



# Ondernemen in Afrika : opportuniteit of ... ?

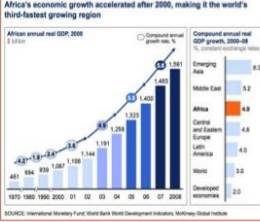


## Opportunities

### 2. Doing business in Africa: opportunities

*“Economic growth in Africa remains strong with growth of 5% in 2013. At least a third of countries in the region are growing at 6% and more, and African countries are now routinely among the fastest-growing countries “*

**Africa's economic growth accelerated after 2000, making it the world's third-fastest growing region**





Region	Compound annual real GDP growth, 2000-09 (%)
Emerging Asia	8.3
Middle East	5.2
Africa	4.8
Central and Eastern Europe	4.8
Latin America	4.0
World	3.0
Developed economies	2.0

SOURCE: International Monetary Fund; World Bank World Development Indicators; McKinley Global Institute

**Four groups of industries could have combined revenue of \$2.6 trillion by 2020**

Industry	Estimated annual revenue, 2020 (\$ billion)	Growth, 2008-20 (%)	Compound annual growth rate, 2008-20 (%)
Consumer	1,380	388	6%
Resources	540	118	5%
Agriculture <sup>1</sup>	500	229	5%
Infrastructure <sup>2</sup>	200	130	6%
<b>Total</b>	<b>2,620</b>	<b>665</b>	<b>6%</b>

1. This uses the 2010 value of \$800 billion and calculated the average increase required for 2020.  
2. Excludes investment. Assumes real returns are equal to real GDP through 2020.  
SOURCE: McKinley Global Institute

# Opportunities

## Africa's relative attractiveness as an investment destination is on the rise

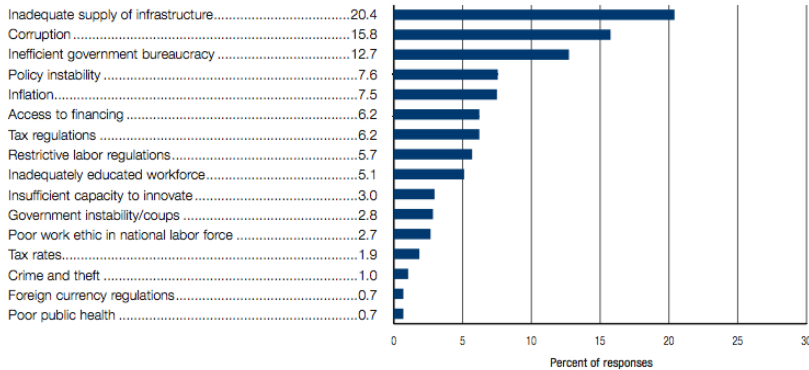


Source: EY's 2014 Africa attractiveness survey (total respondents: 503)



# Problematic factors

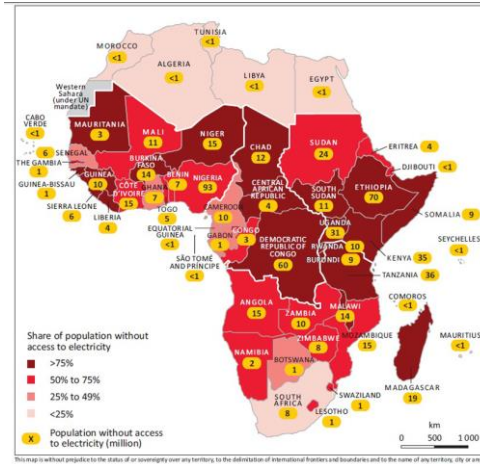
## The most problematic factors for doing business



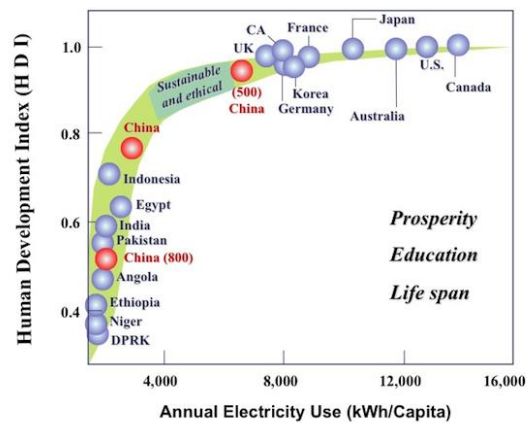
Note: From the list of factors above, respondents were asked to select the five most problematic for doing business in their country and to rank them between 1 (most problematic) and 5. The bars in the figure show the responses weighted according to their rankings.



# Toegang tot electriciteit



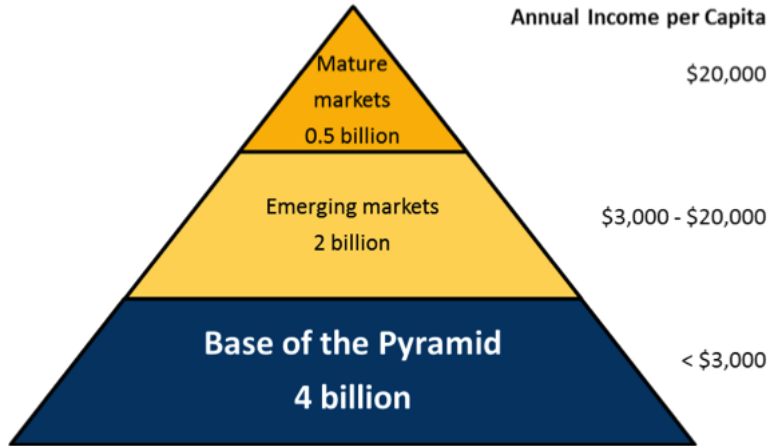
# Link gebruik electriciteit - HDI



80% of the world's population of over 7 billion people is below 0.8 on the U.N. Human Development Index (HDI)



# Logica BoP



# Ons antwoord



## Activiteiten

- Marktonderzoek
- Oprichting lokaal filiaal
- Aankoop en distributie van goederen (import)
- Engineering en realisatie van installaties



## Voordelen

- Kennis van het land/de streek
- Lokale verankering
- Lokale vertrouwenspersonen
- Jarenlange ervaring van meerdere partners in Afrika
- Een markt die nog volledig openligt



## Risico's

- Politieke instabiliteit
- Geen "good governance"
- Oneerlijke concurrentie vanuit verschillende hoeken
- (zeer) laag inkomen bij potentiële klanten
- Moeilijk vinden van technisch geschoold personeel



## Invasie van China



## Mogelijke support

- GVEP
- REACT fund
- ENEA



## Mogelijke support

- Agentschap Ondernemen - KMO-portefeuille
- Banken : leningen, gemakkelijk betalingsverkeer
- FIT
- ...

