

TRADING WITH AFRICA

OVERVIEW

The vast potential of the second-largest continent is starting to come to fruition. 'Africa Rising' has become a trend as global businesses and individual entrepreneurs are starting to recognise Africa as a desirable, and largely untapped, market for trade.

Increased political stability and improvements in education and healthcare are transforming Africa's economies and demographics: over the past decade, six of the world's ten fastest-growing countries were African, and half of the global increase in population over the next 40 years will come from Africa.

Foreign investment, especially from China, has improved infrastructures and boosted manufacturing throughout the continent. A strong enthusiasm for technology is manifested in 600 million mobile phone users and widespread mobile internet services.

The Organisation for Economic Co-operation and Development (OECD) predicts that Africa's economic growth will accelerate to 5.2% in 2014, and Africa's consumer-facing industries are expected to grow by more than US\$ 400 billion by 2020. The proportion of people with disposable income in Africa is the fastest-growing in the world, predicted to reach 1.1 billion individuals by 2060.

With the world economy continuing to recover cautiously, Africa's progress embodies the transformative power of growth. British companies are in a unique position to tap into this market, despite contentious chapters in the UK's long history with Africa. 'Brand Britain' is held in high regard and products from the UK are considered symbols of quality, tradition and style.

This isn't to say that trade with Africa – far from a homogenous region – doesn't bring its unique challenges. So for any company contemplating opportunities here, it is crucial to work with partners that truly understand the local business landscape.

For further advice on this vibrant market, the website How We Made it in Africa (www.howwemadeditinafrica.com) offers business insight and networking for businesspeople and showcases the opportunities the continent offers on a global level.

Sources: The Economist, DHL, GOV.UK, McKinsey Global Institute, UKTI, World Bank



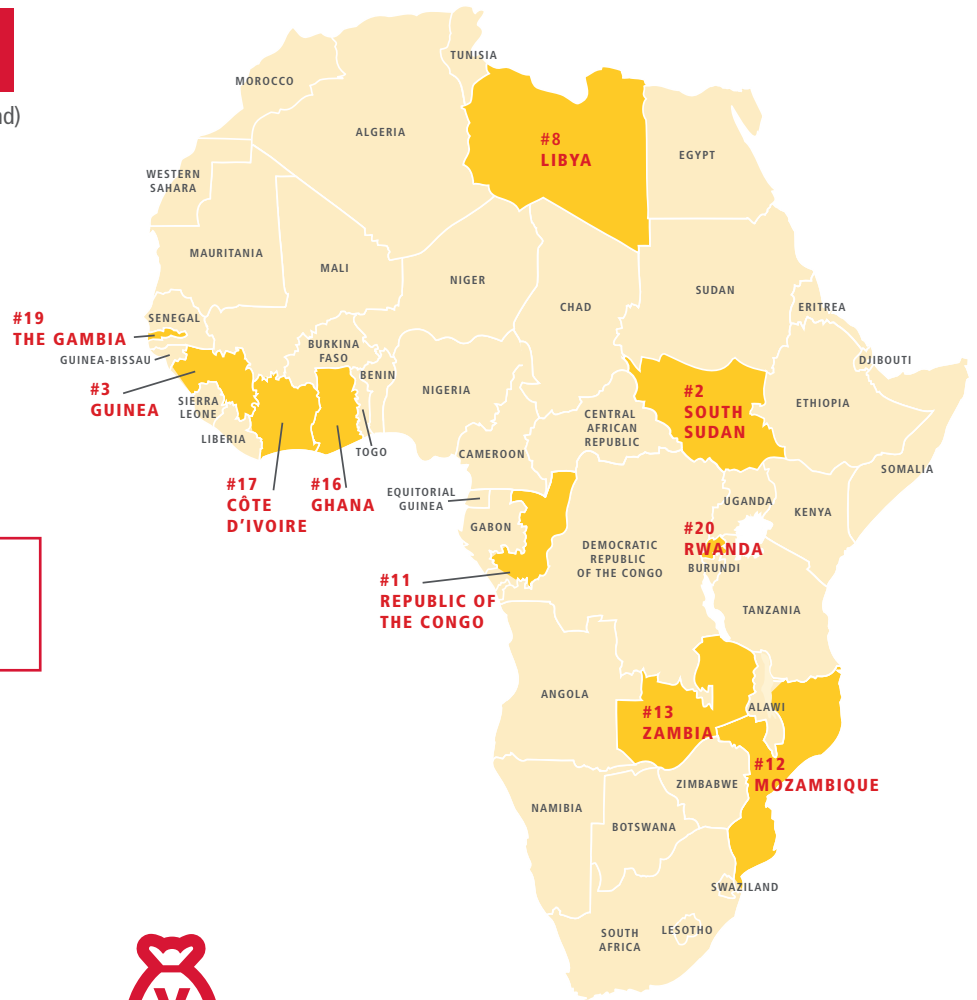
DHL IN AFRICA

DHL began building its logistics network in Africa in the late 1970s. Today, DHL is present in every country on the continent, with all airside and landside facilities fully owned by DHL and thus compliant with DHL's strict global security regulations.

DHL's airfleet is networked across Africa, with large freighter aircraft arriving from Europe every evening. In-house Customs at key airports – including a standalone DHL Hub and Gateway with clearance facilities in Nigeria – means that DHL does not rely on external agents or other third parties.

THE WORLD'S FASTEST GROWING ECONOMIES IN 2013

as per the IMF (International Monetary Fund)



KEY

10 of the world's fastest growing economies are in Africa. South Sudan is #2.

AFRICA TODAY

Foreign investment, especially from China, has **improved infrastructure** and boosted manufacturing throughout the continent



Trade between Africa and the rest of the world has **increased by 200%** since 2000



600+ million mobile phone users, and widespread mobile internet services



The **luxury goods** market grew by **11%** in 2013



40% of the continent's population **live in cities**

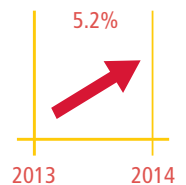


Africa has **more than half** of the world's **renewable energy** potential, which is currently untapped



AFRICA TOMORROW

2014
Africa's overall **economic growth** is predicted to be **5.2%**



2020
Africa's **consumer-facing industries** are expected to grow by more than **US \$400 billion**



2030
50% of Africans are likely to **live in a city**



2060
1.1 billion people in Africa are projected to have a **disposable income**

