

Africa in 2015: Turning challenges into opportunities

2nd Workshop on Emerging Economies

Round table: The economic awakening of Africa: two success stories



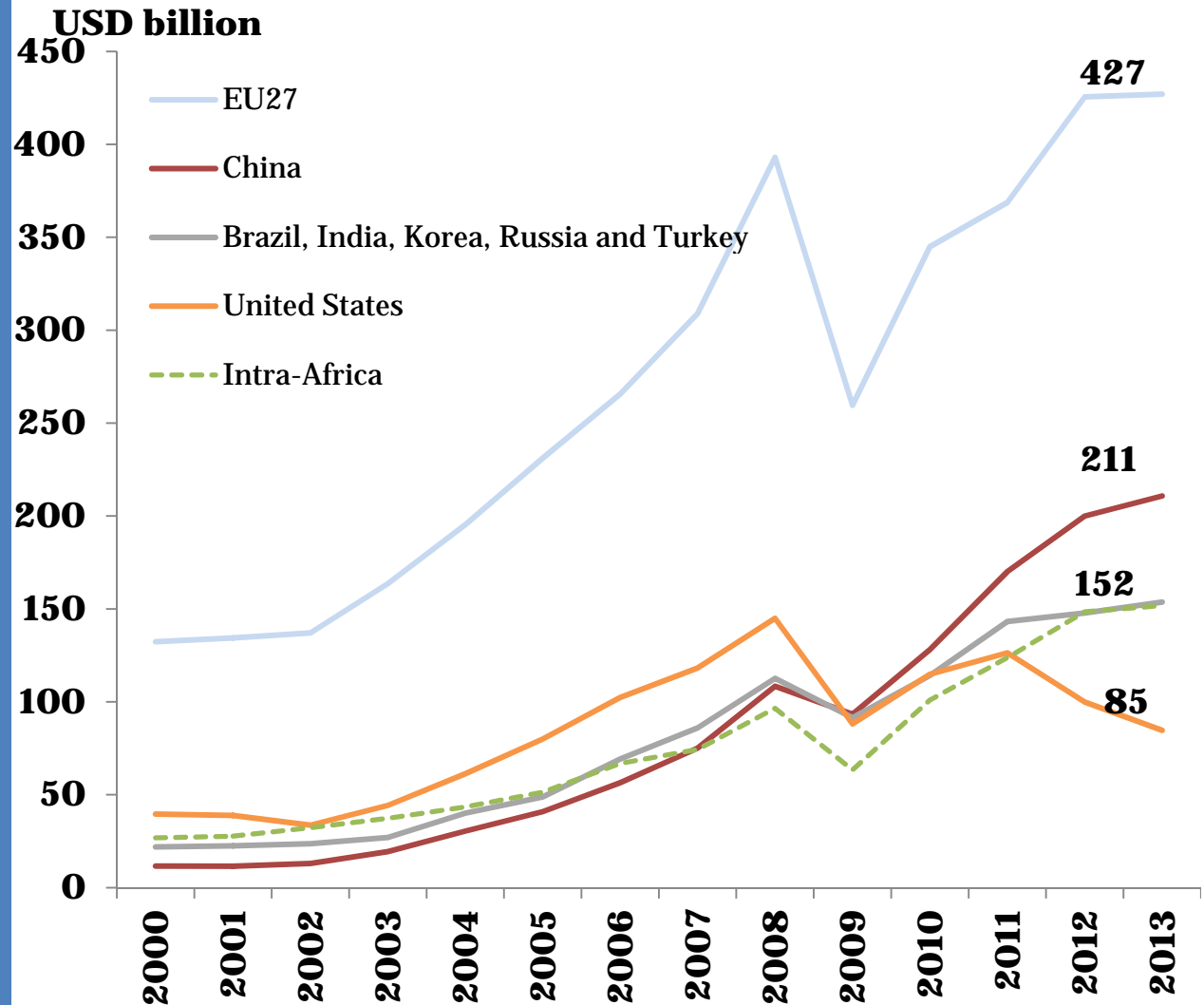
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Africa in the global economy

Intra-Africa trade grew by 50% to \$61 billion between 2010 and 2013, especially manufacturing exp.

Europe remains Africa's largest trading partner, yet trade with Asia is quickly growing

Foreign trade

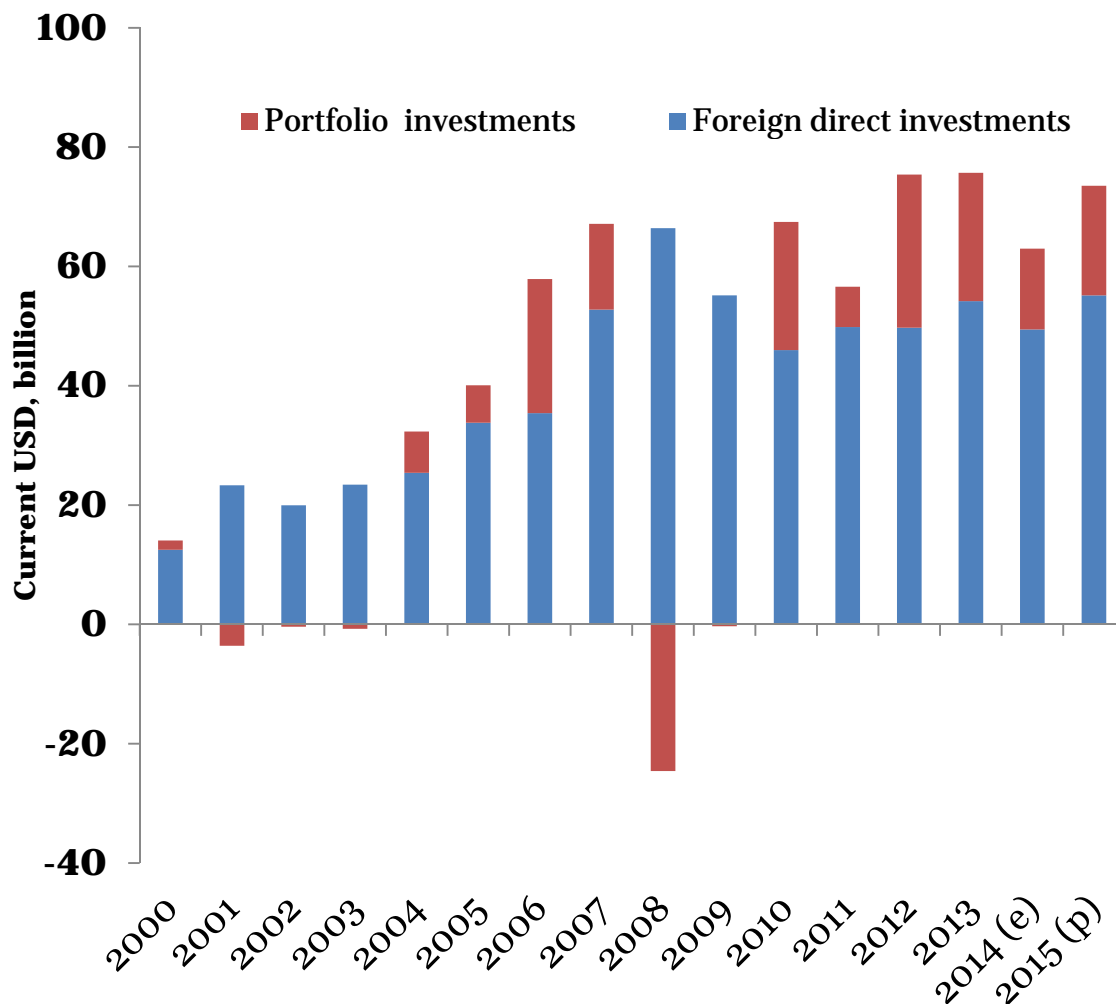


Africa in the global economy

FDI are increasing.
New destinations emerge

Private financial flows increases, with more from emerging economies and other African countries

Foreign Investment to African countries

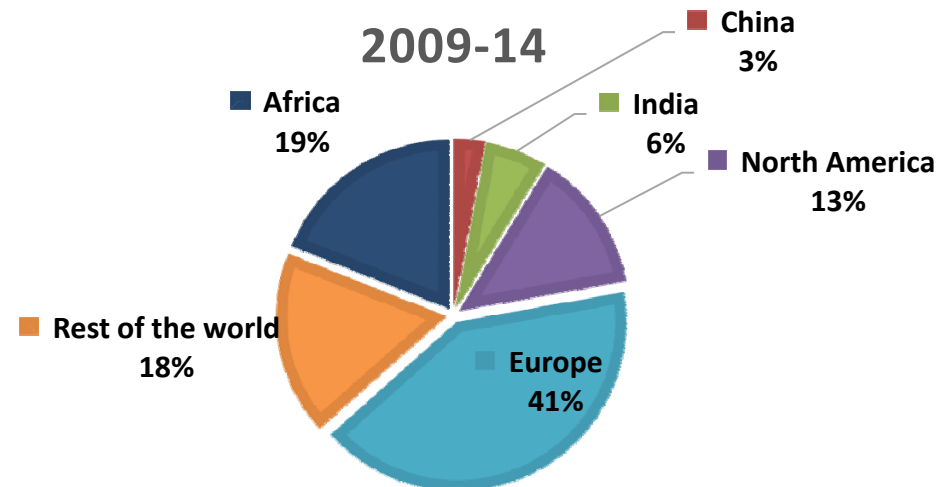
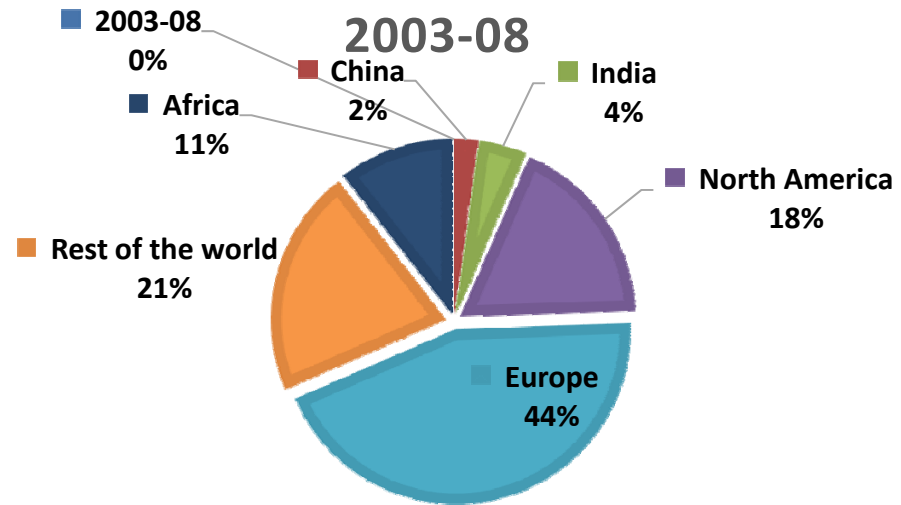




Share of investment by OECD countries has decreased

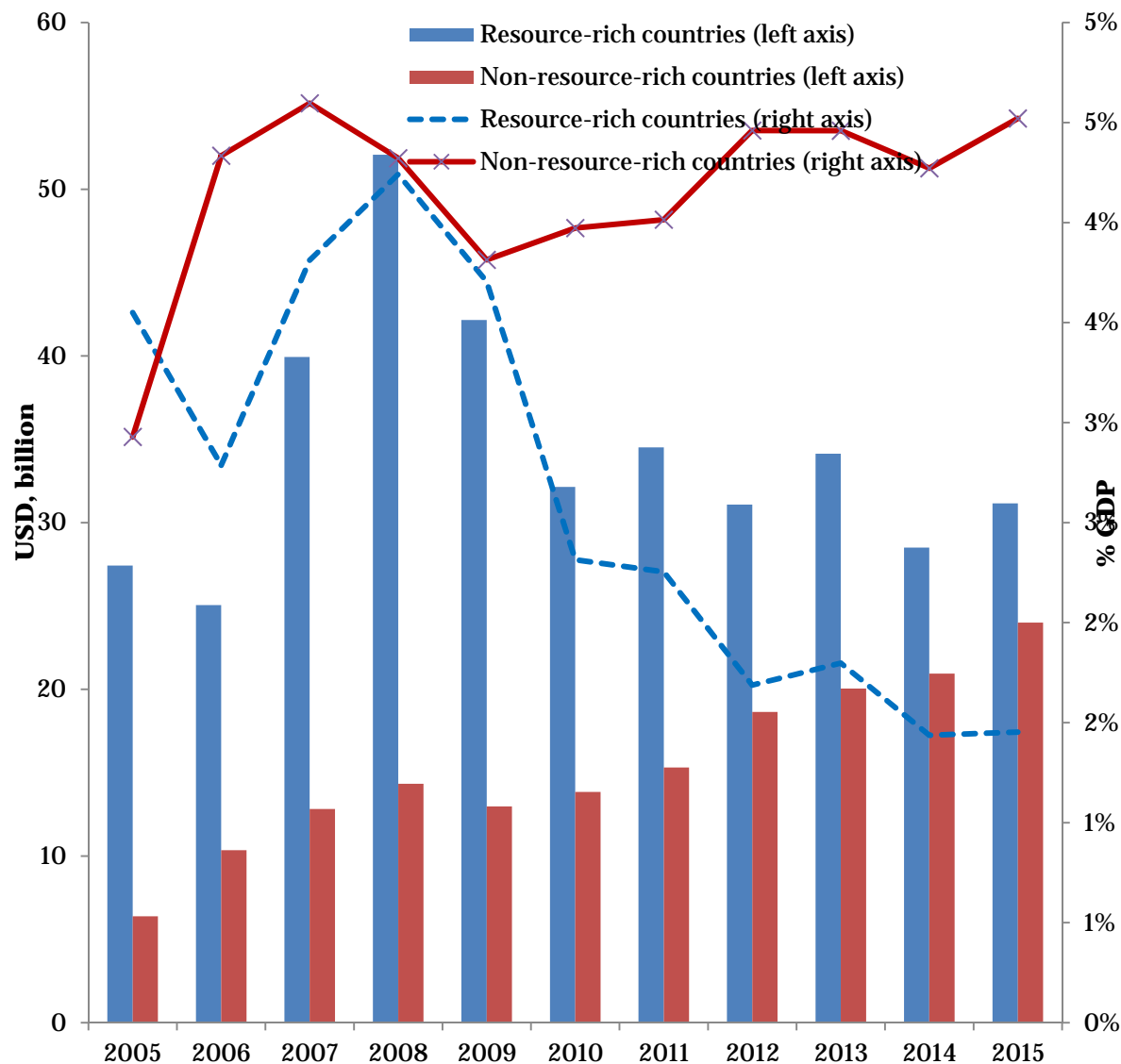
Share of Africa, China and India in total greenfield investment grew

Sources of greenfield investment in Africa

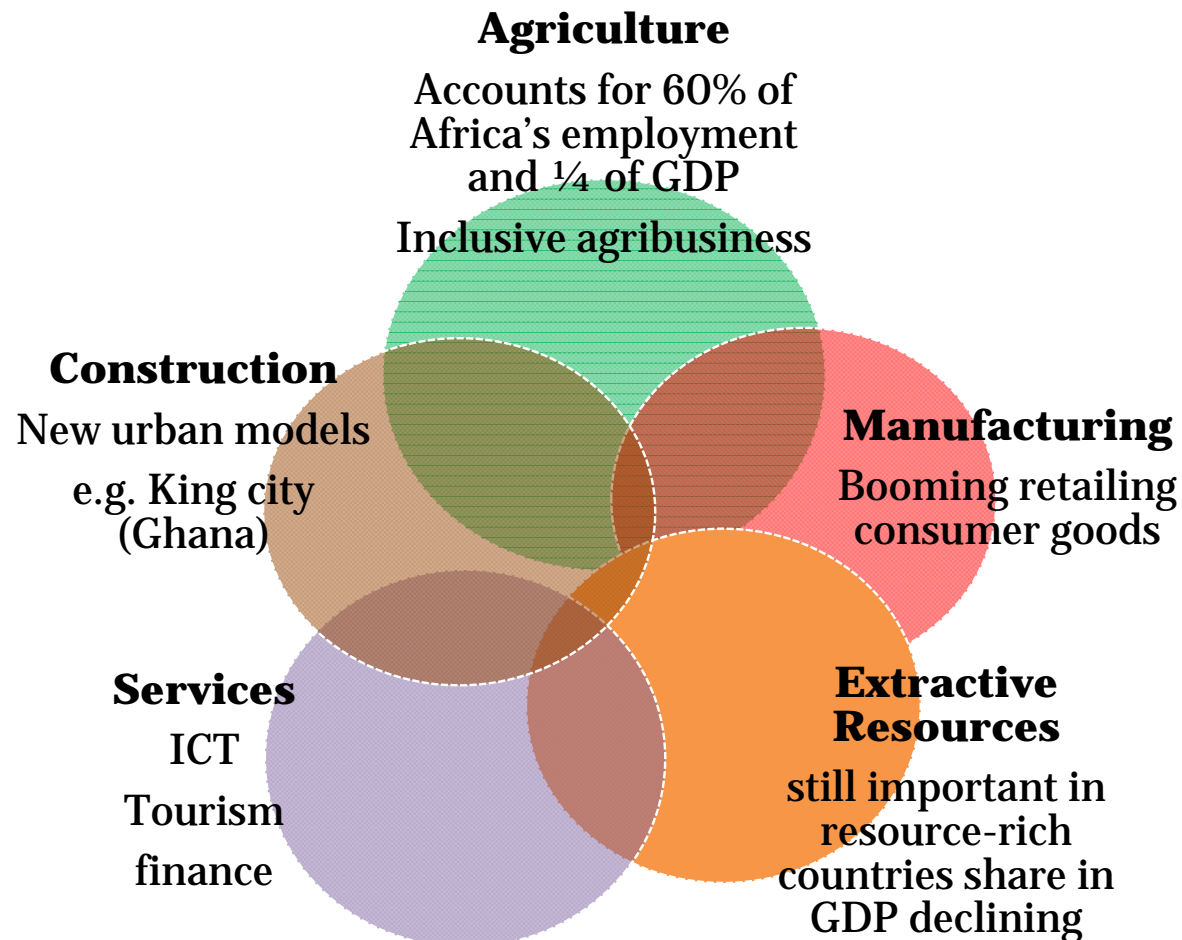


Non-resource rich countries increasingly account for a larger share of FDI

Growing middle class encourages FDI in consumer goods and services



Promising sectors





ICT Boom

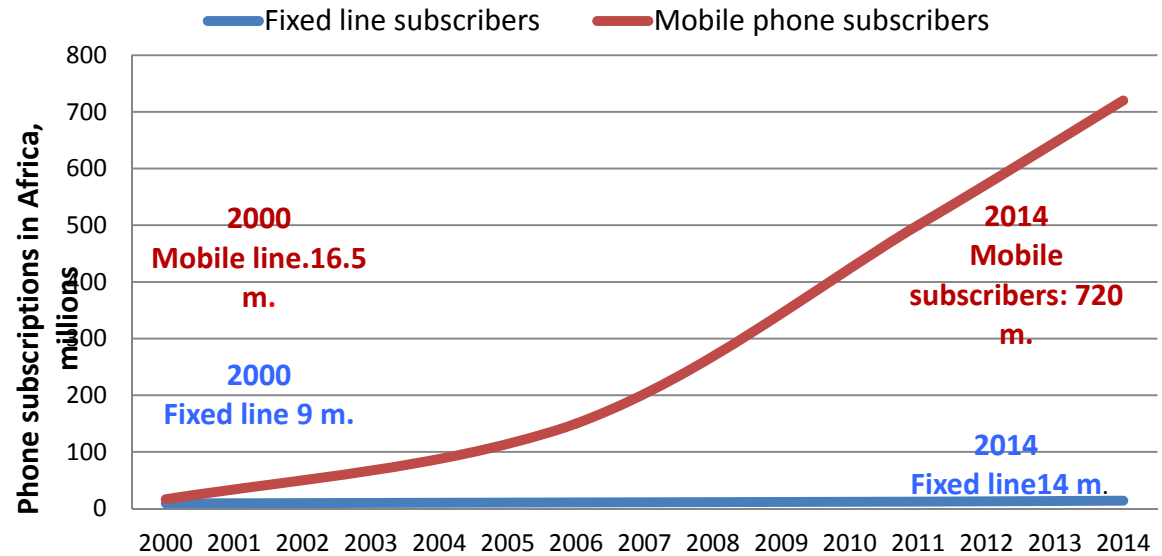
Mobile subscribers: 720 m.

Internet users: 167 m.

Facebook users: 52 m.

ICT supports economic and social inclusion

ESOKO(Ghana): a mobile platform to support farmers' information and connectivity



Inclusive Agribusiness: Cocoa in Ghana

«Inclusive AgriBusiness»=
«Supporting small farmers is part of our core business» 

Why companies invest in inclusive business?

1. Increase productivity
2. Attract future generations
3. Respond to consumer pressure

**Nucleus Farmers
Morocco**



 and
farmer field schools
in Ghana



Sourcing untapped opportunities for Italian companies in Africa



But there are obstacles:

- Negative investors' perception
- Lack of infrastructure/low skills
- Absence of Italian companies in large scale retail
- Red tape
- Political instability



Thank you