



Doing Business in Africa

My unbiased Angolan perspective

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Agenda

- **INTRODUCTION**
- **DOING BUSINESS IN AFRICA**
- **ABOUT ANGOLA**
- **ANGOLA'S BUSINESS ENVIRONMENT**
- **RECOMMENDATIONS**

Introduction

Rationale:

- The growing interest from Western countries in doing business in Africa (apart from the former colonial powers)

Problem Statement:

- Identify the key challenges that European countries face, while attempting to conduct business with countries in the African continent, as well as produce recommendations on how these countries could tackle these problems.

Key Findings:

- European countries must (i) adopt innovative and successful programs that are aimed at creating mutually beneficial, transparent and long standing cooperation with their African Counterparts and by (ii) understanding that the majority of African countries want to work "WITH YOU" and not "FOR YOU".

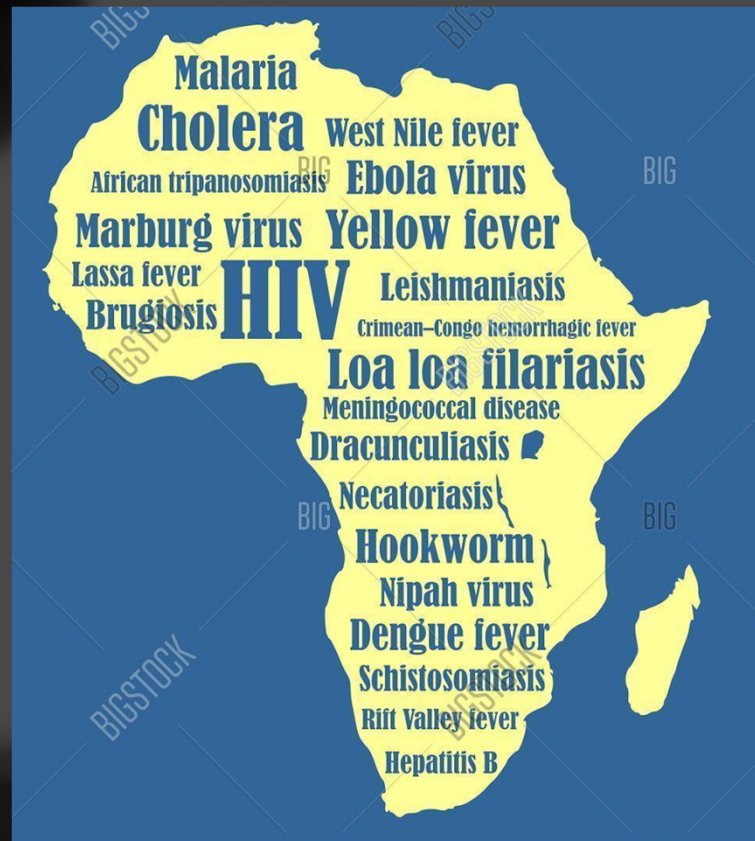
The African Continent

- » 54 countries
- » Linguistic Diversity
- » Religion Diversity
- » Over 1 Billion People



The African Continent

- » What we know about Africa vs What should know about Africa



Doing business in Africa

- Three major goals:
 - (i) a deeper understanding on how to do business in Africa, giving an Angolan context;
 - (ii) an awareness of the needs and perceptions of the Angolan Business environment;
 - (iii) a greater knowledge of the economic and development challenges that Angola will face in the years to come;

Why Angola?

- » Internal Market Potencial - Close to 30 Million inhabitants
- » Diversity of Natural Resources
- » GDP of US\$ 3,400
- » Location as the gateway to the Southern Africa Region - 300 Million Consumers in the S.A.D.C. - Southern Africa Development Community
- » Socioeconomic and political stability combined with a young and vibrant population.
- » Political Will - Angolan Government is focused on attracting F.D.I. and replacing imports with local production.

About Angola

- The Republic of Angola is the third largest nation south of the Sahara blessed with vast stocks of natural resources.
- The independence of Angola was proclaimed on November 11, 1975.
- Despite independence, Angola faced a long civil war.
- The Angolan population is young and is growing rapidly (about 62% < age of 24).
 - Youth unemployment rates have been rising tremendously.
 - Angola seems to have started experiencing a reversal of skills migration
- Strategic medium and long-term planning for the educational sector is seriously constrained-
- GDP is falling after years of economic growth.
 - The time to develop a thriving diversified economy is **NOW**.

Angola's business environment

- The private sector in Angola has thousands of SME's and the public sector holds an enormous importance.
- Internal economy is concentrated in Luanda (70% of the total number of firms in the country).
- Self employment: 43% of the economic activity and informal jobs are the majority.
- Angola is perceived as one of the least conducive countries in the world terms of conducting business.

Country & Rank	Ease of Doing Business	Starting a Business	Dealing with Licenses	Employing Workers	Registering Property	Getting Credit	Protecting Investors	Trading Across Borders	Enforcing Contracts
Angola	167	173	136	172	166	84	51	164	176
United States	3	4	24	1	10	7	5	15	8
South Africa	35	53	45	91	76	26	9	134	85
Portugal	37	38	112	157	65	68	33	31	49
United Arab Emirates	68	158	38	65	8	115	107	24	144
China	83	135	175	86	29	84	83	42	20
Nigeria	108	80	161	30	173	84	51	138	93
India	120	111	134	85	112	36	33	79	177
Brazil	122	122	107	119	110	84	64	93	106
Cape Verde	132	156	79	143	127	68	122	51	56



Challenges for Angola

- » Infrastructure
- » Human Capital
- » Business Environment
- » Rethink Partnerships
- » Support from the Angolan State

Why Estonia?



**MUITO OBRIGADO PELA
ATENÇÃO....**



**THANK YOU FOR YOUR
ATTENTION....**

