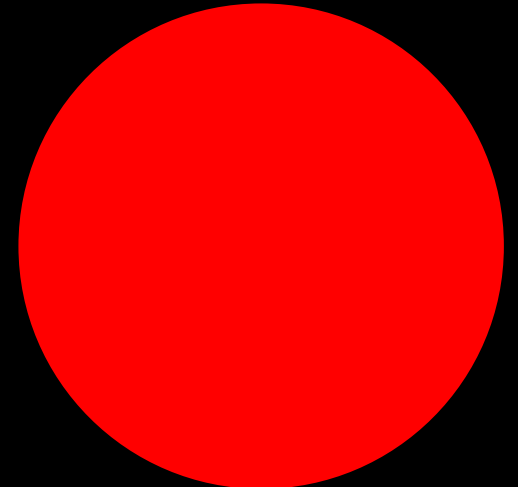
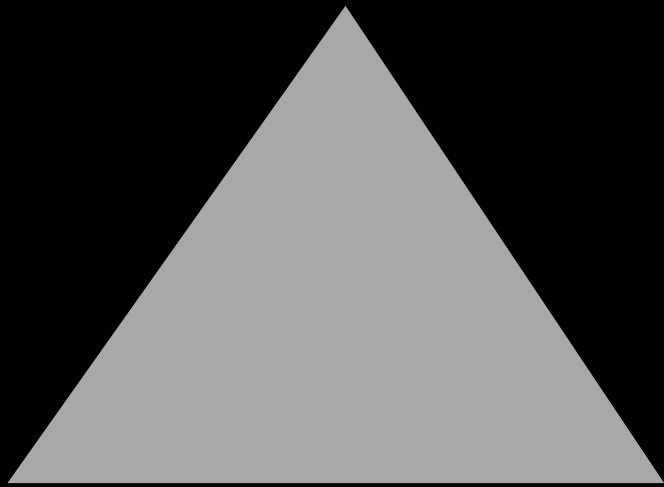
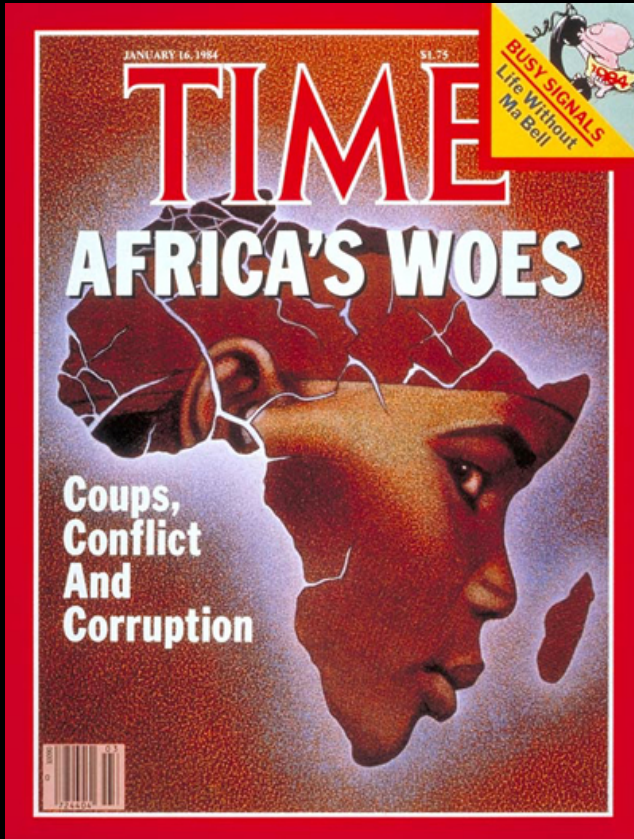


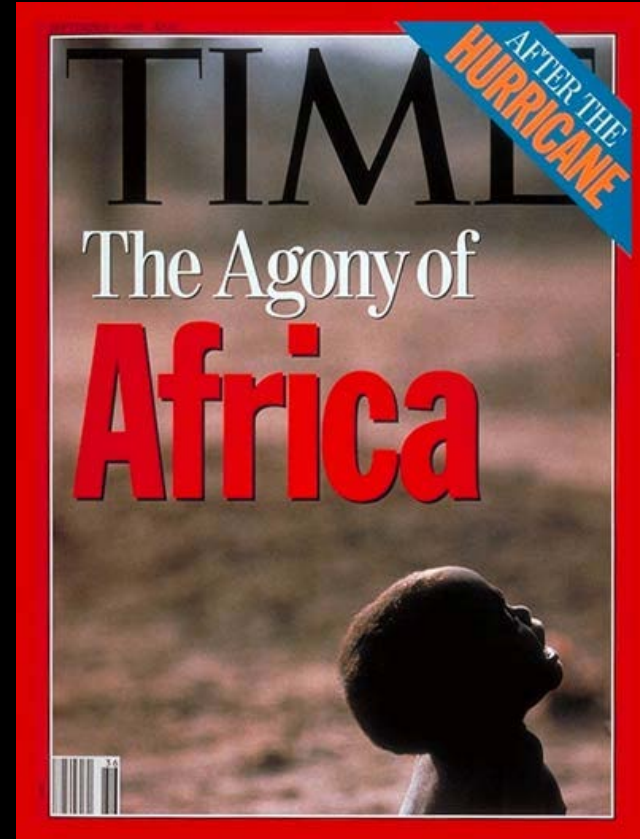


**Africa.**  
**The New Global**  
**Opportunity.**  
**Thebe Ikalafeng**





1984

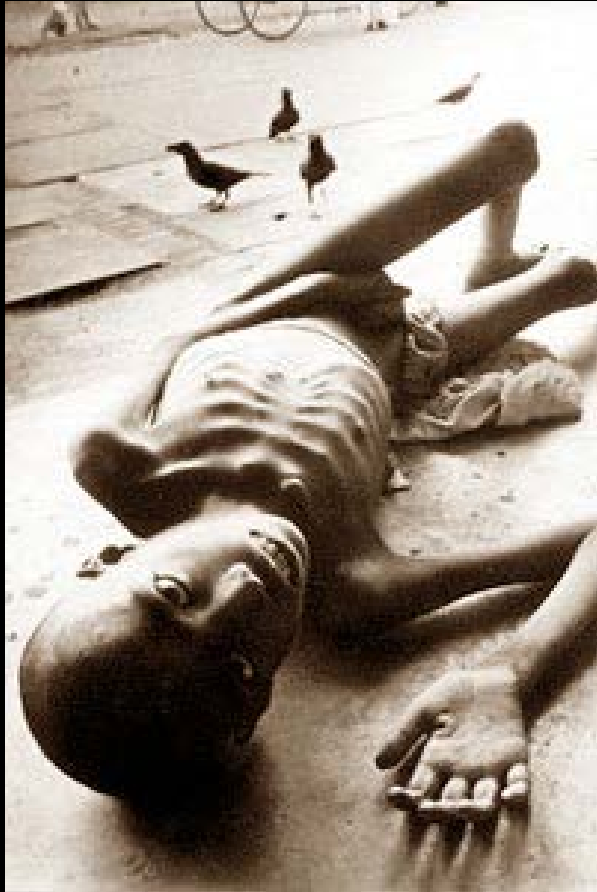


1992



2000







# Primate in Chief









=





**AFRICA**  
**IS NOT A COUNTRY**  
IT'S A CONTINENT!



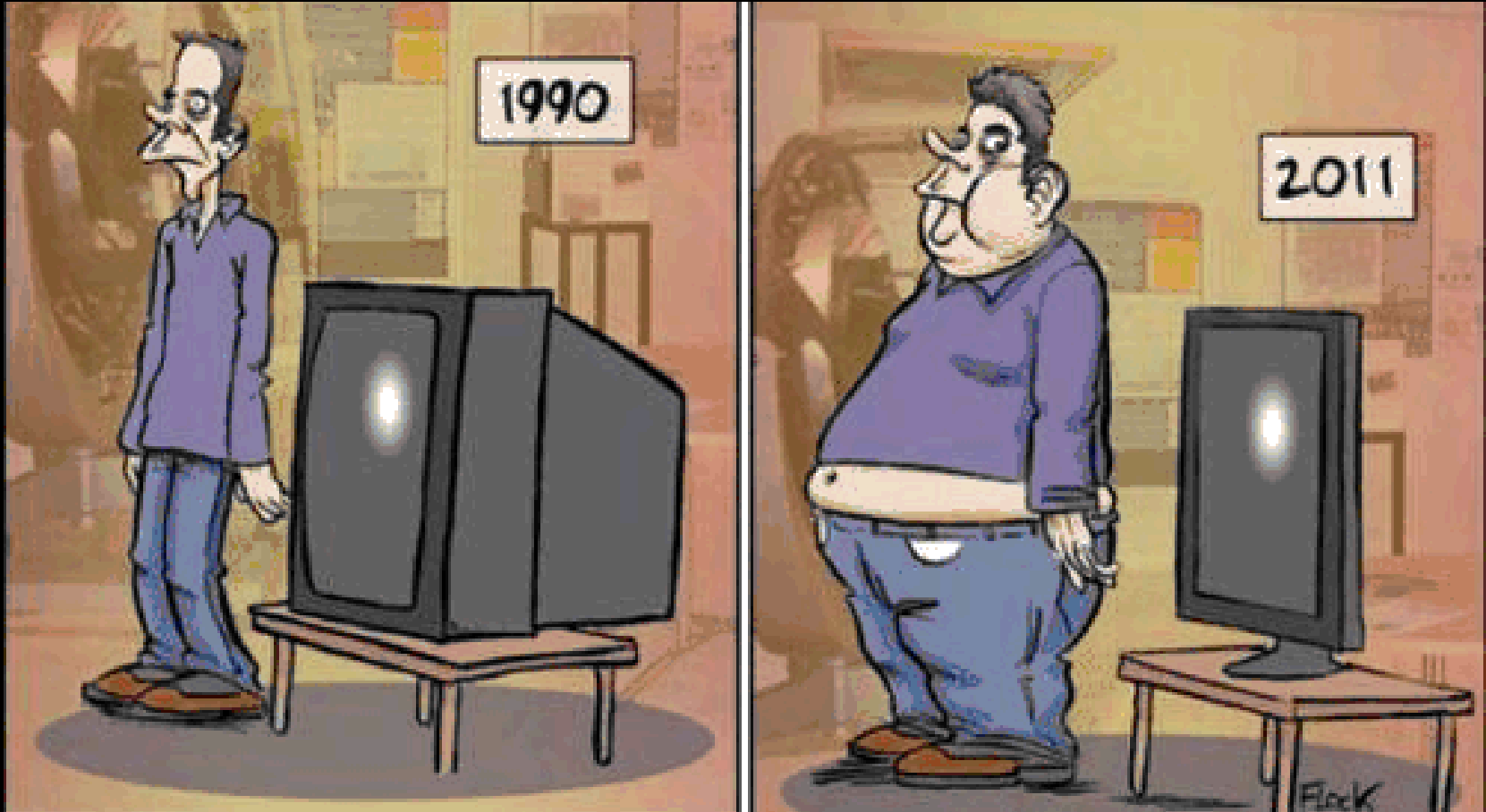
DR. ARTHUR LEWIN





# There's a new Africa Rising







2011



2012

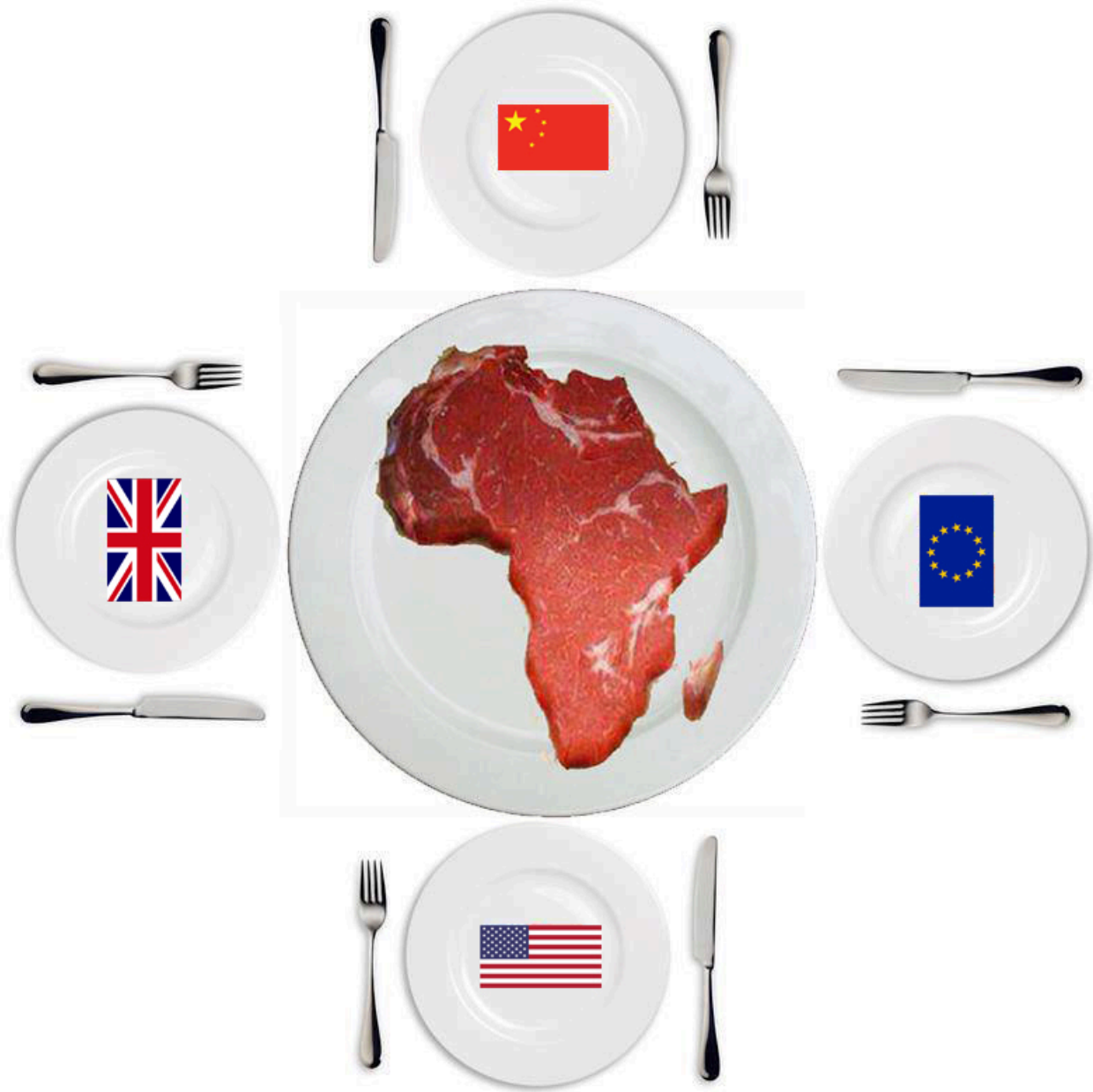




Blame

Beg

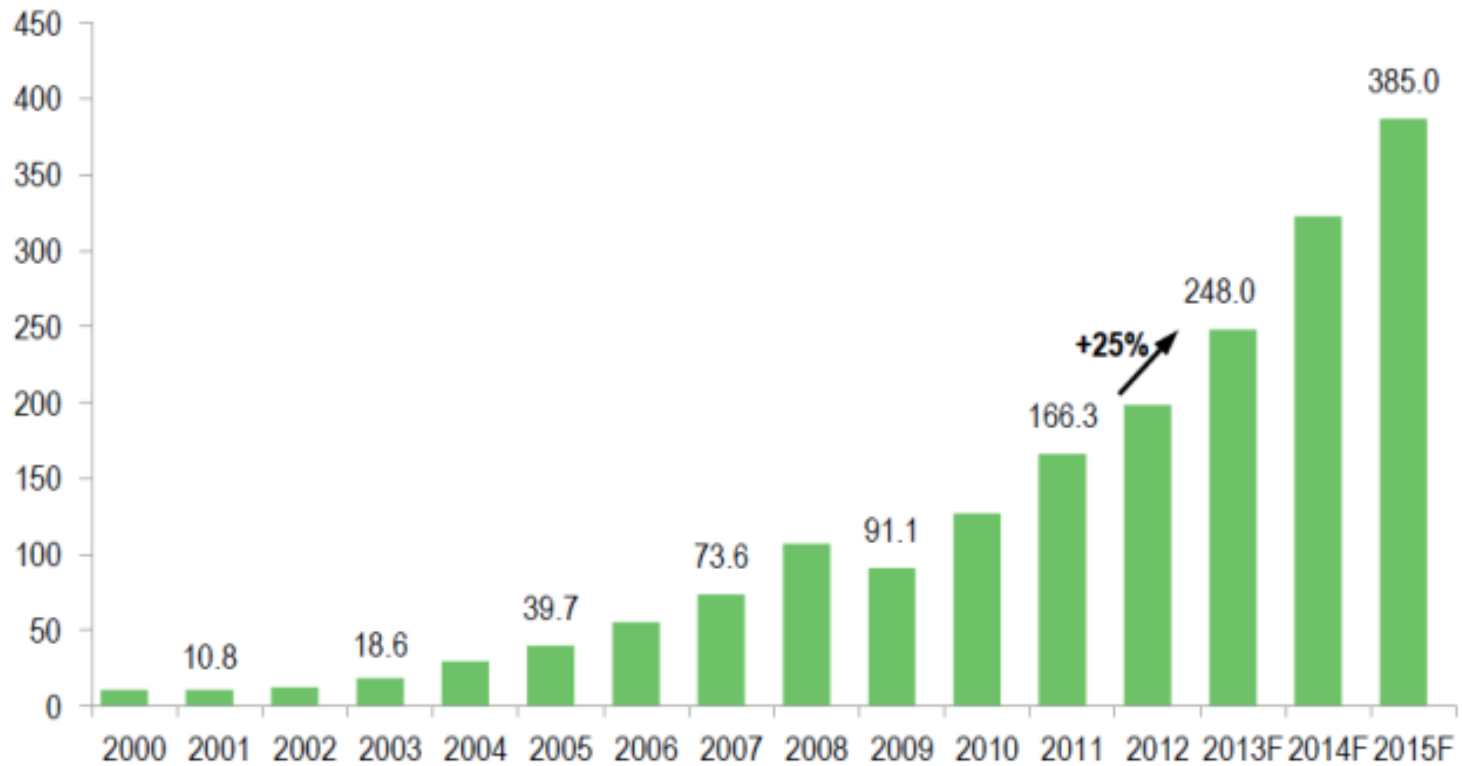
Borrow





1992 : US\$1 billion

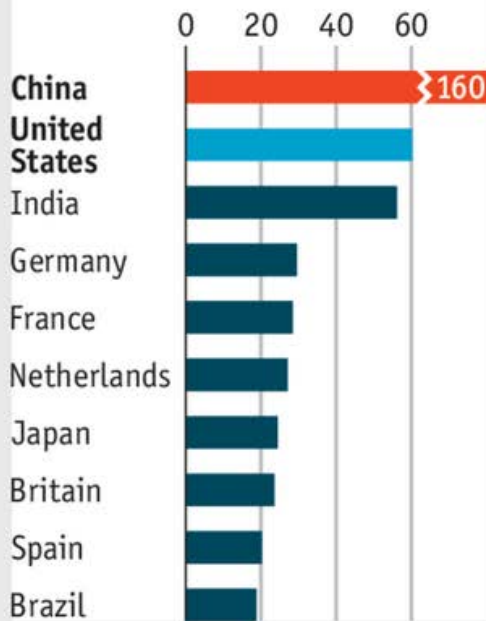
**Figure 1: China-Africa trade to keep growing**  
*USD bn*



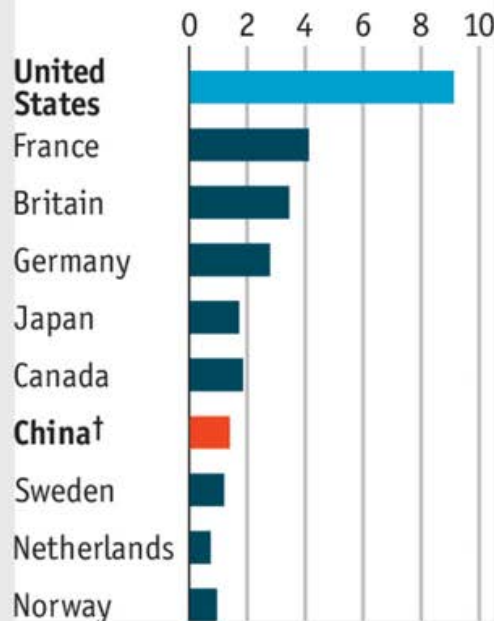
Sources: MOFCOM, Standard Chartered Research

## Africa's biggest partners

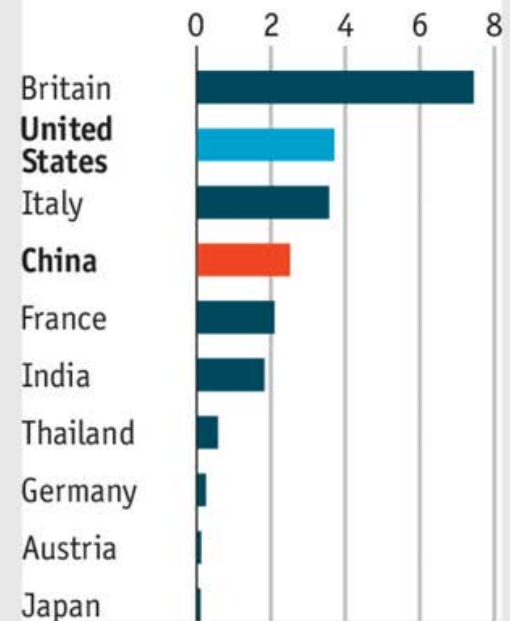
Trade with sub-Saharan Africa  
2013, \$bn



Official development assistance  
Donors\*, 2012, \$bn



Foreign direct investment  
Inflows into Africa, 2012, \$bn



Sources: IMF; OECD; AidData; UNCTAD

\*OECD countries and China †Latest estimate

Economist.com/graphicdetail

Coca-Cola open happiness™

SETTING FOOT ON THE LAND OF WORLD-RENOWNED FOOTBALLERS

203,435

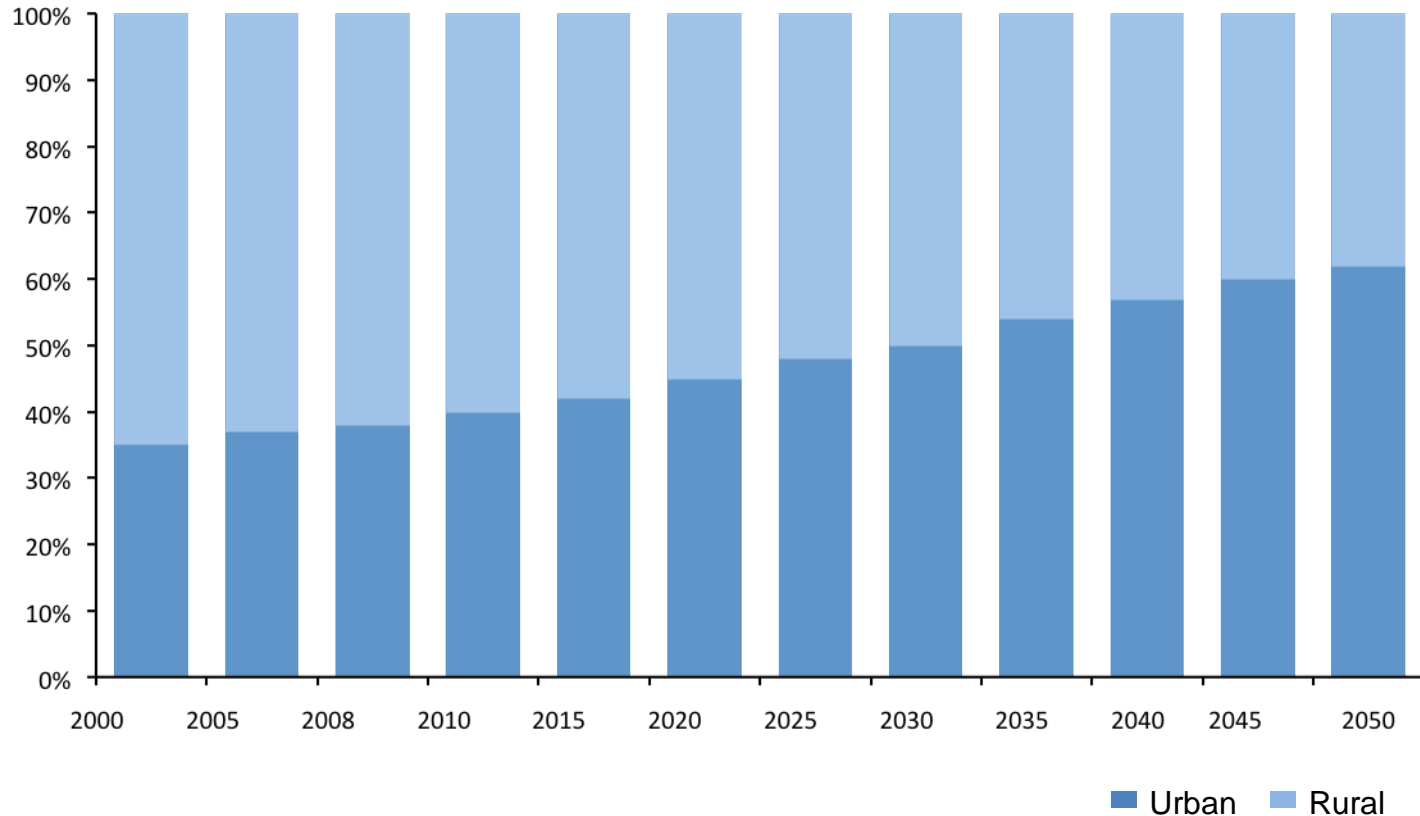
A BILLION REASONS TO BELIEVE IN AFRICA

COCA-COLA, THE CONTOUR BOTTLE DESIGN AND OPEN HAPPINESS ARE TRADEMARKS OF THE COCA-COLA COMPANY. © 2012 THE COCA-COLA COMPANY



# 1. WE ARE GROWING

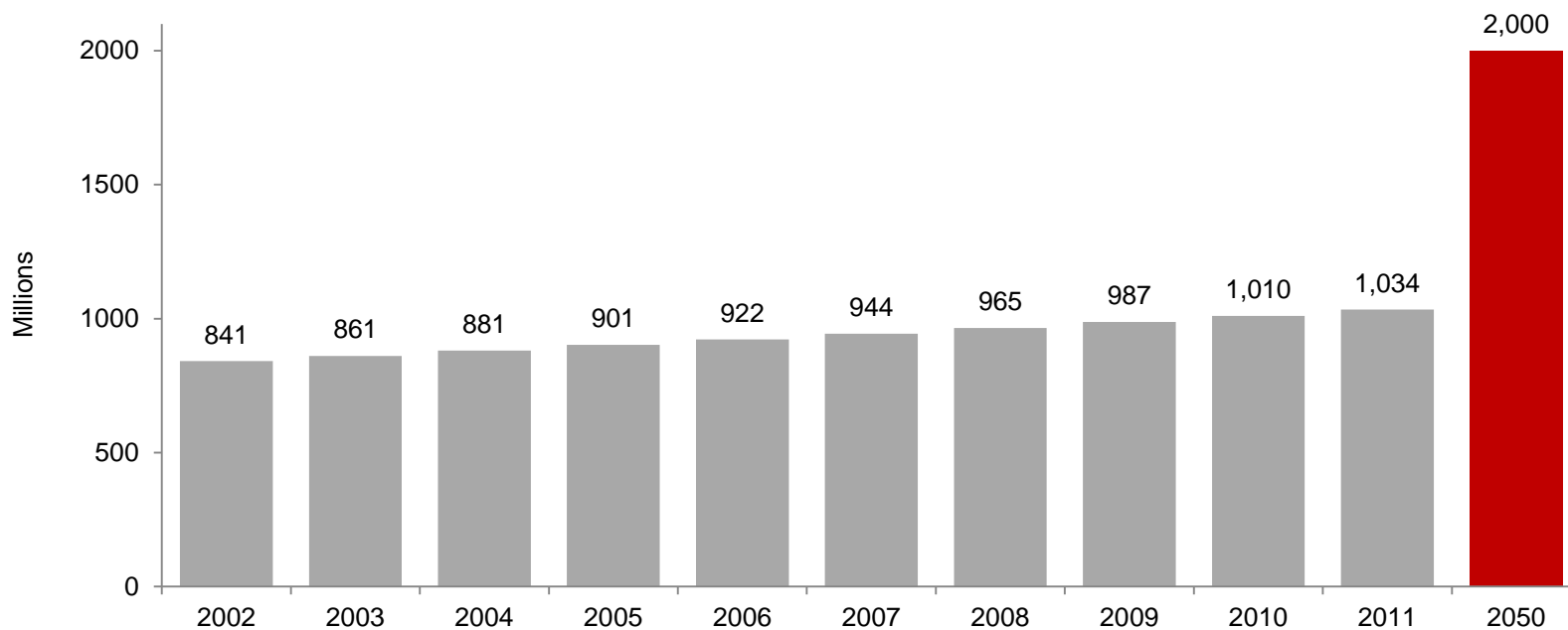
# Urbanisation to reach 62% by 2050



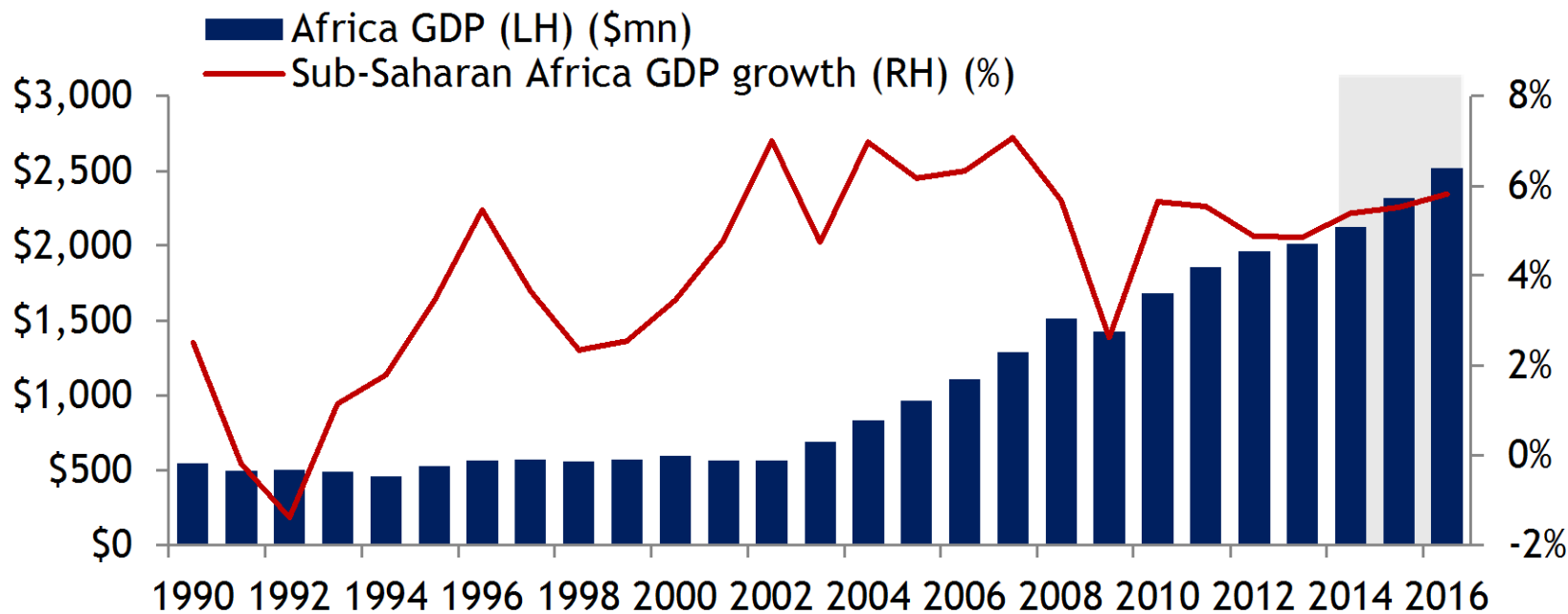
Source: Accenture report: *The Dynamic African Consumer Market*



# Africa's population forecast to reach almost 2 billion by 2050



Source: UN Population Division and World Bank, Africa Development Indicators



Source: IMF

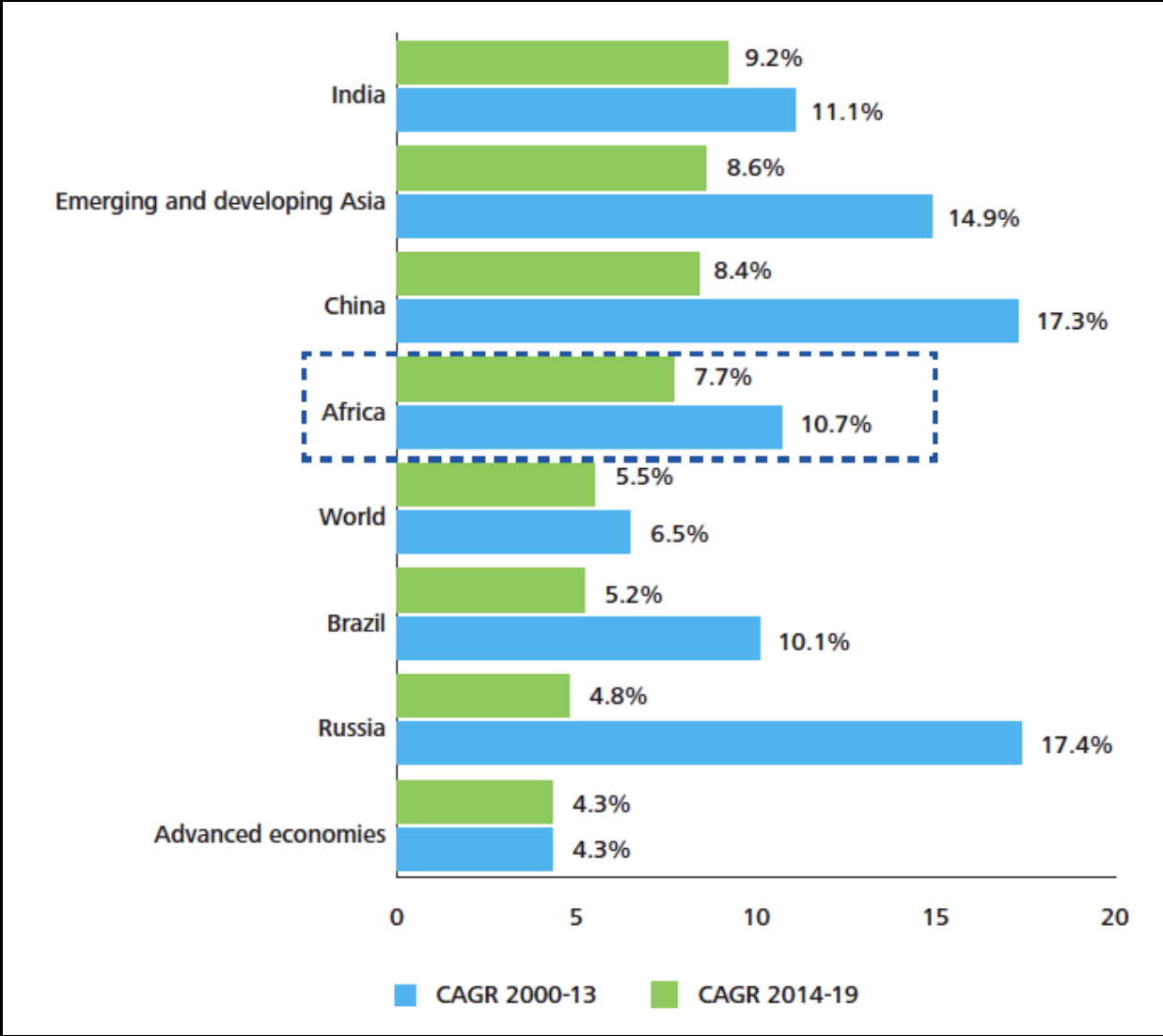
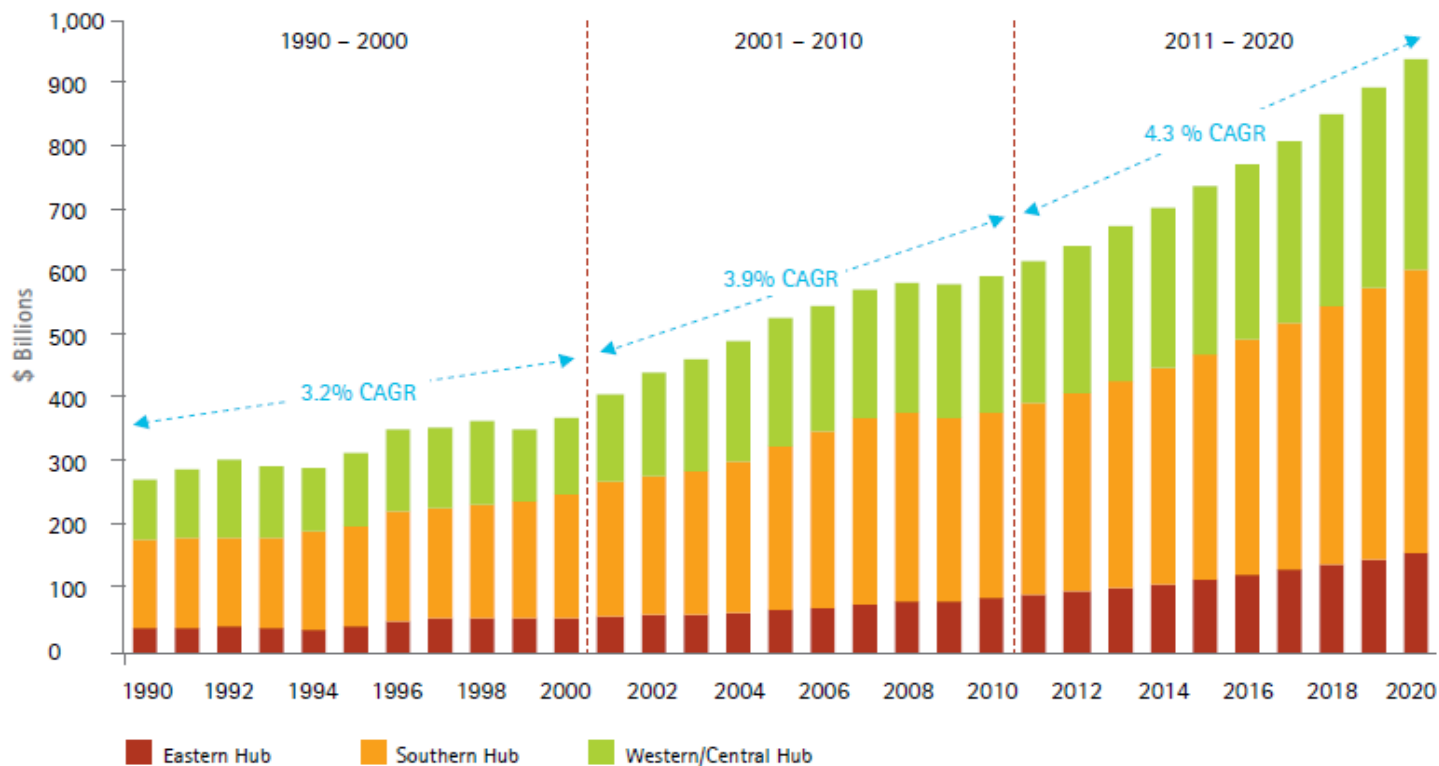
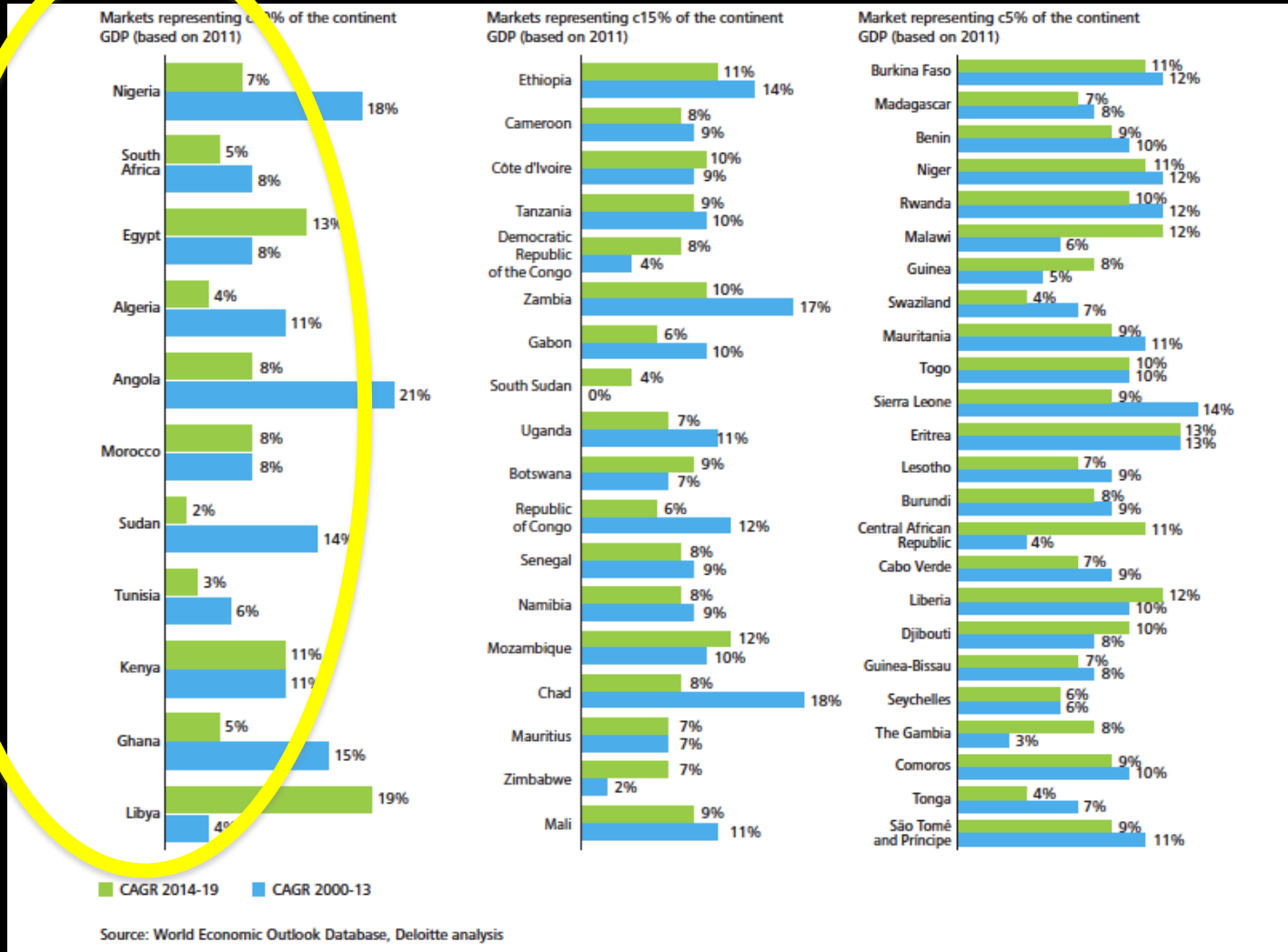


Figure 2: Sub-Saharan Africa Consumer Expenditure\* (\$ Billions)



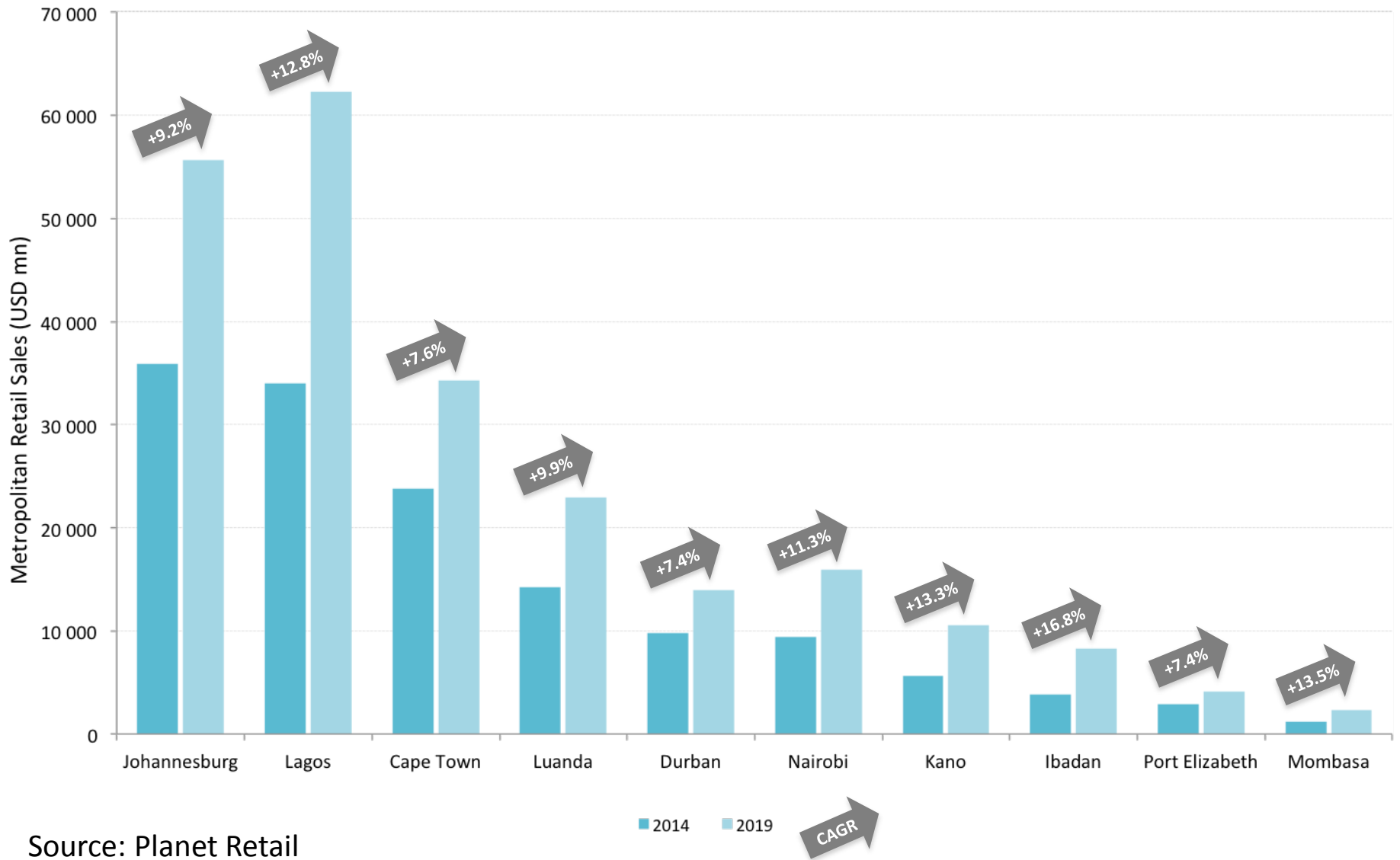
\*Historic / Forecast - US\$ mn - Constant 2010 Prices - Fixed 2010 Exchange Rates'  
 Source: Euromonitor 2011

# 11 Countries represent 80% of Africa GDP



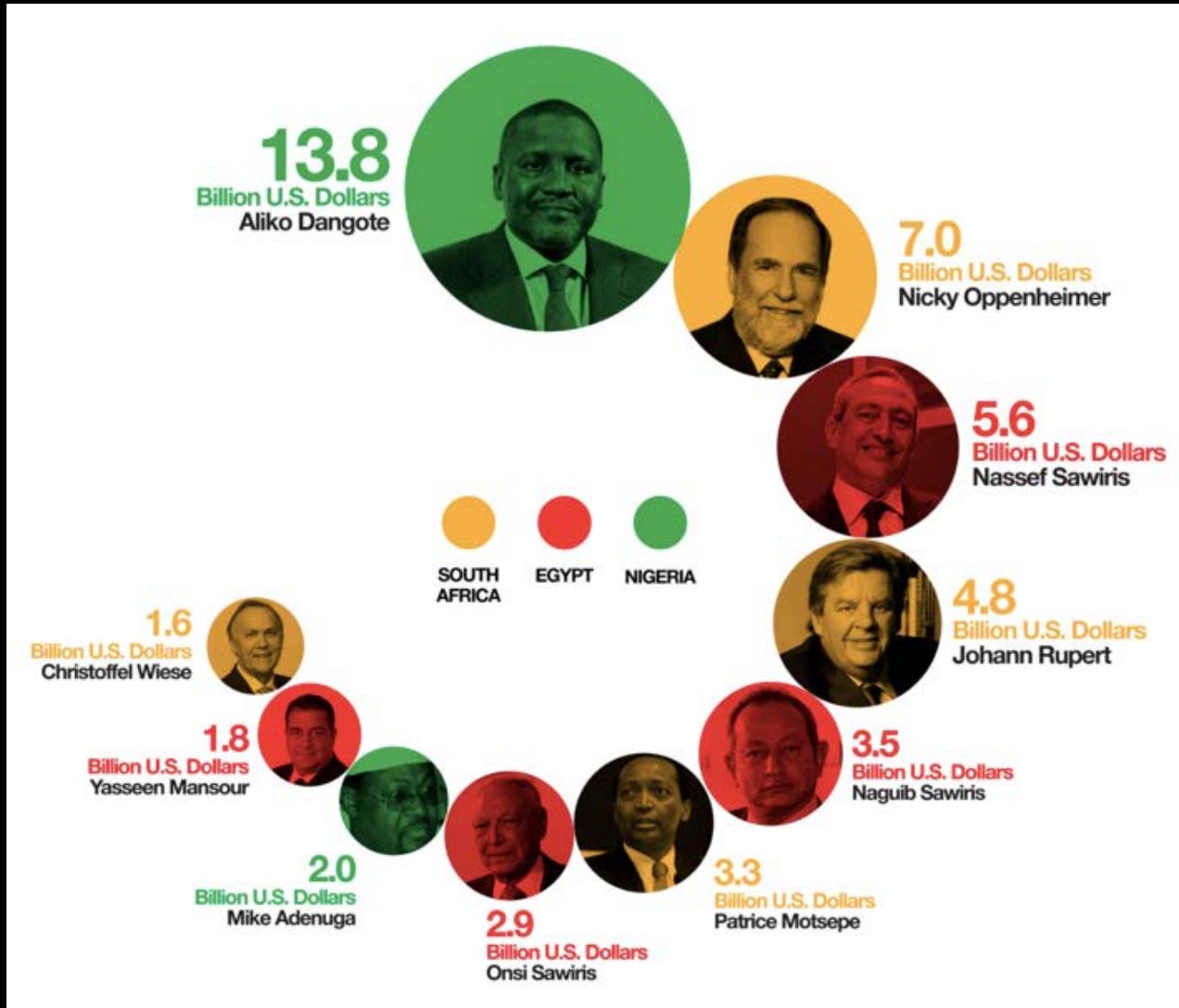
# Metropolitan retail sales development in Sub-Saharan

Sub-Saharan: Metropolitan Retail Sales, 2014-2019 (USD mn)



Source: Planet Retail

# Forbes Top 10 Wealthiest Africans



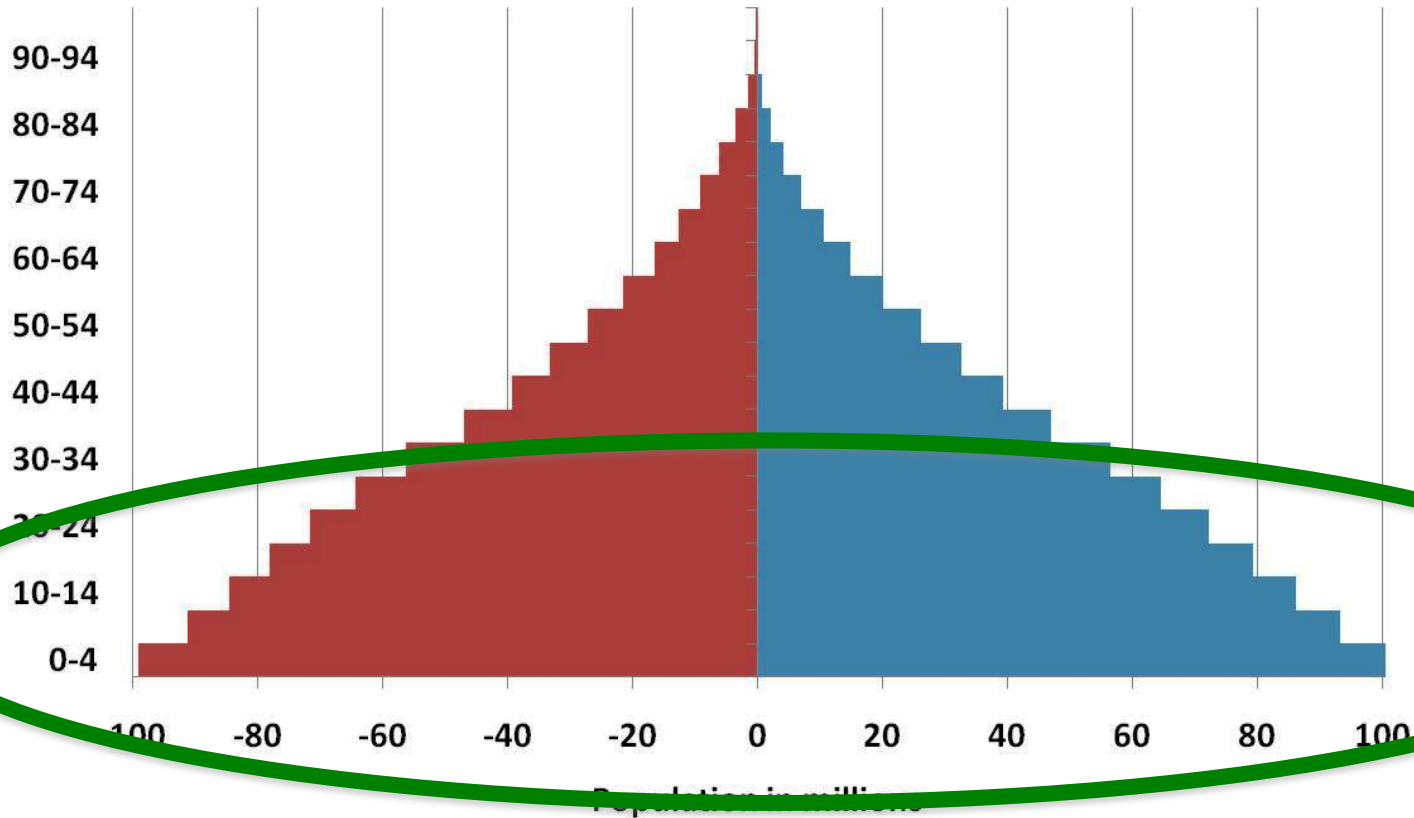


2.

WE ARE  
YOUNG



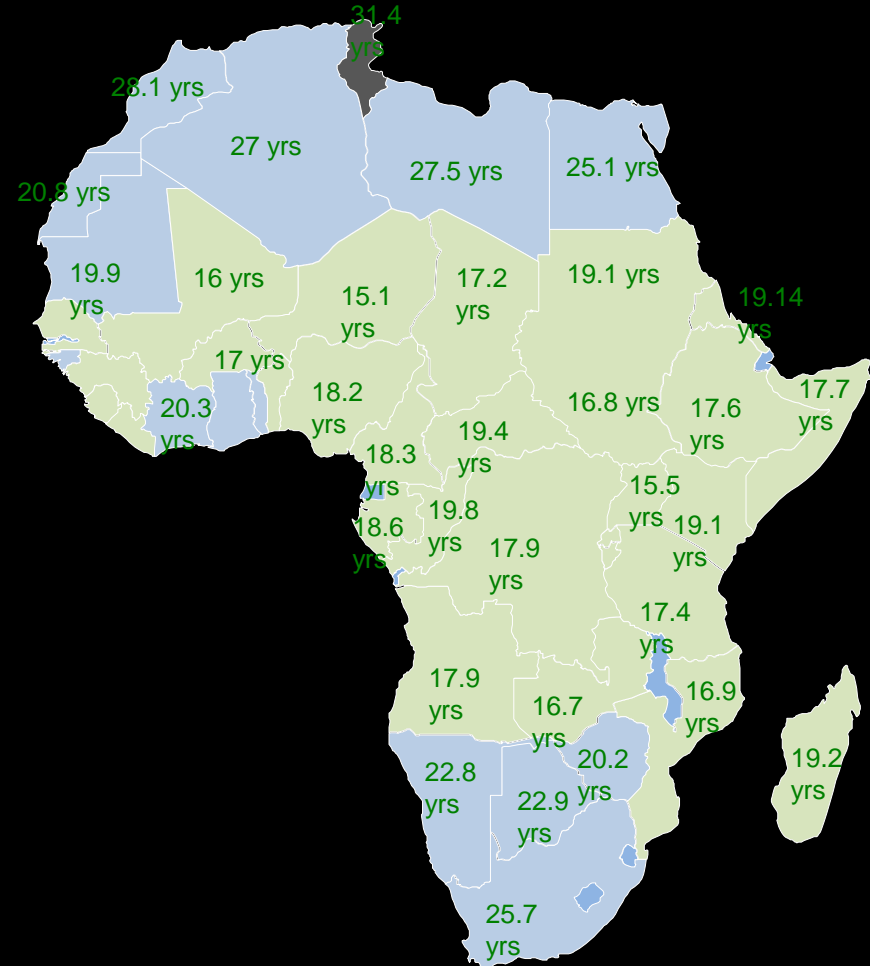
# Africa's Youth Bulge



■ Female ■ Male

Source: US Census Bureau

# Median age is less than 20 years



## Age

Age 0 – 14 yrs
Age 15 – 20 yrs
Age 21 - 30
Age 30+

Source: CIA World Fact book (2014)



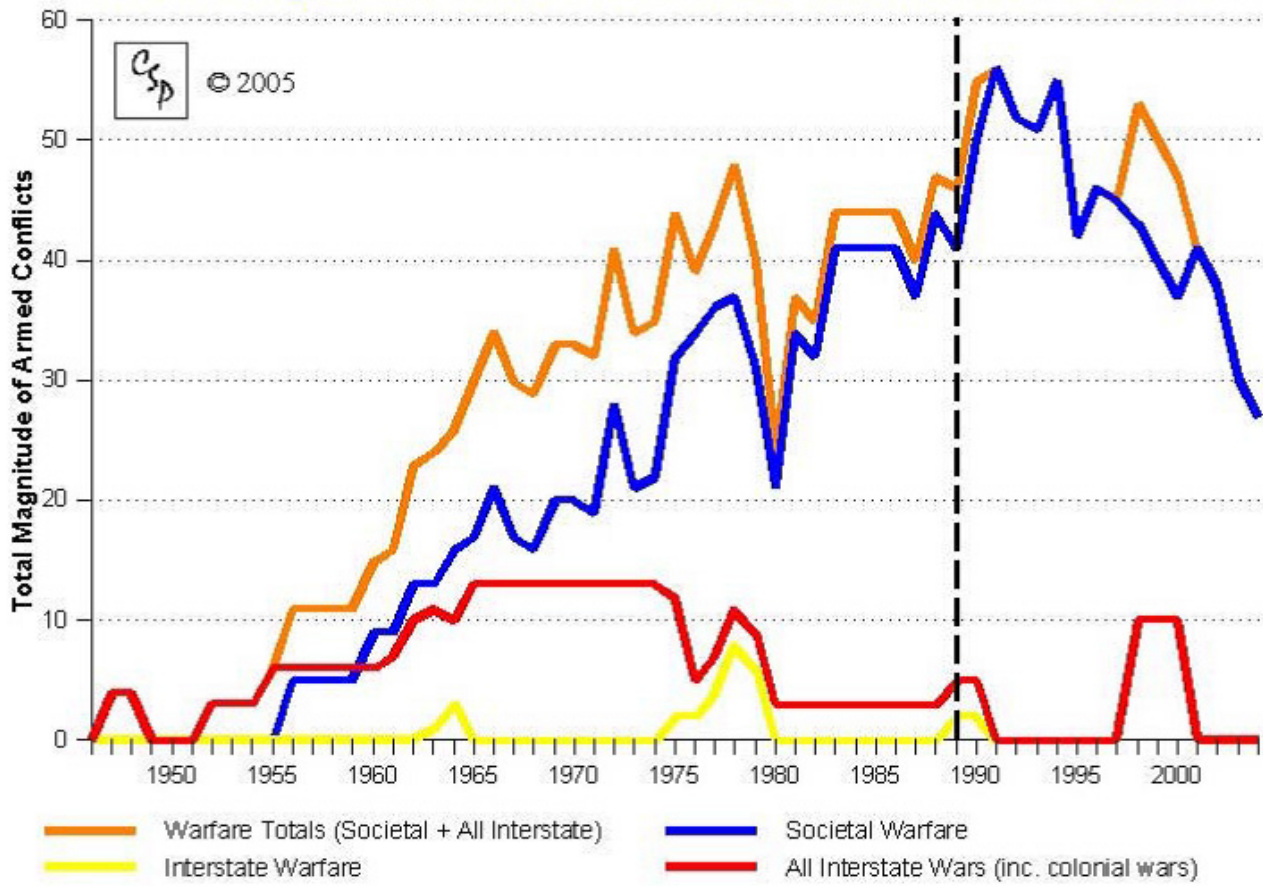
70/30



2.

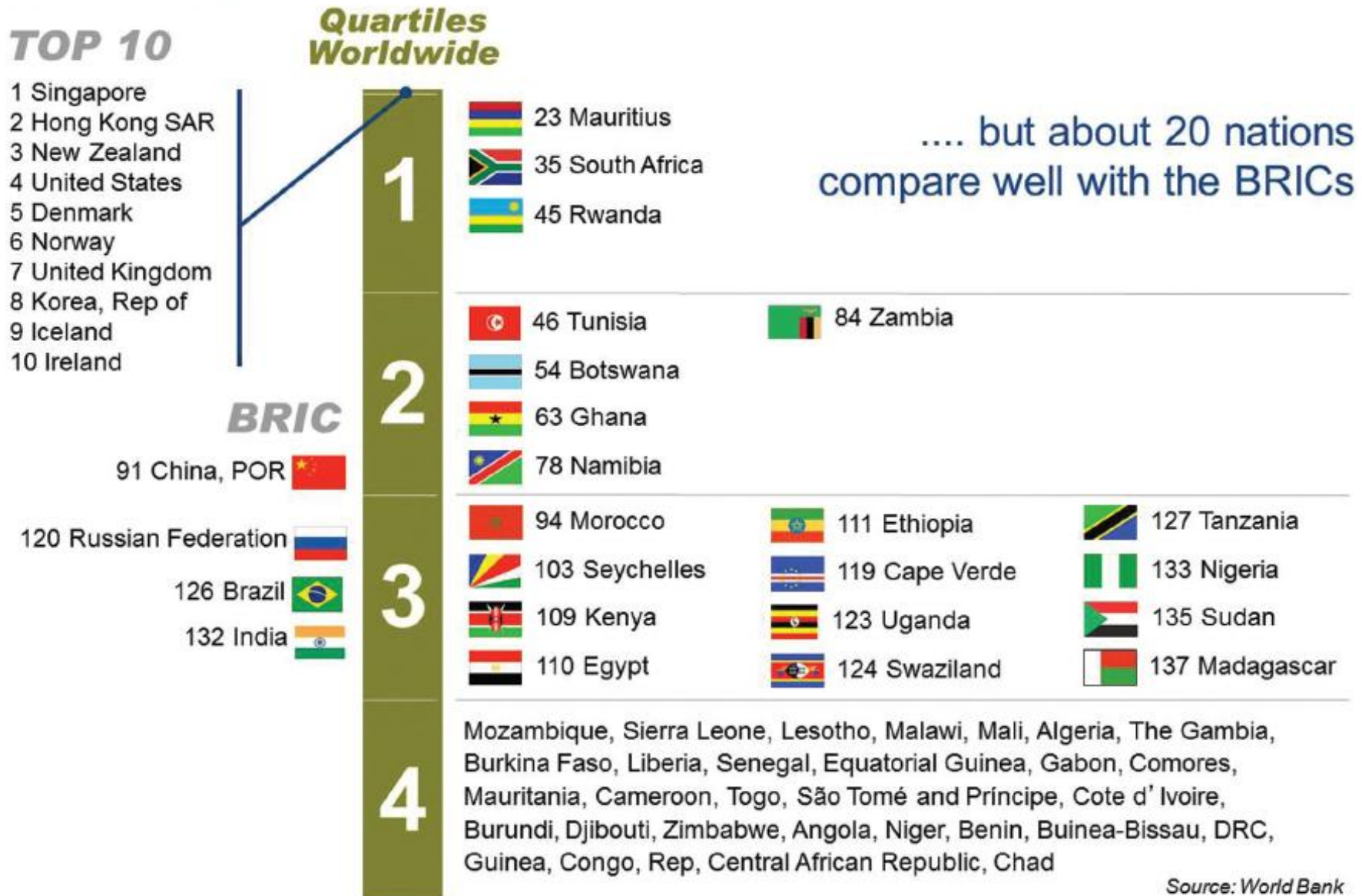
WE ARE AT  
PEACE

### Africa: Regional Trends in Armed Conflict, 1946-2004



**FIGURE 2: THE EASE OF DOING BUSINESS IN DIFFERENT MARKETS**

**Most African nations are amongst the bottom 25% of 183 countries worldwide for “ease of doing business”**





# 4. WE ARE CREATIVE







**airtime** **E 50**

**pay-as-you-GO**

**MTN**

*No Contracts No Credit Checks Instant Access*

**Make calls to the value of E 54**

S W A Z I L A N D

**m-PESA** Send pesa by phone

M-PESA is the new, easy and affordable way to send money home.  
\* Please see following advertisement for a list of Authorized M-PESA Agents.

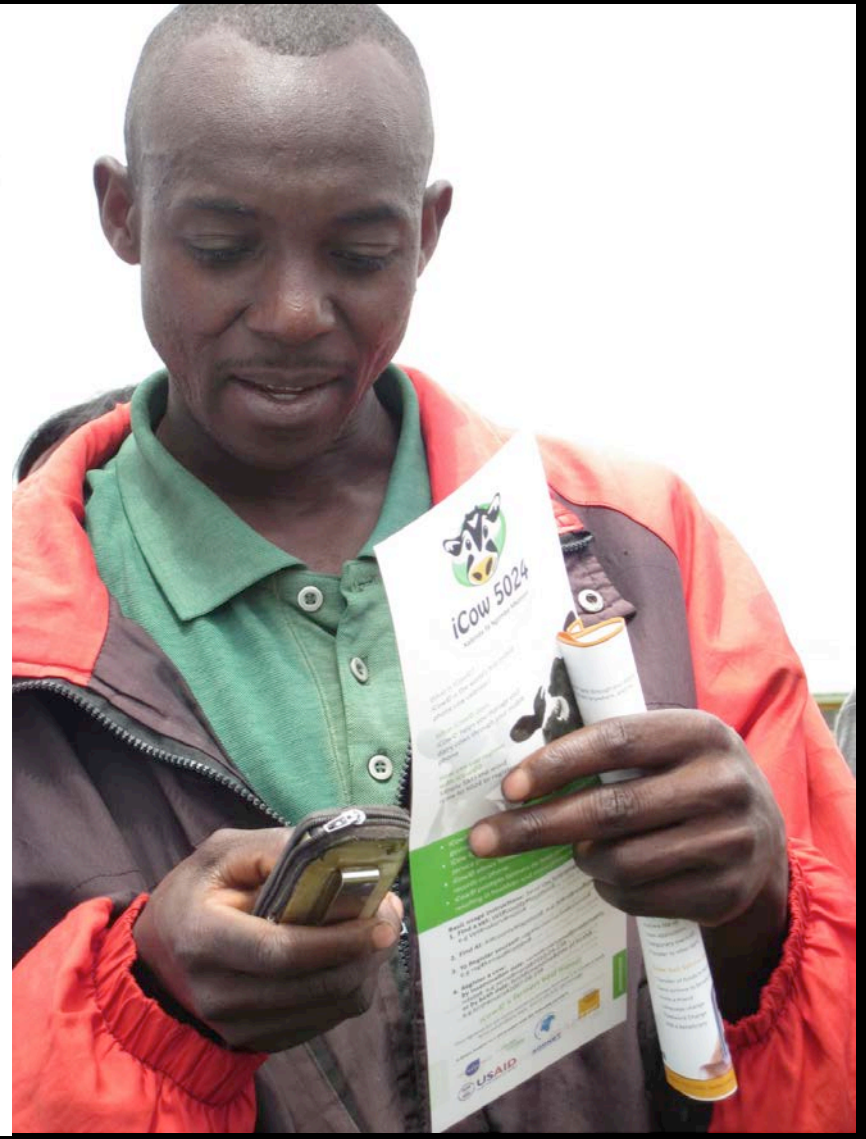
Register **FREE** of any Authorized M-PESA Agent!

www.m-pesa.co.ke Terms & Conditions Apply

Financial access in Kenya jumped from less than 5% in 2006 to over 70% in 2010 (World Bank).



iCow





SECURE PAYMENTS BY *PayPal*<sup>™</sup>





# 2014 Brand Africa 100: Africa's Best Brands

## Top 10



### Top 10 All Brands

#### Value

Brand	Brand Value 2014 USDm
Samsung	78,752
Microsoft	62,783
Coca-Cola	33,722
Volkswagen	27,062
Mc Donalds	26,047

#### Admiration

Brand	Admiration score
MTN	635
Nokia	459
Glo	345
Tigo	278
Nike	236

### Top 10 African Brands

#### Value

Brand	Brand Value 2014 USDm
Woolworths	885
DStv	827
Castle	655
Safaricom	357
Dangote	253

#### Admiration

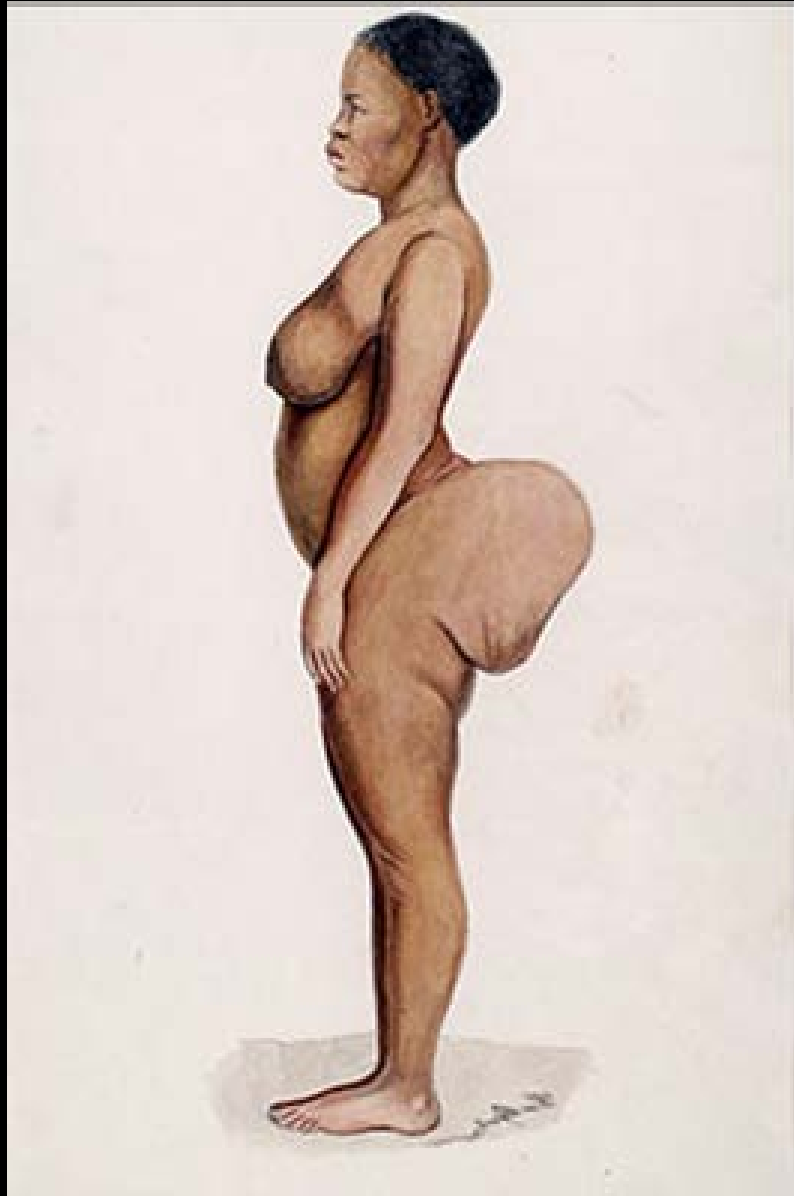
Brand	Admiration score
Glo	345
Marsavco	42
Nile beer	41
Dangote	38
Pick N Pay	26







5.  
WE ARE  
BEAUTIFUL











# Thinking Local, Acting Global.



*Eva*  
*jeans*

**Joy's**

Cut to flatter and flaunt  
the booty zone with a  
sexy low front rise and  
a curve-friendly rear.

Be bootylicious.

**CHELSEA CLINTON PREGNANT!** INSIDE HER LIFE TODAY **P.23**

**SPECIAL DOUBLE ISSUE**

**People**

**Exclusive ROYAL TOUR DIARY**

**JULIA**

**JENNIFER**

**JULIANNA**

Oscar Winner **Lupita Nyong'o!**  
HER INSPIRING STORY

**50 MOST BEAUTIFUL**

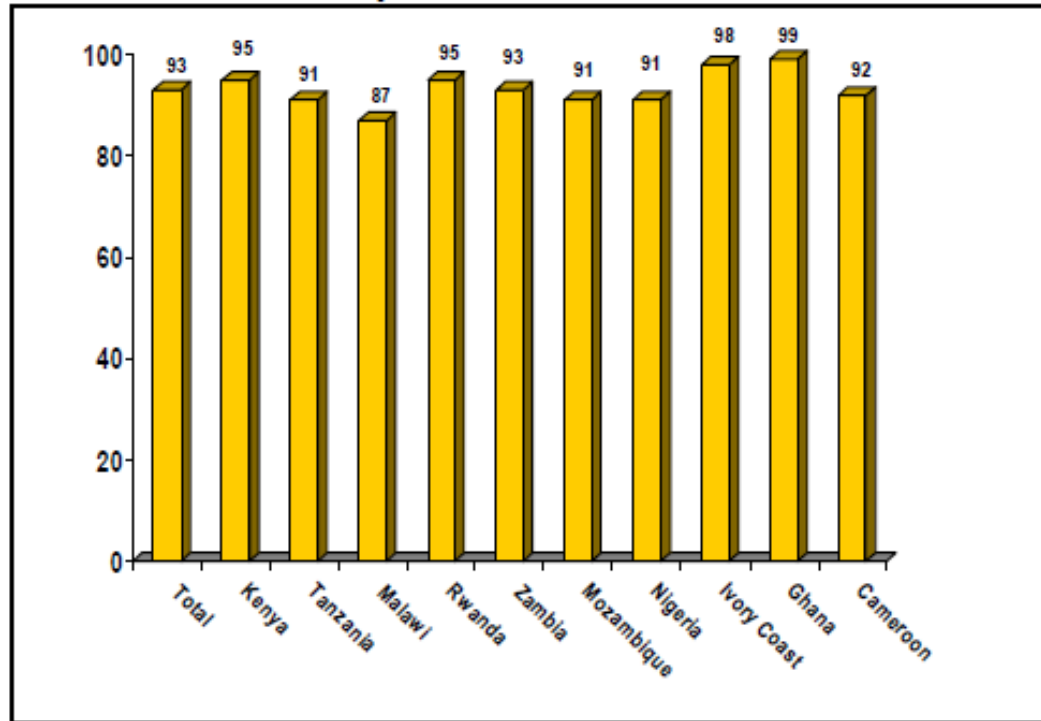
**Plus** GORGEOUS—AND NAKED, SEXIEST SINGLES ALIVE, STARS WITHOUT MAKEUP & MORE!





# 6. WE ARE PROUD

## I am proud to be African













**Heathrow**  
Terminal 4




*Travel entrepreneurial class*

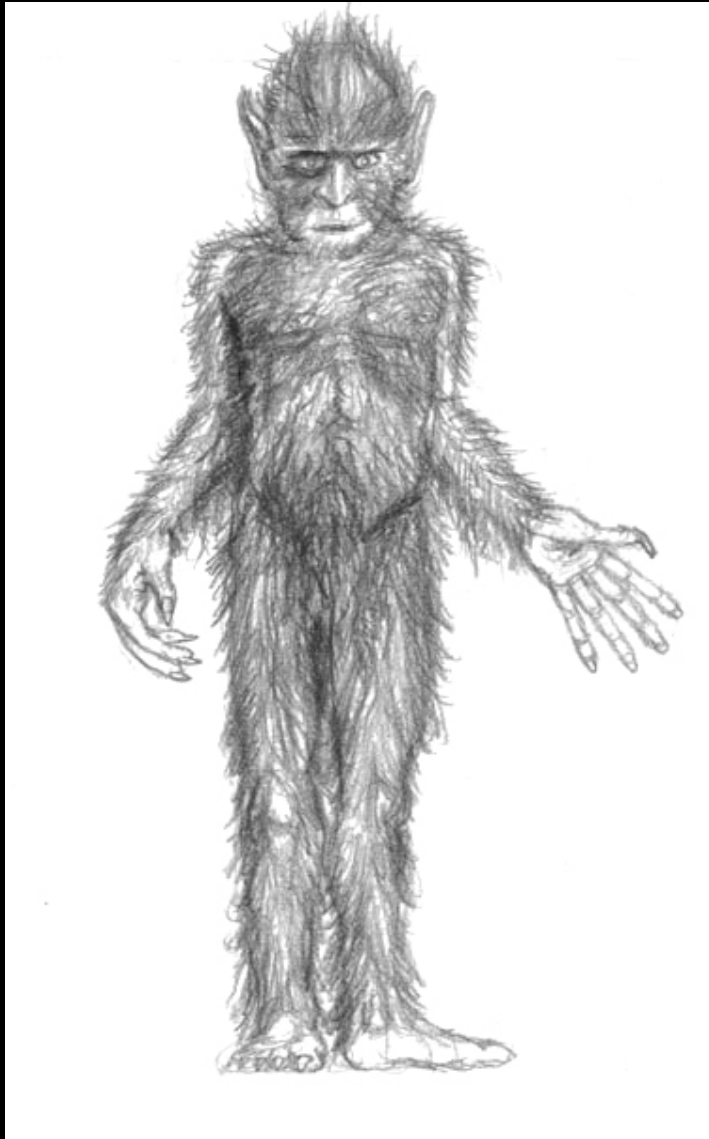
*Financial expertise. Entrepreneurial thinking. Opportunity creators.*  
*Private Banking • Capital Markets • Investment Banking • Property Investments • Asset Management*

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®

i-Tikoloshe –  
Be very afraid.





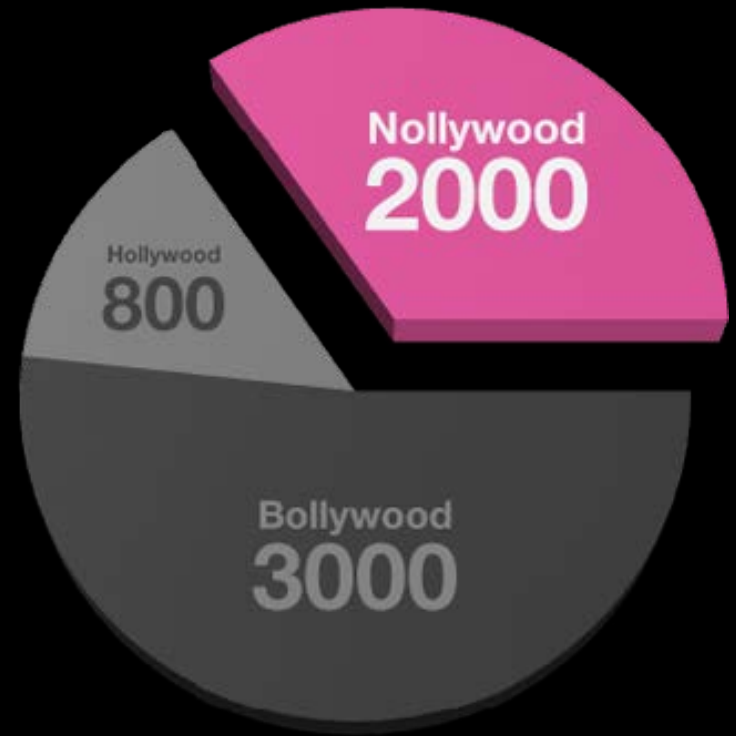
<sup>®</sup>  
i-Tikoloshe –  
Be inspired.





2007

“So now I can proudly carry my Ghana-must-go to the airport without people pitying me.”






# 7. WE ARE UNIQUE








Abenas - Tuesday borns.  
Caring. Friendly. Kind.

Share a  
**Coke** with



**Abena**

# Introducing our new flight schedule to Nairobi, Kenya

Korean Air will launch 3 non-stop flight services per week from Incheon, Korea to Nairobi, Kenya on June 21. Korean Air will become the first air carrier in Northeast Asia to extend flight services to Nairobi. Fly to Nairobi with Korean Air and enjoy the grand African savanna, the safari tour, and the indigenous people full of primitive energy.







# HORSE MEAT IS FOUND IN TESCO BURGERS







“Our aim is to promote co-operation, innovation and the exchange of new ideas in technology so that our products and technologies continue to respond to the real needs and conditions of the continent,”  
Samsung Electronics Africa’s President, Mr. K.K. Park



8.

WE ARE  
COMPETITIVE





*out of Africa*<sup>®</sup>



Out of Africa Lanceolate leaf

**MACADAMIA NUTS**  
**DRY ROASTED AND SALTED**

**organic**

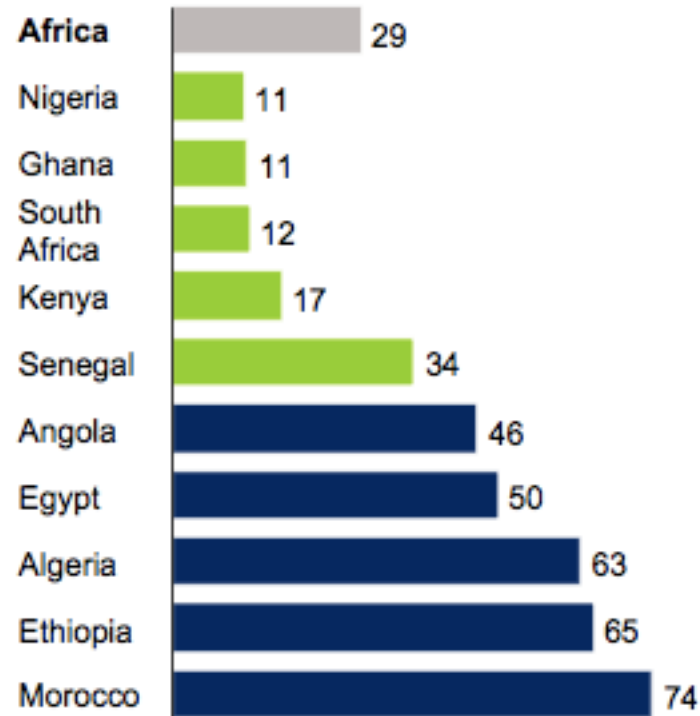
**BRANDZ™**  
**TOP 100**  
**MOST VALUABLE**  
**GLOBAL**  
**BRANDS**  
 2012

## Most Valuable Brands

No.	Brand	Value \$M	Country
1.		182,951	
2.		115,985	
3.		107,857	
4.		95,188	
5.		76,651	
6.		74,286	
7.		73,612	
8.		68,870	
9.		49,151	
10.		47,041	
88.		9,273	

**Local brands are as competitive as international ones in markets with strong local brands**

% who agree, "International clothing brands are more fashionable than local brands"



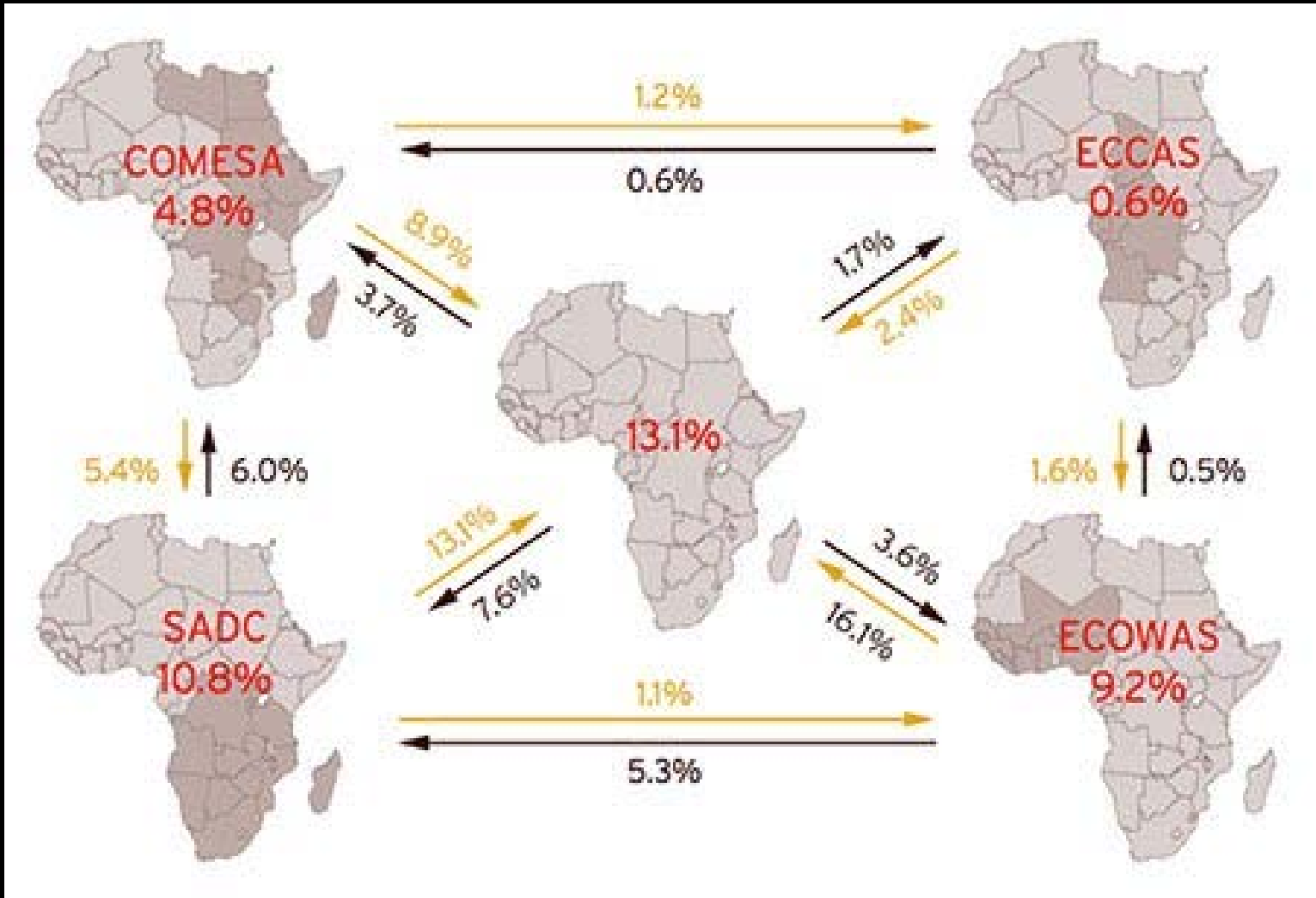
1 Sum of "buy every time I can" and "buy frequently."

2 Figures may not sum, because of rounding.

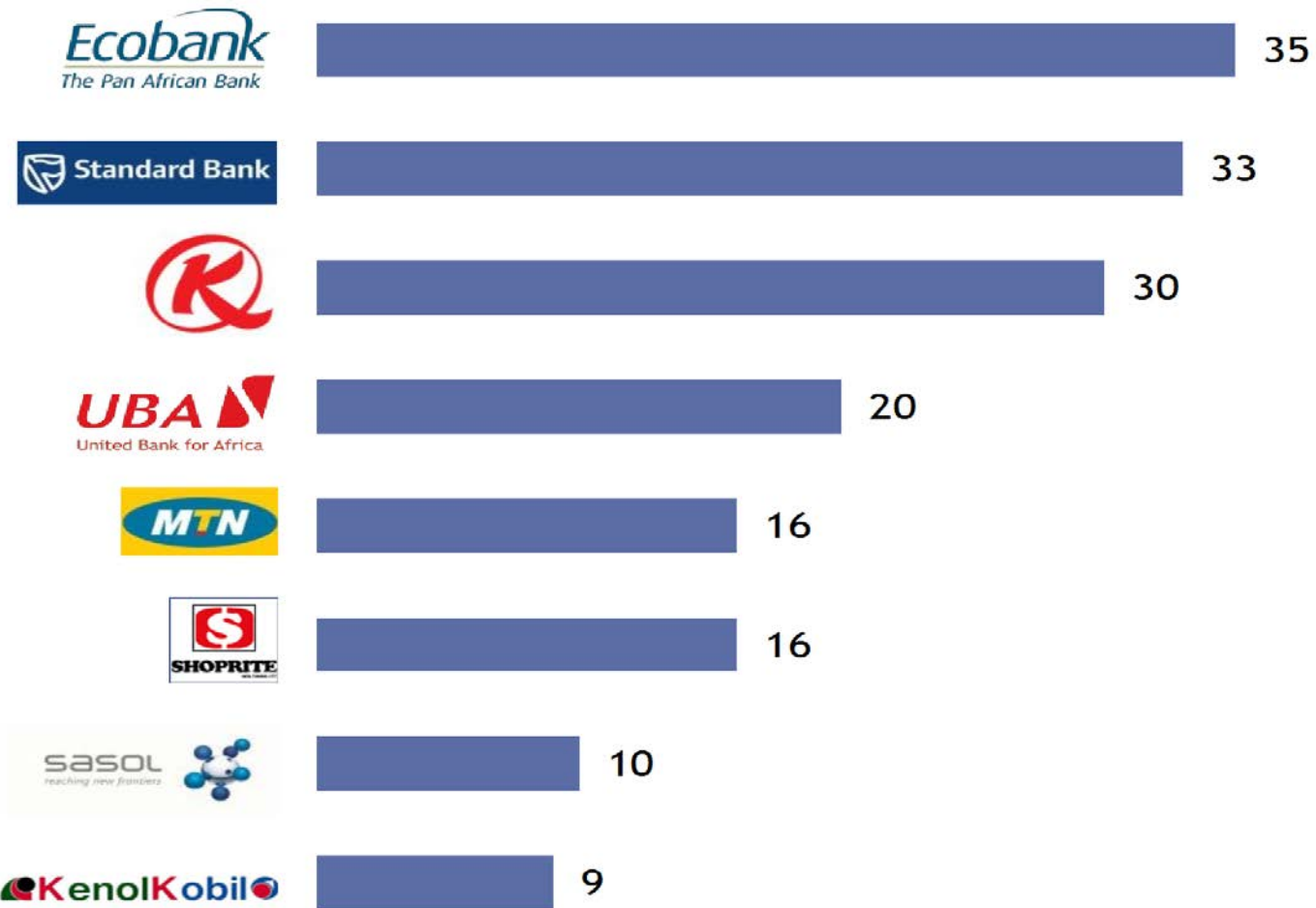
Source: Africa Consumer Insights Center survey, 2011 and 2012

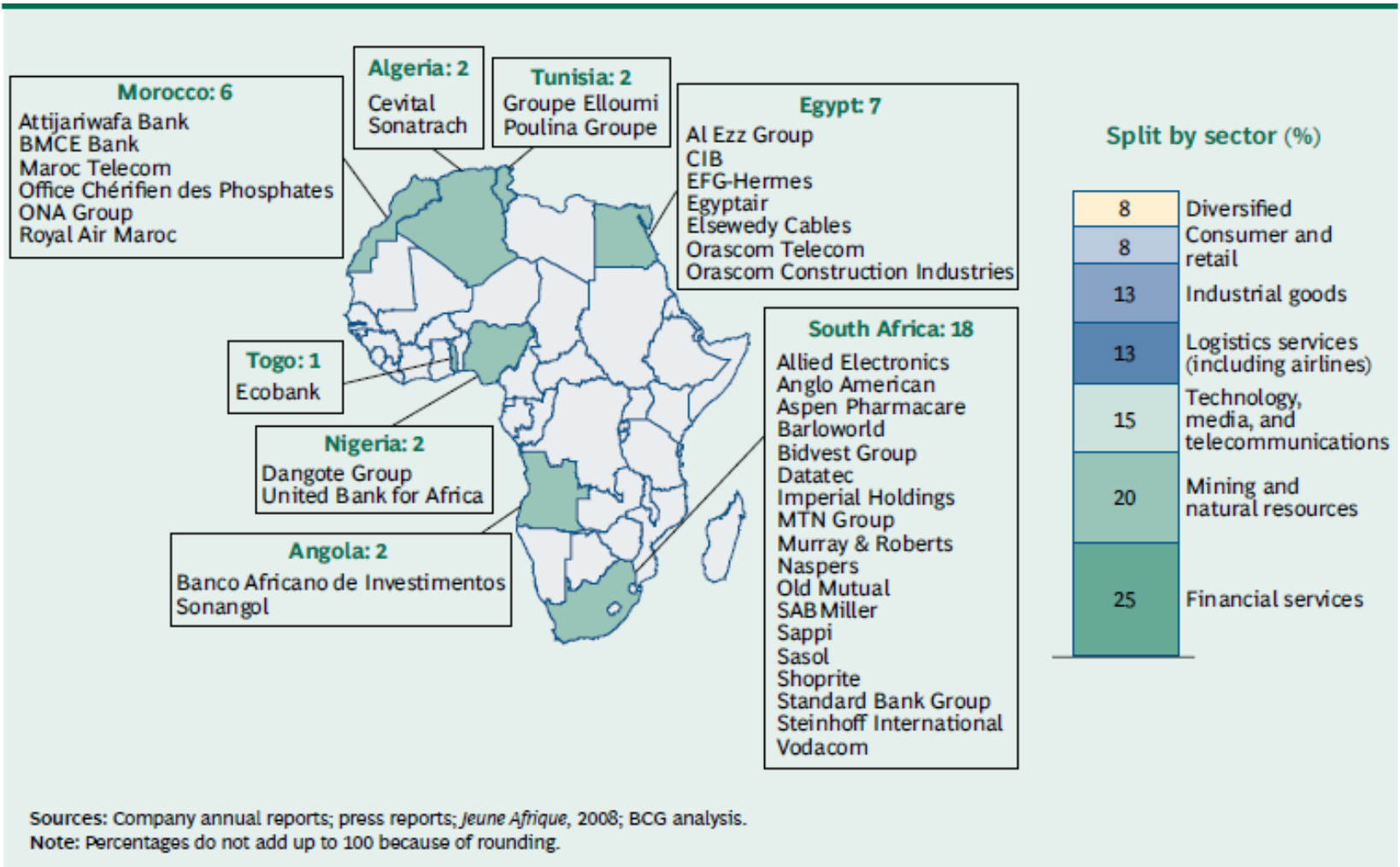


# 9. WE ARE INTERDEPENDENT



## African MNCs by number of African markets of operation



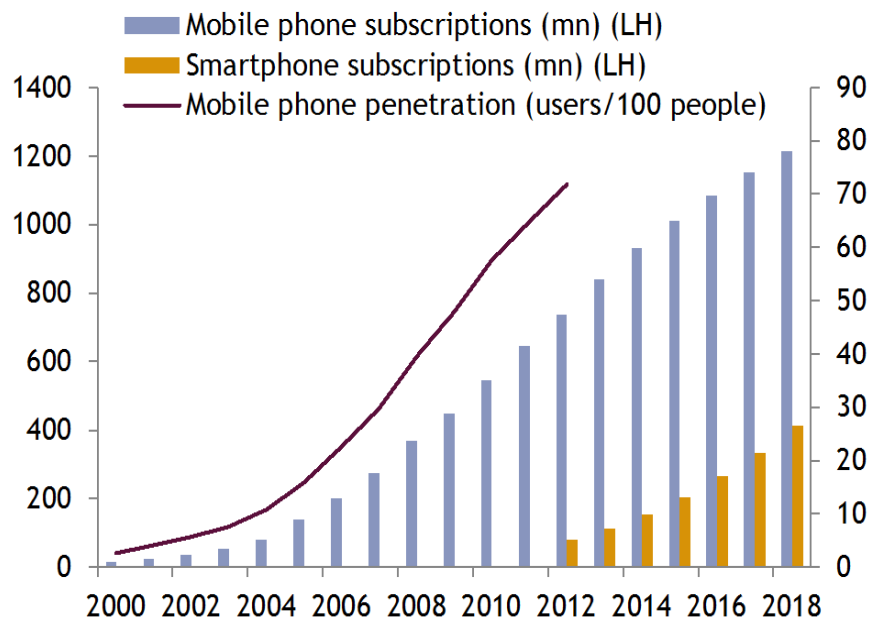






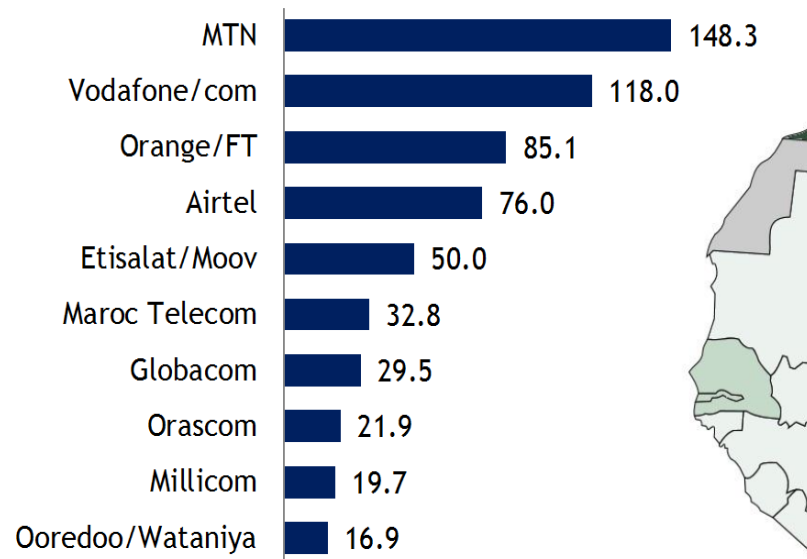
10.  
WE ARE  
CONNECTED

### Mobile phone use in Africa



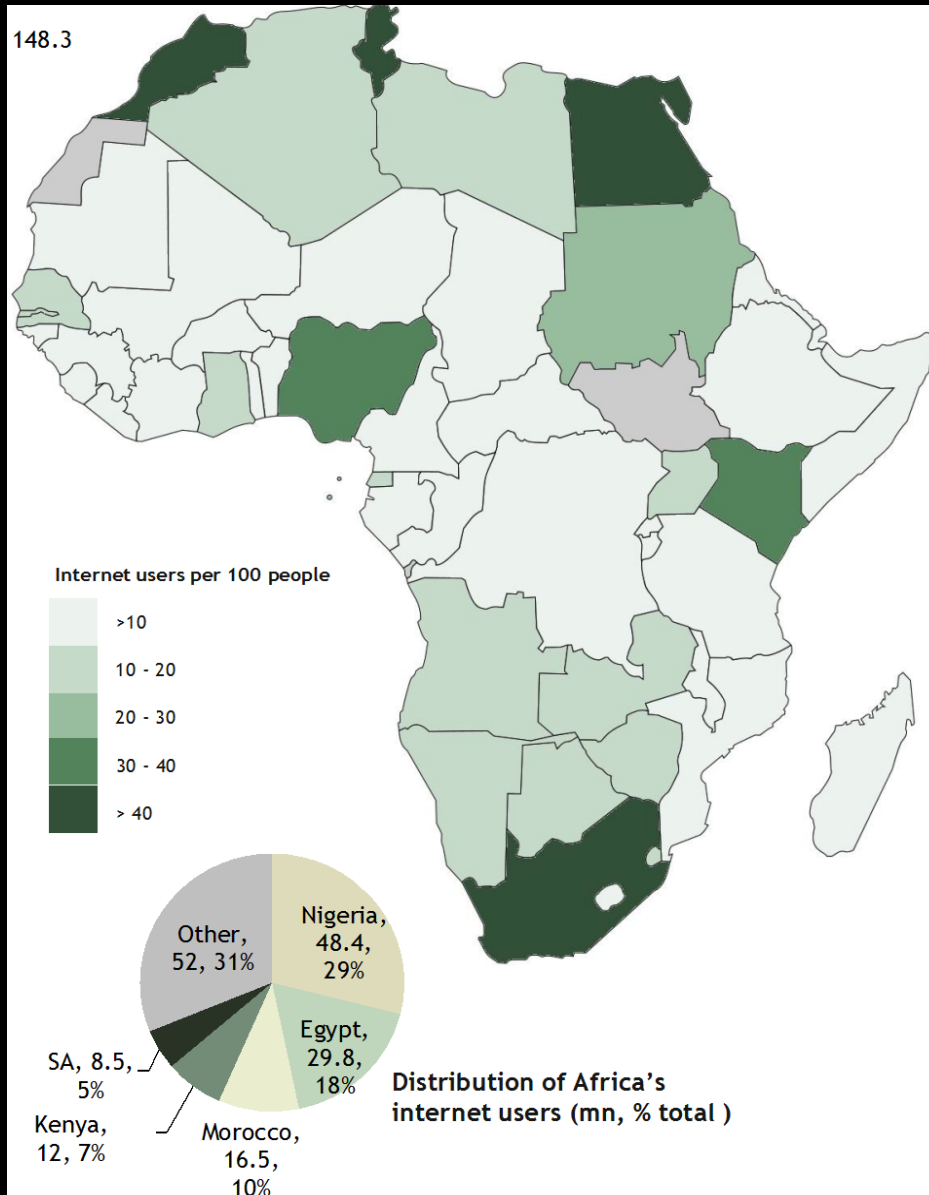
Source: World Bank WDI, Informa Telecoms & Media

### Africa major mobile groups by subscribers 2013 (mn)



Source: Blycroft 2014







I Like ..





**AFRICA  
IS THE  
FUTURE**



[thebe@ikalafeng.com](mailto:thebe@ikalafeng.com)  
[@thebeikalafeng](https://www.instagram.com/thebeikalafeng)

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