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March 2022 Edition

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## Editor's Note

The Covid-19 pandemic has had an enormous impact on trade across the world. Supply chains and trade have slowed down, even been brought to a complete halt due to reduced mobility of goods and people across borders. As a result, World Bank projections is estimated an overall 5.2 per cent drop in global average gross domestic and international business activity returns to normalcy. Businesses across the world are now reinventing their marketing and business strategies to deal with the new realities of international trade and finance.

Against such a grim backdrop, there is hope as new avenues for business are now emerging to counter the effects of an international economic meltdown. The rise of remote working, zoom meetings, digital marketing and ecommerce has created new opportunities for the enterprising entrepreneurs and opened up a whole new world that is waiting to be explored.

Our publication is here to connect the dots to promote direct B2B contacts between buyers and sellers. Here's to new beginnings...

*Naved Hasan*  
Managing Editor

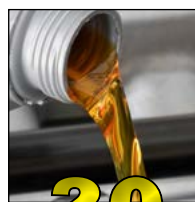
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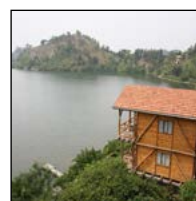
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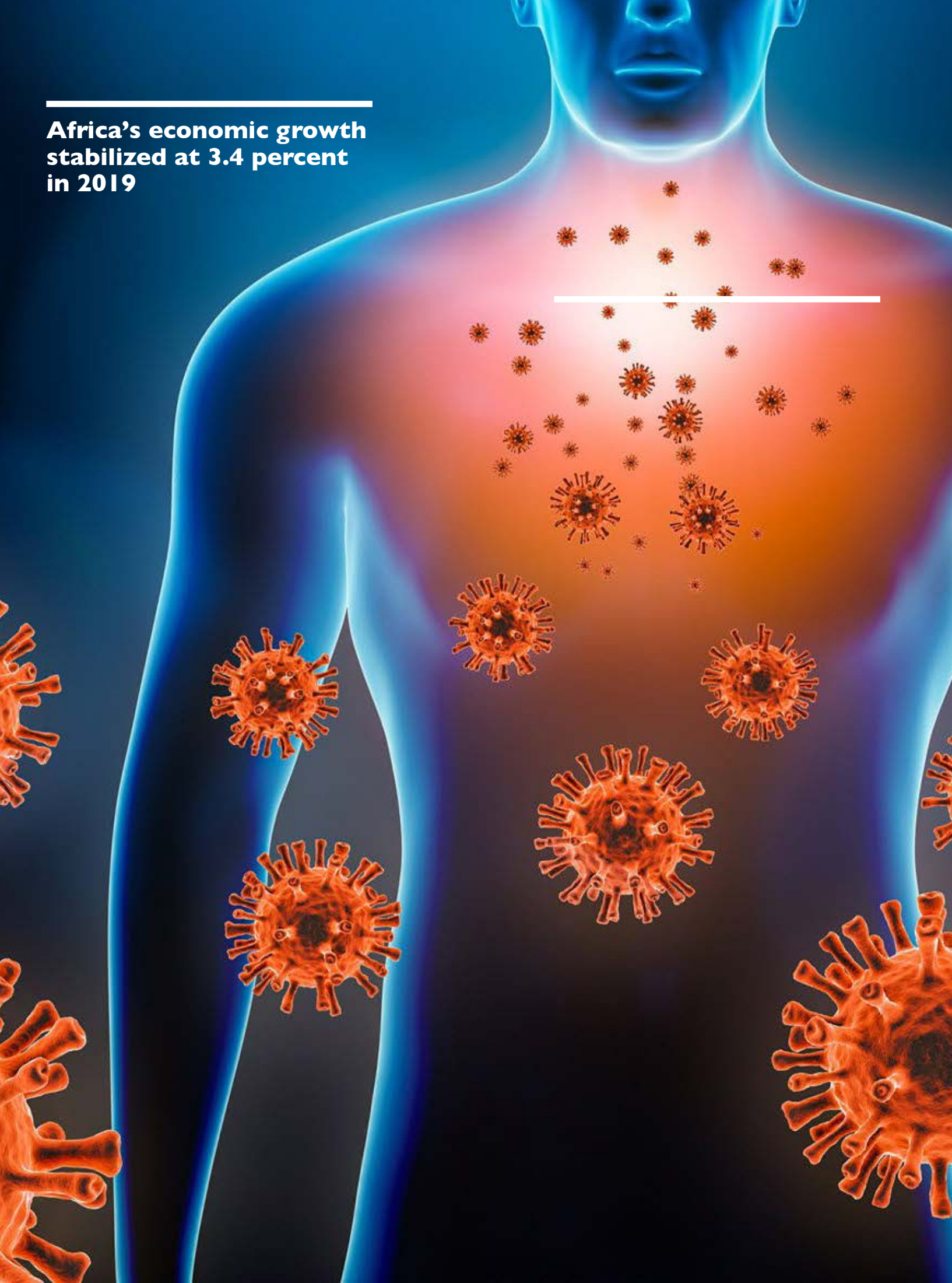
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**Africa's economic growth  
stabilized at 3.4 percent  
in 2019**





AFRICA FIGHTS COVID-19 PANDEMIC

# THE COVID EFFECT

AFRICA RESISTS THE PANDEMIC MELTDOWN

**Despite the worldwide economic meltdown, Africa continues to fuel the global economy with its rising imports to meet the rising demands of its growing middle-class...**

What started as a single COVID-19 case late 2019 in China, sporadically spread across the whole world within the first quarter of 2020 presenting one of the most serious global health crises with high socio-economic costs. While its impact on the world's health systems including fatalities continue to rise, the economic toll is still unclear as the world faces an unprecedented global recession.

Africa's economy is grew 3.4% in 2021, but that's of little consequence to the tens of millions who are struggling to find a steady income as the virus takes away jobs and lives.

It is pertinent to note that the advent of covid-19 coincided with the period in which African political leaders choose to foster Africa's economic integration through the African Continental Free Trade Area (AfCFTA). This would have laid a veritable foundation for a viable continental market that engenders long-term growth, develops commodity value chains and industries across borders. The potential for income and employment creation (and by extension poverty reduction) is equally largely acknowledged



**Africa's economy is grew 3.4% in 2021, but that's of little consequence to the tens of millions who are struggling to find a steady income as the virus takes away jobs and lives**

as one of the major benefits of AfCFTA. This initiative is laudable as it is poised to make Africa more competitive in global trade as trade is crucial to development. For a continent with weak growth statistics, AfCFTA is a welcome development and can be leveraged to deepen

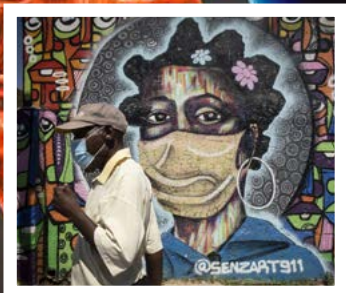
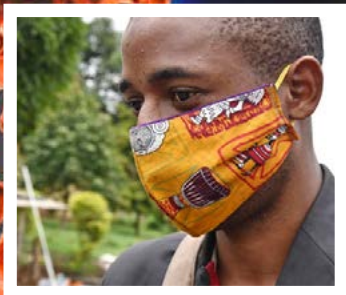
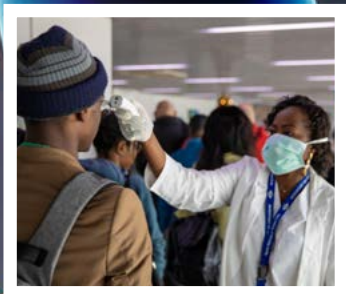
African countries' integration into regional and global value chains. Although covid-19 interrupted the pace of the initiative, it still holds a lot of promise for the continent as it is a veritable tool for fasttracking the process of economic recovery.

Three years ago, nearly every country in Africa agreed to be part of a continental free trade area intended to lower tariffs and boost economies. But the agreement has yet to be fully implemented because of restrictions stemming from the COVID-19 pandemic.

It is estimated that COVID-19 will drag African economies into a fall of about 1.4% in GDP, with smaller economies facing contraction of up to 7.8%. The contraction is mainly a result of export adjustments affecting primary commodity exporters, and the attendant losses to tax revenue which reduce the capacity of government to extend public services necessary to respond to the crisis.

Overall, this paper estimates a regional average of about 5% in public revenue losses in Africa, with total merchandise exports contracting by about 17%.

The implementation of the African Continental Free Trade Area (AfCFTA) will play a crucial role in diversifying African economies and helping



to shield them from global commodity price volatilities that have continued to dictate the direction of the continents trade and economic progress. According to the World Bank, the Africa Continental Free Trade Area Agreement is the largest free trade bloc in the world, and has the potential to pull 30 million people out of poverty by reducing tariffs between African countries and boost Africa's combined GDP by \$450 billion by 2035.

But those prospects may not materialize because many countries in Africa have yet to fully open their economies due to health restrictions to combat the spread of the coronavirus.

"People are going through a lot of hardship, people are more scared of dying from hunger than dying from this virus and that has become a challenge," says Kennedy Adede, founder of Shining Hope for Communities (SHOFCO). "How do we solve that? That's why this is not just about the vaccine alone," Adede said. "It needs a multi-angle [approach] to fight this economically to ensure that we drive more jobs. If you think in Africa right now, the population of young people is scary and if they don't trust what we are



**Africa's GDP growth is projected to quickly rebound in 2022 following steady growth patterns before COVID-19**

saying, then we are gone," he said.

Whereas the African countries largely copied the diverse and conventional measures deployed by the western countries to tackle the scourge, they recorded fewer fatalities than the later. However, the attempt to replicate the lockdown template in Africa proved rather costly as the continent lacked the institutional framework and finances to

successfully execute such a strategy. Africa could not afford a lockdown given its peculiar social and economic circumstances. The application of this measure had dire consequences for Africa as it plunged the African economy into unending socioeconomic woes including poverty, job losses, insecurity, negative growth rates, unemployment and debt crises.

The pre-pandemic economic models employed by Africa

countries may not be sustainable in the post-covid era. The pandemic not only revealed the vulnerability of the continent to health shocks, it created an urgent and desperate need for increased support for Africa. Thus, to fast-track economic recovery, the continent will need to forge new partnerships and alliances with the private sector, development partners and the international community.

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Displaying the newest in multi-substrate presses, wide and narrow format digital presses, laser die-cutting, smart labels/packaging, and software, Gulf Print & Pack is aimed primarily at printers, service providers, brand owners and designers. The previous edition of Gulf Print & Pack attracted a total of 8,737 visitors from 90 countries – 63% of which came from the UAE. Over 250 exhibitors took part.

The previous edition ended

on a high note as business deals worth millions of dollars were sealed during the bi-annual event.

Gulf Print & Pack 2022 is not only a show for printers from the MENA region. Exhibitors use the show to bring printers and PSPs from across continental Africa, South Asia and South Europe to view their latest machinery, materials and latest software launches.

This is helped by Dubai's easy access visa system from these countries. Gulf printGulf Print Pack Dubai & Pack helps by working with local print associations and in arranging one-to-one meetings.

The next edition of Gulf Print & Pack will take place from 24 - 26 May 2022 at the Dubai World Trade Centre.

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Africa Business Pages is the Official Media Partner for Gulf Print & Pack and promotes the event in the African as well as international markets.

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## MASS TRANSIT SYSTEMS IN AFRICA

Mass transit systems are urgently needed in Africa's gridlocked cities. Nairobi, Kampala and Luanda

For years, Barrack Otieno endured a two-hour journey to work on traffic-clogged roads from his home 18km east of Nairobi.

Now it takes the 37-year-old estate agent only 30 minutes to reach the city centre from his suburban housing estate by train using the new Syokimau station opened last year.

"I would have spent ages in a traffic jam," says Otieno, one of the mainly middle-class passengers lucky enough to get a seat on the 7.05am train to Nairobi Central.

The system operates between just two stations for now, but construction has already begun on three other rail stations around the city as part of a \$300 million urban transport master plan.

Nairobi Commuter Rail is one of a series of mass transit systems that city planners across Africa are rushing to roll out as urban populations grow across the African continent.

The African Development Bank predicts that African cities will be home to 65 percent of the



**Nairobi Commuter Rail is one of a series of mass transit systems that city planners across Africa are rushing to roll out as urban populations grow across the African continent**

continent's population by 2060, up from 40 percent in 2010, putting pressure on transport networks that are already under huge strain.

Casablanca opened a new tram system recently, with others planned across Morocco.

In Lagos, the first phase of a

light rail system is now open, working in parallel with Africa's first bus rapid transit (BRT) system.

Nigeria's capital, Abuja, is looking to repeat Lagos's success and is waiting for the African Development Bank's decision on whether to finance a pilot BRT

corridor and improvements to the city's feeder roads.

### PRICE WAR

When the Nairobi train started, it received criticism that ticket prices were too high. Commuters were paying KSh100 (\$1.20) for a one-way ticket for the 18km journey.

It is conceived as part of a 'park and ride' model, with motorists paying an additional KSh100 to leave their cars at the station.

Using a minibus taxi, known as matatu, costs about KSh70 for a one-way trip.

As a result, the Kenya Railways Corporation (KRC) dropped prices by 40 percent for off-peak travel, to KSh30 for a one-way ticket between Syokimau and the city centre.

It said it wanted to encourage off-peak travel.

The cut-price fare has set the train service up for a battle with the matatus – a fight that KRC was originally keen to avoid. Still, KSh30 is not affordable for many of the population.

"Rail transport the world over

## UGANDA PLANS TO EXPAND, REGULATE ITS TRANSPORT NETWORK

Uganda Government has finally approved the construction of three new bus and taxi terminals in a bid to decongest Kampala city. The new transport terminals will be built in Nateete, Bwaise, and Banda areas.

Kyofatogabye Kabuye, State minister for Kampala, said that the new transport terminals will help expand the city's transport network as well as decongest the main city.

Special permits will be issued to local city transport operators in a bid to avoid unfair competition from unregistered transport providers.



"Government has signed a concession to bring buses in the city but they need space and that's why we want these three terminals to become operational and start accommodating buses and taxis, which currently ply upcountry routes. The new buses will be operated in an orderly manner," he said.

The Bwaise terminal sits on nine acres of land and is strategically located near the Northern Bypass and Bombo Road. It will accommodate 543 taxis, 60 buses and 30 lorries. The facility is expected to be ready by June 2022.





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is a mass transport system. It won't work if they stick with this middle-class model," argues Vimal Shah, chairman of the Kenya Private Sector Alliance.

Figures from UN-Habitat show that private vehicle fleets are rising faster than population growth in many African countries and by as much as 10 percent per year.

The fare drop is a boon for 21-year-old Mary Njoki, a student at the University of Nairobi, who prefers the rail service.

"The rail has a bit more of comfort, reliability, time saving and safety, but the lower fares have changed the game," she

## In Uganda, the government has improved the transport network as part of Kampala Capital City Authority's Physical Development Plan by building a four-lane Kampala-Entebbe Highway

explains.

In Uganda, the government has improved the transport network as part of Kampala Capital City Authority's Physical Development Plan by building a four-lane Kampala-Entebbe Highway, at a cost of \$474

million. The new highway has reduced the travel time for motorists driving from Kampala to Entebbe to 30 minutes as compared to 120 minutes.

Other construction projects under the transport plan include new lanes for a BRT project.

Previous attempts to reduce traffic within the city, such as the introduction of Pioneer Easy Bus, have failed.

Pioneer, a private company, folded less than a year after starting operations as a result of its financial woes, acrimony among the staff and its failure to win government support in the form of subsidies and tax holidays.

Kampala City Authority announced has plans to deploy about 1,000 new buses to ease transport problems across Uganda. Kiira Motors, a government-owned automotive enterprise is set to assemble 1,030 buses by end of 2022.

## KENYA INVESTS IN UPGRADING ITS RAILWAY NETWORK TO BOOST CONNECTIVITY

Kenya government has sanctioned new budget allocations to expand and upgrade its railway network...

Kenya plans to spend US\$297.2 million to upgrade its railway network as the country looks to attract more passengers and freight to its railway network.

Budget has been allocated to the Nairobi-Naivasha Standard Gauge Railway (SGR) with the remainder allocated to upgrade the country's metre gauge railway (MGR) network.

Plan includes upgrading of the line from Longonot to the Naivasha Inland Container Depot (ICD), which connects the Nairobi-Naivasha SGR and the metre gauge network, and the restoration of the Longonot-Malaba line. There are also plans for the rehabilitation of the Nakuru-Kisumu MGR line. The two projects will support freight and passenger services

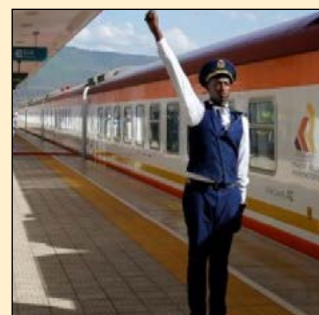


from Nairobi to western Kenya, with freight trains currently transferring to road at the Naivasha ICD.

Kenya Railways is refurbishing 31 locomotives to increase capacity in preparation for operations on the Longonot-Malaba MGR section and the Nakuru-Kisumu MGR branch line. This includes rehabilitating

nine locomotives while another 22 are being overhauled under a partnership between the railway and the Kenya Defence Forces to further improve connectivity and route network.

The Nairobi commuter network will also benefit from funding included in the budget. The government will spend additionally to build a new line



between Nairobi Embakasi SGR station and Ruai to serve more commuters and enhance service delivery.

In the coming years, another line is to be built between Athi River station and the East African Portland Cement facility, with a third line to be built between Athi River station and NSSF Mavoko.



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Led by South Africa, which opened a couple of BRT networks in Johannesburg and Cape Town, several African cities are now considering BRT systems, which require a network of special lanes and stations.

"The capacity of the BRT is equivalent to the capacity of a light rail, and it's much less expensive" says Jean-Noel Guillossou, programme manager at the World Bank's Sub-Saharan Africa Transport Policy Programme (SSATP).

"This is really a mode of transport that can respond rapidly to the growth of cities."

The SSATP is working with African governments to set up policy frameworks to support urban transportation infrastructure and to facilitate communication between transport authorities and politicians.

But there is no one-size-fits-all solution, particularly as mass transport systems often require investment in feeder roads into the major trunk routes.

In the Angolan capital Luanda, where construction plans often take a long time to come to fruition, a quick win may come from water taxis, which require less infrastructure than trains and buses.

Expatriate oil workers already use that mode of transportation to get from the suburb of Talatona to the SONILS oil base.

The Luanda city government is planning a network of routes running north to south down the



**If they act now, African urban planners have a good opportunity to avoid some of the problems of pollution and congestion found in mega-cities in Latin America and Asia**

Atlantic coast.

Residents also welcomed an announcement of bus lanes, but because many of the main arteries into the city are dual carriageways and lined by buildings, it is unclear where those lanes would go and how effective they would be.

#### **BOTTLENECKS**

Built by Portugal's colonial administration for 500,000 people, Luanda now has an estimated population of six million. From only a few main routes just five years ago, Luanda now has a network of expressways and flyovers.

Sometimes the new roads drop from five lanes to two, causing major bottlenecks. Bad drainage means heavy rains create havoc, leaving behind enormous potholes.

The word used for traffic in Angola is *transito*, but once you get into it you generally cease to transit very far at all.

There are already commuter train services on the 20-kilometre Luanda and Viana stretch of the newly-rehabilitated Caminho de Ferro de Luanda, with some 10,000 people a day using this route.

Recently, the company announced that trains would run up to 11pm in the night to accommodate more passengers. Studies are also underway for three new train lines linking the centre of Luanda to Talatona, Kilamba Kiaxi and the new airport at Bom Jesus.

Guillossou laments the relative lack of interest from governments and development partners in urban transport infrastructure, with the majority of funding going to transport projects to promote regional integration.

However, he says countries are "realising that urban planning and transport need to go together so the growth of cities will be better controlled".

If they act now, African urban planners have a good opportunity to avoid some of the problems of pollution and congestion found in mega-cities in Latin America and Asia.



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# SUDAN TO UPGRADE RAIL NETWORK

Sudan plans to upgrade its railway network by investing \$640 million on its 4,724 kilometres railways...



**S**udan is planning a \$640m programme to rehabilitate its 4,725 kilometres rail system, half of which has fallen out of use.

The African Development Bank (AfDB) has offered a \$75million grant towards the cost, and China State Construction Engineering and several Gulf firms are reported to be interested in becoming involved with the project.

The first phase of the project will be to carry out \$17million of emergency repairs to lines that are in use. The second will be to renew abandoned lines, most of which are in the south of the country.

This phase will connect the cities of Madani, Kosti and Sennar, as well as Nyala in Darfur state. It will also establish a cross-border connection to Wau in the Republic of South Sudan.

The AfDB last year funded a \$1.2m feasibility study into constructing a railway between Addis Ababa, Khartoum and Port Sudan. That is due to conclude soon, after which a decision will be made on whether to go ahead with the scheme.

Jibreel Ibrahim, Sudan's finance minister, said the UAE had expressed interest in funding that line.

Waleed Mahmoud Ahmed, the general manager of the Sudan

**Sudan once had the largest railway network in Africa, with most of the train cars obtained from the United States. But decades of negligence, economic troubles, and U.S. sanctions have made the railway reliant on Chinese-made trains and parts that it can hardly afford**



Railways Corporation, said that China State Construction may be interested in building a line from Port Sudan on the Red Sea state, to Darfur and from there to Chad.

This idea for a trans-Saharan railway was discussed in 2017, and China Railway Design Corporation (CRDC) and China Friendship Development International Engineering Design & Consultation Company

undertook a feasibility study.

Sudan once had the largest railway network in Africa, with most of the train cars obtained from the USA. But decades of negligence, economic troubles, and sanctions have made the railway reliant on Chinese-made trains and parts that it can hardly afford. With the recent ouster of Omar al-Bashir, the railway's supporters are hoping the US will

soon lift sanctions to help restore it to its former glory.

During Sudan railway's glory days, when it was the largest in Africa, running 5,000 kilometers (3,100 miles) from the Egyptian Red Sea and crisscrossing Sudan to what is now South Sudan.

Now, railway workshops in Sudan look like a graveyard, littered with dozens of vehicles, some of them idle for decades.





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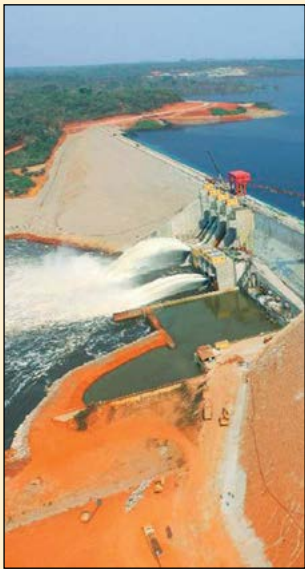
## CAMEROON TO BUILD \$1BN HYDROPOWER DAM

Cameroon has signed a contract to design and build a the 14-metre-high dam in roller compacted concrete on the River Sanaga.

Belgian contractor Besix has been awarded the contract and has released images for the 1.5-km-long, 420MW hydroelectric dam – a rare public-private partnership (PPP) in sub-Saharan Africa.

Besix won the contract for the Nachtigal dam in 2018 with French infrastructure company Nouvelles Générations d'Entrepreneurs (NGE) and Morocco's Société Générale des Travaux de Maroc (SGTM).

The \$1.1bn project is scheduled to last 57 months and, when complete, the dam's seven 60MW turbines will supply 30% of Cameroon's electricity needs.



The dam is being developed by the Nachtigal Hydro Power Company, a consortium made up of investors including France's EDF, the State of Cameroon and the International Finance Corporation, a division of the World Bank Group.

Some 74% of Cameroon's population has access to electricity now, but the cost is high. In 2018 the World Bank said the Nachtigal scheme would save the country \$100m a year in generation costs.



## ZAMBIA'S NEW AIRPORT

Zambia hopes China-funded airport will make it "African aviation hub"...

Zambia has commissioned the Simon Mwansa Kapwepwe International Airport in Ndola, the country's second largest city and the commercial hub of its central copper producing region.

The airport's \$400 million construction cost was financed with a government-to-government loan from China's Export-Import Bank, and it was designed and built by the Aviation Industry Corporation of China (Avic).

The opening ceremony was performed by Edgar Lungu, president of Zambia.

"Today marks a key milestone in the transportation sector and the aviation subsector, in particular, as we continue on our journey to repositioning Zambia as a major aviation hub in Africa," he said.

He added: "Travellers to Ndola can now experience the world-class look and feel here at the new Simon Mwansa Kapwepwe International Airport. This

**Zambia has  
opened two new  
international  
airports -  
Simon Mwansa  
Kapwepwe  
International  
Airport in  
Ndola and  
Kenneth Kaunda  
International  
Airport in Lusaka**

airport is in close proximity with the Democratic Republic of Congo's Katanga Province and will improve business between the two countries.

"This development was embarked on to accommodate the anticipated increase in traffic, cargo volumes and passenger numbers," he said.

The facility, one of four international airports in the country, will take over from the existing Simon Mwansa Kapwepwe airport, named after a former vice president of Zambia.

Lei Yinqi, a senior consultant at Avic, said the 3.5km runway and the terminal would be able to deal with a million passengers a year. He added that 800 local jobs were created during the work, and that more than 20 local subcontractors earned \$40 million in fees.

As well as the airport, the development has a business complex, a 50-room hotel, a fire and rescue station, cargo terminal and maintenance hangar.

Kenneth Kaunda International Airport in Lusaka also recently opened, which was built at a total cost of a whopping \$360 million. It is expected to further increase traffic to six million passengers annually from two million when only terminal one was operational.





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# TANZANIA BANS USED LUBRICANTS

Tanzania is taking strict measures to stop imports of used substandard lubricants into the country...

**T**anzania is adopting tough measures to check the the inflow of substandard lubricants into the country. Tanzania is an important market for lubricants in Africa.

This was announced in the backdrop of the announcement by the Government Chemist Laboratory Agency (GCLA) that over 50 per cent of imported lubricants in the country are of inferior quality. Industry, Trade and Investment Minister Charles Mwijage said the new measures will involve strict restriction and regulation of lubricant dealers.

Tanzania consumes 30 million litres of lubricants annually, with 20 million litres produced in the country and the remaining 10 million litres imported. EWURA has licensed only four local firms, Oryx Energies, Petrolube, General Petroleum and Tanzania Mineral Oil, to produce lubricants.

"The government had realised that liberalisation of the business has turned into a serious problem," said Charles Mwijage. "The ministry was aware of the proliferation of trashy lubricants in the market, with many cases at police involving dealers of shoddy products," he said.

"We want to introduce a strict system that will allow only special dealers to trade in lubricants ... these are special products that should not be indiscriminately



sold," he said, adding, "Under the new system, consumers will be barred from buying the lubricants from uncertified dealers ... they will only get the products from special outlets." The minister noted with concerns the massive damages that the sub-standard lubricating oils cause to the vehicles.

The new measures will ensure that the dealers are obliged to submit to Tanzania Bureau of Standards (TBS) a 'Notice of Intention to Import' prior to the lubricant importation.

Under the arrangement, importation will only be effected subject to TBS approval after

scrutinising the specifications of the lubricants. TBS will implement all the measures in collaboration with GCLA and the Energy and Water Utilities Regulatory Authority (EWURA), said the minister.

"TBS should agree with EWURA on the modalities to go about it... they should work together," the minister stressed.

TBS announced recently that it had nabbed some dishonest people whom it accused of illegal production of the lubricants in Temeke and Ilala districts. TBS Acting Director General, Egid Mubofu, said an unregistered factory in Temeke District was

identified and closed during the operation, pending prosecution of its owners.

He said 12,296 litres of sub-standard engine oil, 811 litres of brake fluid and 1,241 litres of ATF lubricant were impounded. The value of the entire consignment is estimated at 46m/-.

Dr Mubofu called on producers and importers of lubricants to ensure that they sell standard and quality products, saying TBS will continue collaborating with other agencies like the Police and Tanzania Revenue Authority (TRA) on its crackdown against illegal dealers promoting sub-standard lubricants.

## 3D-PRINTED HOUSING COMPLEX IN KENYA TRANSFORMS CONSTRUCTION SECTOR

Kenya has been at the forefront of technology as it plans to build its first 3D-printed housing complex...

**K**enya plans to build its first 3D-printed complex near Mombasa that will herald a new era in the country's real estate and construction industry.

Swiss cement maker Holcim and UK development financier CDC have launched a joint venture that will print an affordable housing project in Kenya.

The 14Trees venture will construct a 52-unit complex in Mvule Gardens, north of the port city of Mombasa.

Designed by African and American architect MASS Design Group, Mvule Gardens will be part of the "Green Heart of Kenya" development, which is intended to be a showcase for climate-resilient neighbourhoods.

Last year, a Holcim and CDC



Group team announced plans to print a house and school in Malawi. Since then, Holcim has worked on improving the speed of the printing process and the strength of the results.

Jan Jenisch, Holcim's chief executive, said: "With today's rapid urbanisation, over 3 billion people are expected to need

affordable housing by 2030. This issue is most acute in Africa, with countries like Kenya already facing an estimated shortage of 2 million houses. By deploying 3D printing, we can address this infrastructure gap at scale to increase living standards for all."

Tenbite Ermias, CDC Africa's managing director, said:

"14Trees is pioneering the use of leading edge technology to address one of Africa's most pressing development needs, affordable housing, to create life-changing infrastructure for whole communities."

Construction of Mvule Gardens is expected to start in the first half of 2022.



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# ENTEBBE AIRPORT RUMOURS DENIED

Investigations reveal that social media posts regarding renaming of Entebbe Airport are totally false...

Recent media reports claimed that Uganda's Entebbe International Airport was at risk of being taken over by China upon default on a loan for the upgrade and expansion of the airport. The controversial news was even turned into a skit by some media outlets.

Posts alleging that Uganda's Entebbe International Airport has been renamed HUEN Airport started circulating on Facebook and Twitter. The claim surfaced a few months after rumours first spread that China had taken over ownership of the facility.

However, investigations show that despite tough terms in the loan contract, the airport is not at risk of being seized by the lender of US\$200 million, China's Export-Import Bank.

It was later learnt that HUEN is the aviation code used by the International Civil Aviation Organization (ICAO) to identify Entebbe airport, which remains the property of Uganda.

To clarify the issue UCAA's Vianney Luggya said: "Please note that HUEN is the



international civil aviation organisation (ICAO) code for Entebbe airport just like HKJK for Jomo Kenyatta international airport and HTDA for Julius Nyerere airport."

China, Africa's largest trading partner and the largest bilateral lender for public sector loans in the continent, is many times accused of "debt trap diplomacy" in its lending to African countries. One reason is the secrecy

surrounding its loan contracts, which are rarely made public.

The situation is not unique to Uganda. In neighboring Kenya, people are worried that the Port of Mombasa is listed as collateral for a railway loan from China's Export-Import Bank and that the lender would seize it on default. Activists have petitioned the government in court to publicize the loan contracts but the government has refused to do so.

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- ESV uses tested and internationally certified materials



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- ESV can supply materials, parts & accessories for armored vehicles
- ESV offers prototyping services too

Emirates Special Vehicles (ESV)



is renowned in the Middle East for its ground breaking R&D, design, prototyping and manufacturing of both armored military and civilian vehicles. The armoring is done using high-quality ballistic materials and is consistently monitored by a special quality management system. Emirates Special Vehicles L.L.C (ESV) is the only company in this region to have IATF 16949 quality system certification.

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# CHINA MOVES INTO AFRICA

Chinese companies are moving several production units to Africa to reduce manufacturing costs...

In the 1960s when Japan rose, the Japanese moved labor-intensive industries to the four Asian Tigers (Hong Kong, Taiwan, South Korea and Singapore) and helped them realize industrialization – as a result the four economies grew rapidly at that time. Japan moved 8.7 million jobs abroad, while the four tigers transferred about 7 million in total. For China, the figure could be 80 million.

In the 1980s, the “tigers” copied the process and moved industries to the Chinese mainland. Now it is Beijing’s turn.

China will offer many jobs in Africa to facilitate Africa’s rapid transition to becoming an industrialized continent. The process might be completed in two to three decades, analysts believe.

Majority of labour in Africa revolves around the agriculture industry. The transfer of Chinese manufacturing to Africa will increase efficiency and enable the local people to earn more and turn their earnings into capital for further growth.

He Lihui is a private business owner who has set up an African base to export goods to Europe and the United States. The 37-year-old, chairman of Shanghai-based Touchroad International Holdings Group, is able to bypass strict controls on Chinese imports by having a textile factory in Botswana.

“Many companies set up factories in Africa and then export their products to Europe and the US,” he says.

“To do this you must have a certain percentage of your workers who are African and obtain some raw materials from Africa. It varies from country to country.”

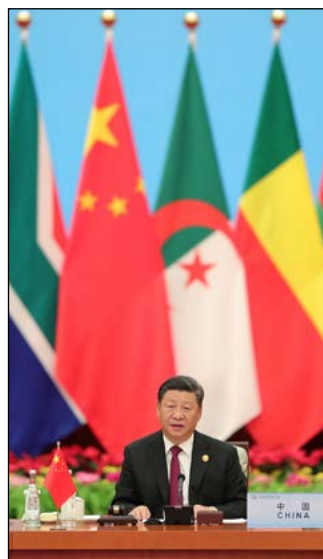
But He, who has written a book on trading with Africa, China’s Africa Strategy, which is to be translated into English, says it would not make sense for a Chinese company to set up in Africa just for that reason.

“The export market is very seasonal. During the high season you could export 80 percent for your products that way but the rest of the time you need to also sell to the local market, just to maintain your workforce,” he says.

Lu Weiguang, president of A



**China will offer many jobs in Africa to facilitate Africa’s rapid transition to becoming an industrialized continent. The process might be completed in two to three decades, analysts believe**



& W Woods based in Shanghai, has made overseas investments in Brazil, the US and, more lately, Africa.

The company makes hardwood flooring for commercial clients such as retailers Haagen-Dazs and Coach but retail is its main market. The company first started exporting to the US in 2006, where it has since acquired a sales business, but also now has factories in Brazil and Africa,

where it now has major plans to expand.

“I want to transfer a lot of our activities to Africa, where the costs are low and we now have good channels. We have the only wood factory in Togo at present and we want to expand to surrounding countries such as Nigeria, Benin and Cote d’Ivoire.”

Lu says he has sold one of the company’s two Brazilian factories at a loss since the rising value of the Brazilian real has made it difficult to export semi-finished products back to China but the upcoming World Cup and Olympics make Brazil a buoyant market. “In some ways Brazil is a better place to do business than China. It has a big population and domestic consumer market. The legal environment is also better,” he says.

Zhou Fumin is another private company boss who is set to make a major outbound investment in Africa soon. The 49-year-old general manager of Suzhou Orient Investment, based in Wujiang, a district of Suzhou, is investing \$10 million in a factory on the Eastern Industrial Zone in Addis Ababa, making headaddresses for

both Muslim men and women.

The company is taking advantage of a seven-year duty free period and will eventually employ 200 people on site. The investment came as a result of meeting Africa officials at a China-Africa forum in Suzhou last year. “We will be closer to our key markets in the Middle East such as Dubai, Qatar, Yemen, Egypt, Iraq, Iran and Sudan,” he says.

Some 70 percent of Muslim headwear globally is now made in Wujiang, near where a number of chemical substances required in their manufacture are located. The company intends to use its new Addis Ababa base as springboard to operate in 20 other African countries over the coming few years.

“We were the first to introduce headdress making techniques here and the district has since become a major global production center for them,” he says.

He at Touchroad International Holdings started his first business in Africa in 2000 and now has interests in diamond mining and tourism and is in the process of setting up a small private airline for Chinese executives to travel around the continent.

“I still think Chinese companies have still got a long way to go in building overseas operations,” he says. “If we had to grade ourselves on scale of primary school, middle school and college, I would say we are still at junior middle school.”





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# THE PHARMA MARKET IN UGANDA

The pharmaceutical industry in Uganda presents numerous investment and business opportunities...

Uganda produces only 5% of its pharmaceutical and health product requirements. According to a recent report of the United Nations Industrial Development Organization (Unido), the country still imports more than 90% of its essential medicines and health supplies, mainly from India and China. Imports of pharmaceutical and health products account for over 10% of total imports.

The pharmaceutical industries operating in Uganda include, Kampala Pharmaceutical Industries (1996), Uganda Pharmaceutical Industries Ltd. (recently privatised by Global distributors), Medipharma, Medical Products Ltd., and NEC Industries. These industries produce a range of pharmaceutical products, including injectables, liquid mixtures, aspirin, assembling capsules, disposable syringes, paracetamol, surgical gauze etc.

Given the favourable climate, stable macro-economic environment and political stability, Uganda is a potential



**Uganda still imports more than 90% of its essential medicines and health supplies, mainly from India and China. Imports of pharmaceutical and health products account for over 10% of total imports**

investment destination especially in the pharmaceutical and health products sector. Uganda National Drug Authority was established to regulate, monitor and licence private participants in the sector.

At the current consumption level of drugs worth US\$48

million, over 10 locally based pharmaceutical industries with a minimum annual turnover of US\$3 million could be sustained by both the domestic and regional markets. The drugs are today still being imported implying an import substitution opportunity

for manufacturers.

Aids is a problem in Uganda and the use of condoms is increasingly popular. A locally based condom factory tapping incentives in manufacturing would operate competitively in Uganda.

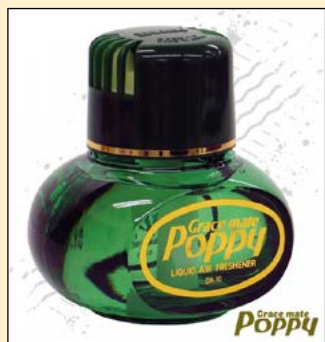
## DEALERS WANTED IN AFRICA FOR RANGE OF LIQUID AIR FRESHENERS

Dubai-based Parts World LLC aims to meet the rising demand for air fresheners in Africa...

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Gracemate Poppy Air Fresheners have captured a sizable share of the global market for air fresheners. According to a recent report by Allied Market Research, the global air freshener market to estimated to reach \$12 billion by 2023. Africa, one of the fastest growing markets in the world, is forecasted to emerge as a major consumer of air fresheners in the coming years.

As a result, now the product is being introduced in the lucrative African markets through Agents and Distributors. Parts World LLC, the Dubai-based Authorised Distributor for Gracemate Poppy Air Freshener for Middle East & Africa region, is now seeking to partner with reliable and well established companies in Africa to act as Exclusive Agents / Dealers for Gracemate Poppy Air Fresheners in their respective country / territories.

Backed by a team of marketing professionals, Parts World LLC will provide its African Dealers / Agents exclusive rights to sell Gracemate Poppy Air Freshener in their territory through their

sales and distribution network.

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"We are actively seeking reliable business partners in Africa to act as Distributors for Gracemate Poppy Air Fresheners," says M. H. Nafeel, General Manager for Parts World LLC. "By appointing Agents / Dealers in Africa, we aim to open up new and emerging markets across the African continent. For our distributors in Africa we will provide full training through our comprehensive customer support program that includes easy-to-follow training manuals, training seminars, computer-based sales training," he said.

For further information contact:

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## ANCIENT HISTORY OF AFRICAN ART

African art history has played a significant role in shaping the culture and history of the world. The belief that Africa is the cradle of the history of mankind is virtually unshakeable. The origins of African art history lie long before recorded history, preserved in the obscurity of

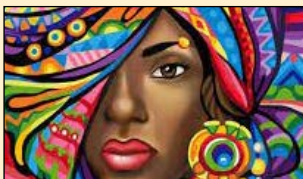


time. Rock Art is centuries old, while shell beads fashioned for a necklace have been recovered in a cave in the furthest reach of the southern peninsula of South Africa that are 75 000 years old.

A study of African art history indicates the earliest sculpture forms found come from Nigeria and are dated around 500BC. However, the lack of archaeological excavations inhibits knowledge of the antiquity of African art and the sheer disposable nature of the raw materials used in the creation of art objects means that an untold wealth of pieces have disintegrated in time.

Compounding this, as these objects were not coveted as aesthetic accomplishments by the indigenous communities who created them, no effort was made to preserve them. Often their value was negligible once their function was performed.

Foreign colonisation of most countries in sub-Saharan Africa took place from 1840 onwards and different values became omnipresent. A lot of African art was acquired for curious means by travellers, traders and missionaries in the century before and left the continent. Colonialists most often did not give indigenous art the merit and attention it deserved and thereby African art history was not preserved or documented.



## THE AFRICA INSTITUTE

The Africa Institute in Sharjah aims to promote African studies in the UAE...

UK architect Adjaye Associates has designed a 31,800 sq m campus extension for the Africa Institute, an research organisation in the UAE.

The campus will offer postgraduate qualifications in African and African diaspora studies, as well as degrees in African languages.

The dusty red concrete development in Sharjah's Al Mankah neighbourhood contains an enclosed campus with four wings, each measuring between four and seven storeys.

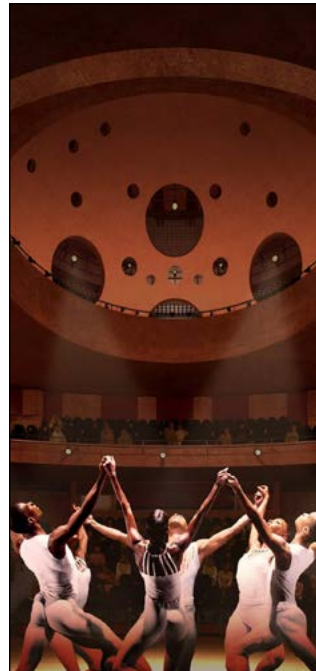
The wings are linked by a series of open-air courtyards, which have large overhangs to provide shade.

The campus will contain a research library, archives, as well as an auditorium. A series of site-specific installations will be commissioned by artists for its public spaces.

Canada's WSP is working on the project as the architect of record and the structural, electrical and mechanical engineer.

David Adjaye said: "I envision the campus as a springboard, connecting and embodying the incredible history of Africa, the African diaspora, and the Arab world."

Established in 2018, The Africa Institute in Sharjah, UAE, is an interdisciplinary academic research institute dedicated to the study, research, and documentation of Africa and the African diaspora. As the only institution of its kind located in the Gulf—the historical nexus of African-Arab cultural exchange—The Africa Institute



is uniquely positioned to expand understanding of African and African diaspora studies as a global enterprise.

The Africa Institute's curriculum of postgraduate studies is designed to train the next generation of critical thinkers in African and African diaspora studies, and through its program of international symposia and conferences, visual art exhibitions and artist commissions, film and performance series, and community classes and outreach events, The Institute is expanding public understanding of Arab and African exchange within not only the scholarly community but also the local Sharjah community, the region, and around the globe.

As part of its annual public programming, the AI organizes a season of scholarly, cultural, and artistic activities in various media and genres that focuses on one country from the African continent, or one of the African diaspora communities worldwide (North and South America, Europe, The Middle East, Caribbean, and Asia among others). This series of country-focused activities highlights the complex history of the African world, while also providing a forum for creatively engaging its present and imagining new futures.

The idea of establishing the Africa Institute as a center for the study of Africa and the African diaspora dates back to 1976, when Sharjah hosted the first symposium on Afro-Arab relations to which 45 African and Arab thinkers were invited.



# ***Africa's Global Bank***

With operations in 20 African countries, the United Kingdom, the United States and France, United Bank for Africa (UBA) is connecting people and businesses across Africa through retail, commercial and corporate banking, innovative cross-border payments and remittances, trade finance and ancillary banking services.



# CONSTRUCTION BOOM IN ETHIOPIA

Construction boom in Africa sees an unprecedented demand for building materials and machinery...

The construction industry in Ethiopia is booming as new projects are being launched in the real estate and housing sectors. As a result, demand for building materials and construction machinery has seen unprecedented growth in recent years.

The industry is expected to register an annual average growth of 8.3% between 2022 and 2025, supported by investments in transport, electricity, tourism, manufacturing, and industrial park projects. The country aims to become a light manufacturing hub in Africa and a lower-middle-income economy by 2025.

To achieve this, it plans to increase the number of operational industrial parks in the country from five in 2018 to 30 by 2025. In June 2020, the government unveiled its 10-year economic development plan, which mainly focuses on the agriculture, tourism, manufacturing, Information and Communication Technology (ICT) and mining sectors.

The construction industry's growth over the long term



**Ethiopia's construction industry's growth over the long term will also be supported by the government's focus on improving ease of doing business in the country**

will also be supported by the government's focus on improving ease of doing business in the country, with a specific focus on improving the processes involved in obtaining construction permits

and getting credit.

The city government of Addis Ababa in Ethiopia has reached an agreement with a South African developer to build 500,000 affordable homes in the city

The \$4.2bn deal with Bloemfontein-based company, Property 2000, is for 100,000 homes a year for five years. Low-income residents will be able to buy them with low-interest mortgages with 20-year terms.

Some 650,000 people have reportedly added their names to the housing waiting list.

Adanech Abiebie, Addis Ababa's deputy mayor, said the city was working to build over 1 million houses in the capital, and the Property 2000 deal was part of this plan, which is backed by the United Arab Emirates.

She added that the city would develop the plan using public-private partnership, with Property 2000 providing finance for the housing and the city government the land. According to recent reports, the land will be allocated near the city's Ethio ICT Park.

Napo Eddie Modise, chairman of Property 2000, said his company would complete the homes as quickly as possible, and that 90% of the construction jobs created would go to Ethiopian workers.

## GATEWAY MARKETING CONSULTANTS: PROMOTING YOUR BUSINESS IN AFRICA

Multi-prong approach to digital marketing in African markets offers clients guaranteed results...

**E**stablished in 1996, Gateway Marketing Consultants is specialised in promoting business to and from Africa by using multi-level marketing verticals to get tangible results for its clients.

As a certified marketing consultancy firm based in Dubai, the company has been promoting direct B2B contacts between African buyers and global suppliers for the last 20 years.

Backed by a team of experienced digital marketing professionals, Gateway Marketing Consultants has devised some unique methods to promote your business in the African markets.

The company has in its arsenal an extensive database of African buyers that it has collected over a period of 20 years through its various online B2B portals like the Africa Business Pages, Auto Parts Africa, Beauty Africa, Africa News Portal as well as Foodstuff Africa.

Email marketing in Africa has yielded excellent results for clients that have hired Gateway Marketing Consultants as their



digital marketing agency for the African markets. By using its extensive database of buyers in Africa and targeting specific business sectors for its clients, the company has been able to generate quality business leads for its customers.

The database of African buyers is also used to target African buyers through social media platforms. By using advanced pixel targeting techniques, the company is able to follow your target audiences as they browse through their digital journeys across the internet.

The company has also developed dedicated WhatsApp Business Groups for various business sectors by targeting African visitors to its B2B portals. These WhatsApp Business Groups are like a



virtual exhibition where visitors come and go on a regular basis.

Dedicated WhatsApp Business Groups for different business sectors have helped many companies connect with business partners in Africa through direct B2B contact.

With as many as 75,000+ Followers on its Facebook Page (Africa Business Pages), the company can deliver your message to a large number of African buyers – and can even target specific African markets and business sectors in order to optimise your ROI on your advertising spend.

With as many as 2.2 million registered users and an average of 40,000 hits per day, the Africa Business Pages (owned by Gateway Marketing Consultants) provides an excellent platform

for companies to showcase their products and services to their target audiences in Africa.

Featured directory listings offered by the company on its extensive online network of B2B portals also helps businesses appear higher in search engine results.

The company also runs targeted Google Ads in African countries to attract the right kind of buyers from the African markets.

By creating special Landing Pages for its clients, the company is able to collect leads generated through its various promotional digital marketing verticals.

Unlike most other digital marketing agencies, Gateway Marketing Consultants specialises in the African market – and has a proven track record that you can trust and rest assured that you will get an excellent ROI on your advertising spend.

For further information contact:  
**Gateway Marketing Consultants**  
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# IVORY COAST TO BUILD AFRICA'S TALLEST TOWER

**B**elgian contractor Besix Group has won a role in the construction of a major new tower in Abidjan, Ivory Coast in West Africa.

The tower's designer and developer, PFO Africa, hired Besix for project management and civil engineering works for the 'F Tower', set to go up in Abidjan's central Plateau district.

Besix said the tower has been included in Abidjan's development plans since 1970, and will be the sixth tower of the city's Administrative City.

It was planned on the initiative of the Ivorian Ministry of Construction, Housing and Urban Planning.

Besix said it would be 'Africa's tallest tower', but did not specify its height. The current claimant for that title is the 'Iconic Tower' under construction in the Central Business District of Egypt's New Administrative Capital, whose concrete structure was completed last month. Its concrete structure

is 373.2m high, while its highest point is 385.8m. Besix has been contacted for information.

The F Tower is the second project PFO Africa and Besix are carrying out for the Ivorian government. The first is the La Mé potable water plant, currently under construction, one of the largest installations of its kind in West Africa, which will produce 30% of Abidjan's drinking water needs.

"This is our second contract in Ivory Coast, a country that offers a favourable business environment and is economically dynamic," said Pierre Sironval, Deputy CEO of Besix Group. "In PFO Africa, the leading construction company in Ivory Coast, we have found a high quality partner. Together we were already building one of the largest drinking water production plants in West Africa. We look forward to strengthening this alliance by participating in the construction of a building as iconic as the F Tower."

Structural works on existing foundations start this month, Besix said.





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# ELECTRONIC WASTE IN WEST AFRICA

Ghana and Nigeria have become dumping grounds for the world's discarded electronics and appliances...

Where does electronic waste generated by the first world countries end up in? Recent studies show that Ghana and Nigeria are now recognised as the world's largest electronic dumping grounds – with hundreds of millions of tons of waste shipped each year, Ghana and Nigeria's illegal e-waste trade is shaping up as an economy of its own.

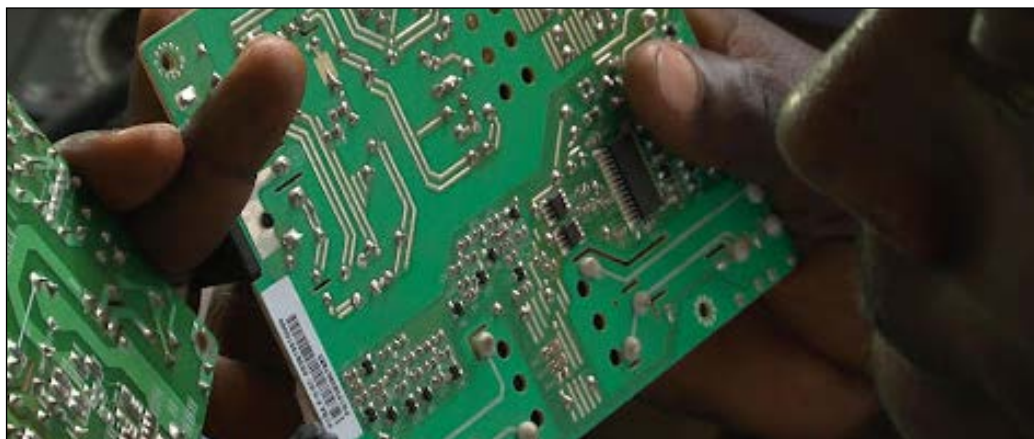
The Agbogbloshie dump in Accra, Ghana, for instance, is the largest electronic wasteland in West Africa. The locals call it Sodom and Gomorrah. About 3,000 people work in Accra and make a living by selling scavenged metal from electronic equipment. Old TVs, computer monitors, hard drives and keyboards are dissected for any reusable parts like lenses from the disc drives and circuit boards, and with global scrap prices soaring, metals are in high demand. Wires and printed boards are burnt to extract copper and other precious metal.

But the process to retrieve usable metals is extremely toxic. Workers who remove the metals often have no protective equipment and breathe in high levels of toxic chemicals, which are then released into the atmosphere. Toxins such as lead, cadmium and mercury are burnt in Ghana, with concentrations that exceed the normal values up by 100 times.

"It's the only part of the world where you'll go and see thousands of women on any given day that are sitting... basically cooking printed circuit boards," says Jim Puckett, the executive director of the Basel Action Network, which works to keep toxic waste out of the environment. "As a result, they're breathing all of the brominated flame retardants and the lead and tin that are being heated up. You smell it in the air. You get headaches as soon as you enter this area. It really is quite sad."

While the 'digital age' has brought about many advantages, rising consumption of electrical and electronic goods coupled with increasingly rapid obsolescence (due to sustained technological advances), and decreasing product lifetimes has led to significant increases in global e-waste levels.

It is estimated that e-waste



**Toxins such as lead, cadmium and mercury are burnt in Ghana, with concentrations that exceed the normal values up by 100 times**



can contain more than one thousand different substances, many of which are toxic. These can comprise heavy metals, for example mercury, lead, cadmium, and chromium, and flame retardants, including polybrominated biphenyls (PBBs), polychlorinated biphenyls (PCBs) and polybrominated diphenyl ethers (PBDEs). The most hazardous components of e-waste are the mercury-containing components, batteries, printed circuit boards, CRTs, and the plastics which contain the brominated flame retardants.

Leaching and evaporation of these substances occurs at the e-waste sites and results in the harmful contamination of surrounding natural resources including, soil, crops, drinking water, livestock and fish. Research at Agbogbloshie metal scrap yard in Accra, Ghana revealed lead, copper, zinc and tin in soil samples at rates 100 times greater than normal. When the e-waste is burnt, further toxic substances can be inadvertently generated.

Most of the non-functioning computers that arrive into Nigeria and Ghana are sold as scrap, smashed up and burned, common practice within e-waste receiving countries, which often lack capacity in handling and recycling of the hazardous materials within the e-waste. Instead, manual dismantling, open burning to recover materials, and open dumping of residual fractions occurs. Resultantly, relatively more hazardous material is introduced into informal e-waste burning and dumping grounds across many African regions, with higher implications for the environment and human health concerns.



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# MOMBASA PORT EXPANSION UNDERWAY

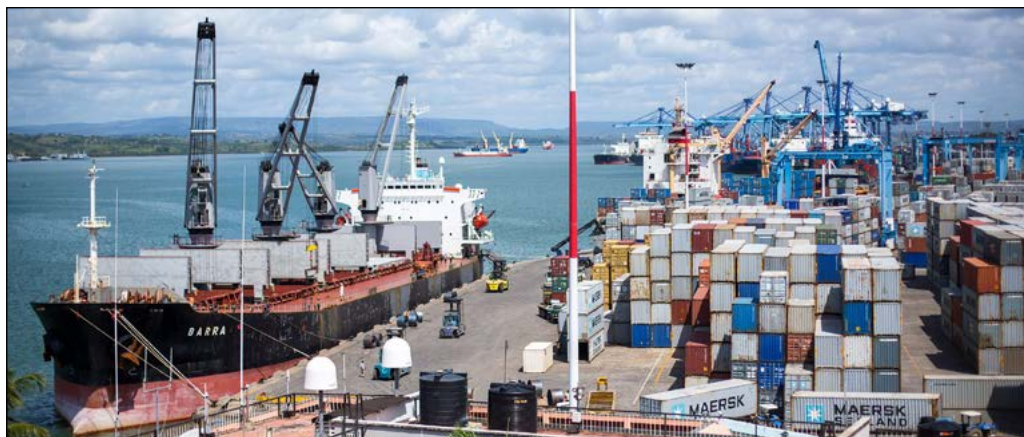
Mombasa port is undergoing major expansion to serve the booming markets of the East Africa region

Kenya's Mombasa port, the gateway to East and Central Africa, has enabled the Chinese to gain better access to resources in the region and export destinations within Africa through the Belt and Road Initiative.

The Mombasa port is a prized national asset for Kenya. It not only facilitates the country's shipping trade but serves as a strategic asset for the East Africa region.

The 19-terminal port operates two container terminals which manage 1.1 million Twenty Equivalent Units (TEUs) annually. The Mombasa Container Terminal (Berth 19) was constructed by the China Road and Bridge Corporation (CRBC) in 2013 while the Kipevu Container Terminal, completed in 2016, but now undergoing expansion, was funded via the Japan International Cooperation Agency (JICA).

Various media reports have lately been suggesting that like Sri Lanka and its Hambantota port, Kenya will lose its highly



**The Mombasa port is a prized national asset for Kenya. It not only facilitates the country's shipping trade but serves as a strategic asset for the East Africa region**

efficient and lucrative Mombasa port to the Chinese if it defaults on its payment of Kenya Shilling 71.4 billion (\$705 million) in the current fiscal period to the China EXIM Bank.

The port plays an important role in the Belt and Road Initiative (BRI) as it is the gateway to East

and Central Africa. It handles imports and exports for Kenya, Uganda, Rwanda, Democratic Republic of Congo, South Sudan, and Burundi. The rail and road networks, built by the Chinese, suggests improved hinterland connectivity in Africa. This benefits the Chinese business

interests as they get easy access to bountiful resources in the region and at the same time increases the spread of their exports within the African markets. History shows that Portuguese, Indian, Persian and Arab traders also used Mombasa as an entry point into East Africa.

## COSMOPROF WORLDWIDE BOLOGNA: ATTRACTING AFRICAN BUYERS

Cosmoprof Worldwide Bologna ready to welcome visitors from April 28 to May 2 in Bologna (Italy)

The 53rd edition of Cosmoprof Worldwide Bologna, scheduled from 28 April to 2 May 2022 in Bologna - Italy, is preparing to welcome the international operators of the cosmetic industry with customized services and facilities to experience the event in complete safety.

Cosmoprof Worldwide Bologna 2022 will remain consistent with the pre-pandemic editions, with over 2,700 companies confirmed to date, coming from 71 different countries: the exhibition area will comprise 34 pavilions, hosting 26 Country Pavilions as well.

Cosmoprof represents the renaissance of the cosmetic industry and its ever-growing global community, with over 30% of exhibitors attending for the first time or returning to Bologna after a few years of absence, pleasantly impressed by the ability of the event to renew itself and adapt to new business tools. After a two-year hiatus, coming back in person at Cosmoprof Worldwide Bologna,



following the necessary safety protocols, will resume conventional commercial activities by discovering new products and establishing new business relations. The event features the attendance of buyers from more than 80 countries.

To offer a fitting program of visits and dedicated services to international operators, Cosmoprof Worldwide Bologna has increased investments in the Buyer Program. This project aims to favour the exchange between supply and demand. Thanks to the Buyer Program, buyers, retailers,

and distributors can receive support and indications to better organize their experience at the event and discover the most valuable products and services to develop their business. Managers, importers, distributors, wholesalers belonging to all represented sectors and distribution channels can participate in the Buyer Program.

To optimize the experience at Cosmoprof and organize business meetings beforehand, **Cosmoprof My Match** is the digital match-making platform created by Cosmoprof. The

service has constantly evolved, and today it offers live chat and virtual tools that facilitate networking between company and operator.

**Cosmoprof My Match** and the Buyer Program offer a double service to professionals. Exhibitors have at their disposal a virtual showcase to present product launches and to invite the most qualified and valuable operators to their stand for the development of new collaborations. At the same time, visitors from worldwide can play an active role in the purchasing process. They can select the most suitable brands and suppliers for their business, discover the main trends worldwide, and get inspired by the most innovative proposals present at Cosmoprof.

For further information contact:  
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## KENYA FIGHTS FAKE COSMETICS BUSINESS

As “beauty specialist retailers, chemists/pharmacies and some high-end [stores] are rushing to offer up a larger variety of premium brands” in order to cater to clued-in consumers, Kenya has become awash with fake cosmetics, “placing consumers at risk of purchasing inferior



products,” per Al Jazeera. And in no small number of cases, even reputable outlets are being duped into stocking fakes – from Gucci and Fenty goods to Kylie Cosmetics and Anastasia Beverly Hills – thereby, causing the problem to impact even well-meaning consumers in search of authentic products, as well as those in search of cheap alternatives.

The tide of seemingly endless counterfeits has left both consumers and high-end retailers, such as Nairobi-based Lintons – which stocks Estée Lauder, MAC, Chanel, Lancôme, and Clarins products – “scrambling to differentiate [authentic] products from the dangerous doppelgängers.”

“There’s a big challenge,” Bilha Karanja, owner of Sterling Cosmetics, a retailer on Nairobi’s affluent Aga Khan Walk, told Al Jazeera. “The samples that ‘suitcase distributors’ (or sellers who come to you marketing certain products claiming they’re importers) come with are legit, but [supply you with] entire batches, they throw in fakes if one is not careful.”

While imposter products may look the part, even bearing replicas of the manufacturer barcodes meant to track authentic products and separate out counterfeits, in reality, their contents are far from the real thing, with most failing to “conform to international and local quality and health standards,” and as a result, often prove hazardous to users.



# FAKE COSMETICS

The African markets are being flooded with a plethora of fake cosmetics...

The demand for cosmetic products is one that is increasingly growing on the African market. The range of products and the various brands available on the market have grown proportionally with the demand. Unfortunately, however, the increase in the type and supply of the products on the market has been matched by a similar increase in what are known as fake on the market.

Consumer demand for premium branded cosmetics is proving to be “especially high,” with color cosmetics, alone, making up nearly \$125 million market in 2020 up from \$53.3 million just 5 years prior.

While imposter products may look the part, even bearing replicas of the manufacturer barcodes meant to track authentic products and separate out counterfeits, in reality, their contents are far from the real thing, with most failing to “conform to international and local quality and health standards,” and as a result, often prove hazardous to users.

The type of products known as fake are marketed under the label and packaging of brand name products but are of much lower quality and dubious provenance. There are two general categories of fakes.

Several of the fake cosmetics are imported from China

**As demand grows, the markets for cosmetics in Africa is being invaded by fake products**

and the Middle East and are manufactured with the intention of convincing the consumer that they are purchasing branded items at much cheaper prices. Popular imitation products utilize internationally recognized brands such as Victoria’s Secret, Mac, Boss, Chanel, Dark and Lovely and others.

It is well known amongst consumers that these brands have fakes with identical packaging as the originals. The products are usually distinguished by the significant price difference between the original and fake which can be as much as three or four times more for original brands.

Identifying these fake cosmetics can be a difficult feat since many of these copycat products look perfectly legitimate to the untrained eye, “craftily packaged

to resemble those from genuine manufacturers using fake wrappers and bottles.” Only upon close side-by-side inspection does it become clear that there a slight differences, such as the in print size and fonts used.

Some customers ask specifically for the original expecting to pay more while others buy the fake because that is all they can afford. Legal retailers can usually be trusted not to sell the fake for the price of the original because they would lose credibility.

Retailers freely tell their customers which products are fake and which are original because both types are imported legally into the country and are sold legally. In spite of this, however, the fake products are clearly misrepresenting internationally copyrighted brand names and of such inferior quality to be hazardous to health in some instances.

“The Kenyan government recently started testing imposter cosmetics to gauge the potential health risks to consumers,” according to Al Jazeera, as part of a larger push to stop rogue importers of cosmetic products. “We have started with MAC and Gucci makeup and cosmetics, and will be proceeding to the others progressively,” says, Johnson Adera, the Anti-Counterfeit Agency’s deputy director of

enforcement and legal services.

"There is a very clear difference in quality between the original Victoria's Secret lip gloss and the fake sold under the same name and nearly identical packaging. I had an allergic reaction the first time I used the fake gloss after having being told that it was in no way different from the original product which I had used for years" said Mary Ndungu from Nairobi, Kenya.

"A foundation crème masquerading under the well known Mac brand also damaged the skin of my sister peeling the skin underneath her eyes and forming unsightly bruises permanently," she added.

Some of the fake products on the market are of such low quality as to be completely useless in many instances.

Several customers have complained that some of the hair products like hair gels and relaxers are inactive while other have brought back perfumes that had developed unpleasant scents or lost all smell altogether. Most common complaints are about make-up that melts, or even worse causes allergic reactions in users.

In spite of this however importers and retailers have no qualms about importing and selling these products as they are able to do so legally. Fortunately there is more control and legal accountability with the second type of fake cosmetics on the market.

The second type of fake cosmetics are locally mixed or repackaged and sold illegally to retailers. These types of fakes are much more hazardous to health than even the poor quality knockoffs that are imported into the country.

These type of fakes primarily constitute of refills of used and



**Consumer demand for premium branded cosmetics is proving to be "especially high," with color cosmetics, alone, making up nearly \$125 million market in 2020 up from \$53.3 million just 5 years prior**

discarded containers. The empty containers are carefully refilled with a mixture of products most of which have been thrown out by wholesalers as expired or for having been damaged in transit. Little thought is given to potential health consequences on the consumer and it is this type of product that is usually associated with serious damages to users.

"I bought my usual brand of lotion from a neighborhood supermarket but when I applied it the next day I discovered that it smelled different and had a strangely soapy consistency. I immediately washed it off and I took the lotion back to the supermarket where I had bought it because I thought they might have sold me an out of date product by accident. They however were very defensive and refused to refund my money

or to even exchange the lotion claiming that they had received the product from their regular retailer" said Mary Ndungu.

Fake products have been associated with various side effects ranging from minor skin inflammations to major allergic reactions, hair loss and potentially other complications that are as yet unknown because of the absence of research in the effects caused by these sub-standard products.

In light of the popular awareness and frustration with the fake products on the market and the consequences associated with them there is a clear need for rigorous quality control on the products that are entering the country and strict applications of laws governing the local production and distribution of fake products.

## COUNTERING THE MENACE OF FAKE COSMETICS

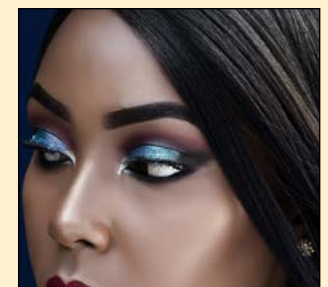
The phenomenon of counterfeiting in the cosmetics industry is a problem which is refusing to go away; Beyond its negative impact on the bottom-line of companies in the sector, it also poses a health risk for consumers.

According to industry estimates, the global cosmetics industry is estimated to be worth over \$600 billion, and it is projected to be valued at \$805 billion by the end of year 2022, growing at a CAGR of



7% per annum. The accelerated growth in the industry has been catalysed by the online purchase options now available for consumers, thus easily connecting buyers to third party vendors at an unprecedented scale. The convenience that online shopping gives also comes with the infiltration of counterfeit makeup and cosmetic products.

The reach of counterfeiters in the cosmetics industry has been growing unabated, it is therefore important that stakeholders take the bull by the horn to quickly address the situation.





# AGENDA 2063: ROAD TO A NEW AFRICA

An “integrated, prosperous and peaceful Africa, driven by its own citizens, and representing a dynamic force”

A vast and diverse continent composed of 54 countries, Africa is passing through multiple transitions in its journey towards economic integration as embodied in the AU Agenda 2063 that seeks to transform Africa into a global powerhouse in the 21st century. The highly ambitious African Continental Free Trade Area (AfCFTA) is expected to drive trade, investment and industrialisation within the continent.

Agenda 2063 is Africa’s blueprint and master plan for transforming Africa into the global powerhouse of the future. It is the concrete manifestation of how the continent intends to achieve this vision within a 50-year period from 2013 to 2063. It is the continent’s strategic framework that aims to deliver on its goal for inclusive and sustainable development and is a concrete manifestation of the pan-African drive for unity, self-determination, freedom, progress and collective prosperity pursued under Pan-Africanism and African Renaissance.

The genesis of Agenda 2063



**Agenda 2063 is Africa’s blueprint and master plan for transforming Africa into the global powerhouse of the future**

was the realisation by African leaders that there was a need to refocus and reprioritise Africa’s agenda from the struggle against apartheid and the attainment of political independence for the continent which had been the focus of The Organisation of African Unity (OAU), the precursor of the African Union; and instead to prioritise

inclusive social and economic development, continental and regional integration, democratic governance and peace and security amongst other issues aimed at repositioning Africa to becoming a dominant player in the global arena.

Agenda 2063 details a roadmap of five ten-year implementation plans for member states to follow

in order to realise the “Future we (Africans) want for Africa”. That is, an “integrated, prosperous and peaceful Africa, driven by its own citizens, and representing a dynamic force in the global arena”.

In the new scramble for Africa, several nations are actively pursuing development projects, none more diligently than China,

## DANGOTE GROUP: MEETING THE NEEDS OF AFRICA'S GROWING ECONOMIES

Dangote Group has been at the forefront of facilitating industrial growth across African countries...

**D**angote Group is a diversified and fully integrated conglomerate with an annual group turnover in excess of US\$4 billion (2016) with vibrant operations in Nigeria and Africa across a wide range of sectors including cement, sugar, salt, condiments, flour, packaging, energy, port operations, fertilizer, and petrochemicals. The Group’s core business focus is to provide local, value-added products and services that meet the ‘basic needs’ of the populace through the construction and operation of large scale manufacturing facilities in Nigeria and across Africa. The company is focused on building local manufacturing capacity to generate employment, reduce capital flight and increase local value addition.

Aliko Dangote is the founder and president/chief executive of the Dangote Group – which has a presence in 17 African countries and is a market leader in cement on the continent. One of the Group’s subsidiaries, Dangote Cement Plc, is the largest listed company in West Africa and



the first Nigerian company to join the Forbes Global 2000 Companies list.

Dangote Industries Limited also has a joint venture with Sinotruk and set up a \$100 million plant to assemble trucks and cars in Nigeria for local use and export.

The joint venture, which is 65 percent owned by Dangote and 35 percent by Sinotruk will assemble components and knocked down parts imported from Sinotruk to the Nigerian plant. It aims to meet the expected increased demand for transport in the country as the government focuses on boosting

agriculture and farmers need to move goods across the vast country.

The Group also has business with Transit Support Services (TSS) Limited, the assemblers of Shacman truck in Nigeria.

The Dangote Group corporate strategy has evolved as its businesses have grown, matured, and diversified into new sectors and regions over the last five decades. Starting out as a bulk commodity trading concern in the 1970s encouraged by the liberalized commodity import regime of the then Government of Nigeria, by the late 1990s our strategy had transformed

to a focus on manufacturing for import substitution. The early 2000s saw the Group’s approach further adjust to strategic asset acquisition in line with the then Government’s privatization policies. This set the stage for the next phase in our strategic plan for the next decade; expansion and backward integration.

Dangote Group is striving for self-reliance in Nigeria in all the sectors and has drawn up ambitious plans to set up projects in new realms such as Agriculture, Petroleum Refinery & Petrochemicals, fertilizer, and Telecom. The Group has almost single-handedly taken Nigeria to self-sufficiency in cement and is expanding rapidly across Africa, helping other countries achieve the same.

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# THE REWARD FOR EXCELLENCE

After more than a decade of superior performance delivered through innovation and selfless commitment to transforming the lives of millions of Africans, the Dangote Group has been honored with three deserving awards for its outstanding contribution to Africa at the THISDAY Award of The Decade ceremony.

Congratulations to Aliko Dangote  
and Dangote Industries



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whose presence on the continent denotes a shifting balance of wealth and power away from the West. Cleverly couched in its support for infrastructure projects in Africa.

The need to envision a long-term 50 year development trajectory for Africa is important as Africa needs to revise and adapt its development agenda due to ongoing structural transformations; increased peace and reduction in the number of conflicts; renewed economic growth and social progress; the need for people centered development, gender equality and youth empowerment; and emerging development and investment opportunities in areas such as agri-business, infrastructure development, health and education as well as the value addition in African commodities

Agenda 2063 encapsulates not only Africa's Aspirations for the Future but also identifies key Flagship Programmes which can boost Africa's economic growth and development and lead to the rapid transformation of the continent.

The world-class infrastructure, accompanied by trade facilitation, will see intraAfrican trade



### Agenda 2063 can boost Africa's economic growth and development and lead to the rapid transformation of the continent

growing from less than 12% in 2013 to approaching 50% by 2045.

Africa's share of global trade shall rise from 2% to 12%. This will in turn spur the growth of Pan-African companies of global reach in all sectors.

Agenda 2063 also identifies key activities to be undertaken in its 10 year Implementation Plans which will ensure that Agenda 2063 delivers both quantitative

and qualitative Transformational Outcomes for Africa's people.

Africa is on an upward trend and seeks mutually beneficial relations and partnerships with other regions and continents. It, therefore, looks at the nature of partnerships and rationalizing them for the benefit of its transformation and integration. We shall do so by strengthening our common perspectives on partnerships and by speaking

with one voice on priorities and views on global matters.

Political unity of Africa will be the culmination of the complete integration process, including the free movement of people, the establishment of the continental institutions, and full economic integration. By 2030, there shall be consensus on the form of the continental government and institutions.

By 2063, the necessary infrastructure will be in place to support Africa's accelerated integration and growth, technological transformation, trade and development. This will include high-speed railway networks, roads, shipping lines, sea and air transport, as well as well-developed ICT and the digital economy. A Pan-African High Speed Train Network will connect all the major cities/capitals of the continent, with adjacent highways and pipelines for gas, oil, water, as well as ICT Broadband cables and other infrastructure. This improved infrastructure will be a catalyst for increased manufacturing activity in Africa, skills development, technology, research and development, integration and intra-African trade, investments and tourism.

## SERVICING THE NEEDS OF THE HVAC INDUSTRY IN THE AFRICAN MARKETS

### Dubai-based Efficient Air Conditioning Industries LLC seeks distributors and agents in Africa...

**E**fficient Air Conditioning Industries LLC is based in Dubai and manufactures GI Ducts, Fire Rated Ducts (FLAME PRO), Volume Control Dampers, VAV Units, Air Filters, Sound Attenuators, Acoustic Louvers, Mufflers, and other accessories air conditioning accessories at its state-of-the-art manufacturing plant in Dubai.

An ISO 9001:2015, ISO 14001:2015, ISO 45001:2018 Certified Ductwork and Accessories manufacturing company, Efficient Air Conditioning Industries LLC services the needs of the local, regional and international HVAC industry by providing a comprehensive range of quality products.

The company's factory is equipped with latest machinery and is backed by an experienced and skilled work force capable of handling all major and minor jobs efficiently and on time.

Ducts manufactured in the company's facility are fabricated on hi-tech CNC machines such as Auto Fold, Plasma Arc cutting machine and various Auto Seaming machines.



GI Ducts are fabricated from hot dipped galvanized sheets in accordance with ASTM A653, Lock forming quality with G-90/ Z275 (275 gms/m<sup>2</sup>) Zinc coating.

#### PRODUCT FEATURES

- Prime quality GI Ducts are fabricated from hot dipped galvanized sheets in accordance with ASTM A653, Lock Forming Quality, with G-90/ Z-275 (275 gms/m<sup>2</sup>) Zinc coated. GI Sheets are sourced from renowned steel mills like NIPPON- Japan/ AGIS- UAE/ JINDAL- India/ ISCOR- South Africa/ etc.
- Duct Construction as per ASHRAE/ SMACNA/ DW-144 Standard.
- Environment friendly and



recyclable.

- Low leakage with Prime quality slip on flanges for transverse joints with integral sealant.
- All GI Ducts shall be beading at 300mm distance for stiffening of ducts and minimize vibration and drumming noise of GI sheet.
- Special Identification stickers on each piece of ducts for easy installation process at site.
- Accurate dimensions and ready to install without use of any special tools.

Efficient Air Conditioning Industries LLC stringent quality regimes ensure to deliver products which meet the highest Industry Standard like ASHRAE, SMACNA, DW-144, NFPA, BS etc.

Today, Efficient Air Conditioning Industries LLC is renowned as a trusted manufacturer of high quality products like GI Ducts, Flame PRO (Fire Rated Ducts), Volume Control Dampers, VAV Units, and affordable acoustic solutions for any Acoustic problems.

In a bid to further expand its footprint in the international markets, Efficient Air Conditioning Industries LLC is now looking for business partners in key African markets. "Our ready-to-install ducting systems have gained increasing popularity in many African countries and we are now offering complete turnkey solutions for HVAC projects in African countries," says Ravi Shankar, Managing Director of Efficient Air Conditioning Industries LLC.

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[RAVI@SPHERESTS.AE](mailto:RAVI@SPHERESTS.AE)



# CHINA HELPS AFRICA FIGHT COVID-19

China pledged to donate millions of doses of vaccines to Africa in a bid to fight COVID-19

At a time when global vaccine supplies were tightest, China overcame its own difficulties to take the lead in providing vaccines to Africa. China has pledged to donate millions of doses of its COVID vaccines to Africa as the world grapples with the unequal distribution of the shots between rich and poor countries.

China provided 180 million doses of COVID-19 vaccines to Africa, covering almost all countries on the continent. Of the 155 million doses previously pledged to Africa, China has delivered 107 million, of which 16 million have been donations.

"We need to put people and their lives first, be guided by science, support waiving intellectual property rights on COVID-19 vaccines, and truly ensure the accessibility and affordability of vaccines in Africa to bridge the immunization gap," said Chinese President Xi Jinping at the Forum on China-Africa Cooperation (FOCAC).

China will help African



**China will help African countries in vaccinating 60% of the African population by the end of 2022**

countries reach the target set by the African Union of vaccinating 60% of the African population by the end of 2022.

China will develop 10 medical and health projects for the African countries and send 1,500 medical personnel and public

health experts to Africa.

The donation stands in stark contrast to what we have seen recently with the discovery of the Omicron variant in Africa. As European countries and the United States rushed to slap travel bans on affected African

countries, China has come forth with a bag of vaccines.

Many Africans feel that Beijing has been more useful as a partner to Africa and that isolation and vaccine nationalism are not the best approaches in containing the global pandemic.

## AVENUE CLASSIC: HELPING YOU WITH COMPANY FORMATION IN DUBAI / UAE

With over 20 years of experience in the field, Avenue Classic Business Setup has the right credentials...

Avenue Classic Business Setup was established to help entrepreneurs with crucial procedures of business setup in Dubai and other parts of the UAE. "Our Aim at Avenue Classic Business Setup Dubai has been to guide our clients with the best! Hence, we put together a unique team of UAE business setup consultants, lawyers, PRO executives, and company formation experts," says Abdul Aziz bin Hendi, CEO of Avenue Classic Business Setup. "We are passionate about delivering outstanding service and ensure that our clients get the maximum benefit from our expertise," he says.

For entrepreneurs wanting to open a company in Dubai, Avenue Classic Business Setup is a one-stop-shop for all business legal and business consultancy needs in UAE. They are very well informed and up-to-date regarding business setups and legal requirements for product registrations, attestations, trade license renewals and other documents as per UAE laws. Avenue Classic Business Setup



### SETUP YOUR BUSINESS AT

can help you in:

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- Business Setup in Abu Dhabi
- Business Setup In Ajman
- Freezone Business Setup

Moreover, professional executives at Avenue Classic Business Setup can assist you with every requirement in regards to LLC organization arrangement in Dubai and different emirates across the UAE.

### PROMOTION 2022

As part of its promotional activities, Avenue Classic Business Setup is now offering special promotions for business set up in the UAE at discounted

low price, specially for African entrepreneurs:

**Commercial Licence in Dubai: US\$ 4,657**

**E-Commerce Licence in Dubai: US\$ 1,055**

"We help incorporate organizations across all business verticals of Mainland, Free Zones as well as Offshore. If you are searching for a solid and affordable organization development in Dubai and the UAE, our unique business setup consultants, inclusive of a few administrations, will help you start your business rapidly and productively. We have put stock

in offering straightforward, speedy, practical, and hassle free answers for our customers, making your organization setup our main concern," says Abdul Aziz bin Hendi.

Avenue Classic Business Setup also helps you procure residence visa for you and your employees. The visa process is relatively straightforward – the maximum number of visas you can apply for depends on the size of your company and, for dependent visas, your personal income. Whether it be a mainland business setup, offshore company setup, free zone company setup or issuing of trade licenses and any related activity for registering a company, Avenue Classic Business Setup is your one-stop-shop.

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## Business Setup & Company Formation Services in the UAE

# Avenue Classic

Documents Clearance Service



# AMAZON, TWITTER BUILD BASES IN AFRICA

Amazon to build base in Cape Town South Africa. Twitter prefers the West African nation of Ghana...

**A**mazon has chosen South Africa as the headquarters for its future expansion into Africa, based on a mixed-use development planned for Cape Town. At present, no Amazon retail services are available on the continent.

In a separate development, Twitter has chosen Ghana for its first-ever African office.

Amazon will occupy offices in River Club, a \$280m project that will consist of 150,000 sq m of buildings, divided into commercial and residential precincts, with about 118,000 sq m going to business – 70,000 sq m to Amazon – and 32,000 sq m for housing.

The scheme, which is built on land owned by the Liesbeek Leisure Properties Trust, is in the Observatory suburb of northwest Cape Town on the estuary of the Liesbeek river. It has faced years of legal challenges from various environmental and local groups over its effect on the fragile ecosystems.

However, the scheme now has official backing. Dan Plato, mayor



of Cape Town, commented: "It is clear that this development offers many economic, social and environmental benefits for the area. We are committed to driving investment to revitalise the economy, which is slowly recovering following the impact of Covid-19."

The Seattle-based digital services company had previously rented space in an office block in Cape Town, but had reportedly been looking for a base of operations since 2018. The move to the River Club is expected to bring together its web and customer services departments.

**Twitter is now looking to hire local designers, engineers, marketers and more as part of its expansion**

The development will take place in phases over the next three to five years, and officials expect around 19,000 jobs to be created for the youth, directly and indirectly.

Twitter said in a recent statement: "We're excited to announce that we are now actively building a global team in Ghana. To truly serve the public conversation, we must be more immersed in the rich and vibrant communities that drive the conversations taking place every day across the African continent."

Twitter is now looking to hire local designers, engineers, marketers and more as part of its expansion.

## TISAN ENVIRONMENTAL INDUSTRIES: CLEANING SOLUTIONS THAT WORK

Turkey-based Tisan has been manufacturing a wide range of cleaning products and solutions...

**T**isan, since its establishment in 1989 is manufacturing superstructures. We have a large range of production line mainly on environment cleaning and especially on firefighters.

The company manufactures superstructures to clean the dirt from cities and to transport that dirt from cities.

Its goal on manufacturing is to produce superstructures user-friendly, with quality craftsmanship, using quality raw materials.

For cleaning the city and protect the environment Tisan manufactures:

- Hydraulic refuse packers,
- Road and street sweepers,
- Road washers,
- Waste container washing and disinfecting superstructure.

For firefighting purpose Tisan manufactures:

- Low-high pressure urban or country & forestall firefighters.

Tisan with its 27 years of experience, technology, know-how and competitive prices is one of the leaders of superstructure



manufacturer. Tisan is always looking for following answers with research and development:

- How to produce user-friendly superstructures?
- How to increase quality?
- How to be more durable?

- How to be more competitive?

Since 20 years to protect the earth and to produce for it, Tisan obtained all necessary certification and documentation for its production line and for all its products; such as ISO

9001:2008, CE, ISO 14001:2004, international welder certificate.

As a leading exporting company Tisan's products are exported to as many as 22 countries across the world. Establishing business and making friendly connections with exporting countries is Tisan's main target. The company believes in global thinking and global business.

With its newly established robot welders Tisan secures its position as one of the reputable superstructure producers in its league.

With its new products hydrostatic sweeper and hydrostatic road washer, Tisan keeps pushing forward in equipment manufacturing and more new products are sure to follow.

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- Recycling Waste Collectors (Glass, Paper, Carton, Metal etc.)
- Hydrostatic Street Sweepers,
- Hydrostatic Street Washers,



# Lamu Port can handle Panamax ships.

*These are vessels that cannot pass the Panama Canal.*



## KENYA'S NEW PORT RAISES HOPES

The opening of its new port at Lamu raises business confidence and new avenues for business and trade

**B**uilt by China Communications Construction Company (CCCC), the port is part of Kenya's bid to become the principal trade hub in East Africa.

It is also part of LAPSET, which stands for the Lamu Port South Sudan-Ethiopia Transport Corridor. If all the proposed schemes are built, this will include roads, oil and fibre-optic lines, a 1,500km railway, an airport and a refinery, and will require investment of around \$24bn.

Construction of the Lamu port began in 2016. Since then, Kenya has been trying to woo its neighbors to use the port. In return, they will pay less for the goods that pass through.

Lamu Port will serve Ethiopia, South Sudan and other landlocked nations and compete for business with ports elsewhere in the region. The new port is part of Kenya's Vision 2030 plan aims to transform the country into an industrial and middle-income economy.

Bernard Osero, KPA's head of corporate affairs, said the government had prioritised Lamu as the means of linking east and west Africa by road and rail.

"Lamu port will specialise in handling containers and oil cargo between the east African hinterland and the rest of the world ... and will enable Kenya to become a gateway of choice for Ethiopia, South Sudan and Somalia," he said.

### Kenyan traders and businesses upbeat as Chinese-built Lamu port becomes operational

When originally conceived in 2012, Lamu was to be a massive, 16-year scheme that would require around \$3bn in investment to produce one of the biggest ports in the world (see further reading).

It was to be able to handle 24 million containers a year, which would make it the fourth busiest port in the world in 2020, after Shenzhen, Singapore and

Shanghai.

Meanwhile, work is continuing on building LAPSET's road links. The port will rely on links with Ethiopia, the most dynamic of the regional economies, and this will in turn depend on a 1,425km highway between Lamu and Moyale, on the Kenyan-Ethiopian border.

Work is now taking place on the 257km section between Lamu

and Garissa, which is expected to be finished soon. A 157km section between Garissa and Modogashe is complete and a 165km stretch between Modogashe and Wajir is out to tender.

Kenya already has a major port in Mombasa, in the south of the country. Critics of the Lamu port say it might be of less economic value.

Abdul Mohammed, who is based in Garissa, is also keen to utilize the port in order to export his livestock to overseas markets. Mohammed told Xinhua that transportation of his animals to the port of Lamu will also result in higher profits due to the shorter distance.

"The Lamu port will help Kenya to have the advantage of lower cost of transportation," says Gerrishon Ikiara, an international economic affairs analyst. "It has a short distance to South Sudan and parts of Ethiopia. So Kenya will access greater markets. It will be able to get revenue from cargo on transit coming through the port to other countries."

Most businesses in Ethiopia, the second most populous nation in Africa, use the Djibouti port. Kenya wants businesses in southern Ethiopia to use the Lamu port.

Kenya expects to complete the full construction of the port by mid 2022 and plans to invite leaders from neighboring states to show them its potential and negotiate deals for their respective countries.





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# LEKKI PORT WILL OPEN NEW DOORS

Nigeria's Lekki Deep Seaport is expected to begin operations by the first quarter of 2023

**T**he Lekki Port and free trade zone is part of Nigeria's effort to capture regional trade in a region with strong growth potential but poor infrastructure. The trend for container ships to become ever larger and heavier has forced ports to compete with ever deeper navigation channels, longer wharves and more sophisticated cranes.

The deadline for completion is important because nearby countries are also working to complete ports, railways and economic zones. Other ports in the running are Tema in Ghana, Lomé in Togo, Abidjan II in Cote d'Ivoire, Port du Futur in Senegal, Kribi in Cameroon and Badagry, also in Nigeria.

The port is being built on 90ha of the 830ha Lagos Free Zone, created in 2012 to stake Lagos' claim to be the West African region's premier manufacturing and logistics hub. Tolaram Group, a Singaporean company, is reported to be planning a \$2bn investment in manufacturing and logistics facilities in the zone.



**Nigeria's ports are the shallowest and riskiest in the West African sub-region, a situation that has necessitated many shipping firms to call on other neighboring ports**

The first phase of the port, whose \$1.5bn cost is being part-financed by a \$629m loan from the China Development Bank, reports Nairmetrics.

Nigeria is targeting about 1.5 million 20-foot equivalent unit (teus) container capacity annually which is expected to increase

to as high as about 4.7 million when the project's operations commence fully.

Nigeria's ports are the shallowest and riskiest in the West African sub-region, a situation that has necessitated many shipping firms to call on other neighboring ports.

Lekki Port will be equipped with the best infrastructure to attract and maintain large volume shipping line customers.

Facilities at the port will include well-designed marine infrastructure, container, dry bulk and liquid terminals, making it a truly multi-purpose port.

## SUN TYRES: LEADING SUPPLIER OF TYRES & BATTERIES IN SOUTHERN AFRICA

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**S**uper Tyres is based in Namibia and stocks a wide range of tyres from the best tyre brands available for all vehicle types. The company sells only the best batteries for all vehicle brands and types, from 4x4's to small cars, petrol or Diesel engines. The company also as a dedicated Battery Centre and an accredited franchise and strives to provide only the best battery technology. Falling under First National Batteries Super Tyres offers the latest in RayLITE technology preferred for Toyota and VW brands but suitable for any manufacturer. All RayLITE batteries have a guarantee of between 1 and 2 years.

Super Tyres is also a leading stockist, supplier and exporter of all kinds of tyres and deals in internationally-renowned brands like Michelin, BFGoodrich, Pirelli, Nankang, Continental AG, Goodyear, Cooper Tires – to name a few.

As one of the leading tyre and battery deals in Namibia, Super Tyres has built an enviable reputation in the local and

regional markets in Southern Africa and is today recognised as one of the largest tyre and battery dealers in its territory.

### BATTERY CENTRE

Super Tyre opened its first Battery Centre in Bloemfontein in 1969 and expanded across South Africa, offering free battery testing and fitment services and becoming the go-to service provider for motorists experiencing car battery problems.

Battery Centre now represents one of the largest single product non-food franchises in South Africa, and is synonymous with outstanding service that motorists can rely upon wherever they travel. There are more than 120 Battery Centre outlets across the length and breadth of the country, from Polokwane to Cape Town and Springbok to Durban.

### RAYLITE

First National Battery is the leading lead acid battery manufacturer in South Africa,



**As one of the leading tyre and battery deals in Namibia, Super Tyres has built an enviable reputation in the local and regional markets in Southern Africa**

producing over 2.2 million batteries a year.

Raylite batteries are used in more than 40 countries and cover various industries and applications ranging from mining, railway and renewable energy to surface traction, telecommunications and automotive (including industrial, commercial and passenger vehicles).

Automotive batteries produced by First National Battery are the first choice of Original

Equipment Manufacturers (OEMs) including Mercedes Benz, Toyota, Nissan, GM SA, BMW, Volkswagen SA, Renault, Ford, Nissan Diesel and MAN.

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# AFRICAN PORTS TO GET MAJOR UPLIFT

Improved port infrastructure will boost Africa's share in global containerised shipping volumes...

**G**lobal ports operator DP World and the UK government's development investor, CDC Group, have teamed up to expand African ports, saying they'll invest some \$1.72bn in the next several years.

First, they'll invest in the ports of Dakar (Senegal), Sokhna (Egypt) and Berbera (Somaliland) before moving on to ports and inland logistics across Africa.

DP World will contribute its existing stakes in the first three ports and then expects to invest \$1bn; CDC is committing some \$320m initially and up to \$400m more in the coming years.

They said the initiative will help unlock Africa's trading potential. The continent has a sixth of the world's population but accounts for just 4% of global containerised shipping volumes because of insufficient port capacity.

The first three expansions will transform the respective countries' economies, the parties said.

The nearly \$1bn earmarked for the expanded Port of Dakar would be Senegal's largest ever onshore foreign direct investment. By 2035, the expanded port is forecast to be facilitating trade equivalent to 18% of Senegal's GDP and 36% of its national trade.

The new Port of Berbera is forecast to enable trade equivalent to 27% of Somaliland's GDP by 2035 and 75% of its total trade, providing a maritime gateway for neighbouring Ethiopia.

The investment in the Port of Sokhna will enhance Egypt's trade with Asia and the Middle East, enabling trade equivalent to



**Africa has a sixth of the world's population but accounts for just 4 per cent of global containerised shipping volumes because of insufficient port capacity**



17 per cent of Egypt's GDP and 19 per cent of its national trade by 2035.

Some 5 million jobs will be supported by the expansion of these ports, the parties said.

"Africa's full potential is limited by inadequate ports and trade bottlenecks, putting the brakes on economic growth in some

of the world's fastest growing economies and undermining social resilience in the least developed parts of the world," said Nick O'Donohoe, CDC Group chief executive.

"This platform will help entrepreneurs and businesses accelerate growth with access to reliable trade routes and it will

help African consumers benefit from the improved reliability and reduced cost of vital goods and food staples."

DP world chief executive Sultan Ahmed Bin Sulayem said the partnership "will create transformational opportunities for millions of people over the next decade".

## UGANDA LAUNCHES \$330M ROAD BUILDING PLAN IN DR CONGO

DPWorld and CDC Group to invest a whopping \$1.72 billion to expand African ports in the coming years...

**W**ork has begun on a Uganda's promise to build 223 kilometres of roads in the neighbouring Democratic Republic of Congo (DRC) to improve trade between the two countries.

The \$330m "Regional Connectivity Roads Project" will be carried out by a Ugandan construction company called Dott Services. The Kampala-based company is an infrastructure specialist that has carried out projects in Egypt, Kuwait, Tanzania, France and the UK.

The aim is to build three roads to improve communications between Uganda and the eastern DRC cities of Beni, Goma and



Butembo. Each government will contribute 20% of the cost, and the remainder will be raised by Dott.

Altogether, Uganda and the DRC plan to

build or upgrade some 1,182 kilometres of road network, priority will be an 80 kilometre highway between Mpondwe and Beni, an 89 kilometre route between Bunagana and Goma and a 54 kilometre road between Beni and Butembo.

An increase in Congolese trade is expected to help Ugandan economy make up for revenue lost after Rwanda closed its common border more than two years ago. Being a landlocked country, Ugandan economy is heavily reliant on intra-Africa trade and aims to improve connectivity with its East African neighbours with the aim of boosting regional trade and commerce.





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# ONLY 20% OF BUILDINGS IN UGANDA SAFE

A survey across in 11 Ugandan cities reveals that just 20% comply with the country's Building Control Act

**M**ost of the building in Uganda do not comply with the country's Building Control Act and are certified as safe.

Building safety has been made particularly relevant by the deaths of three site workers after a four-storey building collapsed in Kampala recently. This followed another disaster in January, when six people were killed.

The two-month-long investigation was carried out by Uganda's National Building Review Board (NBRB) and covered 3,333 works in progress and 2,606 completed buildings. It looked at the projects' approved building plans, permission to begin work, occupation permits, professional engagement and drainage system, among others criteria.

Flavia Bwire, the NBRB's executive secretary, said the survey was carried out to publicise the need to meet construction standards.

Timothy Mubbala, the NBRB's



**Building safety has been made particularly relevant by the deaths of three site workers after a four-storey building collapsed in Kampala recently. This followed another disaster in January, when six people were killed**

manager of compliance, said in a television interview that the report has also revealed the absence of maintenance plans for completed buildings. He said:

"Of the completed buildings we visited, none had a maintenance schedule."

He added that for the building sites inspected, the main issue

was the absence of professional such as structural engineers. Only 6% of sites examined were being supervised by professionally qualified staff.

## CHINESE MANUFACTURER EYES FURTHER EXPANSION IN AFRICA'S TYRE MARKET

Farroad brand of tyres have been gaining popularity in the price-sensitive African markets

**S**handong Fengyuan Tire Manufacturing Co., Ltd. is located in economic development zone of Yicheng, Zaozhuang City in China and is a leading manufacturer of all kinds of tyres in China.

The company produces semi-steel radial tires of various sizes for various uses. Targeting high-end products, the tyre manufacturing unit has VMI molding machine, Italy wire calender, Germany TROESTER complex production line, South Korea Donghe vulcanization machine and world-class semi steel tire production line and key equipment level of living in the forefront of the industry.

The use of the world's first application of nano material and the low temperature of the tire and high temperature nitrogen vulcanization improve the tire strength, flexibility, thermal conductivity and enhance the durability of the tire, product performance has reached the second phase of the European label method of high-end requirements.



**Tyres manufactured by Shandong Fengyuan Tire Manufacturing Co. Ltd. are exported to Europe, America and 67 other countries around the world**

The company is at the forefront of international advanced design technology, with technology research and development center and professional and technical R & D team, built a 3,000 square metres of laboratory, selection of German SDS laser interferometer, Japan moving even balance testing machine, the United States

Aerfamenni, rheology and other international advanced research and experimental equipment, using finite element analysis method of independent noise analysis, innovative research and development of green, safe, low rolling resistance, low noise, anti slippery high-end tires, forming a series of 6 HP and UHP and SUV, snow tires, 400 multiple

product specifications.

The company has passed China CCC compulsory certification, ISO9001 quality system certification, TS16949 certification, the United States DOT certification, ECE certification, the European GCC certification, certification, Brazil Inmetro certification.

Tyres manufactured by Shandong Fengyuan Tire Manufacturing Co. Ltd. are exported to Europe, United States of America and 67 other countries around the world. Its Farroad brand of tyres are specially popular in the African markets and the company now seeks to further expand its customer base in new and emerging markets in Africa.

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# AFRICA'S SECOND TALLEST BUILDING

Plans unveiled for Africa's second tallest building in Zanzibar – a 70-storey spiral-shaped building...

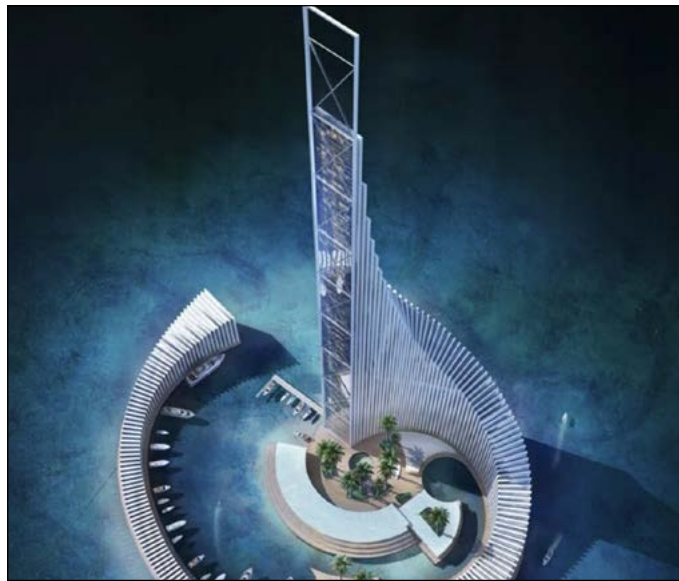
**T**he Tanzanian island of Zanzibar is to be the site of a 70-storey spiral-shaped building that will be the tallest in Africa after Egypt's Iconic Tower.

To be built at a cost of \$1.3 billion, Zanzibar Domino Commercial Tower is being developed on an artificial island by Tanzania's AICL Group and Edinburgh-based investment company Crowland Management.

The design, by xCassia – an architecture, design and branding firm based in New York and Dubai – is similar to a Domino tower proposed for Ha Long Bay in northeast Vietnam that was brought to a halt due to the pandemic.

The 370,000 square metres mixed-use development is composed of 360 “dominos” curled around a yachting marina. It will contain 560 residential apartments and two luxury hotels.

Youssef Amour, the executive chairman of AICL group, commented that the aim was to build “one of Africa's first truly



**The 370,000 square metres mixed-use development is composed of 360 “dominos” curled around a yachting marina. It will contain 560 residential apartments and two luxury hotels**

iconic global destinations for tourism, entertainment, culture and conferencing”.

Jean-Paul Cassia, the architect's founder, said the design came to him 2009, after he played a game of dominos with his father and two sons.

He said: “I dreamed of building this project for over a decade. Between its innate mathematical order and geometries found in nature, its pure lines and proportions that evoke growth, progress and freedom, it had all the bearings of an icon anyone could remember and draw on a paper napkin – all it lacked was the right visionary investor and site to make it come true.”

No date has yet been announced for the beginning of work on the Zanzibar tower making many wonder if it is just a glossy announcement to be in the news. Many analysts believe that this grand announcement might just remain that – a grand announcement and that the project has little chance of seeing completion in the near future.

## BBG GROUP FZCO: LEADING SUPPLIER OF TYRES, TUBES, BATTERIES TO AFRICA

BBG Group FZCO has emerged as a leading supplier of all kinds of tyres, tubes and batteries to Africa

**B**BG Group FZCO is one of the largest stockists of tyres in the UAE and one of the leading exporters of tyres to the African continent from the Middle East. The company deals in competitively priced, high-quality tyres from all across the world. Some of the famous tyre brand names available with BBG Group FZCO include HANKOOK, WESTLAKE, GOODRIDE, ACCELERA, FORCEUM and CHAOYANG.

Being one of the largest stockists of tyres in the region has helped the company meet the varying requirements of its clients by offering them the opportunity to choose from a wide variety of tyres to suit their individual needs and budgets.

The company stocks tyres of all kinds including radial tyres for passenger cars, radial and bias tyres for trucks and bus, for industrial vehicles, Off-the-road vehicles and agricultural machinery tyres.

Located in the prestigious Jebel Ali Free Zone, the company has been at the forefront of



exporting all kinds of tyres to several African countries like Uganda, Tanzania, Democratic Republic of Congo, Nigeria, Ethiopia, Sudan, Cameroon, Angola, Chad, Ivory Coast and to Northern Africa like Algeria, Morocco, Egypt and Libya – to name a few.

Ever since its establishment, BBG Group FZCO has evolved into a major distributor of tyres because of its excellent warehousing and distribution facilities. From its office in the Jebel Ali Free Zone, the company is able to effect prompt deliveries to any part of the world at a short notice.

In addition to tyres, BBG Group FZCO also supplies a wide variety of automotive tubes. Some of the leading

brands of tubes available with BBG Group FZCO include such famous names as Kingstar, Dongah, and Diastone. These tubes are recognized the world over for their long life and high quality and are being exported to many African countries in increasingly large quantities.

BBG Group FZCO is also known as a reliable supplier of all kinds of automobile batteries manufactured by leading names of the industry like ATLASBX, GS, Hankook, and Zoom. These batteries are extremely popular and are being exported to many African countries regularly.

The company maintains a large stock of tyres and batteries at all times which are ready for shipment to any part of the world at short notice. In order to service

its clients, BBG Group FZCO also has a showroom in Dubai's spare parts market on Maktoum Street.

BBG Group FZCO products are well known in African countries and the company is now on the lookout to further diversify its customer base in Africa by appointing agents and distributors in African countries and establish long term business relationships with its business counterparts in Africa.

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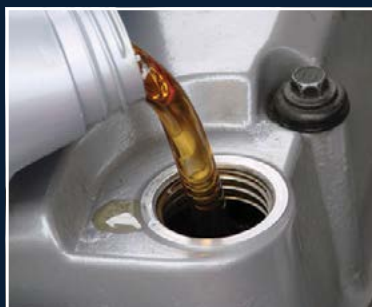
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# TOURISM IN AFRICA: POST COVID-19

Africa's tourism industry is expected to bounce back from the setbacks suffered due to COVID-19

In 2019, the African continent had the world's second fastest growing tourism sector. As many as 70 million tourists visited Africa and travel and tourism brought about US\$170 billion to the continent's gross domestic product.

However, the pandemic had a devastating effect on all social and economic sectors, particularly tourism. According to the United Nations World Tourism Organization (UNWTO), one billion less international tourists travelled globally in 2020 and Africa recorded a 74-percent fall in international tourist arrivals and a decline of 64 percent in tourism related exports.

With a recovery that is expected to be slow and uneven, supporting the sector in Africa in these challenging times is critical, while adjusting to a more sustainable and inclusive model.

Some countries have started reopening their borders, but the situation remains dire as waves of the pandemic continue to rage through the African continent.



**The implementation of the African Continental Free Trade Area (AfCFTA) is expected to further boost domestic and intra-regional travel in Africa**

The implementation of the African Continental Free Trade Area (AfCFTA) is expected to further boost domestic and intra-regional travel. The AfCFTA could potentially ease cross-border movement restrictions and infrastructural and transport challenges, including the high cost of air transport, poor

connectivity, and inflexible visa regimes, while fostering regional value chains and the manufacture of value-added products.

"The future for tourism in Africa is bright. It is a time for the tourism sector to build forward better. The AfCFTA will open the continent like never before," stated Achim Steiner, UN Under-

Secretary-General. "We must measure its added value to our natural world, for instance. This is essential to mobilise new stimulus, financial support and investments, and should be underpinned by new efforts to expand access to affordable broadband, at a time when only 80 percent of households enjoy."

## SUPPLIER OF AUTOMOTIVE PARTS SEEKS BUSINESS PARTNERS IN AFRICA

Offers a full range of automotive spare parts, batteries, paints, sealants, adhesives and thinners...

**E**NGT Auto Parts is an automobile spare parts trading company based in Dubai, U.A.E. The company is involved in imports and exports mainly in the automotive sector. ENGT Auto Parts deals with several types of passenger vehicle spare parts and maintain a strong global presence through extensive internet-based commercial infrastructure and has very close nexus with global automobile spare parts manufacturers. ENGT Auto Parts specializes in the sale of world renowned brands of auto spare parts to several countries in Asia, Europe, Africa and Middle East Asia.

EUROSPEED Maintenance Free (MF) batteries are technically superior and time tested batteries and trusted all over the world for its superfine and unbeatable performance. Quality starts at the raw material stage and controlled at every stage of the battery manufacturing and its final inspection. Internal rust free calcium metal maintains excellent heat resistibility and immunity against drastic



temperature variance and ensures excellent heat resistance for the battery.

**Specification:** Advanced salient features of Smooth & stable engine operation, Extended Life span, Battery health indicator, Easy & Manageable handle, vibration resistant.

**Available Sizes:** 35 Amps to 200 Amps (JIS & DIN Types)

Its sister company, EMICHEM (Emirates National Chemical Industries) is one of the largest producers of adhesives, thinners, sealants, and hygiene & sanitization products and is totally self-sufficient with its own utility facilities. The quality

control system includes technologically advanced equipment for the testing of chemical, physical, mechanical and thermal properties on all the products.

Both the companies are part of the prestigious Peeyesyem HK Holdings which encompasses diverse business activities including Auto Trade, Spare Parts Trade, Battery, Tyres & Accessories Trade, Thinner & Coolant Manufacturing,

Armored Vehicles Manufacturing, Bullet proof Vehicle Glass manufacturing etc.

As demand for automotive spare parts grows across African markets, ENGT Auto Parts has emerged as a major supplier of automotive spare parts and accessories to the African markets.

Demand for adhesives, thinners, sealants, and hygiene and sanitization products in many African countries is also being met by products manufactured at EMICHEM plant in Dubai.

In a bid to further expand its footprint across Africa, ENGT Auto Parts is now looking for reliable business partners in African countries to act as their agents / distributors / dealers.

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# ETHIOPIA TURNS WASTE INTO ENERGY

Ethiopia is planning to convert its garbage into energy through use of new technology...

Ethiopia is planning to convert its garbage into energy through use of new technology. Koshe is the biggest garbage dump in Ethiopia and is located on the outskirts of the country's capital city, Addis Ababa. The Koshe garbage dump was in the news last year when 114 people died due to the pollutants emanating from the garbage dump – spread over an area approximately the size of 36 football fields.

Ethiopia has since turned the site into a new waste-to-energy plant via the Reppie Waste-to-Energy Project which is the first of its kind in Africa. This forms part of efforts to revolutionise waste management practices. The plant is designed to generate electric power from solid waste.

Incinerating 1,400 tonnes of waste every day, the plant is capable of contributing 185GWh of electricity each year to the national grid.

However, Reppie Waste-to-Energy Project fell flat due to disputes between Ethiopian Electric Power (EEP) and



**The hulking waste-to-energy power plant taking shape on the edge of Addis Ababa, Ethiopia's capital, symbolises ambitions to convert the agrarian Horn of Africa country into an eco-friendly industrial powerhouse**

two contractors – Cambridge Industries and its partner, China National Electric Engineering Company – which finally led to the plant ceasing operations soon after its inauguration.

Now, after hectic efforts to resolve the dispute, the Ethiopian Electric Power (EEP) is planning to restart operations of Reppie

Waste-to-Energy power plant and once again start generating electric power.

Waste-to-energy uses trash as a fuel for power generation. Similar to other power plants (just using trash rather than other fuels like coal, oil, or natural gas), the fuel is burned in an environmentally sustainable

manner, in a combustion chamber to heat tubes of water in boiler walls. The water is heated until it turns into steam, which is then used to drive a turbine generator that produces electricity.

“The hulking waste-to-energy power plant taking shape on the edge of Addis Ababa, Ethiopia's capital, symbolises ambitions to convert the agrarian Horn of Africa country into an eco-friendly industrial powerhouse,” wrote the Guardian newspaper.

In about a year, green, cutting-edge Reppie will replace a vast rubbish dump picked over by hundreds of scavengers. Currently, toxic effluent from the landfill seeps into nearby rivers and methane perpetually drifts into the atmosphere.

Constructing Africa's first major waste-to-energy facility fits perfectly with Ethiopia's Climate Resilient Green Economy. The plant will eliminate over 80% of the Municipal Waste, whilst at the same time maximizing energy recovery in order to deliver much-needed renewable power to the surrounding cities and towns.

## MEETING THE DEMAND FOR AUTO SPARE PARTS IN AFRICAN MARKETS

Al Muqarram Auto Spare Parts Trading has been at the forefront of supplying spare parts to Africa...

The African continent is the next breakthrough market globally, with governments increasing spending on infrastructure. In 2019, approximately 1.85 million new vehicles were sold or registered across Africa.

Africa has one of the highest rates of second-hand car sales globally, with new car sales increasing every year.

A-MAP, Al Muqarram Auto Spare Parts, has emerged as a global market leader, specializing in the distribution of quality and reliable aftermarket automotive spare parts.

With a series of successful and well known trusted brands like Solite Batteries, Sebang Batteries, Asimco MF and Asimco Plus Batteries, Hyundai Xteer Lubricants, Asimco Brake Pads, Achilles Tyres and RBI Rubber Parts, A-MAP have been servicing the African continent for over 16 years now. With its headquarters in Dubai, A-MAP has a network of branches fully operational in China, South Africa, Russia and the USA.



“We have a reputation for getting spare parts to the customer quickly, thanks to our robust supply chain across the African continent. The various brands that we represent and our on-the-ground expertise has helped us service the African market successfully,” commented Asad Badami, managing director of A-MAP.

A-MAP has constantly reiterated the fact that genuine parts saves lives. This remains a key message from the company, who clearly understand that given the driving conditions (which is improving) across the continent, wear-and-tear on vehicles is very high.

“We have always made it clear that genuine parts save lives, especially in Africa. People only see the short-term advantage of

using fake parts and miss the larger picture: genuine parts are extremely cost effective and safe over the long term. We bring world class products at very competitive price and urge our customers to be more aware of these benefits,” added Badami.

While North and South African automotive markets are thriving, the lack of a mature automotive manufacturing industry within East and West Africa means that companies like A-MAP play a pivotal role in keeping the continent moving. With the surge in automotive demand across East Africa, demand for quality spare parts and accessories is expected to register unprecedented growth.

“From our global headquarters in Dubai, United Arab Emirates we have been successfully

servicing Africa and our company is ideally poised to meet the demands coming out of the new and emerging markets in Africa,” said Badami.

A-MAP's products for Africa include automotive batteries, tyres, lubricants and automotive parts. The main focused brand in Africa is ASIMCO which has received huge appreciation and a great demand is observed over past few years.

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# BUSINESS OPPORTUNITIES IN AFRICA

Increased demand for consumer and capital goods in Africa opens new opportunities for trade...

Africa is the second largest continent and demand for consumer and capital goods is always high in the local markets. Most African economies rely on imports to satisfy the needs and requirements of their large population. If you want to export goods and products to Africa, good research and knowledge of the legal regulations are a must for your success.

The IMF estimates that economic growth in sub-Saharan Africa will cross 6.5% in 2025. Africa hosts the majority of the top ten fastest growing countries in the world.

The World Bank believes that most African countries will reach "middle income" (at least US\$1,000 per person a year) by 2025 if current growth rates continue.

Nearly 65% of the labour force in Africa is expected to have some secondary-level education by 2025.

Africa has around 125 million people with household incomes exceeding \$5,000 – meaning they can direct more than half of their income towards discretionary spending. It's expected that this figure will cross 150 million by 2025.

Exporting to Africa looks a much rosier prospect than in the past and already countries such as the US, Brazil, China and India have increased their business dealings with the African continent.

## MAIN PRODUCTS EXPORTED TO AFRICA

Demand for many consumer and capital goods has been growing steadily across many African markets. If you are looking to break into the African market, there are many norms that you should consider as an exporter. There are many products and services that are in demand in the African markets. Here, we will discuss the top products to export to Africa:

### PHARMACEUTICAL PRODUCTS

Pharmaceutical products such as different medical drugs and vitamins as well as health supplements are in big demand in Africa. Since the industry of health and pharmaceuticals is in constant development, investing in such goods is one of the best decisions to make nowadays.



**Demand for automobile spare parts and accessories in Africa is expected to reach US\$15.3 billion in 2020. There're nearly 22 million vehicles on the continent's roads today, creating demand for parts and accessories worth more than US\$8 billion per year.**

Also, African people suffer from a variety of conditions, especially in the rural environments where medical drugs are not so accessible.

### IRON AND STEEL

When it comes to raw materials, exports of iron and steel which are much needed on the African

market is indeed a profitable business. Africa can't produce such metals due to lack of funds, and the demand is high especially in the urban areas of the continent.

### AUTOMOBILE SPARE PARTS

Automobiles and its components such as spare parts, tyres, batteries, lubricants and different

mechanical pieces needed for repairs are also very much in demand in Africa. Many countries have been exporting a wide range of automobile spare parts to Africa and making a neat profit.

Demand for automobile spare parts and accessories in Africa is expected to reach US\$15.3 billion in 2020. Led by countries such as Kenya, Ethiopia, Tanzania, and Uganda, African demand for auto parts and accessories is growing 11 per cent year-on-year according to analysts Frost & Sullivan. There're nearly 22 million vehicles on the continent's roads today, creating demand for parts and accessories worth more than US\$8 billion per year. It's therefore become an increasingly significant market for global manufacturers of accessories and engine components such as bearings, brake pads, spark plugs and filters.

Countries such as Nigeria, Kenya, Uganda, Ghana, have witnessed double digit growth in demand of parts in the past five years. Focusing on the tremendous opportunities of doing business in the fast-emerging African market, there are currently more than 21.6 million cars on the continent's roads which make up for nearly 70 per cent of spare parts consumption.

### CARS

Used cars are being imported into Africa from all across the world. However, exporting cars comes





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with a lot of new regulations and some of them keep changing. You have to consider the value of the car, the demand present on the market as well as the financial capabilities of African people. Used cars are also in big demand in African countries.

The African market for passenger vehicles is emerging as one of the most important re-export markets, growing more than 11 per cent year-on-year, and estimated to be worth US\$20 billion in 2018 and based on the double-digit growth of demand in key Sub-Saharan countries, the value of the Africa's automotive market is likely to reach US\$28 billion by 2022.

### TEXTILES CLOTHING

One of the main exports to Africa is textiles and different clothing. Clothes will always be a must and a basic necessity which is why they are a great opportunity for those wanting to export to Africa. However, your best bet as an exporter is to supply clothes and textiles in urban areas of Africa because they will not sell so good in rural villages or undeveloped regions.

Used clothing has diverse names in the various African countries. In Rwanda, it's *chagua*, in Kenya, *mitumba*, and *salaula* in Zambia.

The global trade of second-hand clothing has a long and rugged history. It became prominent due to its affordability and to the surge in liberalization policies in the early 1990s. But the decision by some countries to cut its imports of second-hand clothing in order to encourage local textile manufacturing has brought forth charges of protectionism from developed country exporters.

### RICE

Rice is being imported into African in increasingly large quantities in recent years. Countries like Nigeria are big consumers of rice, and there is never enough on the market. Imports keep coming to support the demand which is a great opportunity for foreign exporters. Even if Africa started producing their rice, the quality is still not the same as the imported rice. That is why many African people prefer to consume rice from other countries like India, China, Thailand, Pakistan and Malaysia. Local production of rice is also still very low due to lack of financial possibilities and no investments. Rice is one of the basic goods consumed



**One of the main exports to Africa is textiles and different clothing. Clothes will always be a must and a basic necessity which is why they are a great opportunity for those wanting to export to Africa**



in Africa and mainly the white type of rice. But even so, some countries consume it more than others. While rice is also locally produced in Africa, it is never enough to supply for all the demand on the market. Rice production in Africa is constantly increasing, and the authorities try to find the funds to support this industry as well.

Some African countries like Benin try to improve their rice production, but they are also exporting it to Nigeria. And the examples go on and on because this is a common practice within the African continent.

### PLASTIC RAW MATERIALS

Plastic raw materials are also a great category of goods to import in Africa because they are highly functional and tend to come at a fairly low price as well. The demand for plastic increased

along with the urbanization process that took place in the past decades in Africa. More people live in cities, and the need for plastic materials and objects became a real struggle. Especially in countries like Nigeria where more than half of the population lives in urban areas. Even if other countries try to stay away from plastic since 2015, Africa still relies on this material mainly because it is affordable for all types of processes.

### OPPORTUNITIES FOR EXPORT TO AFRICA

There are enormous opportunities in Africa but you have to thoroughly research the market. If your business produces machinery and equipment, chemicals, petroleum products, scientific instruments or foodstuffs then exporting to Africa is a great idea.

It's important to have an agent who can travel to your target market on a regular basis and has established a network of customers there. This allows you to concentrate on supply and production. At some point though it's important for you to get on that plane and travel to Africa. It's important to meet people face-to-face and build proper relationships but make sure that you learn about their culture to avoid any potential embarrassing mistakes.

Some countries such as Nigeria offer both complimentary and fee-based market research tools to help possible exporters from other countries to analyze the market and gain insight into specific sectors.

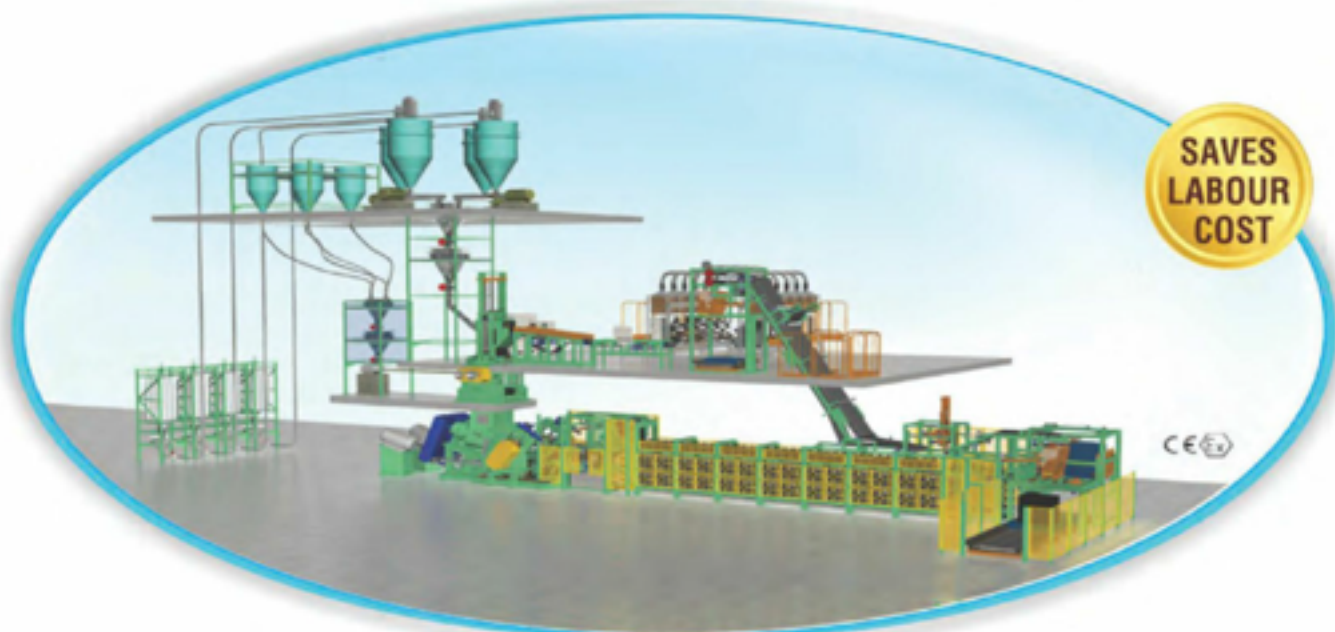
Other advantages with Africa are lower salaries and rents, improving infrastructures and growth in those who have broadband.

There are risks though as in any emerging markets. These include crime and corruption. Also in a country such as South Africa you have to respect laws that demand a certain percentage of employees, directors and shareholders are black.

In Gabon there are strict rules that have to be adhered to. These protect the health, safety and environment of Gabon's citizens from sub standard imported goods. Exporters need to provide a Certificate of Conformity for Customs clearance.



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# THE PHARMACEUTICALS MARKET

Africa represents a continent of opportunities for pharmaceutical firms looking for new export markets...

The value of Africa's pharmaceutical industry jumped to \$20.8 billion in 2013 from just \$4.7 billion a decade earlier. That growth is continuing at a rapid pace: and the market is expected to be worth \$40 billion to \$65 billion by 2022. That's good news for multinationals and pharmaceutical companies seeking new sources of growth as developed markets stagnate. It's also good news for patients, who have gained access to medicines previously unavailable on the continent. Yet it isn't enough to know where the industry's next growth engine can be found.

Leaders in Africa must also understand what is driving growth, what challenges they are likely to face, and how to collaboratively work with health systems to win in this complex environment.

Africa's pharmaceutical markets are growing in every sector. Between 2013 and 2020, prescription drugs are forecast to grow at a compound annual growth rate of 6 percent, generics



**Growth is continuing at a rapid pace: and the market is expected to be worth \$40 billion to \$65 billion by 2022**

at 9 percent, over-the-counter medicines at 6 percent, and medical devices at 11 percent.

In a world of slowing and stagnating markets, Africa represents the last geographic frontier where high growth is

still achievable. As ever, the key to success lies in understanding individual markets in granular detail. Early movers with the right approach should be able to capture an extra competitive advantage. Africa will continue

to grow for the foreseeable future. Now is the time for pharmaceutical companies to decide whether they want to be part of that growth and, more important, play an active role in improving public health.

## SCOPE LUBRICANTS: SEEKING BUSINESS PARTNERS IN AFRICAN MARKETS

United Grease & Lubricants is seeking to appoint agents and distributors for its lubricants in Africa

United Grease & Lubricants (UGL) is a Grease and Lubricants manufacturing company based in the United Arab Emirates. The company is an approved ISO 9001:2015 facility and carries the Emirates Quality Mark which complies with the GCC 1785:2007 lubricants standards. United Grease & Lubricants (UGL) offers Toll blending services as well as produces its own brands such as SCOPE, DYNAM, EUROIL and TEXAS. Established in 1998, United Grease and Lubricants is one of the most reputed manufacturers of premium quality lubricants & greases in the United Arab Emirates.

"Scope" branded lubricants were introduced in the year 2001. The plant has undergone a series of developments and expansion during the last few years. Presently the plant has the capacity to blend and fill 70,000 M/T of finish lubricants per annum. In addition to this, 4,000 M/T of Lithium Grease and 1,000 M/T of Calcium Grease are manufactured and filled at the



**United Grease & Lubricants is seeking to appoint agents and distributors for its lubricants in African markets**

existing facility.

- Automotive Lubricants
- Industrial Lubricants
- Marine Lubricants
- Specialty Lubricants
- Greases

The company sources its base stock from internationally approved base oil manufacturers and products are blended using additives supplied by reputable additive manufacturers (like Lubrizol, Ethyl/ Afton, Oronite & Infineum).

The company's state-of-the-art blending facility is located in Ajman and caters for a capacity of 140,000 MT per year with lubricant products ranging from Automotive, Marine, Industrial, Hydraulic, Brake Fluids, Gear oil, ATF, cutting oil and other specialty lubricants as well as Lithium and Calcium based Greases serving customer needs in the Middle East, Southeast Asia, India Subcontinent, Central Asia, Africa, Europe and South America.

The comprehensive product

range comprises of Automotive, Industrials and Marine Lubricants along with Auto Coolants, Brake Fluids, Lithium and calcium based Greases. The company also carries out third-party blending and filling for reputable multinational and national brands.

The company's branded lubricants are exported to various markets around the globe like Saudi Arabia, Qatar, Bahrain, Oman, Pakistan, Bangladesh, Kenya, India, Myanmar, Indonesia, Lebanon, Jordan, Afghanistan, CIS countries, and most of East and West Africa.

United Grease & Lubricants is seeking to appoint agents and distributors for its lubricants in African markets.

For further information contact:

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Tel: 971 6 7436521  
E-Mail : sales@unitedgrease.ae  
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# CONSUMER SPENDING IN AFRICA

As consumer spending rises in Africa, new opportunities for global businesses are opening up...

With a growing young population coupled with rapid urbanisation and fast-growing consumer expenditure, Africa offers attractive opportunities for entities wishing to expand into new frontier markets. Retailing contributions to GDP across the region continue to increase, indicating that the region is consumption-driven. Retail sales in the Africa amounted to over USD500 billion in 2019. Key retailing markets included South Africa, Egypt, Morocco, and Algeria.

Although Africa is regarded as an emerging market, it is a different and complex one. The region is home to 55 independent states, which are characterised by diverse economies, and consumption patterns. It hosts a population of different income groups, religions, races, customs and languages. Furthermore, different countries are at different development stages.

To develop a good and strategic market entry approach into the



**As with most oil-dependent countries in Africa, the collapse in the price of crude oil in 2014 placed immense strain on Angola's economy, forcing it to consider the option of diversification**

region, one needs to understand the diversity and dynamics that drive retailing. In addition, understanding how and where one's product is consumed and purchased in the region is necessary for developing a route-to-market strategy.

Africa is made up of a combination of traditional and modern retailing channels. These channels vary by market and are influenced by factors such as economy, state of development, consumer preferences and local culture.

There are significant variations in the logistics costs and lead times required to access different African markets. The region is characterized by a multitude of retail channels, distribution networks, supply chains, marketing strategies, and different regulatory administrations. Underdeveloped infrastructure and complex distribution channels make it challenging for companies and products to reach consumers.

Many consumer goods are imported from outside the region and thus demand an efficient supply chain. This comes with challenges such as volatile currency fluctuations and import duties. Partnering with local players that are connected along the value chain, coupled with creative, flexible approaches to supply chain and logistics can help companies overcome distribution challenges.

These market dynamics indicate that Africa's retailing landscape is diverse and increasingly expanding to suit the changing consumer demographics.

## GITI TYRES OFFERS WIDE RANGE OF TYRES TO SUIT THE AFRICAN MARKETS

Singapore-based tyre manufacturer Giti Tyres has a comprehensive range of all kinds of tyres...

Giti Tire is a Singapore-based, global tire company, offering a complete range of quality tires and services. The company provides tires to more than 130 countries and is ranked among the world's largest tire companies with revenue of \$3.4 billion.

Giti Tire produces a complete product range of passenger car, light truck, heavy truck, and bus tires that have all passed products international certifications that are recognized worldwide. All of Giti Tire's plants aggressively implement lean manufacturing, EHS (Environmental, Health, and Safety) procedures, and energy conservation projects.

Giti Tire group currently operates eight tire manufacturing plants, with seven located in four locations across China, one located in Indonesia, and a recently opened full-service manufacturing plant in South Carolina, USA.

Giti Tire Anhui – the first and largest facility invested in China was founded in 1993. Located in the Hefei Economic and Technology Development



Zone, it produces tires for various vehicle types and road conditions. Major R&D and supply chain facilities are also located together with the plant.

The company is a major OE supplier to many renowned vehicle makers globally.

The company's commitment to meeting the needs of the automobile industry and providing excellent products and services have won it many industry awards and accolades. These include "Supplier of the Year" and "Most Outstanding Supplier" from General Motors, as well as additional recognition from other industry leaders.

Giti Tire is fully committed to maintaining the highest standard of quality control procedures. All plants have

obtained ISO/TS16949:2002 accreditation (a highest standard of quality control) and ISO14001 Environmental Management System Accreditation.

Giti Tire has implemented a comprehensive quality control system at all of its tire plants. Strict control measures ensure that the quality of raw materials meet required specifications.

Giti Tire also conducts inspections at each stage of the production process, to ensure that each component meets relevant specifications and standards.

Giti Tire subjects its tires to an extensive inspection process before packaging them for delivery. With the use of an internal numbering system, Giti Tire is able to monitor the employee group responsible for

a particular production process, for each tire that is produced.

Part of the efforts to keep improving quality and safety standards is a single barcode located on the tire's sidewall for backward tracing from the final product all the way to the raw materials used.

Quality tire production requires the best people, materials, machines, and processes. Giti Tire employees are passionate about building a better and safer tire – how a tire is produced from raw materials, using a process of mixing, building, curing, and end production of the final product. This demonstrates Giti Tire's relentless desire for improvement to ensure consistent quality.

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# FUTURE OF AFRICA'S AGRICULTURE

The agriculture sector in Africa has been attracting increasing interest from foreign investors. Here's why...

Africa's agricultural market could triple by 2030 if farmers on the continent adopt modern practices and get better access to finance, new technology, irrigation and fertilisers, according to a recent World Bank report. The agricultural market is currently valued at US\$313-billion a year and could reach \$1-trillion over the next two decades. This would depend on the ability of farmers to tap into the growing demand from the continent's expanding middle class, an anticipated four-fold increase in urban supermarkets and higher commodity prices.

International investors are seeing this potential of and are increasingly investing in the sector.

Considering that Africa is located across and alongside the equator, it is not surprising that many countries in Africa have been identified as potentially important sources of agricultural growth. The following countries, as identified by professional have been identified to have the most potential to expand the sector in the medium- to long-term.

## Ethiopia

Agriculture accounts for 40 per cent of Ethiopia's GDP and 60 per cent of exports. Despite the lingering perception of the country as famine-struck, there is immense unexploited agricultural potential. The varied agro-climatic and altitude differences allow farming of a wide variety of crops including coffee, tea, oilseeds, pulses, cereals, which are the traditional crops grown, and newer crops such as fruits, vegetables, sugarcane, and palm.



Ethiopia is a big exporter of floricultural products, fourth largest sesame exporter in the world, and top ten in the production of oilseeds like linseed and a wide variety of pulses. The high value horticulture sector is likely to overtake floriculture in the coming years as an export earner. Future growth in the agribusiness sector will be driven by improved production by small-scale farmers and further foreign investment in commercial farming and agriprocessing.

## Ghana

Ghana is one of the countries in Africa with the most agricultural potential. The sector is a key driver of the economy, contributing 30 per cent to GDP and just over 50 per cent to national employment. Agriculture offers a unique set of advantages to interested investors, including large plots of arable land, ecological zones that make the country suitable for the production of a diverse range of commodities, a strong enabling

**Africa's agricultural market could triple by 2030 if farmers on the continent adopt modern practices and get better access to finance, new technology, irrigation and fertilisers**

environment for investment, and established export channels to Europe and the United States.

Rapid urbanisation and rising per-capita income are driving significant increases in domestic demand for and consumption of staple crops. While the country is currently self-sufficient in most key staple crops, continued increases in consumption along with shifts in consumer preferences toward rice and higher-value processed food -

## CHINA INVESTS IN AFRICAN LAND TO MEET GROWING DEMAND FOR FOOD

China has invested heavily in Africa's booming agricultural sector to meet growing demand for food...

The latest iteration of the growing Sino-African relationship involves China's burgeoning interest in African agricultural resources.

Beginning in the early 1990s, China's interest in Africa increased considerably as China found an accessible source of oil and other raw materials with which to feed its rapidly growing economy. Between 1995 and 2005, China provided at least \$12.5 billion in aid to Africa,



canceled billions of dollars in debt, and constructed new roads, schools, government buildings, stadiums and hospitals across the continent. In return, Africa now supplies a third of China's oil.

China has indeed begun

to put down substantial agricultural roots on the African continent. China's investment in Mozambique illustrates both its commitment to the agricultural sector and the diversity of Chinese investment in Africa. Through a series of agreements, China has pledged \$800 million to modernise Mozambique's agricultural infrastructure and has financed the building of a dam and canal to bring water to arable land. Additionally, at least 100 Chinese agricultural experts

are stationed in several research stations within Mozambique to increase crop yield and improve the performance of the agricultural sector.

Chinese scientists, agricultural experts and farmers are becoming a common sight in Africa. One estimate puts the number of Chinese experts in Africa at over 1,100 and the number of farm laborers at over 1 million, dispersed throughout 18 countries.



# Innovation is our mission and our history.



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**REC**  
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**2010**

**GCU (Gas Circulating Unit)**  
Temperature-equalizing device in the bladder during curing



**2000**

**RPU (Rocky Panel Unit)**  
All-in-one compact & insulated piping package for tire curing press



**1978**

**" Rocky Valve "**  
Valves for tire curing press  
※ Ichimaru-Giken was founded



**2014**

**SU (Shaping Unit)**  
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will open a large gap between demand and current supply. This gap is currently expected to be filled through increased imports. However, the country has significant potential to scale up its agricultural production to not only feed its own people but also produce staple crops for export to neighboring countries within the Sahel region.

### South Sudan

South Sudan has great potential for expanding and developing the agricultural sector as 90 per cent of the land is considered suitable for agriculture, with 50 per cent classified as prime agricultural land. The country has over 30 million hectares of arable land and only 5 per cent is currently in use. There are various ecological zones and all areas have the capacity for crop production, particularly the greenbelt zone, which has two cropping seasons. The main crops include maize, sorghum, finger millet, cassava, sweet potato and groundnuts, and fruits.

There is potential to develop the livestock and fisheries sectors – the world's longest river, the Nile, flows through South Sudan. The country has huge potential that is worth exploring. Immediate



**South Sudan has great potential for expanding and developing the agricultural sector as 90 per cent of the land is considered suitable for agriculture, with 50 per cent classified as prime agricultural land**

opportunities are in production of cereals, oilseeds, sugar, animal products, fisheries and forestry. Joint ventures are recommended as mode of entry, either with farmer organisations, established local and foreign companies or parastatals. Contract farming is also a good possibility.

### Zambia

Despite the fact that Zambia is

richly endowed with a wealth of natural assets, which include arable land, a favourable climate and ample water resources, the country's agricultural sector is still largely untapped. In recent years, the Zambian government has however made several positive reforms to develop the sector, which includes an immensely successful Farmer Input Support Programme (FISP). Nevertheless, the agricultural

sector's contribution to overall GDP is still relatively low, although this can be explained by rapid growth witnessed in the country's industrial sector.

Encouragingly, government remains committed to developing and boosting the sector, as outlined in the country's Sixth National Development Plan (SNDP), which has identified agriculture as a priority sector in achieving sustainable economic

## ALEYSAI OIL COMPANY TARGETS NEW AND EMERGING MARKETS IN AFRICA

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**A**leysai Oil Company is an ISO 9001-2008 managed company, specialising in the production, distribution and marketing of high quality cleaning chemicals and aerosols and brake fluids, industrial and specialized lubricants and grease.

With the use of top quality chemicals and superior quality imported additives, Aleysai offers the 'best-in-class' products to its customers. The products meet or exceed the quality requirements of international organizations such as: SAE, ACEA, API, ISO and NLGI, OEM (Volvo) approvals. The products have respectable market share in KSA, and are exported to countries in GCC, Middle East and Africa.

The company's production plant is located in the southern parts of Jeddah in the Kingdom of Saudi Arabia and is equipped with state-of-the-art machinery and equipment for production and packaging of all its products.

By using high quality raw materials and modern production technology, Aleysai



Oil Company is able to produce high quality products at very competitive prices.

Products manufactured and marketed by Aleysai Oil Company have met great success in the local, regional and international markets.

Some of the popular products produced and marketed by Aleysai Oil Company are:

- Automatic Transmission Fluid
- Brake Fluid
- Rust and Penetrating Spray
- Ec.Mericana COMPREF 3GS
- Fuel Injector Cleaner
- Carburetor Cleaner



- Carburetor Cleaner (CAMEL)
- Disc Brake Quiet forms
- Radiator Water

Having already penetrated the Middle East markets, Aleysai Oil Company is now looking to appoint agents and distributors for its products in Africa. "We are looking for wholesale buyers in Africa as well as established companies to become our agents and distributors," says Mohammed Nafisa, in-charge of sales and marketing for Aleysai Oil Company.

"The competitive prices and high quality of our products



provides a perfect combination to meet the growing demand for lubricants and oils in the African market," he says.

The company is already exporting to some countries in Africa and wants to further expand its sales and distribution network in Africa.

For further information contact:

**Aleysai Oil Company**  
Jeddah, 3rd Industrial City  
P.O. Box 7893, Jeddah, 22335,  
Kingdom of Saudi Arabia  
E-Mail: [info@eysaioil.com](mailto:info@eysaioil.com)  
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growth and reducing poverty. It is estimated that Zambia's agricultural sector employs about 80 per cent of the country's workforce.

### Angola

The agriculture sector in Angola has grown at a remarkable pace in the past five years and while a slight deceleration is expected over the next few years, growth will still be high. Although most of the growth in the agricultural sector is 'catch-up' growth following the end of the civil war, the country has immense agricultural potential. USAID recently stated, "because of the country's fertile soils, plentiful water, climatic diversity and hard-working farmers, Angola has very quickly gone from being a major recipient of global food assistance to a country in which most donors are closing out their support for food aid programmes." At present production of cassava, maize, livestock and dry beans are the dominant activities in the sector.

### Democratic Republic of Congo (DRC)

Agriculture is the backbone of DRC's economy and contributes



## Kenya, Rwanda, Tanzania and Uganda boasts 47 per cent of all the arable land in East Africa, giving the region huge agricultural promise

around 39 per cent to the GDP. It is also a big employer – more than 60 per cent of the labour force works in agriculture. Despite this, only 9 per cent – 10 per cent of the country's 80 million hectares of fertile land is under cultivation. The sector has great potential to contribute to economic growth and poverty reduction although there are fundamental challenges

that include lack of infrastructure, insufficient availability of technical assistance and finance, and lack of information.

### East Africa Community

The agriculture sectors of East African Community (EAC) member countries depend on weather conditions, which affects

farm output, employment, food security and export receipts. Most farming depends on rainfall, but there is more wide spread use of irrigation. This element is highlighted by the fact that unreliable, depressed, and erratic rainfall patterns have become an increasing problem in the region in recent years.

Kenya, Rwanda, Tanzania and Uganda boasts 47 per cent of all the arable land in East Africa, giving the region huge agricultural promise. In general, governments in the EAC are committing bigger budgets to the sector and improving infrastructure to promote intra-regional trade.

### Ivory Coast

Last year the IMF and the World Bank reported that Ivory Coast would benefit from US\$7.7-billion debt reduction that was extended to the country. The debt relief is expected to catalyse further support from donors and investors from across the world. Ivory Coast is the world's largest cocoa producer. Recent reforms in the cocoa sector should lift the sector and the economy. However, political risk is high and still hampers

## PROSPORTSAE: SUPPLIES OF FITNESS AND GYM EQUIPMENT TO AFRICA

Prosportsae is one of the leading suppliers of sports, fitness and gym equipment in the Middle East

**P**roportsae is one of the leading suppliers of sports, fitness and gym equipment in the Middle East markets. Since its incorporation in the year 2009, Proportsae has grown into one of the biggest sports and fitness equipment distribution companies in Kuwait and UAE with over 10 exclusive brands.

Proportsae have a 13-year old track record of setting up numerous commercial gyms across the Middle East markets and boasts of having one of the largest fitness equipment warehouses in Dubai with over 800+ equipment in stock at any given time. Professional physical training experts also offer guidance and advice on the right equipment for your gym or home.

Proportsae's customer base includes middle-class households, public celebrities, top-rated hotels, mega-class gyms, high-end residential and business complexes, corporate honchos and public figures from the world of politics and film world.



### ONLINE OUTLETS

With success in the distribution and retail field, in 2013 Proportsae expanded into an online shopping store with the aim of providing better services to its customers. Proportsae offers special discounted prices on its online stores in Kuwait and UAE.

Through its online stores, Proportsae gives you access to a wide range of quality sports equipment, which can be delivered to your doorstep.

Proportsae deals in internationally-renowned brands such as Apus, Skinners, Head,

Lebert, GM, Yonex, Unicorn, Powerglide, Molten, Zoggs, SS, Ihsan, Malik, Flowin, Elliptigo and others. In addition to providing sports gear which will help you train and improve in your chosen sport or activity whether you are a beginner or a professional and exceptional value which means you can get more worth for your money! You can keep fit, socialize or simply enjoy yourself using the first-grade equipment offered by Proportsae.

### AGENTS / DISTRIBUTORS WANTED IN AFRICA

Having already established itself as one of the premier brands in the field of fitness equipment, gym supplies and sports goods in the GCC markets, Proportsae is now looking to expand its reach in the African continent by appointing agents and distributors in Africa for its in-house brand, 1441 Fitness. The 1441 product range includes Commercial Treadmill, Motorized Treadmill, Sit Up Bench, Fitness Accessories,

Fitness Machine, Gym Machine, Weight Machine and many more.

Demand for gym equipment, exercise machines like treadmills, weight training equipment and other fitness machinery and equipment has been growing in many Africa countries like Kenya, Uganda, Tanzania, Rwanda, Ethiopia, Mauritius, Nigeria, Ghana, Senegal, Cameroon, Botswana, Zambia, Zimbabwe, South Africa and Angola – to name a few.

Proportsae is offering special discounts for importers in Africa who want to import gym machinery and fitness equipment from Dubai. The company is also offering direct shipments to Africa at competitive rates to all its customers from the African markets.

For further information contact:

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Warehouse #5, Um-Ramool, Rashidiya, Dubai - United Arab Emirates

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investment in agriculture despite the reconciliation gains that have been achieved.

### Madagascar

Madagascar's agricultural sector is expected to have modest returns in 2012 and 2013 due to poor weather conditions. The local agricultural sector continues to make an important contribution to the continent's agricultural output. Products produced and consumed domestically include rice, cattle meat, cassava, cow milk and fruit, while the country exports goods such as vanilla, cloves, cocoa beans and coffee.

### Mozambique

The agricultural sector accounts for around a third of nominal GDP, and provides employment to between 60 per cent and 75 per cent of the labour force. Although the cultivated area has grown in recent years, the country still has a large surplus of land. Only some 15.6 per cent of cultivatable land is currently used due to years of under-investment in infrastructure, including roads, irrigation, and storage facilities. Despite these constraints, the sector is expected to grow at a rate



## Nigeria's government is presently implementing a transformation agenda to improve agricultural productivity, with agriculture now a key focus of reform efforts

of almost 9 per cent per annum in the next five years.

### Nigeria

Nigeria's domestic agricultural output includes cocoa, rubber, groundnuts, palm oil, coconut,

cotton, citrus fruits, maize, rice, sorghum, millet, cassava, yams, sugar cane, livestock and timber.

The government is presently implementing a transformation agenda to improve agricultural productivity, with agriculture now a key focus of reform

efforts. Like most of the other countries in Africa, Nigeria's agricultural sector is impeded by several factors, which include infrastructure deficiencies, poor and inadequate storage facilities, and low levels of technology and credit restrictions. Despite this, the sector is expected to continue growing at a healthy pace of more than 6 per cent p.a. over the medium-term.

### Zimbabwe

Although Zimbabwe's agricultural sector deteriorated immensely in the past two decades, the country still has immense agricultural potential. However, with a poor political environment, realising the potential of the sector is becoming increasingly more difficult under such circumstances. The majority of farmland confiscated by the government and transferred to Zimbabweans is now geared towards subsistence farming. At present, farm produce includes cotton, tobacco, maize, wheat, coffee and sugar. In the short- to medium-term, the agricultural sector is expected to see healthy growth despite the problems in the country. This is expected to be driven farmers' switch.

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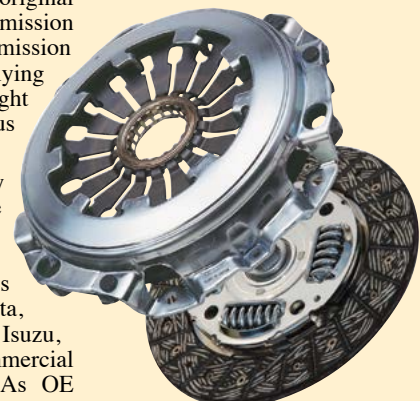
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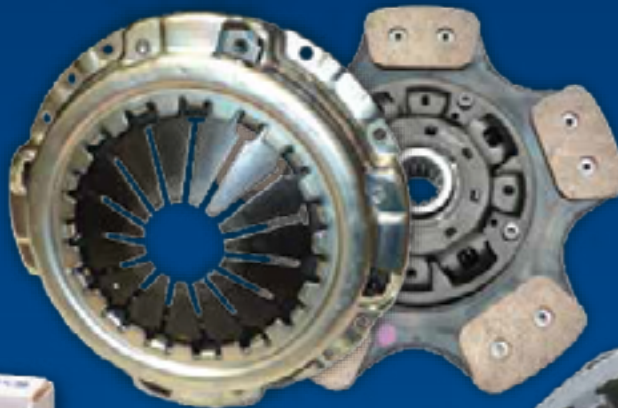




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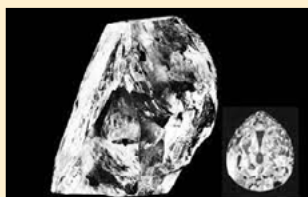


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## THE LARGEST DIAMOND IN AFRICA

The Cullinan Diamond was the largest gem-quality rough diamond ever found, weighing 3,106.75 carats (621.35 g), discovered at the Premier No.2 mine in Cullinan, South Africa, on 26 January 1905. It was named after Thomas Cullinan, the mine's chairman. In April 1905, it was put on sale in London, but despite considerable interest, it wasn't sold after two years. In 1907, the Transvaal Colony government bought the Cullinan and then presented



it to Edward VII, King of the United Kingdom, who had it cut by Asscher Brothers in Amsterdam. The stone is mounted in the head of the Sovereign's Sceptre with Cross.

The second-largest is Cullinan II or the Second Star of Africa, weighing 317.4 carats (63.48 g), mounted in the Imperial State Crown. Both are part of the Crown Jewels. Seven other major diamonds, weighing a total of 208.29 carats (41.66 g), are privately owned by Elizabeth II, who inherited them from her grandmother, Queen Mary, in 1953. The Queen also owns minor brilliants and a set of unpolished fragments.

The Cullinan is estimated to have formed in Earth's mantle at a depth of 410–660 km and reached the surface 1.18 billion years ago. It was approximately 10.1 centimetres long, 6.35 centimetres wide, 5.9 centimetres deep, and weighed 3,106 carats (621.2 grams). It was three times the size of the Excelsior Diamond, found in 1893 at Jagersfontein Mine. Four of its eight surfaces were smooth, indicating that it once had been part of a much larger stone broken up by natural forces. It had a blue-white hue and contained a small pocket of air, which at certain angles produced a rainbow, or Newton's rings.



## AFRICAN DIAMONDS

The top 5 largest diamond producing countries in Africa...

**D**iamond is undoubtedly the rarest and most precious mineral resource. It is very expensive and can only be afforded by the extremely rich, especially in its refined state. Diamonds are used to produce so many durable and beautiful and valuables including very fine and costly jewelries and ornaments. The affluent men of the society who are able to afford jewelries made of diamonds like showing them off in social gatherings to attract attention and esteem.

So many countries of the world are blessed with this natural gem and African countries are not left out. Many of us would be able to mention some countries we know that produce diamond in commercial quantities but only a few may be able to tell who the largest producers are. There are generally 15 diamond producing countries in Africa. They are: Botswana, South Africa, Angola, Namibia, Congo, Zimbabwe, Guinea, Ghana, Congo, Lesotho, Liberia, Sierra Leone, CAR, Tanzania, and Togo. Now, the big question is: Which countries are the largest producers of diamonds in the African continent?

However, the ratings of countries and their diamond production capacity is never stable and keeps fluctuating year-by-year.

**The toppers in the list of 15 diamond producing countries in Africa that have been exporting commercial quantities of the precious stone**

### 1. Botswana

Botswana is located in southern Africa bordering Zambia, Zimbabwe, Namibia and South Africa. Botswana is at the moment the largest diamond producing country both in Africa and the whole world. The first discovery of diamonds in Botswana was made by geologists in 1967. Botswana had insignificant production until 1970 and became one of the top producers in the mid-1980's. Botswana has some of the highest yielding mines in the world and has been a leading producer of diamonds since 1999. The Jwaneng and the Orapa diamond mines in Botswana rank as the first and second biggest diamond mines in the world, estimated to produce \$2.4B and \$1.2B worth of diamond in 2015 respectively. That is, in terms of

value and volume produced. The total estimated diamond by carats to be produced by Botswana this year is about 24 million carats.

### 2. South Africa

Diamonds were discovered in the Namiba Desert in April 1908 near Lüderitz, when Zacharias Lewala, a former worker from the Kimberley diamond fields found a diamond by the railway. It immediately became a leading producer of gem-quality diamonds and held that position until the 1920's when Zaire entered major production. South Africa has been a consistent producer for the past few decades with production volumes regularly ranging between 6 million and 7 million carats per year.

South Africa has seven diamond producing mines of which Venetia, jointly owned by De Beers is the largest. South Africa is estimated to produce over 10M carats of diamond worth up to billions of dollars in 2015. South Africa is the second largest diamond producing country in Africa.

### 3. Angola

Angola is situated on southern Africa's Atlantic coast, bordering Namibia, the Democratic Republic of Congo and Zambia.

Diamonds were first discovered in Angola in 1912. For the next 40 years, the industry was exclusively based on alluvial diamond mining (mining that extracts diamonds from deposits of sand, gravel and clay, which have been naturally transported by water erosion and deposited along either the banks of a river, the shoreline or on the bed of the ocean).

Informal diamond mining first erupted in Angola on a very large-scale in September 1991, following the signing of the Bicesse Accords between the government and the National Union for the Total Independence of Angola (UNITA) rebels as well as an agreement to hold the country's first general elections. Catoca diamond mine in Angola ranks as the fifth biggest diamond mine in the world. The Catoca open-pit located near Saurimo, around 840km east of Luanda, is estimated to contain up to 130Mct of mineable diamonds. Angola is currently the third largest diamond producing country in Africa.

#### 4. Namibia

The Orange River forms a geographic dividing-line between the nations of South Africa and Namibia. For the last hundred million years, the Orange river has been carrying eroded diamondiferous kimberlite material from its source on the Kaapvaal Craton, in central South Africa and Botswana. Diamond-bearing material was deposited in river bank gravels and alluvium as it traveled westward towards the Atlantic Ocean. Other diamondiferous materials were re-distributed by wind action, settling to form alluvial deposits in the desert sand. Namibia is the fourth largest diamond producing country in Africa at the moment,



**Botswana has some of the highest yielding mines in the world and has been a leading producer and supplier of diamonds since 1999**

and is estimated to produce a total of 1 970 000 carats of diamond worth \$937 million in 2015.

#### 5. The Democratic Republic of Congo

The Democratic Republic of Congo used to be one of the leading diamond producing countries not only in Africa but in the world. It produced 19.2 million carats in 2011 making it the second largest producer in Africa by volume after Botswana, which produced 22.9 million carats, according to the latest Kimberley Process (KP) data. The Congo is still the 2nd African country with the largest deposit of the hard rock, diamond. But it's

quite unfortunate that recently, other countries like South Africa, Angola and Namibia has taken its place in terms of value and volume produced. Currently, Congo has not been able to meet up with reasonable quality and quantity in Diamond production.

One of the contributors to this decline is what is known as "blood diamonds", as diamonds have funded brutal wars in many African countries which has resulted in the death and displacement of millions of people. Most of the diamond production in the country is from informal sources. This actually explains why about a third of the country's diamond is smuggled out of the country and also accounts for the reason why Congo cannot be found in the list of top diamond producers if ranking is based on mines.



### THE STORY OF BLOOD DIAMONDS

**B**lood diamonds (also called conflict diamonds, war diamonds, hot diamonds, or red diamonds) are diamonds mined in a war zone and sold to finance an insurgency, an invading army's war efforts, or a warlord's activity. The term is used to highlight the negative consequences of



the diamond trade in certain areas, or to label an individual diamond as having come from such an area. Diamonds mined during the recent civil wars in Angola, Ivory Coast, Sierra Leone, Liberia, Guinea, and Guinea Bissau have been given the label. The term conflict resource refers to analogous situations involving other natural resources.

Reports estimated that as much as 21% of the total diamond production in the 1980s was being sold for illegal and unethical purposes and 19% was specifically conflict in nature. By 1999, the illegal diamond trade was estimated by the World Diamond Council to have been reduced to 4% of the world's diamond production. The World Diamond Council reported that by 2004 this percentage had fallen to approximately 1% and up to today the World Diamond Council refers to this illegal trade to be virtually eliminated, meaning that more than 99% of diamonds being sold have a legal background.







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# holiday guide

Where To Go This Summer

# Rwanda



A MEMORABLE  
HOLIDAY IN  
**RWANDA**



## The Undiscovered Africa



**RWANDA**

a perfect  
holiday  
destination





**Rwanda's stunning scenery and warm, friendly people offer unique experiences in one of the most remarkable countries in the world blessed with extraordinary biodiversity, with incredible wildlife living throughout its volcanoes, montane rainforest and sweeping plains**





## HOLIDAY DESTINATIONS IN AFRICA

## RWANDA

## AFRICA'S TOURISM HOTSPOT

**With its vibrant culture, rich history, and diverse landscape, Rwanda is a perfect place for a vacation and is fast emerging as one of the leading tourism destination for international travellers in the East Africa region...**

A small landlocked country located at the confluence of the African Great Lakes region and East Africa, Rwanda is known as the land of a thousand hills. The country's stunning scenery and warm, friendly people offer unique experiences in one of the most remarkable countries in the world blessed with extraordinary biodiversity, with incredible wildlife living throughout its volcanoes, montane rainforest and sweeping plains.

Besides its many tourist attractions, Rwanda is all set to become a regional and international conference hub owing to ever improving conference facilities, an excellent and expanding transportation network, and straightforward immigration procedures such as the ability for online visa applications, visa-at-gate policy for all Africans, and a one tourist visa policy for the EAC.

The country has one of the youngest populations in the world, with the average age being 19 years and is fast emerging as one of the most vibrant economies in Africa.

However, Rwanda is mostly known as one of the only three countries where you can catch a glimpse of the magnificent gorillas living in the wild.

The unique opportunity to see gorillas in their natural habitat is unforgettable, some

even say life changing. Encounters with gorillas as they go about their daily lives are carefully managed, with expert trackers and guides leading small groups of tourists up bamboo-covered slopes to spend a precious and awe-inspiring hour just a few feet away from the gentle creatures.

The largest living primate, gorillas are spread across much of the equatorial African rainforest. Broadly speaking, the species is split into lowland gorillas and mountain gorillas.

The volcanic range which spans Rwanda, Uganda and the Democratic Republic of the Congo is home to the endangered mountain gorilla. Tracking gorillas in Rwanda is safe and relatively accessible.

There are approximately 1,000 mountain gorillas in the wild, with 604 in the Virunga Massif. The population is slowly increasing, thanks to concerted efforts between our governments, communities and NGOs.

There are twelve gorilla families living in the Volcanoes National Park, which are fully habituated, with a few others habituated solely for scientific research. The groups, or troops, consist of at least one silverback along with several females and youngsters.

The troops are somewhat fluid in composition, but tend to stick to a preferred area. They are constantly monitored and protected by park rangers, with each group coming into contact with tourists for a strict



## EVENTS TO ATTEND

Attend these events if you can...

**Kigali International Peace Marathon:** Historically held in May or June, the Kigali International Peace Marathon is a major event that attracts athletes from all over the world to the Rwandan capital.



**Genocide Memorial Day:** On April 7, Rwanda enters a national mourning period for the victims of the Rwandan Genocide that lasts until Liberation Day on July 4.

**Kwita Izina:** An event hosted at Volcanoes National Park every year in September, Kwita Izina is a cultural naming ceremony held for all of the gorillas born in the park over the past year. Festivities include traditional singing, dancing, conservation events, and art performances.

**Liberation Day:** Held on July 4, this public holiday commemorates the victory of the Rwandan Patriotic Front over the Habyarimana regime in 1994. This event marked the end of the Rwandan Genocide and is celebrated with government sponsored events, concerts, a military parade and presidential address, and a soccer game between Rwanda and Uganda.

**Rwanda Film Festival:** Every July, the Rwanda Film Festival is held in Kigali to promote the country's film industry, known as "Hollywood". It is renowned as one of the continent's most important film events. An of the many terms that signify respect.



Driving around Rwanda: Excellent roads surrounded by lush greenery

maximum of one hour per day.

Six tracking permits are issued per troop per day, meaning the encounter is as intimate and as unobtrusive as possible. With only 96 permits available each day in Rwanda, it is highly recommended to book in advance, either online or via a reputable tour operator.

Visitors gather at the Volcanoes National Park headquarters in Kinigi at 7am, and are allocated a family group on the day according to fitness levels, as well as being briefed on protocols and rules for visiting the gorillas.

Hikes up to their various locations can last anything from 30 minutes to four or more hours, reaching an altitude of between 2,500 metres and 4,000 metres. Porters are available to carry backpacks and cameras, as well as to offer a helping hand along the route.

Gorilla tracking also provides employment for many locals, from rangers and trackers to porters, drivers and staff at tourist lodges.

The annual Kwita Izina gorilla-naming ceremony is a special time to visit the Volcanoes National Park, with guided tours leading up the main event providing an opportunity to meet park staff and conservationists, attend cultural evenings and a celebration in Musanze.

At the naming ceremony itself, there's music, dancing, and discussion about Rwanda's great strides in gorilla conservation, and the great challenges that remain.

Lake Kivu  
Part of Africa's Great Rift Valley, Lake Kivu is dotted



Gorilla trekking in Rwanda: Close encounters with the wild



Rwanda offers excellent wildlife safari excursions

with islands and inlets along its shoreline, with charming beach resorts, spectacular vistas and plenty of opportunities for hiking and cycling.

Lake Kivu is surrounded by magnificent mountains and has deep emerald green waters covering a surface area of 2,700 square kilometres. It is Rwanda's largest lake and the sixth largest

in Africa.

Rubavu – previously known as Gisenyi – is a large town on the northern edge of Lake Kivu, an hour's drive from Volcanoes National Park and the perfect place to relax after gorilla trekking. Once a colonial beach resort of note, Rubavu's waterfront is lined with fading old mansions, hotels and trendy





Exploring Lake Kivu on a canoe: An exciting adventure



Lake Kivu: Shrouded in mystical mysteries



The Rwandan countryside: Natural wonders

bars on the lakeshore, ideal for sundowner cocktails.

Karongi, half way along the lake, is a popular beach resort with hillsides covered in pines and eucalyptus serve as a backdrop to the sparkling lake. At dawn and dusk, the sound of local fisherman singing carries across the water as they paddle in unison.

From Rubavu in the north, the Congo Nile Trail extends 227 kilometres of breathtaking landscapes all the way to Rusizi in the south of Lake Kivu. The trail gently curves back and forth as it weaves through hills and mountains beside the lake with eucalyptus trees lining the road and every inch of the hills seemingly terraced with bananas.

For adventurous travellers, an exciting way to explore Rwanda is a kayaking tour on Lake Kivu, or mountain biking or hiking one of the 6 off-the-beaten path stages of the spectacular Congo Nile Trail.

Rwanda's only 5 star hotel outside of Kigali, Lake Kivu Serena offers itself up as a first class piece of accommodation. Located on the shores of Lake Kivu, it is one of the finest settings any hotel could hope for.

Overlooking a private sandy beach, just 20 minutes flight from Kigali, and set in a lovely garden, Lake Kivu Serena is a 3-storey construct arranged in 2 sections around the hotel's swimming pool. Consisting of the main hotel and 72 rooms, it includes a restaurant, two bars, lounge area, health club, business centre, conference room and gift shop. With an attractive light blue tiled roof, and strikingly blue umbrella shades around the pool and up on the shared balconies, the exteriors are very much about sun, relaxation and fun, while the interiors are characterised by pale walls, dark wood panelling, white tile floors and plenty of light.

You can drive from Kigali to Lake Kivu if you choose to rent a car and explore the countryside at your own pace. Roads in Rwanda are famously well-paved and clean, thanks to huge investments in infrastructure over the past decade. However, rules are strictly enforced. Speed traffic cameras are commonplace on roads through Rwanda - from small streets to larger intercity roads. Police presence is also extensive - and regular roadchecks are commonplace - often with police officers setting

## GORILLA TREKKING IN RWANDA

The best time to go to Rwanda...

For many people, the primary reason to visit Rwanda is to go gorilla trekking in Volcanoes National Park. This protected area in the Virunga Mountains is one of only four national parks in the world to offer this experience, and is often considered one of the best. Nevertheless, hiking through the cloud forest to find the park's habituated troops can be a challenge, with it often taking several hours to locate the gorillas. Conditions are easier in the long dry



season (June to October) when the paths are less slippery and, although Volcanoes National Park sees rainfall throughout the year, your chances of a dry hike are much greater.

Most importantly, the gorillas are easiest to spot at this time of year with less foliage to obstruct your view. Group sizes are limited to eight hikers regardless of the season, so there's no risk of an overcrowded experience. The drawback? Permits must be booked well in advance due to limited supply and high demand.







Top class hotels in Rwanda offer a truly African experience as you enjoy the lush green beauty of the country's rural areas

up in the middle of a street and having each driver pull to the side while their licence plates are run. Corruption in these cases isn't a real concern so these stops shouldn't be equated with similar exercises in other countries where police may be looking for a bribe. Just follow their directions and it should move along quickly (a bribe offer will likely instead get you in a world of trouble).

Once in Lake Kivu, do not miss the opportunity to go on a boat cruise. Mantis Kivu Queen uBuranga, a floating luxury hotel which cruises along Lake Kivu offers an exciting experience. With ten modern cabins, a swimming pool, restaurant, bar, and viewing deck with a hot tub; this unique boat experience will take you on a luxury tour in the mild equatorial montane climate.

The onboard wellness center offers relaxation packages as the boat lays up alongside one of the most biodiverse ecozones of the world – the Albertine rift montane forests.

In addition to guided hikes and bird watching, the staff provide useful insights into the quaint Rwandan villages through a variety of interactions based on culture and cuisine. (Cost: Approximately \$990 per person sharing for 2 nights)

#### SAFE DESTINATION

Rwanda was recently voted the world's ninth-safest country and Africa's safest country by the World Economic Forum. It's got one of the lowest crime rates of any African city – in



In the lap of Mother Nature: Rwanda has developed an enviable tourism infrastructure

Kigali, locals and tourists can happily stroll along the park-lined boulevards long after the sun has sunk beneath the distant hills. Heading further afield? The long-distance buses which depart from the coach station in the city centre are cheap, safe and reliable.

Kigali is considered one of the friendliest capital cities in Africa, and its metropolitan ambience is a great complement to your time in the Rwandan bush country. The population of the city is young, so you will find a diverse range of engaging activities blended with a bit of history and culture. As

Rwanda continues to emerge from a tragic past, Kigali represents the future; it has become a thriving center for business and economic development, while maintaining its charming character.

Development has been well planned to preserve the natural contours of the surrounding hillsides. The city is divided into distinct districts, with one reserved for government and administrative buildings. In another district, the city center is surrounded by shops and markets.

In Kigali, a new treasure awaits around each corner as you travel

the roads that wind through the city. You can learn about the country's flora and fauna at the Kandt House (Natural History Museum), which features three sections, each highlighting an aspect of Rwanda's ecological resources. Geology lovers immensely enjoy the displays in the back section of the museum, dedicated entirely to the country's volcanism and the astonishing volcanoes in northwest Rwanda. Discover the country's evolving artists at Inema Art Center. Stop by Ivuka Arts Center to watch artists make their creations before





Rwanda countryside: Typical rural settings



Hotels in Rwanda are truly world class



Wild Africa: Rwanda offers a typical African experience

enjoying a nice lunch at Heaven Restaurant, which is decorated with the artists' work. Next, head over to Niyo Art Gallery to learn about how art is helping street children in Rwanda, and perhaps make a donation to support the education, medical care, and daily basic needs of less-fortunate Rwandans.

Kigali has a burgeoning art scene, as well as a growing number of options to dine out and have a few drinks, many with charming panoramic views. The Kigali Cultural Village offers a dedicated space for local artisans

and food vendors to exhibit and trade their goods. The city is developing rapidly, with new shopping malls, office buildings and, of course, the convention centre which lights up the night sky atop of one of the many hills.

Traditionally, the best time to visit Rwanda is during the long dry season from June to October, when conditions are best for hiking and the gorillas are easiest to spot. However, Rwanda is truly a year-round destination, with pros and cons to every season.

## VISA PROCEDURES

New guidelines for visitors to Rwanda introduced...



Rwanda introduces new procedures for COVID-19 testing

As the world adapts to living with the COVID-19 pandemic, Rwanda has put in place health and safety measures and reopened its doors for tourists, offering safe and seamless experiences.

All arriving passengers will be required to test on arrival & quarantine at a designated hotel for 3 days and take both RT-PCR COVID-19 and Rapid Antigen (Ag RDT) tests on day 3 at the hotel. The guest can check out upon receiving a negative Ag RDT test result. An additional RT-PCR COVID-19 test is required on day 7 from the arrival date at a designated testing site. Both RT-PCR tests done on days 3 and 7 will be at own cost. The Ag RDT test taken on day 3 will be free of charge.

All arriving tourists visiting national parks will be exempted from the 3-day quarantine but will be required, in addition to the test on arrival, to take a mandatory RT-PCR at own cost and Ag RDT test offered free of charge, on day 3. Tourists may continue with their planned tourism activities immediately upon receiving

negative results as the RT-PCR test is being processed. Tourists are required to take a daily Ag RDT test and RT-PCR test on day 7, at own cost. A tourist facilitation request accompanied by guest identification details, travel itineraries, daily hotel and park activity confirmed bookings is required to be submitted by the tour operator or hotel to [visitrwanda@rdb.rw](mailto:visitrwanda@rdb.rw), 72 hours prior to arrival.

All tourism activities, including primate trekking within Rwanda's national parks, have now resumed in line with enhanced COVID-19 prevention measures. The well-being of travelers is Rwanda's top priority and the country has put in place robust health and safety guidelines to ensure this.

Currently, international visitors arriving by flight can visit Rwanda. These visitors can enter Rwanda on the condition of fulfilling the health and safety requirements outlined in these FAQs and this information note. Visitors must complete the Passenger Locator Form before arrival.



New technology being introduced for COVID-19 scanning



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Multiple Industries is an ISO 9001:2015 certified company and its product are certified by Uganda national bureau of standards (UNBS).

Contact Details: Kampala - Uganda  
Phone: +256 752 914 900 / +256 41 4236021  
E-mail: gonza@multipleindustries.com  
Website: www.multipleindustries.com

## NATIONAL DRY WALL & CEILINGS

Boksburg, South Africa

NDC offers a wide variety of partitioning and ceiling systems, with over 35 years experience within the industry we have established a strong reputation as one of the leaders in high quality finishes and customer satisfaction. NDC strives to uphold our strong work ethic and proactively manage projects, which ultimately separate us from our competitors in terms of quality and cost, as we create your concept into your reality.

### Services

Drywall partitioning  
Cubical partitioning  
Glass partitioning  
Custom concept partitioning  
Suspended ceilings  
Flush plastered ceilings  
Custom concept ceilings  
Bulk heads  
Menu boxes  
Shop fronts  
Storage planning • Painting and water proofing

Contact Details: 11 Brown Street, Whitfield, Boksburg, South Africa  
Contact: Walter Horn  
Phone: +27 619 358 165  
E-mail: info@nationaldc.co.za  
Website: www.nationaldc.co.za

# SOME B2B CONTACTS IN AFRICA

## ROUTE NAMIBIA TRADING

Windhoek, Namibia

Dealers in all kinds of Electronic accessories. Route Namibia Trading offers a broad range of accessories. Starting from Bluetooth speakers till unbreakable loading cables for your mobile phone.

Everyone will find something that will fit its own needs – explore our catalogue

Contact Details: P.O. Box 86820, Eros/Windhoek, Namibia

Phone: +491 764 767 3615

E-mail: [friedrich.weiss@route-namibia-trading.com](mailto:friedrich.weiss@route-namibia-trading.com)

Website: [www.route-namibia-trading.com](http://www.route-namibia-trading.com)

## ABSAS INTERNATIONAL

Porto-Novo, Benin

We are suppliers of kitchen equipments, hotel and house furnitures.

Contact Details: 89 Boundary Road, Benin

Contact: Sekinah Magaji

Phone: +234 807 679 1665

E-mail: [suffyssek@hotmail.co.uk](mailto:suffyssek@hotmail.co.uk)

## AFROCO LTD

Brusubi, Gambia

Afroco Limited is a construction company in Gambia that was founded by my father Khalid Kadri. It has been in business from 1990 in the Gambia. Our first construction project was for a Dutch NGO (The Dutch Foundation for the Children of the Gambia), we built and delivered a Maternity Health Care Centre in Sukuta for them. We are now into developing and selling commercial properties and residential housing projects.

Contact Details: 66 African Union Highway, Brusubi, Gambia

Contact: Mr. Neil Kadri

Phone: +220 708 1104

E-mail: [info@afrocoapartments.com](mailto:info@afrocoapartments.com)

Website: [www.afrocoapartments.com](http://www.afrocoapartments.com)

## P CONSULT & SUPPLIERS

Accra, Ghana

We are a trade mercantile that deals in these products In our Africa market of jurisdiction .

We are looking for new brands to augment the already popular brands we have we want to increase our distribution chain across West Africa region. Therefore, if you are manufacturer of these products and you want your brand to be a household brand contact us for business partnership in the vast markets in the West African region. We deal in a wide range of foodstuff and FMCG products that are imported from various countries across the world for the consumers in Ghana and West Africa like:

- Wheat flour • Baking margarine
- Canned foods • Canned sardine
- Spaghetti • Biscuit and confectionery
- Car batteries • Frozen chicken and meat
- Whole milk powder

Contact Details: P O Box KS 1118, Kumasi, Ghana

Contact: Mr. Presley Adom

Phone: +233 557 375 756

E-mail: [monakobbyventures@yahoo.com](mailto:monakobbyventures@yahoo.com)

## HILSACHI INVESTMENTS LTD.

Lusaka, Zambia

HILSACHI INVESTMENTS LIMITED is a private Zambian owned company limited by shares and whose head office is based in Lusaka, the capital city of Zambia. We are specialized in various engineering services and we boast of dynamic quality goods and services to the government of the Republic of Zambia, farming and mining industries. We do among other services; Mechanical, civil and electrical services. We also do supply both mechanical and electrical tools and equipment. We also supply bitumen for road construction.

Services:

- Conveyor belt spares, accessories and splicing tools
- Firefighting equipment - High voltage flushes suits
- Explosion proof lights and lighting
- Street, car park Lights & light fittings (Domestic & Industrial)
- Pumps & accessories - Instrumentation spares
- Fuel loading accessories - Bitumen - Crusher spares
- Grading screen wire mesh - Grading screen Cushion rubbers
- Locomotive and automotive spares
- Construction, mining, farming equipment and spares
- Machine tools - Gaskets (water, steam, oils and acid applications)

Contact Details: Plot No 50 Makeni Road, Makeni, Lusaka

Contact: Mr. Kennedy Chipasha

Phone: +260 977 860 935

E-mail: [perazerzambia@gmail.com](mailto:perazerzambia@gmail.com)

Website: <https://sites.google.com/site/perazerindustrialsuppliers/>

## CLOPTON INVESTMENTS (PVT.) LTD.

Mvuma, Zimbabwe

Clopton Investments Private Limited is a registered company situated in Zimbabwe involved in International Trade thus import/export, manufacturers agents, commodity broking and sourcing agents.

Contact Details: Sh2 Simon Mazorodze Road, Mvuma, Zimbabwe

Contact: Mr. Francis Basikoro

E-mail: [fbasikoro@gmail.com](mailto:fbasikoro@gmail.com)

## GUESTMATE SUPPLIES & EQUIPMENT

Dar Es Salaam, Tanzania

We supply all hotel housekeeping needs, soaps, shower gel, shampoo, sewing kits, dental kits etc, GUESTMATE OPERATING SUPPLIES & EQUIPMENT provides toiletries and Amenities that are affordable and environmentally sensitive , we provides hoteliers with a complete range of high quality toiletries

Contact: Mr. Tony Ndege

Phone: 255774087087

E-mail: [hotelsuppliestz@hotmail.com](mailto:hotelsuppliestz@hotmail.com)

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# COMPANY PROFILES

## JANKEH CONSTRUCTION AND GENERAL SUPPLIERS

Freetown, Sierra Leone

Jankeh Construction and General Suppliers is a construction and general supplies company in Sierra Leone. We are presently looking for estate developers for a mortgage bank in Sierra Leone.

Contact Details: P55 Krootown Road, Freetown, Sierra Leone

Contact: Mr. Sulaiman Kargbo

Phone: +232 886 95756

E-mail: jankehenterprise@gmail.com

## DOCULAM (PTY) LTD.

Killarney Gardens, South Africa

Doculam is the official distributor of the MagiCard Printer range. We will help you choose the right card printer for your needs. Print full color secure photo ID badges, membership cards, smart cards and access control badges.

Garrett Metal Detectors is the global leader of walk-through, hand-held and ground search metal detection products. Garrett's superior line of metal detectors include the SuperScanner hand-held and advanced PD6500i walk-through metal detectors.

Doculam is the leading supplier of Alcohol Breathalysers for personal and corporate use. Screening of personnel for alcohol can be tested using the popular Alcovisor Mark X, Alcovisor Mercury, Alcotest Alcoscan or Alcolab breath alcohol testers to good and efficient testing.

Contact Details: 10 Killarney Park, 1 Silverstone Road,

Killarney Gardens, South Africa

Contact: Ms. Ingrid Niebuhr

Phone: +27 21 557 0666

E-mail: ingrid@doculam.co.za

Website: www.doculam.co.za

## AFROTIMES

Bobo-Dioulasso, Burkina Faso

Company based in Burkina Faso, importer of different products: -

- spare parts for trucks, buses, trailers, cars and earthmovers (original, premium and adaptable).

-all used vehicles.

-Equipment and tools for garages & services.

- lubricants and tires.

-foodstuffs.

-mobile phones and electronic items.

Our Company has a purchasing office and a logistics base in Northern Italy. We are also active in Cameroon, Ivory Coast, Gabon, Gambia, Ghana, Mali and Senegal. Can collaborate with

## THE PAINT FACTORY GROUP

Kampala, Uganda

The Paint Factory Group (Ritver Paints) is an innovative paint company and allied products manufacturer. Our core products are Texture Coatings, Decorative Stone Tiles, Stone Finishing, Pavers, Blocks, and Stamped Concrete.

Contact Person: Mr. Majid Alladina

Phone: ++256 312 265 300

E-mail: malladina@ritverpaints.com

Website: www.ritverpaints.com

## CERRA AUTOMOTIVE

Monrovia, Liberia

Cerra Automotive is the greatest place to rent a car in Liberia & Sierra Leone! We operate a vast car rental and transport fleet of vehicles. In addition to our car rental services, we are able to meet a wide range of transport needs including corporate transportation and airport transfers, etc.

A comprehensive range of services is on offer including car rental, leasing, sales and repair services. In addition, we stock a range of automotive products on-site including lubricants, batteries, generators and spare parts.

We also support local industries with our heavy machinery offer. Cerra Automotive distributes high-end automotive products including lubricants, batteries, generators and other spare parts from internationally recognized brands.

Contact Details: Congo Town, next to WAEC, Monrovia, Liberia

Contact Person: Mr. Robert

Phone: +231-775 777333

E-mail: info@cerraauto.com

Website: www.cerraautomotive-sl.com

## TRIPPLE JNA OIL & GAS BROKERS GHANA LTD.

Circle, Ghana

We are into the Oil and Gas business as brokers for every Petroleum products and lubricants, we are also brokers for gold, diamonds, car parts, and general services. If any of the above categories matches your preferences you can consult with us immediately. We import a wide range of lubricants and oils for distribution in the West African markets.

We are also open to partnering with major companies as their distributors, agents and re-sellers for their products and services as well. We have a well established distribution network spread across entire Ghana as well as key and important markets in the West Africa region.

Contact Details: P.O.Box AN18523, Circle, Ghana

Contact Person: Mr. James Alade

Phone: +233 574 558 000

E-mail: tripplejnapietroleum@outlook.com

## L&C TRANSATLANTIC CO LTD.

Adenta, Ghana

L&C TRANSATLANTIC is the leading supplier of industrial machinery such as Packaging machinery, food & beverage processing lines, Beer brewery system, turnkey solutions, automated machinery, pharmaceutical machinery and all industrial equipments in Ghana and its neighbouring countries. We are the leading suppliers of these products in Ghana.

L&C Transatlantic Co. Ltd. is also the sole and exclusive distributor in Africa for ANHUI Longmaker, the leading manufacturing company in China and one of the most reputed distributors in Ghana.

Contact Details: Plot 11, Eyin Apata Ooye, Off Danjuma Akure, Ondo State, Nigeria

Contact: Mr. William Baidoo

Phone: +233 263 557 878 / +233 547 944 159

E-mail: wbaidoo@longmaker.com

Website: www.longmaker.com

# SOME B2B CONTACTS IN AFRICA

## AFRO CARS

Kampala, Uganda

We have been importing cars from Japan to Uganda for the last 10 years, we are dealing with all kind of motor vehicles like (Saloon cars, 4x4 jeeps, vans, all kind of trucks and dumps). We are located in Nakawa Kampala.

Contact Details: Plot No.28 Kyambogo Jinja Road - Up Coin ICD office No.15 (Opp. City Oil), Kampala - Uganda

Contact: Mr. Mohamed Makarim

Phone: +256 700 911 911

E-mail: m.makarim11@gmail.com

## WEST AFRICA HEIGHT SAFETY

Lagos, Nigeria

West African Height Safety Ltd is a jointly owned subsidiary of Height Safety South Africa and M-P Infrastructure (Nig) Ltd that specializes in supply, training, fall protection planning, turnkey solutions for rope access installation, scaffolding and rigging projects. We undertake both onshore and offshore work.

Phone: +234 817 201 4092

E-mail: westafricaheightsafety@gmail.com

## JESSMATIC INVESTMENT LTD.

Jos, Nigeria

Jessmatic Investment Ltd was established in 2012. Our main objective is to buy and Distribute to our already existing customers across the Country. We are one of the sole distributors of Multipro Ent Ltd, manufacturer of Minimie Noodles, Indomie, Emperor Oil and many others.

Contact Details: No.13 Eyimba Street, Jos, Nigeria

Contact: Mr. Johnson Dada

Phone: +234 813 217 2278

E-mail: minimienoodles@yahoo.com

## RONNY'S IMPORT-EXPORT AGENCY

Makhado, South Africa

Ronny's Import-Export Agency established in 2006 by Ronald, who holds a Diploma in International Trade. An experienced person on Sales and Marketing. It is focusing mainly on representing companies which are interested in penetrating African market by working with Representative Agents.

Contact Details: P.O.Box 886, Mungomani, Mavhunga, South Africa

Contact: Mr. Ronald Mavhungu

Phone: +27 72 448 7409 / +27 79 956 0241

E-mail: minimienoodles@yahoo.com

## SAF FURNITURE

Lagos, Nigeria

SAF is one of the best outdoor furniture manufacturing company in Nigeria. Our Products are designed and practicality in mind, most of our products are modular and sold as flat-pack for easy transportation. All our Furniture Products are 100% recyclable at the end of their use.

Contact Details: Km 12, Old Lagos Road, Ibadan, Nigeria

Phone: +234 (0) 7 007 007 007

E-mail: saffurniturenigeria@gmail.com

## BAJ TRADING LTD.

Nairobi, Kenya

BAJ TRADING LTD, the Importer of VIP and BEYTI Juices. BAJ Trading limited is a company trading in different kinds of products namely: - food stuff, Motor vehicle Spares and accessories, Medical products and General Trade.

We provide our products at competitive prices and within impressive turnaround time. We do have clientele that supply our products and services and these include wholesale and retail customers.

Contact: Mr. David Ngatia

Phone: +254 721 822 112

E-mail: baj2016yumis@gmail.com

## HERAMBA AFRICA NIGERIA LTD.

Lagos, Nigeria

We Heramba Africa Limited has been Appointed as an Exclusive Distributor of CP Films Inc. USA ([www.llumar.com](http://www.llumar.com)) for East, Central and West Africa. We do Supply and installation of LLumar security films, Shatter/ Blast resistant films.

We have started our business since last two decades and served major east and central african clients. We started operation in Nigeria HQ Lagos since 2015. We aim to serve best to our customers. We are large importer of the following products:

1. LLumar Solar Control Films( USA Brand)
2. LLumar Safety/Security/ Shatter Resistant/ Blast Resistant films
3. Decorative films for your home and office partition
4. Wallpapers from Europe and USA
5. Window blinds
6. ENTRANCE Matt(3M Nomad)
7. Wall branding and Design

Contact Details: House No 10B, Egbeyemi Street - Ilupeju, Lagos, Lagos Mainland - Nigeria

Contact: Mr. Santosh K Rath

Phone: +234 909 888 4516

E-mail: santosh@herambaafrica.com

## HERBLINE MAURITIUS LTD.

Port Louis, Mauritius

Herblin is one of the most reputed manufacturers of a wide range of health and skin care products. Herblin's manufacturing arm, Combii, is nestled amongst clouds in the lofty Himalayas, 4500 feet above the sea. Combii's facility is surrounded by lofty hills, tall peaks and a crisp & clean Himalayan environment.

Contact: 49 Volcy Pougnet Street - Port Louis - Mauritius

Phone: +254 706 793550

E-mail: sales@skincare.co.ke

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# UPCOMING EXHIBITIONS

## **POWER & ELECTRICITY WORLD AFRICA 2022**

23-24 August 2022

*Sandton Convention Centre, Johannesburg, South Africa*

For 25 years, Power & Electricity World Africa has been the meeting place for the brightest and most innovative minds from utilities, IPPs, government, large energy users, innovative solution providers and more, from across Africa and the globe. A perfect platform for business networking for the power and industry sector looking to expand into the African market.

## **FIRE EXPO WEST AFRICA**

10 – 12 May 2022

*Landmark Centre, Lagos, Nigeria*

Fire Expo West Africa 2022 is the only fire exhibition in West Africa and will exhibit products for fire protection, prevention and detection. This event will be offering attendees, the opportunity to view the latest technology, products and solutions from across the global commercial, homeland, perimeter and cyber security industries in addition to fire and safety.

## **SECUREX WEST AFRICA**

10 - 12 May 2022

*Landmark Centre, Victoria Island, Nigeria*

The largest commercial, homeland, cyber security, fire protection and safety exhibition held in West Africa. Securex West Africa is the best opportunity to find out what is happening in the international market and see the latest technology innovations and services. A perfect platform for businesses dealing in safety and security products and services.

## **WEST AFRICA AUTOMOTIVE SHOW**

17 – 19 May 2022

*Landmark Centre Lagos, Nigeria*

West Africa Automotive Show is all about vehicle parts, accessories, components, and consumables. It also features the tools and equipment needed to provide automotive services. Anything relating to cars, trucks, buses, commercial vehicles, motorbikes, mopeds and scooters, and any other motorised road vehicles will have a presence at West Africa Automotive Show.

## **SCOFEX KENYA**

27-29 May 2022

*Sarit Expo Centre, Nairobi, Kenya*

Scofex is a trusted platform in Africa which brings regional bigwigs from stationery, school & office supply industry together under one roof. This show will be at the new Sarit Expo Centre which is modern & can accommodate about 200 exhibitors. Products will include stationery, writing instruments, art & craft, paper products, toners & cartridges, office supplies & technology products.

## **THE HOTEL SHOW AFRICA**

19 - 21 June 2022

*Gallagher Convention Centre, Johannesburg, South Africa*

The Hotel Show Africa forms part of a dedicated portfolio of events proudly serving the hospitality industry across Middle East, Africa and Asia. Now in its third year, The Hotel Show Africa 2021 aims to grow on the successes of the launch event delivering over 3,389 reported attendees over three days.

## **AFRICA FOOD MANUFACTURING**

29 - 31 May 2022

*Egypt International Exhibition Center Cairo, Egypt*

One-stop sourcing platform for the latest and most innovative food and beverage ingredients, packaging, processing and logistics solutions from Egypt, and the wider region. The event will be divided into two halls; one focused on ingredients as Fi Africa and the other hall will be focussed on processing and packaging as ProPak MENA

## **AFRICA'S BIG 7**

20 - 22 June 2022

*Gallagher Convention Centre, South Africa*

Africa's Big 7 continues to be the leading trade exhibition where agents, distributors, retailers meet to shape the food and beverage industry in Africa. It is truly an international event where 67 countries gather to network and forge relationships successfully. For the 19th edition, Africa's Big 7 will continue to deliver local and international f&b retail-ready products to the African market.

## **WAITEX 2022**

20-22 June 2022

*The Dome, Trade Fair Grounds, Accra, Ghana*

Ghana's Premier Mining, Industrial, Automation and Occupational Health & Safety Trade Expo. WAITEX brings together mining, industrial, automation, packaging, and occupational health & safety under one roof. Waitex provides the ideal platform for mining, industrial, automation, packaging and occupational health & safety professionals.

## **SAITEX AFRICA**

19 - 21 June 2022

*Gallagher Convention Centre, Johannesburg, South Africa*

One of Africa's largest and most well-established trade exhibitions, SAITEX is an annual product sourcing opportunity for the entire continent's retail and trade industry. Africa featuring electronics and home appliances, homeware and household products as well as building materials and tools.

## **HOSTEX 2022**

26 – 28 June, 2022

*Sandton Convention Centre, South Africa*

Three jam-packed districts. Over 200 exhibitors and thousands of innovative products. IndustryLive! free-to-attend topical and relevant seminars. Brand new Incubator Hub showcasing innovative products from undiscovered suppliers. Opportunity to engage with seven captains of industry – the Hostex 2022 ambassadors. One-stop-sourcing. Network, engage, learn, enjoy. Mixology, national barista competitions, culinary and equipment demos.

## **ZAMBIA INTERNATIONAL TRADE FAIR**

July, 2022

*Show Grounds, Ndola, Zambia*

The biggest exhibition in Zambia, which hosts exhibitors - both local and foreign from all sectors. ZITF continues to be the sole facilitator of business partnerships and linkages through intensive matchmaking sessions. ZITF is an Industrial, Commercial and Agricultural exhibition and has been contributing to build economic ties between Zambia and the rest of the world.

## **ANALYTICA LAB AFRICA**

13 - 15 July 2022

# & TRADE FAIRS IN AFRICA

For other listings visit <https://directory.africa-business.com>

*Gallagher Convention Centre, Johannesburg, South Africa*

analytica Lab Africa is the only trade fair for laboratory technology, analysis, biotechnology and diagnostics in South Africa. The show features both local and international market leaders, addressing visitors in South Africa and Sub-Saharan Africa.

## **TANZANIA INTERNATIONAL TRADE FAIR**

*July 2022*

*Saba Trade Fair Grounds, Dar Es Salaam*

The Trade Fair has established itself over years as the shop window for East, Central and the Southern African region. Supported by the services of the Dar es Salaam harbor. The fair acts as one stop centre for reaching countries such as Uganda, Rwanda, Burundi, Democratic Republic of Congo, Zambia, Malawi, Zimbabwe and Botswana. The fair enjoys the patronage of the Tanzania business community and the Ministry of Industry and Trade.

## **BEAUTY KENYA**

*17 - 19 July, 2022*

*Sarit Expo Centre, Nairobi, Kenya*

Trade Africa is a trade show, which gives an opportunity to these businessmen to gather under one roof, to fulfill their objective. Sectors covered are Cosmetics, Skin Care And Makeup, Hair, Nail and Salon Supplies, Personal Care And Hygiene, Professional Equipment and Spa, Perfume And Fragrance, Aesthetic Surgery, Business Solutions, Machinery, Packaging, Chemicals, Ingredients And Manufacturing.

## **THE WATER SHOW AFRICA**

*23 - 24 August 2022*

*Sandton Convention Centre, South Africa*

Trade shows put your company and its products face to face with customers and prospects, your main objectives are to generate awareness and ultimately, to make a sale. Nigeria is now Africa's largest foreign direct investments beneficiary, and its diversification is well underway. Indeed, the non-oil sector is growing faster than the oil sector as Nigeria's 182 million-strong population starts getting wealthier and consuming more and more.

## **AFRICA PRINT EXPO 2022**

*7 - 9 September 2022*

*Gallagher Convention Centre, Johannesburg, South Africa*

Africa Print Expo is held in Gallagher Convention Centre Johannesburg on 7 to 9 September 2022 showing the companies news of South Africa and internationals related to sectors Digital technologies, Printing, Digital printing, Printing and graphics

## **SEAMLESS NORTH AFRICA 2022**

*20-21 September 2022*

*Sharm El-Sheikh, Egypt*

Seamless brings together the entire financial ecosystem to discuss, debate and evaluate the future of money. Across 2 days of keynote presentations, panels, case studies, interviews, demos, roundtables and workshops, you'll discover the trends, disruptors and innovations that are revolutionising the industry as we know it. Seamless is North Africa's biggest, boldest and best event covering payments and financial services innovation..

## **ZAMBIA E-COMMERCE EXPO & CONFERENCE**

*15 Oct 2022*

*Lusaka, Zambia*

EAfrica Expo is designed with the sole purpose of promoting eCommerce in Africa as an avenue of fast-tracking economic growth. Through this event we are bringing together under one roof, the regulators of businesses, the businesses that offer e-commerce services, the businesses that use e-commerce services, SME's that use e-commerce services, and individuals that are looking at starting an e-commerce business.

## **ALL AFRICAN LEATHER FAIR**

*1-4 November 2022*

*Congress Center, Skylight Hotel, Addis Ababa, Ethiopia*

Be part of Africa's biggest and most important international exhibition & conference dedicated to leather, accessories, components, synthetics and models for footwear, leather goods, automotive and furniture. Major players from the leather industry will be present at the show.

## **PROPAK WEST AFRICA**

*22 - 24 November 2022*

*Landmark Centre, Lagos, Nigeria*

Exhibition for the Packaging, Plastics, Print, Food-Processing & Labelling industry. Showcase your products in front of over 5,500 highly engaged professionals in Africa's biggest economy. Whether you're looking for a distributor in the region, establish connections with key industry buyers or to simply understand market requirements, Propak West Africa offers a unique opportunity to meet your market.

## **AFRICA RAIL**

*23 - 24 November 2022*

*Sandton Convention Centre, Johannesburg, South Africa*

Africa's largest & only rail conference & exhibition. The event will highlight the need to upgrade the railway infrastructure across Africa for efficient movement of passengers and goods across Africa as well as showcase the latest technologies available in the transport and rail industry.

## **BEAUTY WEST AFRICA**

*29 November - 1 December 2022*

*Landmark Centre Lagos, Nigeria*

A large number of companies from several countries are expected to participate in this exhibition and visitors will be from local and foreign cosmetics companies, Wholesalers, manufacturing companies, traders etc. are anticipated to attend. Meet your industry counterparts in the West African markets. This is a perfect platform for players from cosmetics, beauty and perfumes sector looking to expand their sales and distribution network into the booming markets of West Africa.

*This section sponsored by:*

**COSMOPROF**  
WORLDWIDE BOLOGNA



# THE AFRICAN INTERNET

## The rapew era

Over the past decade, African leaders working with various local and international partners have made great strides in making the internet accessible for the continent's 1.4 billion people. But — with just 22 per cent internet connectivity — the continent remains significantly behind other world regions.

IT experts have long argued that the cost of data is too high for most people. In addition, lack of digital skills and literacy remains a stumbling block for many, particularly those living in rural areas. Africa will require an investment totaling \$100 billion to plug every citizen into the internet by 2030, according to a World Bank estimate.

"Let us be clear: No single actor will be able to meet Africa's 2030 target and carry the burden of a \$100 billion investment funding requirement alone," Hafez Ghanem, the World Bank's vice president for Eastern and Southern Africa, said. He added that all stakeholders must strive to ensure that every African has affordable and reliable access to the internet.

Recently, Google announced that it intends to invest \$1 billion in Africa over the next five years. The massive funds will ensure access to fast and affordable internet and support startups to aid the continent's digital transformation. Nigeria, Kenya, Ghana and Uganda will be the prime beneficiaries. Abdul Rahaman Nayuni, from the Yunyoo community of northern Ghana, can attest to that. "If you don't monitor the internet, you wouldn't know there is an opportunity somewhere. Now I can sit in my room every morning, go to the job opportunity platforms and see if anything is going on in Ghana," he said.

The East African Cable System (EASSy), a 10,000-km undersea fiber-optic cable system running from South Africa to Sudan, became operational in 2010. EASSy has expanded Internet access for 20 coastal and landlocked African countries, lowering broadband costs by as much as 90 percent.

EASSy has improved access for more than 250 million people across Africa. Moreover, faster, cheaper Internet has supported the growth of new industries and created new jobs—increasing employment in some areas by as much as 10 percent. This rapid Internet expansion has contributed to a 14 percent increase in East Africa's gross domestic product since 2009.

The next step of broadband expansion in Africa is bringing Internet connections inland from underwater submarine cables through fiber-optic networks.

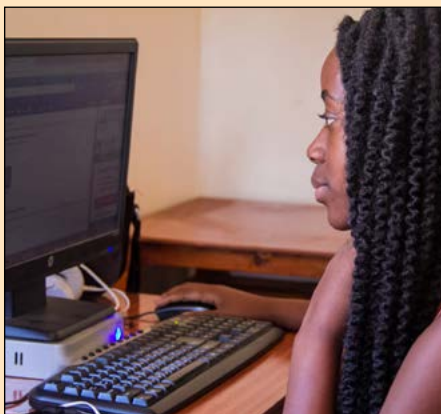
Fiber-optic cables are made of glass and are as thin as a strand of human hair. They're also expensive: 1 km of fiber costs \$30,000. Africa still needs 500,000 km of cable to achieve



full connectivity. We won't make you do the math—that's \$15 billion.

In 2017, IFC, Google Inc., Convergence Partners, and Mitsui & Co. invested in CSquared, a firm that provides open-access fiber-optic networks to underserved countries in Africa. It promotes the use of shared infrastructure to make services more affordable.

To date, CSquared has laid more than 3,000 kilometers of fiber-optic cables in Uganda, Ghana, and Liberia—allowing more than 40 Internet service providers and mobile operators to offer broadband services to end users. Of that, 840 km of the cables have been built in Ghana, across the cities of Accra, Kumasi, and Tema. "Internet access is critical for research, teaching, and learning," says Lucas Chigabatia, the chief information technology officer at the University of Ghana. "CSquared has helped us provide last-mile connectivity, at a higher capacity [and] cheaper than what we get from commercial enterprises."



In Uganda, where only one in 50 households have reliable broadband access, improvements are significant. "Our cost of data has decreased by 40 percent," says Reuben Bagenda, IT manager of the Kampala-based ABC Venture Bank, one of the local businesses benefiting from more affordable Internet.

Ghana was among the first African countries to liberalize the telecommunications market in 1990. Two years later, the internet became accessible. Today, nearly 80 percent of Ghana's 30 million people are mobile subscribers, according to the National Communications Authority (NCA).

In 2004, Ghana enacted an internet accelerating development program, which included laying fiber optic infrastructure. IT expert Amadu Samed Gaida said connectivity is crucial for empowering Africa's youth. "That is where they will be able to learn beyond imagination," Gaida said. "If you deprive them of the internet, you are definitely not empowering them. You can give them money, you can give them water, you can give them anything, but they will still lack the knowledge to make use of whatever you are giving them," Gaida says.

Expanding access to affordable, high-speed Internet makes it easier to do business across state borders. It's also critical for the twenty-first century workforce.

"Right now, nearly nine out of 10 young people not using the Internet either live in Africa or Asia and the Pacific. We need to change that to create more opportunities for all," says Samuel Gikandi, co-founder and chief executive officer of Africa's Talking, a technology firm that is unlocking the potential of mobile-communication networks across the continent.





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