

## **UNDERSTANDING BUSINESS OPPORTUNITIES AND INVESTMENT IN AFRICA**

### **Global Network of Advanced Management Week**

#### **Cohort - June 2025**

#### **Course Overview**

Global growth has received optimistic perspectives in the recent past, with a growing interest in Africa. A consensus is emerging among businesspeople and expert observers regarding Africa's growth prospects and the opportunities it is opening for businesses across industries. Were it a single country, Africa would be the third largest by population (behind China and India) and the fourth largest in PPP-adjusted GDP (behind China, the U.S., and India). By 2100, the United Nations projects that seven of the world's 13 most populous countries will be in Africa, and that 40% of the world's population will be African. Africa accounts for 20% of the world's land mass – equivalent to China, India, the U.S., and most of Europe, combined – with vast reservoir of natural and human resources. The phrase “Africa Rising” has been coined to highlight that Africa is home to some of the world's fastest growing economies and represents tremendous economic potential. There have also been considerable improvements to the regulatory environment and political institutions. Rwanda was 38<sup>th</sup> in the 2019 World Bank's “ease of doing business” ranking, just two spots behind Switzerland – noteworthy, considering Rwanda's GDP per capita (PPP) of US\$2,322, compared to Switzerland's US\$73,114. Transparency International's Corruption Perceptions scores of some African countries exceed those of many European countries. These opportunities have positioned Africa as the new centers of attraction. However, coming with these opportunities are challenges that are unique to Africa that must be understood by interested investors, in order for them to be able to effectively exploit the opportunities that Africa offers.

This module will help participants understand and appreciate the business opportunities and investments within Africa and the underlying challenges in these markets. It will equip participants with tools and frameworks to analyze Africa-specific circumstances and to develop adequate strategies for successful operations in Africa. Building on the vast expertise of Strathmore University Business School faculty and affiliated experts, participants will be exposed to the reality of doing business in Africa and get firsthand insights into the adequate strategic responses. Though the focus will be on African economies, much of its insights will be valid to other emerging markets in South America, Eastern Europe and Asia.

#### **Course Objectives**

- Understand the African business environment from contemporary and past decades perspectives.
- Discuss misconceptions about doing business in Africa and learn about the actual reality of African business environment.
- Review how alliances and partnerships among foreign and local firms can support growth in Africa.
- Recognize the institutional voids in Africa and learn to exploit these voids as business opportunities.
- Understand entry strategies into Africa and how to win in these markets.

- Understand risks and tradeoffs involved in investments in Africa.
- Understand the need to engage ethical challenges and corporate governance issues in the African context.
- Learn to leverage technology and innovations delivery of products in Africa.