

Competitiveness: Catching the next wave: Africa

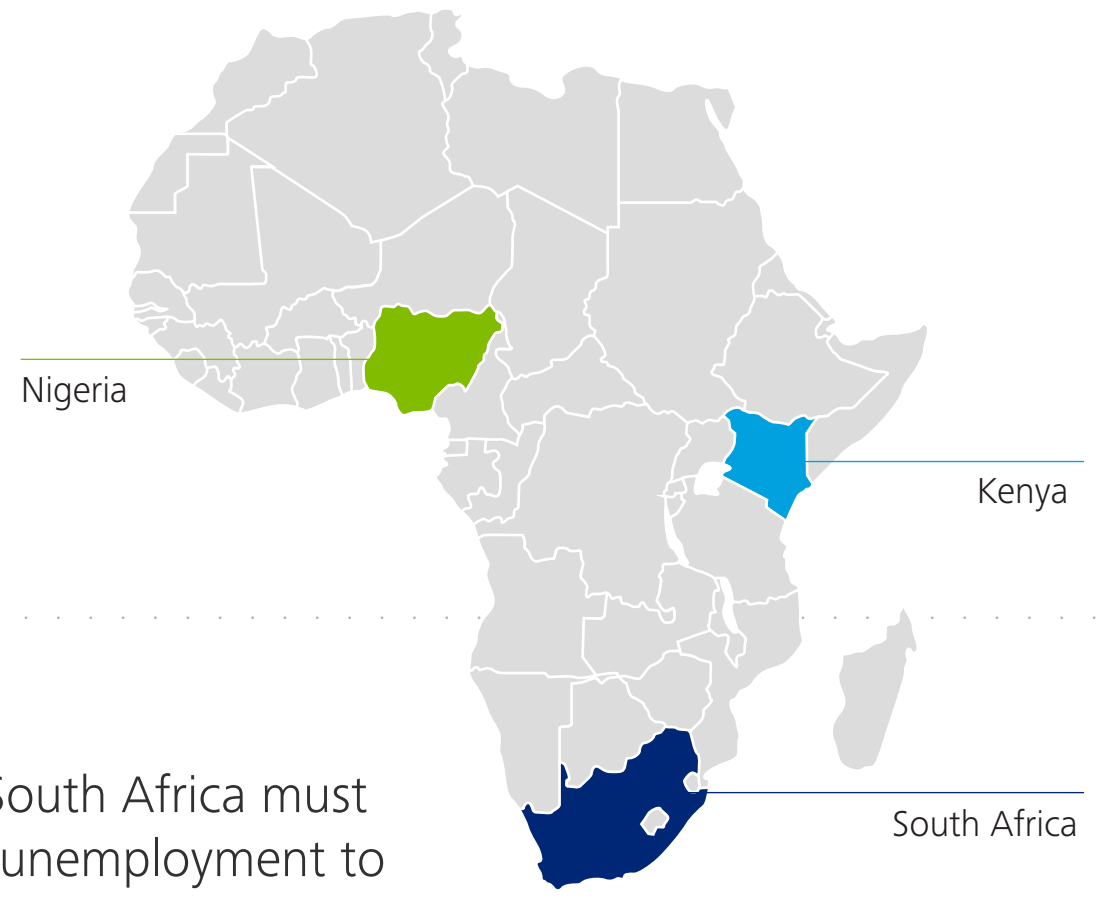
Sub-Sahara Africa is primed for growth over the next 30 years with industry strength in mining, agriculture, oil production and a growing pool of young, educated people ready to enter the workforce.



But... logistical bottlenecks, poor governance, rising unemployment, vulnerability to commodity price shocks and economic downturns in key trading partners **challenge the region's economic growth.**

Africa's growth drivers over the next 30 years

Africa's key sectors driving "next wave" of growth come from three of the region's most important economies and regional hubs: **South Africa, Nigeria, and Kenya.**



South Africa

Growth estimates as much as 5.4% per year, but South Africa must overcome challenges in infrastructure, inequality, and unemployment to achieve sustainable growth.

MANUFACTURING

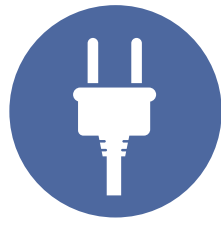
Significant contributor to South Africa's economy, employing about 1.7 million people.



Industrial Products



Automobile



Electronics



Aerospace

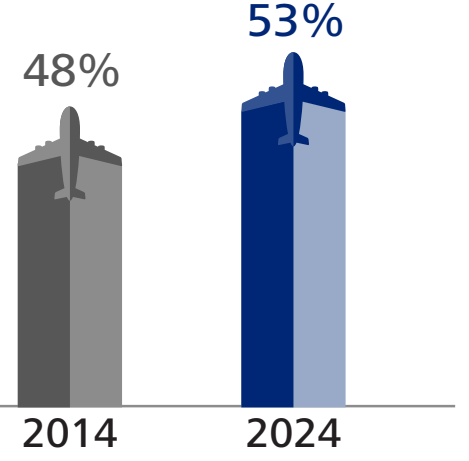
TRANSPORTATION AND LOGISTICS

Infrastructure expansion underway in Durban and Gauteng, accounting for nearly 1/3 of the country's GDP.



TOURISM

18.8 million passengers at Johannesburg International airport in 2013.



Visitor arrivals from Sub-Sahara region expect to rise to 53% of total visitors by 2024, up from 48% in 2014.

PUBLIC POLICY



Anti-corruption



Women empowerment



Black economic empowerment

Nigeria

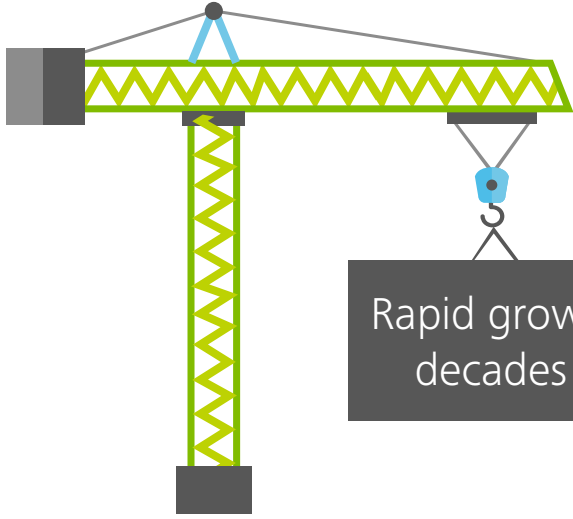
Huge potential for rapid urbanization and growth, but Nigeria faces many economic inequalities, with 1/2 population living in absolute poverty.

TELECOMMUNICATIONS

Nearly 120 million mobile phone subscribers, a substantial increase from two decades ago.



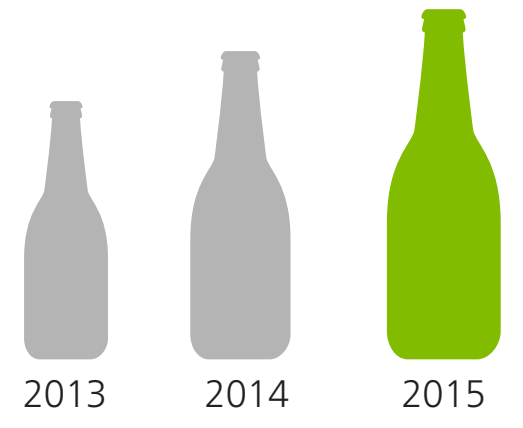
CONSTRUCTION



Rapid growth expected over next two decades as middle class expands.

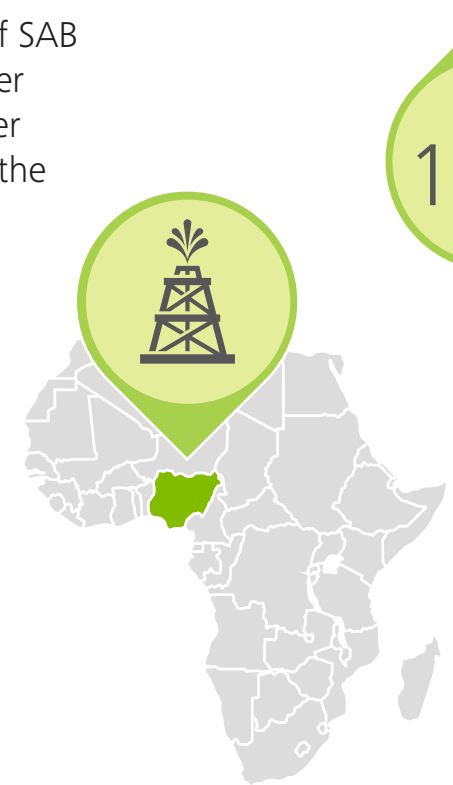
CONSUMER

Global organizations to set up factories in Nigeria Expansion of SAB Miller to the region boosted beer sales by 10 percent per year over the past decade Nigeria makes the top global sales for Guinness.



OIL PRODUCTION

Africa's biggest oil producer



Kenya

Projected to average 5.6 annual growth through 2034. Rising investments in financial services and mobile phone sectors across Sub-Sahara Africa have benefited Kenya's economic growth.

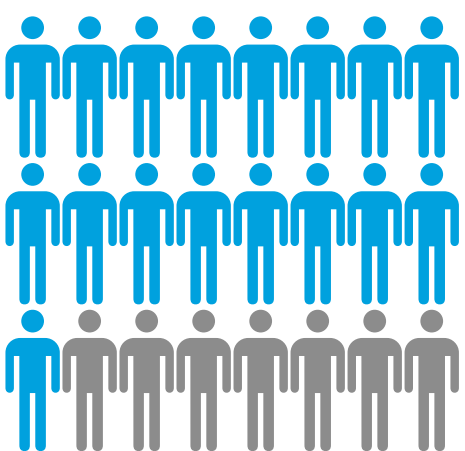
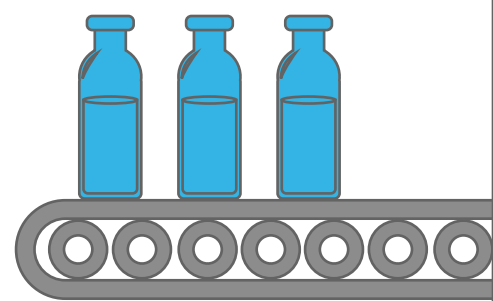
AGRICULTURE

Significant growth opportunity, representing 30% of annual GDP and 1/3 of Kenya's total manufacturing.



FOOD PROCESSING

Nearly \$1 billion annual revenue in export commodities, a significant growth opportunity for Kenya.



INFORMATION AND COMMUNICATIONS

Positioned to be important global IT player over next 20 years Top Internet user for Africa with roughly 72% of population connected.

FINANCIAL SERVICES

Opportunity to become financial hub for East Asia over the next decade 2014 IPO of Nairobi Stock Exchange raised \$7 million during debut.

