ghana. Although the sense of belonging does not resist the YTP to look further into the world. With the flexibility, the YTP discover Ghana and the Netherlands and even the world around it. Although comparing an YTP towards an expat, the feelings with Ghana are different for the YTP's. Respondent Joane is an intern at the Royal Netherlands Embassy in Accra and she described her feelings as followed:

'*For me, it is mostly part of coming home*' (Joane, personal communication, 3 May 2017)[5].

That the Dutch-Ghanaian Young Professionals have the feeling of coming home is not surprising, as the Ghanaian culture is included into the nurture by the first generation. Norms and values out of the Ghanaian and Dutch culture are mixed into a transnational education. Ghana is a connection for the YTP because of their roots and regularly relatives that still live in the country. Although for the YTP Ghana is kind of a 'second' home, what leads to curiosity towards the country and is a motivation to discover more of Ghana. The roots of the professional create a certain interest and sense of belonging. Richard is manager at a Dutch consultancy company and he described himself as Afro-European:

'*Africa has my interest and Europe has my interest, so there are two continents who have my interest and if I am specific it is Ghana and the Netherlands*' (Richard, personal communication, 27 March 2017).[6]

This transnational connection determines the YTP to position themselves in the global world. The relation with the community or diaspora strengthens the connection with Ghana and the Netherlands. YTP's who are part of the second generation, have the strong feeling of necessity to give back to the country of origin. There is the awareness of being the 'lucky ones' - the principal agents- who were born in the diaspora and benefits from that position. Ben described this situation as followed:

'*It also feels a bit like giving back to your own country. We just want to do something we like and, also contribute to the development of Ghana*' (Ben, personal communication, 4 May 2017)[7].

Those ambitions arising from the benefiting position, are used to do something concrete for themselves and the country of their parents' origin, Ghana. Valene described the situation well:

'*You must see it like this. A large group of people leave the country and study abroad etc. This is an entire group of knowledge and people just taken from countries. When those people never come back, of course, nothing happens. So yes, I feel responsible for returning and sharing the knowledge, which is to me very logical*' (Valene, personal communication, 8 May 2017).[8]

As described in chapter 4, Valene is Dutch-Congolese although she has the same strong sense of belonging towards West-Africa. Even when Ghana is not the country of her roots, the feeling of return her knowledge towards others who were not born in the diaspora is available. Her professional path does not lead to the country of origin but that does not resist her from expressing her sense of responsibility towards another continent. This feeling of responsibility in combination with the sense of belonging are motivations to discover Ghana during international experiences. The cultural and family connections with Ghana make the mobilisation towards the country often easier. The connections and network relationships of the YTP are previously discussed in chapter 4. A noticeable outcome related to the sense of belonging is the search for their identity. There is a feeling of contradiction in relation to the sense of belonging or connection with the diaspora. The sense of

belonging can be confusing in certain situations in the Netherlands and Ghana, this will be the focus in the next paragraph.

5.2 Hybrid identity

'Every time the conversation is about the fact that I am different' (Valene, personal communication, 8 May 2017)[9]

Discussed in the previous paragraph is that sense of belonging as motivation to discover working opportunities in Ghana. Although, the sense of belonging creates struggles with the identity within the two countries. The in-between space where the YTP find themselves, - Ghana versus the Netherlands- can be confusing and give the feeling of being lost. The Dutch-Ghanaian Young Professionals are searching for their 'home' whereby the search to understand their roots is included. The YTP is officially a Dutch citizen with parents originally coming from Ghana, what brings a mixture of cultures and situations with them. Although, as an unexpected outcome, the Dutch society is influencing the identity crisis of the YTP. The feeling of discrimination by Dutch-Ghanaian Young Professionals into the Dutch society and business climate came during the interviews forward. Discrimination on race, the colour of the skin gives YTP's the position to justify themselves because they are black. Valene gave an example of this situation:

'I think racism or discrimination or whatever it is, is becoming increasingly visible and discussed what not the case in the Netherlands was for a long time. We think the Netherlands was multicultural, and we are so open and welcoming to others, but now it is more disposed to what happens, and that is good and healthy. It leads to a certain landscape where I do not feel comfortable and want to escape out. Every time I fight against it. I find it strange that the conversation starts with the color of my skin and after that, we look to who I am. But the conversation starts with my color and that I found exhausting and that is the reason why I do not feel like a Dutch person. Because every time it is the fact that I am different and now I am searching for a way to deal with that because it does not have to be something negative. Because it is my strength that I am different, and I have a different story but I need to create a way to feel comfortable in this situation. And that it does not become an emotional thing every time, what is it now, because it is not '(Valene, personal communication, 8 May 2017)[10].

Unfortunately, Valene is no exception on this feeling of discrimination. Thereby is the feeling of discrimination on the colour of the skin not only attending in the society but also within the business environment. According to the female respondents of the YTP's, businesses do not include them in the organisation. African dark women are not represented in companies in the Netherlands certainly not on managing levels. The explanation for this exclusion are hard to give by the respondents, but it is not about the fact that there are not higher educated African people in the Netherlands. A shocking conclusion of Valene (personal communication, 8 May 2017) was how white the companies are. The thought under the YTP's is that this is not going to change soon. There is no urge to change this situation or people are not open to see it. Ama mentioned:

'If you want to know you will ask questions, and you will know. But if you come thinking you already know, you never know' (Ama, personal communication, 28 April 2017)*.*

Ama is referring to the people who think to know how the business climate for black women is in the Netherlands. Although without asking questions, the current situation will not be clear. The next chapter discuss the business climate in the Greater Accra Region, what contain information that is related to this situation. Shortly, the chapter discuss the view of companies related to the Netherlands on the business climate of Ghana. This lead to the outcome that the view is restrictive, whereby Ghana is not seen as an equal business partner. The expectations and reality are too far apart and companies

muddling through in their old business climate. In relation to the feeling of discrimination, is that there still is a stereotyping view on African young professionals. There is even the thought that the Netherlands does not know who those Dutch-Ghanaian Young Professionals are and worse, they are not open to learn about who they are (Ama, personal communication, 28 April 2017; Valene, personal communication, 8 May 2017). Whereby the Dutch-Ghanaian Young Professional is not seen as a Dutch citizen but as a black person. Ama attended with:

'Everything I say about Africa in the Netherlands is because I am African and not because I am Dutch or a person. So, everything, when I am critical about discrimination or a certain image, which is a shame that I am saying that. Because I am not heard as a person who says that, I am heard as a Niger who is talking, so also with an immoral word' (Ama, personal communication, 28 April 2017)[11]

This feeling of discrimination, creates difficult situations for the young professionals to settle in a company that is related to the Netherlands. This is in contradiction with the fact that the Netherlands is a multicultural society and show that the country hides a specific form of racism. Still, there is the thought of the tendency of the Dutch people to maintain 'whiteness' as the fundamental character of national identity, whereby blackness and migration remain strangers in this identity and the Dutch society (Marchetti, 2014:4). This is in contrast with the self-image of the Netherlands as a multicultural and tolerant country because racism is more present and well grounded into the society as though (Marchetti, 2014). The exclusion of the Dutch-Ghanaian Young Professionals needs more attention, not only because of the failing multicultural society but also for the loss of knowledge YTP's can offer companies that are related to the Netherlands and want to expose towards Ghana. Those knowledge and skills the YTP can offer will be later explained in chapter 5.4. As mentioned in the paragraph before about the sense of belonging, the YTP is discovering the place of their roots in combination to build on their professional career. Valene described the disadvantage of the search to her identity:

'The foolish part is, how more attention I was paying to Africa, how harder it was for a Dutch person to understand me because I was suddenly so African. You are different, but now I am double different because my focus is more on Africa, so then you are double different in the Netherlands and that is a sensitive topic for me, causing more affection to the Netherlands' (Valene, personal communication, 8 May 2017)[12]

Marchetti (2014) discussed the hybrid entity named the Black Dutch *'people that have absorbed the culture, the language and the knowledge related to 'being Dutch', and yet maintain their skin colour as a sign of their difference, as a symbol of their geographical and cultural roots' (*p8). This is the situation described by the Dutch-Ghanaian Young Professionals what is a serious problem for the Dutch society because of the exclusion of certain citizens. Marchetti described in the definition of the Black Dutch exactly the characteristics of the YTP, in absorbing the culture, language and knowledge related to the Dutch but in this case also Ghana.

Noteworthy is that the feeling of exclusion is not only visible in the Dutch society but is also present in the society of Ghana. Because of the Dutch education of the YTP, differences between them and locals are visible on the level of education, work ethics and life expectations, more information of this topic can be found in the next paragraph. Thereby the colour of skin of the YTP is a sign of difference, as a symbol of their geographical and cultural roots in Ghana. The YTP is treated differently because people see, smell or hear that 'they' are 'strangers' or not originally from Ghana. The exclusion of both societies creates a loss by the sense of belonging and identity. Linda described it as followed:

'I felt lost because I had the feeling that I did not belong here and, also did not belong to that, in both worlds, so I was very lost. The double life situation, I was here and not there' (Linda, personal communication, 7 April 2017).

Linda was born in Ghana but went to Belgium on an age of eighteen. She studied pharmacy in Belgium and went after her study to the Netherlands to live together with her Dutch -Ghanaian husband. Linda never really settled in the Netherlands because of the struggles with her identity and the feeling of discrimination while doing here work. People questioned her position because she was a black woman. This feeling of lost is related to the motivation of mobilisation. Mostly the female respondents are searching for their identity and sense of belonging by moving towards Ghana. With this process of new experiences, confirmations of the Ghanaian culture and other working conditions they are position themselves into the world. This is a process of back and forward what is exploring the in-between space of the YTP. The situation is about tensions, similarities and lessons on the bridge between Ghana and the Netherlands. The tension of identity and belonging is connected to transnational or hybrid identity, what is constructed out of a mixture of cultures and surroundings that influence the identity of the young professional, Valene described this as followed:

'*I have a hybrid identity, and sometimes you are this and the other time you are that, actually that is very healthy'* (Valene, personal communication, 8 May 2017).[13]

Valene is already accepting her hybrid identity whereby she embraces the strength that the hybridity offers her on personal and professional aspects. The struggle with the hybrid identity leads often to understanding and acceptation of the situation, whereby the struggle is changed into benefits of the hybridity. Especially on the business level, the YTP can distinguish themselves from others. Aforementioned, the identity of an YTP is linked to the phenomenon of transnationalism, what refers to cross-border ties of persons that relate to two or more countries whereby relations and connections arise by cross-border activities. YTP's are not bounded to one place but are connected beyond national borders with other spaces but are influenced by the feelings and connections of their roots and personality. Whereby the search to their own identity is pushed by the feeling of discrimination. The connection of the YTP with other places and continents create a new cross-border identity, transnational identities. This identity is not only influenced by the Netherlands and Ghana but by the whole international life experience of the YTP. Hereby important is having and keeping the balance of the mixture. The situation where in the YTP is located decide how the YTP is feeling at that specific moment, Dutch, Ghanaian, both or international. When the YTP is situated in Ghana with only Ghanaian colleagues, friends and neighbours the feeling of Ghanaian is more included. Although when an YTP goes to Dutch meetings at the Netherlands Royal Embassy or go back to the Netherlands, then the Dutch identity becomes stronger. The mixture of people, places and working conditions decide where the YTP identify themselves with. Transnationalism has obstacles in identity and belonging as described in this paragraph. Although the phenomenon brings also benefits with it. The next paragraph describes the progress of the transnational mobility process of the YTP included the benefits of being transnational.

5.3 Progress

Business opportunities are mostly a motivation for an YTP to move abroad. According to the YTP's Ghana offer lots of business opportunities what makes it interesting to settle in- or do business with Ghana. Striking is that the business opportunities often are linked to personal development on the global market. Thereby is the YTP focussed on the career and personal development whereby the Netherlands reach their limits. Hereby it is the combination of the opportunities Ghana forms and the limited amount of challenges the Netherlands offer, or as Micheal discussed:

'*The Netherlands is kind of finished, economically they are finished, they are doing the minor thoughts but that is not that interesting as the game here, what is larger developments, so I do not see me going back'* (Micheal, personal communication, 3 April 2017)*.*

Micheal described the Netherlands as finished what is based on his particular international experiences. Chapter 4.1 described Micheal as an international ambitious young professional who is just entering the labour market. He likes challenges on a large scale whereby the Netherlands is too small for him. As other respondents mentioned is that the Netherlands already have discover everything and new challenges are about improving old thoughts or habits. YTP's are ambitious and driven by their career and personal interest to travel around the world and find new challenges on personal and business level. Studying and working abroad is a tool to show off with on their resume. Thereby is the international knowledge a way to build on the working experience to climb the business ladder. Unfortunately, the YTP's did not describe concrete business opportunities, the topic remains superficial. Although with the higher education, stable politics and the reasonable economic situation, as described in chapter 6, the YTP stay positive about the opportunities in Ghana. All in all, the situation in Ghana is described as different whereby the position you can apply for is higher than in the Netherlands, what lead the YTP higher on the business rank.

The present of hybrid identity and cultural knowledge do not mean that the mobilisation process of the YTP towards Ghana would be straightforward, there are pitfalls and challenges for the YTP to encounter. Most important is the preparation phase consisting out of being well prepared and not going spontaneously to Ghana. Most people who did not succeed in the mobilisation process were not well prepared or underestimated the situation. The mobilisation process would be more prosperous when there is already agreed on a working position before the mobilisation starts. Job security is important because even if you are educated in Europe, job opportunities are not generous and takes lots of time when starting with searching at the moment of arrival. The added value of an YTP as described in the next paragraph is not recognised as valuable by Ghanaian companies as companies that are related to the Netherlands do. Josephine went to Ghana for her holiday but at the same time a job at the Royal Netherlands Embassy was offered to her. She made her decision to stay for that job spontaneously, without proper thoughts or arrangements for the movement. She described her experience as followed:

'For me, it was more an impulse. Because I had the feeling, that when I will go back (to the Netherlands I have the international experience, so impulsive but I was focused on my career. And now, if I can redo it and have the experience I have now, I would take my time for doing all preparations right. So, I do not have to look back all the time, focussing on something I did not do right or is not done' (Josephine, personal communication, 3 April 2017).[14]

Being prepared is not only finding a job and a house, but also how the local community, the business market et cetera is constructed. Even if the YTP is raised with Ghanaian norms and values, it becomes clear that everything is different and they are not arriving in the country the YTP think it is. For example, knowledge in Ghana is not about what you know but about who you know. This is a situation the YTP cannot respond to with the European knowledge, only with a network of people. This enquiries adjustment from the YTP in their social interactions. Adjustment to the business and social environment are important, whereby European standards sometimes should be set aside. The standards YTP's are used to need to be reconsidered. Power goes on and off and flowing (hot) water is a luxury. A common mistake is to have all the Western standards with normal prices, although luxury in Ghana, especially in Accra, is expensive. In Ghana, a life with Western standards is possible although the professional need to pay for it and that is one of the common mistakes that is being made. Besides expensive, a large city as Accra can be overwhelming and creates a lot of incentives. An YTP is seen as a foreigner with money, whereby locals often include YTP into social or financial issues of relatives as family or friends. The YTP can be included in the smallest issues what create chaos, inefficiency and

frustrations. This ask not only on professional but also on personal level adjustments to the new living situations. Ama described her chaos situation as followed:

'There are happing all little drama's what leads to lots of shouting, but those things happen somewhere in a small corner but looks very important at that moment and is exhausting' (Ama, personal communication, 28 April 2017)[15].

An YTP easily gets involved into all kind of small extern situations besides their own life. Those situations often includes problems of others that does not even involve the professionals in the problem, but which is expected of the professionals to help with the solution. Those situations or drama as Ama describes are influencing the (business) life of the YTP and creates more work and inefficiency. The expectations of an YTP to provide help can be stressful and frustrated because they are included into a situation where they are not involved in. Those situations are not only created by family and friends, but also random locals on the street ask for (financial) help. This is an example of cultural and social differences between the Dutch and Ghanaian society. In the Netherlands, people would solve their own problems, while in Ghana an individual problem becomes everyone's problem.

Finally, there is a complication what is tedious for as well the YTP as companies namely, bureaucratism and work ethics. In Ghana, nothing is a matter of course, everything needed to be checked if it is done right, people are not working with schedules and a project is not assigned to the person with the knowledge but to the one with the most connections. People are trying to survive and will do as much as possible, Ama describe the situation as hustling:

'Everyone is hustling over here, that means you cannot trust people because everyone wants to do everything, everyone. Some people make lots of money with it and other people, but not everyone, are hustlers, that means it is very hard to find quality and to deliver quality because we depend on each other' (Ama, personal communication, 28 April 2017) [16].

People are not focused on the quality of their work but on the quantity. Trust in colleagues to get something done is missing, whereby the YTP does everything by themselves or is only supervise others on their work. The working climate is different what ask for lots of patience and flexibility. All in all, to have a good experience as Young Transnational Professional in Ghana, good preparations, the right expectations and adaptability are needed.

5.4 Values of the YTP

In the introduction, the YTP is described as the Young Transnational Professional whereby the lifestyle if focussed on personal careers and individualistic consumption in a global context, what is related to the international labour market and transnational businesses. By crossing national boundaries YTP's wants to improve themselves in different countries provided with certain living standards. The transnational character of the young professionals added values toward companies located across national boundaries. This paragraph analyses the values of the Dutch-Ghanaian Young Professionals.

The added value of the YTP start with the Dutch education, people who studied or have work experiences abroad have more or better chances on the labour market. The contribution of knowledge and skills of Dutch education are different from the education system in Ghana. Most of the values of the YTP are linked to this education system, like practical knowledge, flexibility, independence and insight in situations are skills the Dutch education system includes. This education system influences the communication of the YTP, what is important for companies abroad. The added value of communication is about being honest and transparent, what sometimes is missing in the work ethos of Ghanaians. Indicate when something goes wrong or will not work, is included in the work ethics of the YTP whereby assistance is not seen as a failure, but as improvement of the process. Deliver good

performance, being able to finish work on time and the communication about the progress and processes strengthens the YTP. Those are skills that are part of the work ethics and cannot be proven with a diploma. Micheal describes his values as follows:

'I think the biggest asset I would say is just that because I have lived in several cultures I can adapt according to how the company operates, so I do not think that has to do with book knowledge it is more about the cultural knowledge of having lived in several different cultures. So I think the understanding makes me more flexible and makes my management style more flexible according to one worker' (Micheal, personal communication, 3 April 2017).

Another value is the early introduction of the labour market, youth out of the Netherlands start working besides their education. In Ghana, students are only focussed on their study and do not have a side job. Here it is about the higher educated students, often coming from a better environment. This is not comparable to lower or not educated youth in Ghana, who needs to work to support the family. During the interviews, the distinction between lower- and higher educated people become clearer. There is an enormous difference in work ethics between those two groups. The focus of this research is not on this topic, but to prevent generalisation it need to be discussed this shortly.

The global perspective about business creates innovation, not copying but thinking in a new business is another value of the YTP and distinction towards other workers. This in relation to the hybrid identity, knowledge of both cultures is an advantage of the YTP. Because of the cultural knowledge, the YTP does not have to deal with Ghana in general, at the same time, the professional knows how to deal with the international head offices. The YTP connect both worlds with each other without causing tensions, because of the understanding of both partners. Often this is related to the flexibility and empathy for both partners, the YTP can build bridges between both associates.

Furthermore, an added value can be, but certainly not have to be, is language. Especially in Ghana where the official language is English, speaking a local language does not have to be an extra benefit. Although it helps to break the ice before doing business, to understand small talk or to understand short promises done by Ghanaians in the local language. Remarkable is that most of the respondents speak the local language because it is generally part of the education of the first generation, who holds value on the profits of speaking the local language. Worth mentioning is that speaking the local language as an YTP does not make the professional also a local. Mostly they are speaking with an accent or does not speak the language fluently what makes them different. In addition, the Dutch language is an added value for the same reasons as the local language. Understanding small talk, short conversations and agreements with Dutch colleagues of manager add values to the commitment of the YTP. The fact that Ghana is an English speaking country attracts young professionals, because the language barrier is minimal, because English is included into the education system of the Netherlands.

The values of the YTP are the Dutch education, flexibility, adaptability, understanding both business and possibly the language. Although the question is, what are the differences between the Young Transnational Professional and an expat, described in chapter 2.4 as:

'Generally portrayed either as cosmopolitans with universal ties or as organisation men or women who live in a local expat bubble' (Bochoye and Engbersen, 2015:295).

Being part of the local expat bubble is not the only bubble the YTP is part of. Rising up in an international environment the YTP like to adapt to multiple bubbles. The combination of being part of the diaspora, Royal Netherlands Embassy and expat community is the strength of the YTP and distinct the YTP of the local expat bubble. This network perspective of the YTP is discussed in the previously chapter, whereby the YTP is defined as connector of those different bubbles. Second, there is the expat

as cosmopolitans with universal ties who travel the global world to understand and bridge differences and look for new experiences. The curiosity into the world is the same for the YTP as for this kind of expat. Both groups have the skills, knowledge and adaptability what a young professional makes valuable. Although the fact that an YTP has a hybrid identity, and learned how to handle with different norms and values and interpret those into the Dutch and Ghanaian society differs them. The strength of an YTP is the skill of continuously switching between different situations, home, study, work, Dutch friends, Ghanaian friends, etc. This influences their business position in making connections, being open-minded, marketing ideas, understanding situations and positions themselves on the business market. This does not mean that a cosmopolitan expat is less involved with the country of settlement, but the process can take longer or be harder. Ama described this situation as followed:

'*For a Dutch young professional that is coming here and I really generalise because not every Dutch young professional is the same, not every Dutch has no connection with Ghana, so bear with me for my generalisation. But I think if you have a Dutch student who just finished school and searching for a job, then Ghana is just an adventure and is part of building on your resume. And if I work with a Dutch-Ghanaian, I have the feeling the interest in Ghana is more fundamental. You feel by someone like that, that it is an important development for them, a personal development, not per sé a professional development*' (Ama, personal communication, 28 April 2017)[17].

This idea of personal development connects to the earlier discussed motivation of mobilisation and sense of belonging described in chapter 5.1. The personal connection between the two countries creates a certain curiosity by the YTP's. Noteworthy the last quote of Ama was made by an YTP that has her own business in the Netherlands and in Ghana. Her last working experiences were no success with lots of frustrations. Recently she hired respondent Ama what causes lots of enthusiasm by her. So, her last and new experiences diverge enormously and show how sensitive this research is to factors of time and experience. This sensitivity is describe by Ama:

'*Maybe, if we have this same conversation within a month I would have given a completely different answer. But I noticed that I really like diversity, so I do not need a fully Ghanaian or fully Dutch team. But I do not trust it immediately to send an inexperienced Dutch person to work for me in Ghana*' (Ama, personal communication, 28 April 2017)[18]

The YTP corresponds strongly to a cosmopolitan expat, although the migration background of the parents of the YTP causes special interest and how the personal connection with the country starts the mobilisation process of the YTP towards Ghana. Although the mobilisation process does not stop at this country, the YTP keeps searching for new business opportunities and challenges whereby the values can be an added value into the business process. Chapter 6 describe more in-depth the transnational business opportunities.

5.5 Conclusion

The sense of belonging, hybrid identity and the progress on the mobility process of the YTP is discussed. The mobilisation depends on personal as well business activities of the young professional. The impact of the society depends the mobilisation process of the professional. In the Netherlands this is present in the sense of belonging and feeling of discrimination, what creates curiosity to another environment. In Ghana, the social differences ensures that the informal context of the YTP influence the business activities. Random individuals are certainly part of the (in) formal life of the professional. The hybrid identity in combination with the cultural education helps the YTP to position in different situations and environments. The fact that the professional is able to react adequate and quickly to different circumstances is an added value for the professional and personal position of the YTP also with respect to companies that are related to the Netherlands.

6. Transnational business opportunities in Accra

This chapter describes the capital and business hub of Ghana – Accra – official part of the Greater Accra Region. If an international company is interested in a trade location, the Greater Accra Region is the place to be. First, there is general information about the Greater Accra Region, followed by the business climate within the region. The third paragraph is about the system of Ghana including the challenges and opportunities for transnational businesses. Paragraph 4 focus Small and medium-sized enterprises (SME's), the category of business what can profit the most out of YTP's. Finally, there is a conclusion that answers the third sub-question: *How does the business climate for companies related to the Netherlands and Young Transnational Professionals manifest in the Greater Accra region?*

6.1 The Greater Accra Region

'Accra is buzzing for the economy what works very well for the rest of West-Africa' (Samuel, personal communication, 24 March 2017)[19]

Samuel is a strong business man and an example for most of the Young Transnational Professionals which are just entering the labour market. He uses his own mobilisation process, the connections with companies related to the Netherlands and ambitions to help other young professionals to settle. All the time, his business mind sees new opportunities in the city of Accra. According to Samuel, SME's are the future of the city, whereby new businesses create more work that lead to more investments inside and outside the rapidly expanding city of Accra, as discussed in the introduction chapter. The urbanisation of the Greater Accra Region creates an upcoming business Metropole of West-Africa (Grant, 2009). By government infrastructure projects of the harbour, airport and Export Processing Zones the region is connected to the world economy. With those important developments, the region experience progress on areas of trade, investment and foreign currency liberalisation initiatives (Grant and Yankson, 2003). Since the independence in 1957, a large number of migrants from the West-African sub region migrated to Ghana. In this period, the economy of Ghana was relatively strong and therefore attracted a substantial number of political activist, scholars and foreigners to the country. Ghana attracted trade investors and a large number of labourers to work in the mines, cocoa plantations and in the expanding civil services and the urban economy (Tonah, 2007). According to the Royal Netherlands Embassy, '*Most of the activities are seen in and around Accra, which corresponds to the economic activities that mostly happen in Accra. The location also depends on the sector'* (Lomans, personal communication, 29 March 2017). All economic activities in Accra lead to more activities in Ghana what attracts new entrepreneurs and businesses. Ama described the situation as followed:

'I am in Accra because everything happens in Accra, everybody is in Accra. But that is also the problem of Accra and Ghana. It will be the problem of Ghana' (Ama, personal communication, 28 April 2017)[20].

Centralisation of economic activities can be seen as a threat for the future development of Ghana, although for now, the Greater Accra Region is the economic engine of the country. The availability of mineral resources and agricultural wealth makes Ghana an interesting partner for international trade. Recently, gold replaced cocoa as the country's primary export, thereby, diamonds, aluminium and bauxite are a large part of Ghanaian export. This lead to a GDP of 37.543 US$ with a growth of 3.9% in 2015 (Ghana statistical service, 2016; Worldbank, 2016). Enormous advantage for transnational businesses besides the fact it is an English-speaking country is the political stability of the government of Ghana, according to the Royal Netherlands Embassy:

'The stability does mean that medium- and long-term investments are certain and business can happen' (Lomans, personal communication, 29 March 2017)[21].

Ghana is shaped as a presidential representative democratic republic whereby the President is the head of the government and of State (Ghana statistical service, 2016). In 2016 new presidential

elections were held whereby the New Patriotic Party won and Nana Akufo-Addo became the president of Ghana (Ghana statistical service, 2016). According to the respondents, this political change will lead to new social and economic development. Even though the president is facing financial problems and economic and political challenges what has an impact on international trade (Ghana statistical service, 2016). One of the major problems the Royal Netherlands Embassy describes are the poor government finances. This insecurity of finance hinders Dutch investors in the recruitment of financial start capital. The government does not stand guarantee for investments what makes it hard to receive financial support by public or private sectors. The public sector gives towards the private sector a sign of uncertainty about the business climate of Ghana. The restraint of the government creates hesitation by the private sector, which prevents the sector from investing. This results in a negative economic business climate what does not attract international businesses. The expectation is that 2018 becomes the year whereby the international business activities reinforce, although this stays a positive expectation what is meaningless without realities (Lomans, personal communication, 29 March 2017; Worldbank, 2016). The fact that development and creating a new business climate stands central by the new government is prosperous for international business. Noteworthy is that all the respondents are positive about the future of the economics of Ghana. Even if, for now, the international business climate is hampered by the criteria of the international investment fund what is a restriction for international businesses. The international investment fund generates criteria for international businesses who want to locate in Ghana. This means for a joint venture that they need a minimal start capital of two-hundred thousand dollars. A completely international company needs to have a financial capital of five-hundred thousand dollars and in the case of a trade business, then the criteria is a million dollar of financial capital (Lomans, personal communication, 29 March 2017). This investment fund is the policy of the previous government of Ghana. The new government consider reducing the business requirements, where abolishing the international investment fund is part of. The Royal Netherlands Embassy put an effort in recovering the international investment climate, so the business climate becomes more interesting for international companies.

Besides the political stability, there is another known obstacle for the business climate in Ghana, namely corruption. Comparable to other African countries the corruption level in Ghana is low, although the government still is fighting corruption. To combat corruption the government introduced anti-corruption frameworks as The Public Procurement Act, the Financial Administration Act and Internal Audit Agency Act, although the implementation faces challenges of enforcement (GAN, 2016). For example, gratuities offered to civil servants with the intention of influencing their duties are illegal, nevertheless, facilitation payments are not included in the law. In fact, the police are seen as the most corrupt institution in the country (Hardoon and Heinrich, 2013). The police act as private debt collectors, whereby extortion and bribery are widespread among the ranks of officers. The police are not effective in enforcing law and order with the result that (inter) national businesses cannot count on police protection in case of criminal activities. This result in extra security costs what does not encourage the business climate (Hardoon and Heinrich, 2013; Schwab, et all. 2015). Besides the police carry also other public services a high corruption risk for companies. Irregular payments and bribes are often exchanged in return for obtaining public facilities or licenses and permit applications (Hardoon and Heinrich, 2013; Schwab, et all. 2015). Therewithal, there is a widespread form of corruption and bribery within the border processes that are the most problematic factors for trade in Ghana. International trade is hindered by customs procedures that lack efficiency and exporting and importing require the time-consuming administration to clear goods at the border (GAN, 2016). The corruption on all levels leads to ambiguity and no structure in the daily and business life. In the interviews the lack of the system is often mentioned, what creates a lack of focus, according to Ben:

'The system in Ghana is that there is no system. Really there is no system, and that create also the opportunities, but at the same time also risks. Yes, if there is no system, you can create a system. So, if you have thought about a system, you need to be sure that you can do it, otherwise, you have nothing at all' (Ben, personal communication, 4 May 2017).[22]

A system is a regularly interacting group of items forming a unified whole. The lack of the system ensures for absence of structure that lead people in the right direction. A system is defined by its spatial and temporal borders, surrounded and influenced by its environment, defined by its structure and purpose and expressed in its functioning. The lack of a system creates chaos and ensures that people are doing their work without a broader prospect or forming a unified whole. The fact that there is no system, creates uncertainty and ignorance by citizens and business whereby an enormous informal economy is developed. There is no monitoring, directions or consequent roles. This can lead to great new business, opportunities and developments but at the same time it creates chaos, corruption and unclear personal and professional situations as well for the present as the future. In general people are too afraid to blow the whistle on corruption because of the fear of retribution and the security personal and business wise (GAN, 2016). The chaos of the system, corruption and the challenges of enforcement confirms that people cannot move further in their personal and business development. A lot of things are not guaranteed so everyone is trying to survive, with the possibilities they have.

'Entrepreneur or you want to start your own business, you need to take the system into account because there is no system. They have a system and that system what is created by them is always choosing the safest way' (Ben, personal communication, 4 May 2017)[23].

This means that the government and banks do not invest money into businesses because it is too dangerous, no matter how efficient and good your business plan is. If you want to do business in Ghana, you need to know the right people who want to invest, whereby your knowledge and competitions do not count. There must be a sense of adaptability otherwise the business will not succeed.

6.2 Business climate

This paragraph describes the business climate and economic relations between the Netherlands and Ghana. Although it is tough to get an overview of Dutch citizens, companies and activities in Ghana. The cause is the absence of exact numbers of Dutch citizens, Dutch-Ghanaian and Dutch entrepreneurs located in Ghana. Organisations as Dutch Chamber of Commerce (KvK), Ghana investment promotion centre (GIPC), Ghanaian Netherlands Business and Culture Council (GNBCC) and even the Royal Netherlands Embassy does not have insights into the number of Dutch citizens or entrepreneurs in Ghana. Explanations for the deficiency of numbers is that registration by the Royal Netherlands Embassy is not mandatory, what applies to all citizens and entrepreneurs of the Netherlands located in Ghana. An estimate made by the Royal Netherlands Embassy, based on the number of members of the GNBCC, is that there are around the 60-70 Dutch entrepreneurs in Ghana (Lomans, personal communication, 29 March 2017). The estimate of Dutch citizens is around 1200-1300 people including an enormous error rate, as those numbers are not official or reliable. The absence of the exact number at the Royal Netherlands Embassy and Chamber of Commerce of Dutch entrepreneurs is astounding. The Chamber of Commerce (KvK) connect official registered Dutch entrepreneurs with governmental organisations. Although, the international locations of the entrepreneurs are not included in the database whereby the overview is incomplete. Absent by all Dutch (non) governmental organisations is the responsibility to have insights in those numbers, all are refereeing to each other. Understood as one of the most important business partner in Ghana is the Ghanaian Netherlands Business and Culture Council (GNBCC). This organisation involves members consisting out of Dutch and Ghanaian entrepreneurs. The GNBCC inform their members about (inter)national business developments in

Ghana and the Netherlands. A number of members of GNBCC is around hundred whereby 40% exist out of companies related to the Netherlands, the other 60% are Ghanaian companies who have relations with the Netherlands (GNBCC, personal communication, 20 March 2017). This business network organisation works strongly together with the Royal Netherlands Embassy and is a helpful informative partner for companies related to the Netherlands who are located in Accra. During the conversations with the GNBCC and the Royal Netherlands Embassy, it becomes clear that there is the discussion about the terminology of a Dutch company and which companies are part of the Dutch community. In Ghana, there are a different kind of forms of companies whereby businesses related to the Netherlands are involved with. There are the local companies who have a Dutch director, or the 'Dutch' multinationals who had a fusion with other Western or Ghanaian companies or SME's who come with projects towards Ghana but are not really located in the country, and so on. Because of the lack of numbers and a unilateral definition of Dutch company it is impossible to give reliable insights in the availability of the Dutch whereby this research decided to use companies related to the Netherlands in the broadest sentence. The ambiguity of the complicated situation was visible during the field work and the analysis of this research. Obvious out of the interviews is that all respondents see Ghana as an important business partner for the Netherlands. Although with numbers of availability of the Dutch this cannot be proven. To generate reliable insights into the business climate, Figure 4.1 shows the import and export values out of the perspective of the Netherlands towards Ghana.
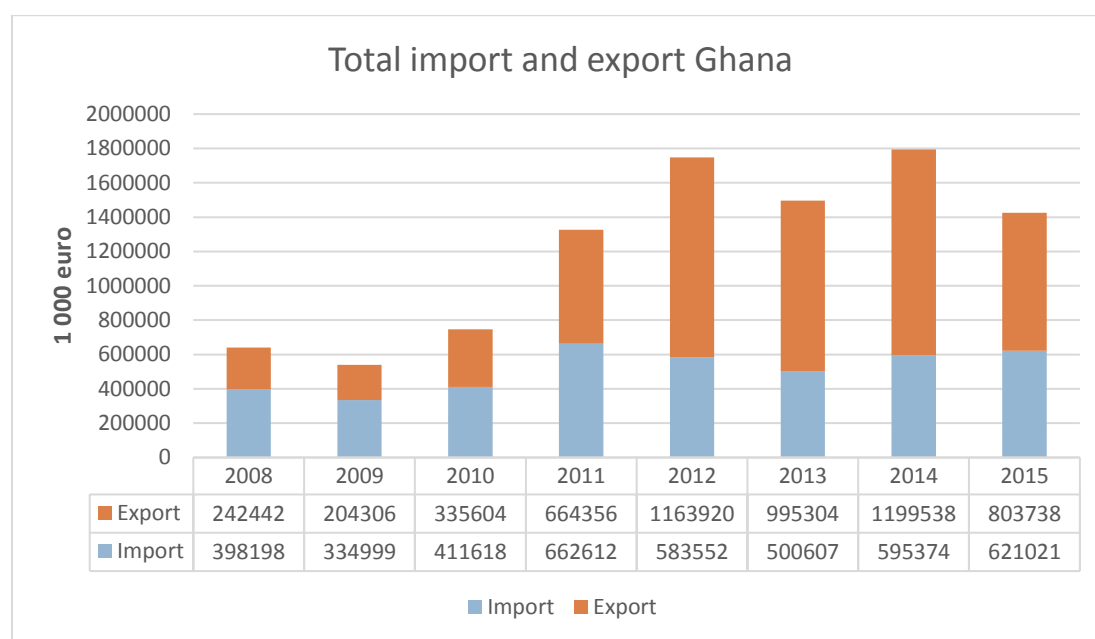

Total import and export Ghana

	2008	2009	2010	2011	2012	2013	2014	2015
Export	242442	204306	335604	664356	1163920	995304	1199538	803738
Import	398198	334999	411618	662612	583552	500607	595374	621021

■ Import ■ Export

Figure 6.1: Centraal Bureau voor de Statistiek, Den Haag/Heerlen 23-6-2017

The import and export numbers indicate volatility over the years. Missing is the economic and political stability what would attract more Dutch companies. Although the growth of the 5 years between 2010 and 2015 is progressing. According to the Royal Netherlands Embassy economic activities between Ghana and the Netherlands were increasing in the years 2016/2017, unfortunately, at this time, it cannot be proven because of the missing public figures (CBS, 2017).

6.3 Small and medium-sized enterprises

Creating new business opportunities is one of the main reasons to locate and invest as an international entrepreneur in Ghana. Frequently there is a connection between both countries, products, and innovations that create multi-faced processes whereby people see the change to start a business across borders (Chen and Tan, 2009:1080). During the field work, it became clear that focussing on

Multinationals as Philips, Vlico, KLM and Unilever would be meaningless and a waste of time. Multinationals have their own processes, networks and recruitment, whereby they influence local and global processes and make them independent. Small and medium-sized enterprises can be described as the fuel of national economic engines, prolific job creators or the seeds of big businesses (Abor and Quartey, 2010:219). SME's are embedded in the Ghanaian society, whereby they have an enormous impact on local and global processes. Most of the entrepreneurs in Ghana are started by local citizens, although the focus of this research is on global SME's whose business activities have crossed borders and originally from the Netherlands.

Previously discussed in this chapter are the infrastructure projects of the harbour, airport and Export Processing Zones what connect the Greater Accra Region with the world economy. At the same time the availability of mineral resources and agricultural wealth makes Ghana an interesting partner for international trade. This leads that most of the SME's are specialised on the sectors of agriculture, logistics and consultancy on those topics. Although the financial sector, hospitality, sustainable energy and ICT are upcoming sectors for SME's in Ghana (GNBCC, personal communication, 20 March 2017; Lomans, personal communication, 29 March 2017). Those entrepreneurs create new business opportunities with innovative thoughts or copy existing services or products toward local needs in Ghana. Although doing business in another country is not a matter of course. Previously, in the chapter 6.1, the business climate within the Greater Accra Region, included some of the pitfalls like corruption and financial challenges, were discussed. Micheal (personal communication, 3 April 2017) appointed to the political games where the SME's needs to incorporate with. Flexibility towards situations, patience with people and sometimes playing hard to get are characteristics an entrepreneur needs to have while doing business in Ghana. The uncertainties of the country hold back entrepreneurs to locate, what is at the same time a missed opportunity for many entrepreneurs who did not invest in Ghana. Entrepreneurs coming from the Netherlands where described as reluctant and not taking enormous risks (Samuel, personal communication, 24 March 2017; Lomans, personal communication, 29 March 2017). This is complemented with a certain ignorance about the country, hand having the wrong expectations and intentions. Ghana is by some of the SME's still seen as developing country and not as an equal business partner. Valene described the situation as follows:

'Africa is not something far away and exotic but it is part of the global conversation' (Valene, personal communication, 8 May 2017)[24].

The understanding of the Ghanaian business climate is often not changed enough over the years. Even if the entrepreneur is an YTP the changes on business and cultural aspects in the country are not included in the experiences. The expectations and reality are too far apart. Partly this is included in the preparation of the mobility, although the mind-set and imprinted misunderstandings are hard to chance on the forehand. Companies are often adventures but at the same time careful with investments. If the prejudice of Ghana as an African country is not changed into an equal business partner the SME will not succeed. At the same time, this does mean that Ghana and the business culture as how it is needed to be respected the way it is, and not tried to be westernised. The business climate, system and the cultural differences ask for a different approach. This inquires adaptability of the entrepreneurs and acceptability of the business climate in Ghana. The next paragraph will link the Small and medium-sized enterprises towards the transnational network of the Young Transnational Professional.

6.4 Businesses in the Social Network Analysis

Chapter 4 discussed the three types of YTP's in relation to transnational networks, established by the Social Network Analysis. Interesting outcome of the SNA is that in all three network the triangle of companies related to the Netherlands, Royal Netherlands Embassy and GNBCC is present, as in figure 6.4.
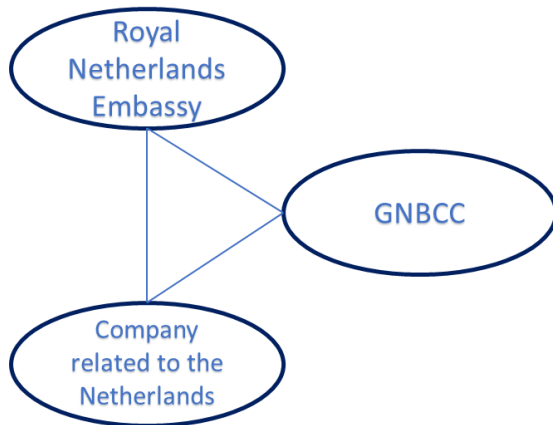

Figure 6.2: SNA (4)

Those partners are often important for the location process an SME that is related to the Netherlands. The knowledge and skills the GNBCC and the Royal Netherlands Embassy provide ensures that companies have Dutch economic, social and political support in Ghana. Interesting is that companies are not included directly into the local society. The YTP is the connection towards other bubbles but the triangle does not have separate connections, except of the expat community. This is a shortcoming for the network development of companies. The YTP provides connections between Ghana and the Netherlands, whereby the adoption or reaction on situations is more effective than a Dutch or Ghanaian employee. The YTP can be seen as the connector for companies who are able to create the necessary networks faster than others. Still with the critical note that nationality is a benefit on 'short' time level because a young professional with international experience can work and adjust in the same situation. Although this could take longer because of the missing cultural and social education during the youth. In the course of the conversations with the companies, the awareness of being able of hiring an YTP in the case of Dutch-Ghanaian Young Professional was not there. The strengthening of an YTP in relation to companies is underestimated or not considered. By discussing the topic, the awareness is growing, whereby it becomes clear that excluding this group is a shortcoming for the network building and costumers' relationships the companies. Valuable would be, when the YTP, as a facilitator, is included into the preparation process of locating a company in Ghana. The ease that an YTP entails, would have saved the companies 'simple' frustrations arising out of differences in culture and work ethics.

6.5 Conclusion

The business climate for companies who are related to the Netherlands in the Greater Accra Region are discussed. Ghana's buzzing economy provides opportunities for Small and medium-sized enterprises located in the country. Although there are pitfalls and circumstances that ensures that the economy and business climate still is not optimal. Corruption on different governmental levels and financial instability can be reasons for a business not to settle. Ghana is a country that create possibilities, new business opportunities and is overall easy accessible geographical and on linguistic aspects. Comparable to other West-African countries, Ghana is relative political stable included with reduced amount of corruption, although it still faces a lack of system that creates chaos and

uncertainty. Adventurous and entrepreneurs willing to take the risk, will take the opportunity to locate in Ghana. When the country is seen by the entrepreneur as an equal business partner business will get an opening. Ghana's business climate asks for entrepreneurs as well for the Young Transnational Professional, openness, adoptability and equality. The Social Network Analysis showed that the position of the SME can be strengthened by the network of the YTP. Connections on all important levels, local, national and international aspects will provide the SME an improved business environment. When YTP's and SME's embrace the opportunities and challenges together, the chance of success is present.

7. Conclusion

This research focused on the mobility process of Young Transnational Professionals (YTP's) with the case study on Dutch-Ghanaian Young Professionals who mobilise towards Ghana. International migration and global businesses formed the central concepts in relation to transnationalism, trans-locality and identity. The research objective is to provide insight into the mobility process of Young Transnational Professionals linked towards companies located in the globalising city of Accra. The business focus of this research is on Small and medium-sized enterprises that are related towards the Netherlands. In order to understand the mobility process, transnational networks and the business climate in the Greater Accra Region are added into the research included the social, economic and political dimensions. The objective of this research lead to the following research question:

How does the mobility of Dutch-Ghanaian Young Professionals impact companies related to the Netherlands located in Accra?

To answer this research question, the mutual connectedness of some key issues will be explained on the dimensions of international migration, transnationalism and trans-locality related to Young professionals and transnational businesses. At the same time, the conclusion will criticize the outcome of the previous analysis that is related to the sub-questions of this research.

The phenomenon of migration can be overwhelming for its complexity. It is about the flow of people between different places with economic, social, political or cultural backgrounds whereby no single theory can fit the total complex character of migration (Castles, et al., 2015:25). The complexity and volume of migration are in relation to people's aspirations and capabilities to migrate. An alternative for explaining migration processes is the transnational theory (Mazzucato, et all., 2004). This multidisciplinary theory focusses on direct linkages across international borders, what goes beyond the concept of migration. To create a multidimensional approach there is the use of transnational mobility, whereby the focus is on the movement of professionals across borders but with no expectations and fixed relations. Professionals have not bonded to one state anymore, but the connections beyond borders with other states became important whereby ongoing transnational transfers of knowledge, information, capital, goods and services are part of (Conway and Potter, 2009:7; Vertovec, 1999). Professionals can act, handle and be present in multiple spaces at the same time and long-distance networks are formed. Transnationalism is enhanced by advancing technologies and relatively diminishing distance of places and people what ensures it is an emerging and dynamic phenomenon (Vertovec, 1999:447). The theoretical chapter criticized the terminology of second generation migrants, whereby migration theories still link this generation to the country of origin of the parents. Although, this generation who grow up, study, work, live in the Netherlands are still seen as migrants, even when they have the Dutch nationality. This research takes a distance of the terminology of migrant and provide a context with the focus on young highly skilled professionals who are entering the global labour market, with small working experiences but a great deal of ambition. This research introduces a new piece of generation movement terminology: *YTP, Young Transnational Professionals.* This terminology is focussed on the generation movement of young professionals, included international migration theories whereby the focus is on the individual as professional and not as a migrant.

Transnationalism refers to cross-border ties of the young professionals that relate to two or more countries whereby relations and connections arise between cross-border activities. One of the results out of this research is that identity and sense of belonging are important personal factors within the mobilisation process of the Young Transnational Professional. The in-between space where the YTP find themselves, - Ghana versus the Netherlands- can be confusing and gives the feeling of being lost in their identity. The mobility process includes a process of understanding and acceptance of the hybrid identity, which is formed by social, cultural and political aspects in the Ghanaian as well Dutch

society. YTP's experience exclusion and discrimination on personal as well business related environments. Outstanding result is that YTP's use the acceptation of the hybrid identity to strengthen their position in the global market, by creating a dynamic transnational network. Discussed in chapter 4, are the three ways to approach a network that strengthen the position of the YTP namely, local, national and international connections. Transnational networks explain how the life of an YTP is constructed on a social and spatial level. Defined that on the basis of a transnational living, trans-locality is important for the identification of places, material flows and people. Trans-locality gives insight in the importance of locality in professional's lives and give the attention to multiplying forms of mobility. Those three different network approaches in relation to social and cultural knowledge of multiple locations, create diverse network bubbles whereby the strength of the YTP is to connect those environments and not hold on to only one of them. It is a complex triangle of identity, mobilisation and transnationalism where the YTP's find themselves in.

The hybrid identity and sense of belonging are personal aspects that influence the mobility process of the professional. Although the professional ambitions of the YTP's are strongly present in the mobility process. The analysis has shown that the lifestyle of YTP's is focussed on personal careers and individualistic consumption in a global context, what is related to the international labour market and transnational businesses. By crossing national boundaries YTP's wants to improve themselves in different countries provided with certain living standards. The gained Dutch education contributed to values such as practical knowledge, flexibility, independence and multi-sided insight in working situations. This education system influences the communication of the YTP, which corresponds to the expectations of companies abroad. Being truthful, transparent and flexible are valuable aspects of work ethics for a company that is related to the Netherlands. This in relation to the personal characteristics of hybrid identity, included social- and cultural knowledge are extra advantages of the YTP. The professional knows how to deal with the international head offices and at the same time, the YTP easily familiarise with the local environment. The YTP connect both worlds with each other without causing tensions, because of the empathy for both environments.

The mobility process of the YTP is influenced by personal and professional factors that affect the progress and the characteristic of the different types of YTP's and the networks. Different circumstances, identity and career development determine the mobility process, included the process of location, duration of stay and integration into the society. The ambitions in career and in starting a family often counteract each other. The Young Transnational Professional without lots of working experiences, commitment in a relationship or children are more flexible in the mobility process that leads to a professional career. YTP's who are more engaged to the personal development will create fewer mobility options for themselves. According to the YTP's who are characterised as the hardworking man or the career women an international professional career is not at the expense of everything. The mobility towards Ghana is not a choice of letting everything else go. The YTP ensures that linkages with the past, present and future spaces are intact, so it always can relate to the network that the professional had created. Noteworthy is that the Netherlands will always be part of the YTP's mobility process as well on personal as a professional domain. On professional level, the Netherlands is present in the employment of the YTP, whereby all respondents work for an organisation that is related to the Netherlands. This because of the guarantee of certain working standards and conditions also the work ethics the company can offer towards the Young Transnational Professional. Thereby it is the fact that the Netherlands always will be the home country of the professional, where they grew up in their youth, family and friends still live and part of their identity belongs to. Not as a migrant but as a Dutch citizen part of the society.

The mobility process always leads to a permanent or temporary destination of the young professional, in this case, the Greater Accra region, Ghana. Ghana's buzzing economy provides business opportunities for Small and medium-sized enterprises located in the country. Although companies experience pitfalls and circumstances as corruption, financial instability and cultural differences. The main question of this research is about how the YTP's can impact the companies related to the Netherlands and located in Accra. The values of the YTP as described in chapter 5.4 are in that sense valuable for companies related to the Netherlands. The combination of Dutch work ethics, cultural-social knowledge of both countries and the international work- or study experience create a position of connector. The transnational network of YTP's ensures that different bubbles in the context of local, national and international environments, are linked to each other. The fact that the professional is able to react adequately and quickly to different circumstances is an added value for the professional and personal position of the YTP also with respect to companies that are related to the Netherlands. During the research, this position of the YTP is compared with the terminology of expat. In first instance, the similarities between the concept of YTP and expat are enormous. The term expat is explained as a highly skilled migrant who lives temporarily overseas (Cranston, 2014:1125). The dissemination of knowledge of the expat influences transnational organisations and economies just like an YTP does. Although the differences are more into the personal differences between an expat and YTP. The sense of belonging included the hybrid identity of the YTP is an extra push factor within the mobilisation process, whereby barriers as corruption, culture and work ethics are taken for granted. Thereby reinforced the connections with the diaspora that affect the transnational network of the YTP that strengthen the relation to the business environment of companies. Remarkable is that Young Transnational Professionals does not define diaspora in the traditional context of international migration. The phenomenon is defined as a network of Dutch-Ghanaians in the Netherlands as well in Ghana. This network offers the opportunity to track all developments between and within both countries and broaden the social knowledge that provides a stronger transnational network. This is an explicit benefit of an YTP with respect to an expatriate. Being part of the diaspora create a sense of loyalty toward the YTP's roots, what add personal responsibility towards Ghana. The awareness of being the principal agents who were born in the diaspora included all the benefits, create ambitions to do something concrete for themselves and the country of their parents' origin, Ghana. This show the complexity of the mixture of the professional and personal environment of the YTP. This research focussed on the relation of YTP's with the Netherlands and Ghana, although the mobilisation process is more complex than those two countries. Because of the focus on the roots, as a researcher, I unconsciously was drawn into a limited attention to the entire mobility process. The research was influenced by the visions of the (interviewed) theorist, government and respondents who especially focus on the relation between the Netherlands and Ghana. The lack of vision on the mobilisation process before and after Ghana ensures that the question of there is a significant impact of transnational identities will not be answered, for now.

Although, the conclusion can be made that the hybrid identity, sense of belonging, values of the YTP gained out of Dutch education impact the Young Transnational Professional in their mobilisation process towards Ghana. The YTP's transnational network connect companies with local, national and international bubbles what influence the business environment of the companies. Thereby when the YTP is included in the localisation process of the companies, the impact would be on the flexibility, sensibility, patience and independence the YTP offers to both environments, this all with a great empathy for both partners, whereby the YTP can build bridges between both associates.

Recommendations

In this section, four key recommendations are provided addressing academics and governmental organisations as foreign affairs that get the opportunity to compose and develop new national policy on transnational business, global trade and migration issues.

The first recommendation is to search for Small and medium enterprises (SME's) in the Netherlands who have international ambition or have the interest to locate in Ghana or Africa. Research would be interesting in, what do the enterprises miss in the process of preparations and what are the considerations to locate abroad. With insight into the struggles or complication, a better understanding on the needs of SMEs will be clear. With this information, an estimate in the added value of an YTP into the operationalisation process of the companies can be made. Is there a demand for Young Transnational Professionals with African roots and knowledge?

The second recommendation is providing a research on the business climate for Dutch-Africans Young Professionals in the Netherlands. As the respondents in this research suggested, is that there is a feeling of discrimination in the business climate in the Netherlands. Important to research is if this feeling of discrimination is present by more citizens, how this feeling has been established and under what circumstances it is taking place. In order to protect the multicultural society and the prevention of exclusion, it is necessary to have a complete view on discrimination in the Dutch business climate, so proper policy on this issue can be made.

The third recommendation is meant for politics and theorist on migration studies. During this research, the discussion between expats and YTP's is constructed, although more research on this topic would create new understandings of migration theories. Tensions between terminologies were noticed and in my opinion, can be criticized more. The terminology in the migration theories is outdated and one-sided. The recommendation is to reconsider the terminology of migrant for the 'second generation migrants' who are not even a migrant but Dutch citizens. I am irritated by the fact that migration theories are pushing people into the same corners and keep calling professionals migrants even if this is not the right terminology. In my opinion, the terminology of migrant creates a limited view on the dynamic process of mobilisation of people and professionals in the world. The same recommendations apply to policy makers who hold on to the terminology of migrants even when people are fully Dutch citizens. Not speaking of second generation migrants or people with a migration background would eliminate lots of frustrations and exclusion by Dutch citizens.

The final recommendation is focused on the expansion of this research, whereby the working field only was provided in two countries, the Netherlands and Ghana. To have a full understanding of the mobilisation process of the YTP's it would be interesting to analyse their professional career included the personal influences. Although this would be a time and financial consuming research. Another addition would be, is doing research on YTP's in another context than Dutch-Ghanaian Young Professionals. Interesting would be, a comparative study with other ethnic groups, to see if there are similarities or differences. This could be with the focus on Africa but it would be also interesting to see what the differences are with the rest of the world.

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Appendix 1: Memo

Date: August 2017
To: Walter aan de Wiel, iMPACT Booster, The Hague
From: Liza Veens, Radboud University, Nijmegen School of Management
Re: Impact of Dutch Young Ghanaian Professionals to companies related to the Netherlands

Abstract.

The world is reconstructed by new generation movements over time. This research introduces a new piece of generation movement terminology: YTP, Young Transnational Professionals. YTP's are highly skilled professionals who are entering the labour market with small working experience but a great deal of ambition. YTP's are young professionals whose lifestyle revolves around personal careers and individualistic consumption in a global context. The rise of this phenomenon is related to the growing international labour market and transnational businesses. By crossing national borders, YTP's seek to improve themselves in different countries, provided they have certain living standards. The focus of my research is on the mobility of Dutch-Ghanaian Young Professionals, who are second generation migrants who grow up, study, work and live in in the Netherlands and have their roots or transnational urban link with the globalising city of Accra, Ghana. In addition, the Dutch-Ghanaian Young Professionals have multiple cultural backgrounds and languages and they possess 'Dutch' skills and knowledge. The research aims to provide insight into the mobility of Young Transnational Professionals in relation to companies related to the Netherlands located in Accra.

Ghana's buzzing economy provides opportunities for international Small and medium-sized enterprises located in the country. Even though, the business climate still is not optimal for international businesses. Corruption on different governmental levels, financial instability and cultural differences can be reasons for a business not to settle. Thereby is the limiting view of Dutch entrepreneurs on the business climate of Ghana not changed enough over the years. Ghana still is seen as an underdeveloped country and not taking seriously as an equal business partner. The values of the YTP, such as the Dutch work ethics, cultural-social knowledge and the international work- or study experiences can support companies in their business setting in Ghana. The transnational network of the YTP's ensures that different bubbles in the context of local, national and international environments, are linked to each other. The fact that the professional is able to react adequately and quickly to different circumstances is an added value for the professional and personal position of the YTP also with respect to companies that are related to the Netherlands.

Striking outcomes of this research is that identity and sense of belonging are important factors within the mobilisation process of the Young Transnational Professional. The in-between space where the YTP find themselves, - Ghana versus the Netherlands- can be confusing and give the feeling of being lost. The mobility process included a process of understanding and acceptation of the hybrid identity, which is formed by social, cultural and political aspects in the Ghanaian as well Dutch society. YTP's experience exclusion and discrimination on personal as well business related environments. Noteworthy is that YTPs use the acceptation of the hybrid identity to strengthen their position in the global market, by creating a dynamic transnational network. The influences of the hybrid identity and sense of belonging to the mobility process of the YTP ensures that the process is not only influenced by the professional ambitions but also personal development is important in the process.

The network of the YTP can be seen as facilitator and connector of networks of Dutch related businesses, local society and international actors. Especially the convenience of being able to quickly incorporate into the new work situation, whereby the understanding of the culture is included is an

important skill of the YTP. Whereby the connections forthcoming out of the diaspora, create a broader transnational network for the YTP. Especially in the preparation phase of the localisation process of a company, this can be a benefit. So, the connections and cultural knowledge of the YTP as well in the Netherlands as in Ghana can be optimally used.

The conclusion can be made that the hybrid identity, sense of belonging, values of the YTP gained out of Dutch education impact the Young Transnational Professional in their mobilisation process towards Ghana. The YTP's transnational network connect companies with local, national and international bubbles what influence the business environment of the companies. The impact exists out of flexibility, sensibility, patience and independence that the YTP offers to two environments, this all with a great empathy for both partners, whereby the YTP can build bridges between the two associates.

Recommendations

In my opinion, Dutch-Ghanaian Young Professionals are most valuable for a company during organisation processes in the Netherlands. The knowledge, flexibility and ambitions the professional have can be used during the research on the possibilities to locate abroad, market exploration and strategy determination. It is out of time, when the young professional is included into the business process when the company is already located in Ghana. Although this asks for research on SMEs in the Netherlands who have the ambition to locate in Ghana or Africa. Research would be interesting in, what do they miss in the process of preparations and what are the considerations to locate abroad. With insight into the struggles or complication, a better understanding of the needs of SMEs will be clear. With this information, an estimate of the added value of an YTP into the operationalisation process of the companies can be made.

In relation to the first recommendation, the second recommendation is, to not only focus on the specific group of Dutch-Ghanaians but broaden the focus group on Dutch-West-African Young Professionals. With the cultural knowledge of the different continent, ambitions to give back to the West-African community and personal ambitions, there is no explicit differences between the countries within West-Africa. Broaden the context of the young professional would extend the scope of iMPACT Booster, whereby the company can reach more young professionals with the ambition to mobilise towards Ghana or West-Africa.

The research concludes that there is a feeling of discrimination by Dutch-Ghanaian (women) who feel excluded out of the Dutch business climate. As in this research suggested, is that there is a feeling of discrimination in the business climate in the Netherlands. With this conclusion, the final recommendation is, to research if this feeling of discrimination is present by more citizens, how this feeling has been established and under what circumstances it is taking place. In order to protect the multicultural society and the prevention of exclusion, it is necessary to have a complete view on discrimination in the Dutch business climate so proper policy on this issue can be made.

For more detailed information, I refer you to my Master Thesis: Young Transnational Professionals: the world is our office.

Appendix 2: Questionnaire

Questionnaire YTP

Name
Age
Living area
Living situation (Family, husband, children)
Study
Years of working experience in general
Company
Time of working at the company
Function
Duration stay Accra now
Want to stay till?

Networks

How did you prepare for your trip?
Did you have contact with friends, family or colleagues?
Were your contacts in the Netherlands useful to have?
Did you have friend or family living in Accra?
Did you have friends or family who made the step to move towards Ghana?
How is your connection with other Dutch-Ghanaians? Dutch? Ghanaians? What are the differences in the contact?
Do you have connections with expats? Why, how, when?

Family

How do you feel about your neighbourhood?
What does your family think about living there?
Where do you like to go in your spare time?
Where are your children go to school and sports?
Do you teach your kids the Dutch culture/language? Why?
How do you see the future of your kids?

Feeling by business

How did you get the job?
What was your first job in Accra?
Why did you (not) switch?
How do you like your work?
Is it what you expected?
Do you feel valued for the company and how?
What are your future perspectives in the company?
How is the contact with your colleagues?
How multicultural is the company?
Where do you like to have contact with colleagues or business relations?
Are there special activities you do for your work in your spare time?

Mobilisation

Why did you come to Ghana?
Why Accra?
Why the company where you started working?
Were you looking especially for a job in Accra or came it on your path?
How did the solicitation process go?
How many solicitations did you have before this job?
How long did it take to make the decision to go?
Do you know more people who did the movement?
How do you see yourself? As a migrant/expat/local/employer?
Have you lived in other countries besides the Netherlands and Ghana?

Future

Where do you think, you will be at 2/5 years?

Do you know more Dutch-Ghanaians here in Accra?

What is your expectation about the number of Dutch-Ghanaians in Accra?

How do you see the future for Dutch-Ghanaians here in Accra?

How do you see the future for Dutch companies in Accra?

How do you see Accra in 5 years from now?

Questionnaire businesses

Name

Years of existence

Located area

Business sector

All locations of the business:

Number of employees in Accra

Diversity of employees in Accra

For how long located in Accra

Why located in Accra

Future business perspective in Accra

Location

What are the benefits of the location in Accra?

What are the negatives or problems of the location in Accra?

Is the business progressing well?

What needs to change for better business?

How long did it take to bring the business to Accra?

Relations

How is the relation with:

- local authorities?
- GNBCC and the Royal Netherlands Embassy?
- you and other expats?
- locals?
- Dutch-Ghanaians?

Operationalisation

How are the operationalisation processes going?

How is the with locals?

Are there challenges on the:

- Language
- Culture
- Climate

Who is making the contact with the locals?

Dutch-Ghanaians

What is the number of Dutch-Ghanaian, international and local employees?

How did the solicitation process of Dutch-Ghanaian go?

What kind of functions does the Dutch-Ghanaians have?

How do you think about the functioning of Dutch-Ghanaians?

Are there special characteristics of Dutch-Ghanaians that are valuable for the company?

No Dutch-Ghanaians

Why did you not think about hiring Dutch-Ghanaians?

Now I ask you about this topic, how do you think now about the Dutch-Ghanaians?

Future

How do you see the future for Dutch-Ghanaians here in Accra?

How do you see the future for Dutch companies in Accra?

How do you see Accra in 5 years from now?

Appendix 3: Original quotations

1 'Afrika is geen far away exotisch iets het is gewoon onderdeel van de global conversation' (Valene, personal communication, 8 May 2017)

2 'Maar ik merk dat ik dat ook leuk vind, ik wil echt niet bewijzen dat ik super lokaal ben en real down, ik ben niet super lokaal, I am not down, ik ben het niet. Maar ik heb wel die andere mensen andere bubbels nodig als een soort van verfrissing, dus niet voor de hele tijd, maar ik wil ook niet de underground echte realiteit kwijt ,dus ik denk dat dat echt een belangrijke reality check is in alles wat je doet' (Ama, personal communication, 28 April 2017)

3 'Ik kan alleen tot een bepaalde niveau met hun praten,, dus wij zijn nog heel close maar het mag niet te abstract worden want zij vinden dat gewoon niet interessant. Maar voor mij is het ook interessant en belangrijk om hun in mijn leven te hebben. Ook als reminder van mijn eigen jeugd, ik vind ze grappige mensen, leuke mensen, lieve vriendinnen heb ik. Maar ook voor de realiteit van werkende vrouwen in Accra' (Ben, personal communication, 4 May 2017)

4 'Ik had wel gewoon het idee als ik klaar ben met studeren dan wil ik wel ergens anders naar toe, niet heel bewust gezegt en gedacht aan Ghana hoor' (Afra, personal communication, 3 May 2017)

5 'Voor mij is het vooral een heel stukje thuis komen' (Joane, personal communication, 3 May 2017)

6 'Ik ben een AfroEuropeaan, Afrika heeft mijn interesse en Europa heeft mijn interessee dus het zijn twee continenten die mijn interesse hebben en als je specifiek bent dan is het Ghana en Nederland' (Richard, personal communication, 27 March 2017)

7 'Het voelt ook een beetje als teruggeven aan je eigen land. Wij willen gewoon iets doen wat we leuk vinden en toch nog een bijdrage kunnen leveren aan de ontwikkeling van Ghana' (Ben, personal communication, 4 May 2017)

8 'Je moet het zo zien, je gaat met z'n alle weg, een hele grote groep mensen gaan het land uit en gaan in het buitenland studeren. Het is een hele groep kennis en mensen die gewoon uit landen zijn gehaald. Wanneer die nooit terugkomen gebeurd er natuurlijk niks. Dus ik ja ik voel me verantwoordelijk om terug te komen en de kennis te delen, voor mij is dat heel logisch'(Valene, personal communication, 8 May 2017)

9 'Dat het elke keer wel weer gaat over het feit dat ik anders ben' (Valene, personal communication, 8 May 2017)

10 'Ik heb continue het gevoel dat ik mijzelf moet verantwoorden terwijl ik er niet eens mee bezig ben, niet eens bezig wil zijn. En ik wordt er toch in meegezogen telkens omdat ik nu eenmaal donker ben. Ik vind dat rascisme of discriminatie of whatever het is steeds meer zichtbaar wordt en meer bespreekbaar gemaakt wordt wat in Nederland heel erg in de doofpot was gestopt onder het mom van Nederland is heel erg multicultureel en we zijn zo open, en dat is goed en dat is gezond. Maar het creeert bij mij wel een bepaalde landschap waar ik toch het gevoel heb van oh even niet, ik heb daar even geen zin in. Elke keer loop ik daar weer tegen aan. Ik vind het raar dat het elke keer over mijn huidskleur moet gaan, wanneer ik in Nederland een gesprek aanga dat het gesprek eerst wordt geleid door mijn kleur en daarna gaan we kijken naar wie ik ben, wie ik nog meer ben. Maar het gesprek begint eerst met mijn kleur en dat vind ik soms wel heel vermoeiend en daarom voel ik mij inNederland ook geen Nederlander. Dat het elke keer weer gaat over het feit dat ik anders ben en ik probeer daar gewoon een beetje nu een weg in te vinden van hoe, het hoeft niet verkeerd te zijn he dat het eenmaal zo is. Dat is ook mijn kracht dat ik anders ben en een ander verhaal heb maar ik moet voor mijzelf nog creeren hoe ik mij daar comfortabel invoel en omga met bepaalde situaties. Dat het niet zo'n emotioneel ding wordt elke keer en dat is het wel heel vaak' (Valene, personal communication, 8 May 2017)

11 'Ik denk dat heel veel mensen in Nederland daar echt niet voor open staan en dat ik daar niets aan kan veranderen. Want alles wat ik zeg in Nederland als ik het over Afrika heb zeg ik het omdat ik Afrikaans ben niet omdat ik Nederlands of een persoon ben. Dus alles, als ik kritisch ben over rascisme over discriminatie of over een bepaald beeld vormingsissue dan is dat heel jammer dat ik dat zeg. Want ik word niet gehoord als een persoon die dat zegt. Ik word gehoord als een negerin die dat zegt, dus ook met een slecht woord ook wel'(Ama, personal communication, 28 April 2017)

12 'Het gekke is hoe meer ik mij bezig hield met Afrika hoe moelijker het werd voor Nederlanders het werd om mij te begrijpen want ik was in een keer zo Afrikaans. En je bent anders maar ik ben in een keer dubbel anders om dat ik meer

met Afrika bezig ben ik in een keer dubbel anders in Nederland, en dat is best wel een gevoelig iets voor mij waardoor ik ook steeds meer moeite heb met Nederland'(Valene, personal communication, 8 May 2017)

13 'Ik heb nu eenmaal een hybrid identity dat we gewoon af en toe ben je dat en af en toe ben je dat en dat is eigenlijk ook wel weer heel erg gezond' (Valene, personal communication, 8 May 2017)

14 'Voor mij was het meer op impuls. En het was ook van omdat ik het gevoeld heb van mocht ik straks terug gaan dan heb ik teminste en ervaring opgebouwd dus impulsief maar wel carriere gericht. En nu als ik het nog een keer opnieuw mag doen, ervaring heb ik nu al dus zou ik echt mijn tijd nemen om alle voorbereidingen goed te doen. Zodat ik niet steeds achterom moet kijken van oke dit is niet gedaan' (Josephine, personal communication, 3 April 2017)

15 'En in je kleine hoofd gebeuren allemaal kleine drama's die dan tot heel veel geschreeuw, maar dat zijn dingen die gewoon in een klein hoekje ergens gebeuren en dat lijkt heel belangrijk maar dat is heel vermoeilend'(Ama, personal communication, 28 April 2017)

16 'Iedereen is aan het hosselen hier en dat betekend dat je mensen niet kunt vertrouwen want iedereen wilt alles doen, iedereen. En sommige mensen verdienen super veel geld daaraan en andere mensen niet maar iedereen is evenveel hosselaar en dat betekend dat het heel moeilijk is om kwaliteit te vinden en kwaliteit te leveren want we zijn afhankelijk van elkaar' (Ama, personal communication, 28 April 2017)

17 'Voor een Nederlander die hier komt en ik generaliseer enorm, want niet alle Nederlanders zijn het zelfde, niet alle Nederlanders hebben geen band met Ghana, so bear with me for my generalisation. Maar ik denk als je als soort van Nederlandse student die net klaar is en dan ben je opzoek naar een baan, dan is het gewoon een avontuur dan is het je CV opbouwen.En als ik met een Ghanees Nederlander werk, dan heb ik toch wel het gevoel van ze zijn wel geinteresseerd in Ghana op een veel fundamenteler niveau. En je voelt bij zoiemand dat je haar, dat het voor haar een belangrijke ontwikkeling is een persoonlijke ontwikkeling dus niet perse een professionele ontwikkeling' (Ama, personal communication, 28 April 2017)

18 'Miscshien als we over een maand dit gesprek zouden voeren zou ik hele andere antwoorden geven, maar ik merk dat ik, heel veel van diveristeit hou, dus ik hoef niet persee een puur ghanees of puur nederlandse team te hebben. Maar ik zou niet meteen vertrouwen om een jong onervaren nederlander naar Ghana te sturen om voor mij te werken'(Ama, personal communication, 28 April 2017)

19 'Ik denk dat Accra wel bruisend is voor de economie, dat werkt heel goed voor heel West Afrika' (Samuel, personal communication, 24 March 2017)

20 'Ik ben hier in Acrra omdat alles gebeurd in Accra iedereen is n Accra. Maar dat is ook het probleem van Accra of van Ghana. Het wordt het probleem van Ghana' (Ama, personal communication, 28 April 2017)

21 'De stabiliteit maakt wel dat op het midden en lange termijn investeringen zeker zijn en zaken kan doen' (Lomans, personal communication, 29 March 2017)

22 'Het systeem in Ghana is dat we geen systeem hebben. Echt er is geen systeem, en dat bied ook de kansen maar tegelijker tijd ook de risco's. Ja als ik geen systeem heb dan kan je geen syteem creeren. dus als ik iets bedacht heb voor het systeem dan moet je zeker zijn dat je het wel aan kan. Anders heb je helemaal niks' (Ben, personal communication, 4 May 2017)

23 'Ondernemer of als je eigen bedrijf gaat starten moet je rekening houden met nogmaals het systeem, omdat we geen systseem hebben. Ze hebben een systeem en dat systeem bij hen hier dat ze hebben gecreeerd is de veiligste manier te kiezen' (Ben, personal communication, 4 May 2017)

24 'Afrika is geen far away exotisch iets het is gewoon onderdeel van de global conversation' (Valene, personal communication, 8 May 2017)