African Business Development Opportunities
Africa staff / contractors

Affiliated sub-contractors

Africa Trade Office
Serving America Companies
and
State Governments since 1999
World Population 1950

World population animation created by Benjamin D. Hennig, University of Sheffield
Data Source: UN World Population Prospects 2010
www.viewsoftheworld.net
Africa by Maps

Relative Population

Relative Real GDP

Courtesy: OECD/UN Africa Economic Outlook
Africa by Maps

RELIGIONS
- Christians: 50.9%
- Muslims: 43.3%
- Other: 5.8%

DRIVING
- Red: Drive on the right
- Blue: Drive on the left

PORTS

[Map of Africa with religious distribution, driving directions, and port locations]
Africa by Maps

Common Market 54 countries
Largest Common Market by Population (2023)
Largest Common Market by Geography

January 1, 2021 in force

Countries in circle represent most to gain immediately

Courtesy: Oxford Economics / Baker McKenzie
Africa by Graphs

DEMOGRAPHICS AFRICA

DEMOGRAPHICS CHINA

DEMOGRAPHICS USA (to compare)

Courtesy: https://www.livepopulation.com
Africa by Graphs

**RELATIVE POPULATION GROWTH**

![Graph showing relative population growth of different regions.]

**PER CAPITA GDP**

![Graph showing real GDP per capita for Sub-Saharan Africa.](chart)
Africa by Culture

Inglehart- Welzel World Values Survey
Inglehard and Welzel: 2017
Africa by Culture

Culture of under 30s in African Middle Class

1. Accomplished
2. Comfortable
3. Vulnerable
4. Respectful of Tradition and Faith
5. Resourceful and Forward Thinking
6. Tendency to Hustle (Key defining characteristic): High measureable Entrepreneurial Culture / business startups formal and informal.

Sources: University of Cape Town / Unilever / Ipsos: African Lions May 2017 et al
Africa by Culture

Additional Positive Signs:

1. Diaspora Reverse Flow

2. Education – higher education increasing in quality and quantity.

3. Infrastructure – improving across Africa

Africa by Culture

Culture of under 30s in African Middle Class

1. Communicate in Global Languages (English);

2. Access to Global Information;

Combined with Cultural Characteristics, this produces an equation that did not exist in East Asia during the 1970s and 1980s during that region’s take-off phase.
Key Sectors to Approach

- Agricultural Technologies
- Education / (tech platforms)
- Healthcare / Medical Devices/ Hospital Architecture
- Information Technology
- Mining / Energy Equipment & Technical Services
Agricultural Technologies

- 60% are smallholder farmers
  23% GDP is from agriculture

- Imports Food Crops worth US$15 billion
  Yet Africa has the potential to feed itself

- Key challenges:
  Logistics,
  Lack of access to physical and digital inputs,
  Cross border issues.

- US$ 2.2 billion worth of digital services for smallholder farmers is untapped
Agricultural Technologies

**SSA needs**
- 6 times more improved seeds
- 8 times more fertilizer
- US$65 billion in irrigation
- US$8 billion on basic storage
- Investments of over $63 billion per year is required to close the internet broadband coverage gap
- Investments are need for roads, energy, ports and other infrastructure
- Improvements in regional trade flows and policies. In addition, development of different off take markets within value chains

Adapted from McKinsey 2019 and South African Institute of International Affairs
Agricultural Technologies

- IoT & Precision Agriculture Systems
- BioTech / Specialty Crops especially
- Soil Technology
- Wastewater Management
- Traceability and Food Safety Technology
- Livestock Feed Technology
- Drones / Agri-Mapping
- Vertical Farming

Equipment for Specialty Crops
Education

- Average mean age is 19.5 years old / 1 Billion over 30yr
- 21% being educated by private sector
- $16-18 Billion investment required in private sector

Requirements:
- Digitalized media
- Learning materials
- Management technology and skilling
- Tertiary Education in huge demand
Healthcare

Healthcare Market: $35 billion + in sub-Saharan Africa

- South Africa (56 million pop.): 29.1%
- Egypt (90 million): 10.9%

Device market: US$3.2 billion as African countries rely on imported medical equipment and supplies.

- US market share: approximately 30%

Growth: 8 – 9% per year.
Healthcare in South Africa

3800 **public** health facilities, including 400 public hospitals, which have over **48,000** beds in South Africa.

314 **private** hospitals and day clinics which have over **34,000** beds in South Africa.

The public sector suffers from a shortage of doctors and of nurses. Technical training is key but bureaucratic hurdles exist.
South African Medical Devices
$1.27 billion

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumables</td>
<td>$241.0</td>
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<tr>
<td>Diagnostic Imaging</td>
<td>$199.30</td>
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<tr>
<td>Prosthetics</td>
<td>$153.7</td>
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<tr>
<td>Patient Aids</td>
<td>$156.0</td>
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<tr>
<td>Dental Product</td>
<td>$41.3</td>
</tr>
<tr>
<td>Other Medical Devices</td>
<td>$487.1</td>
</tr>
</tbody>
</table>

Growth: 9.1% CAGR (Ref: Fitch Solutions)
No regulatory requirements similar to US FDA for devices but importers must be registered to distribute devices.
Information Technology

- IT Industry is worth $40 Billion
- Unified communications, conferencing, and telepresence
- Systems integration, application customization, and consulting services
- Managed, cloud, datacenter, hosting, and colocation services
- IT security products, trends, and outlook
  - Cybersecurity a concern: $3.5 billion+ lost p.a.
- Enterprise application software
$5 Trillion in Proven Reserves (South Africa $2.5 Trillion approx.)

18% of Global Exploration

3,000+ active mines / 1,600 in SA

Most of the world’s chromium, vanadium, platinum, and diamonds originate in the region, along with 36 percent of gold as well as 20 percent of cobalt.

Coal fact: Botswana has about 23% of world’s coal reserves.
South Africa’s prolific mineral reserves include:

- Precious Metals and Minerals
- Energy Minerals
- Non-Ferrous Metals and Minerals
- Ferrous Minerals
- Industrial Minerals

**KEY MINING FACTS:**

- In 2017 the mining sector contributed R312 billion to the South African gross domestic product (GDP)
- A total of 464,667 people were employed in the mining sector in 2017
- Each person employed in the mining sector has up to nine indirect dependants
- The mining sector has, for many years, attracted valuable foreign direct investment to South Africa
THANK YOU

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