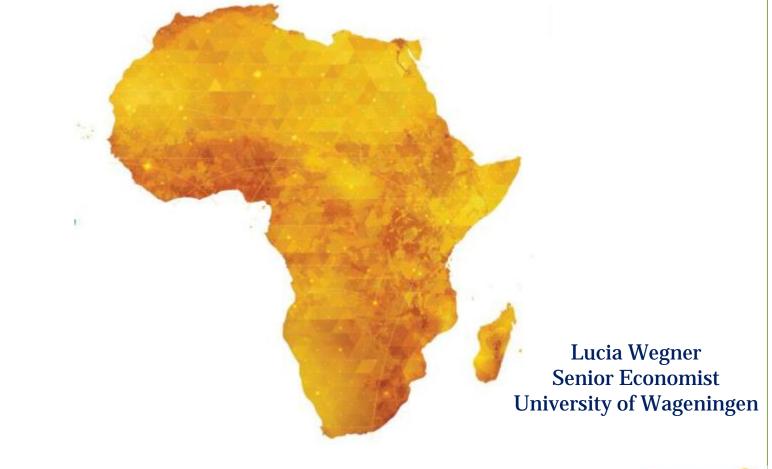
Africa in 2015: Turning challenges into opportunities

2nd Workshop on Emerging Economies

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



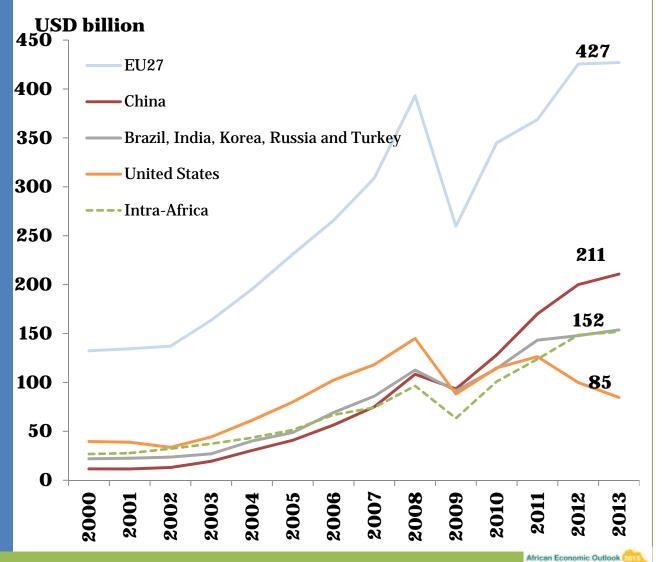


Africa in the global economy

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



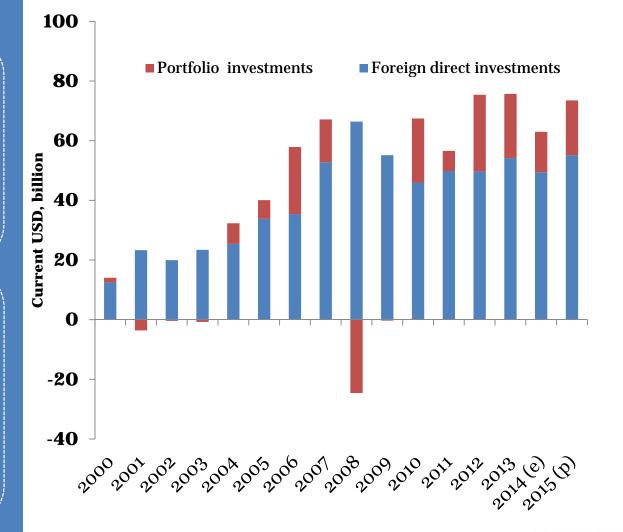
<u> ...</u>

Africa in the global economy

Foreign Investment to African countries

FDI are increasing. New destinations emerge

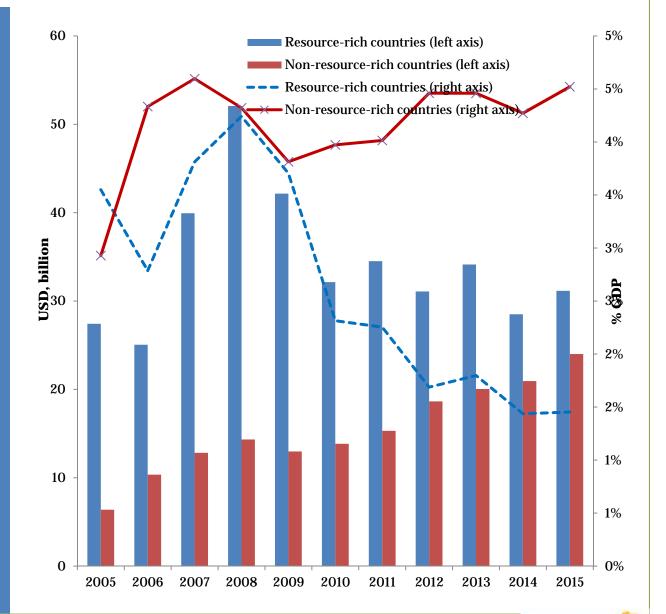
Private financial flows increases, with more from emerging economies and other African countries



Sources of greenfield investment in Africa 2003-08 2003-08 0% Share of China_ India Africa 2% 4% investment by 11% **OECD** North America 18% countries has Rest of the world 21% decreased Europe 44% Share of Africa, China 2009-14 China and 3% Africa India India in total 19% 6% North America greenfield 13% investment grew Rest of the world Europe 18% 41%

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

Growing middle class encourages FDI in consumer goods and services



Promising sectors

Agriculture

Accounts for 60% of Africa's employment and ¼ of GDP

Inclusive agribusiness

Construction

New urban models e.g. King city (Ghana)

Services

ICT Tourism

finance

Manufacturing

Booming retailing consumer goods

Extractive Resources

still important in resource-rich countries share in **GDP** declining

African Economic Outlook

ICT Boom

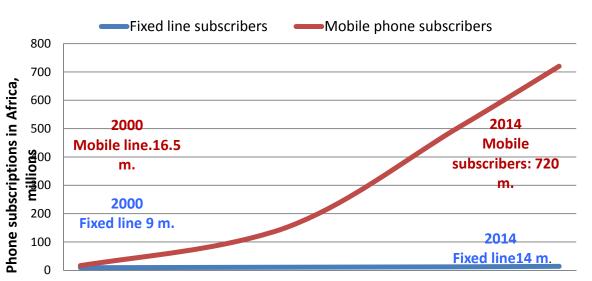
Mobile subscribers: 720 m.

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



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014





«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

Inclusive Agribusiness: Cocoa in Ghana









Sourcing untapped opportunities for Italian companies in Africa

Inclusive agribusiness



Retail/whole sale, textile, white goods

Transfer knowledge in sustainable farming practices Co-operative production agreements with local firms and Special Economic Zones

Real estate development and urban requalification

Construction

and new

urban

models

But there are obstacles:

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



