



AFRICA
IS OPEN FOR
BUSINESS

The MEADFA Conference
Jumeirah Creekside Hotel, Dubai

29-30 January 2018



Outline of presentation

1. Economic and general outlook for Africa – with some reference to aviation
2. Some of the brands that are admired and valued in Africa – including African brands
3. Comments on the implications of the first two points and how they affect the recommended approach by MEADFA members to doing business successfully in Africa



African is Open for Business: in headlines (*cont.*)

1. *AfDB African Economic Outlook 2018*: 4.1% growth: annual infrastructure investment needed between \$130bn - \$170bn
2. *RMB - Where to Invest 2018*: Egypt, South Africa, Morocco, Ethiopia, Ghana, Kenya, Tanzania, Rwanda, Tunisia, CIV
3. *IATA*: aviation in Africa to grow 8% and sustain collective losses of \$100m – due to 70% passenger load factor



African is Open for Business: in headlines

4. Single African Air Transport Market is gaining momentum
5. CAGR (2006-2016) Algiers (8.1%) and Addis (14.3%)
6. *ACI*: Abu Dhabi (18.6%), Doha (17.3%), Dubai (10.7%)
international passengers – year to December 2015
7. *Zimbabwe, Liberia, Angola, South Africa – Q4 2017*



1. I came from the people, they need to adore me; so Christian Dior me, from my head to my toes - I need to be dazzling, I want to be rainbow high; they must have excitement, and so must I ~ from ***Evita by Tim Rice (West End and Broadway, 1978 and 1979)***
2. Thambo lam' leKentucky...Welcome Dover, baby; 'Stofu sam samalahle...sengihamba ngoCommissioner (Street), ngigqok' u-Arrow shirt...aw'bhek'ezansi - Florsheim shoes, baby ~ ***Mbongeni Ngema (South Africa, 1985)***
3. If I tell you I love you-o; my money my body na your own-o, baby; Versace and Gucci for your body-o ~ ***Davido (Nigerian iTunes, Debut at Number 1, 2017)***



Brand Africa: Most Admired/Valuable Brands

2016/7	Most Admired	2015/6	Most Valuable	Change
1	Samsung	2	Google	24%
2	Nike	4	Apple	(27%)
3	Adidas	5	Microsoft	13%
4	Coca-Cola	3	Samsung	13%
5	Apple	11	Facebook	82%
6	LG	9	Toyota	7%
7	Nokia	6	BMW	6%
8	Toyota	8	Mercedes-Benz	11%
9	MTN	1	Coca-Cola	(7%)
10	Airtel	7	Nike	13%



Most Admired (Likely Duty-Free Items)

Overall Rank	Most Admired Brands		
1	Samsung	20	Guinness
2	Nike	22	Gucci
3	Adidas	26	Anbessa Shoes
4	Coca-Cola	29	Vodafone
5	Apple	30	Fanta
6	LG	31	Microsoft
7	Nokia	37	Infinix
11	Puma	38	Tusker
15	Nestlé	39	Toshiba
17	Pepsi-Cola	41	Mirinda

Brand Africa: Most Admired/Valuable African

2016/7	Most Admired	Overall	Most Valuable	Overall
1	MTN	9	MTN	47
2	Glo/Globacom	16	Shoprite	67
3	Dangote	24	Tiger Brands	69
4	Anbessa Shoes	26	Safaricom/M-Pesa	72
5	Safaricom/M-Pesa	28	DSTV/GoTV/Multichoice	73
6	Tusker	38	Pick 'n Pay	74
7	Mukwano Products	45	Dangote	76
8	DSTV/GoTV/Multichoice	47	Glo/Globacom	77
9	Shoprite	53	Tusker	79
10	Tiger Brands	55	Sasko	82

Some high-level deductions

1. Aviation will continue growing and flying will get cheaper
2. The African consumer remains central to the future
3. Mobile telephony and information technology reign supreme
4. Africans value quality that delivers; non-African brands dominate (for now)



Some high-level deductions (cont.)

5. Africa is as diversified as it is regionalised
6. Indigenisation and inclusive growth are non-negotiable
7. MEADFA must rethink the model that shaped it first 34 years vis-à-vis next 34 years – anti-BEPS sentiment worldwide
8. Africa is Open for Business – not exploitation and indifference





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