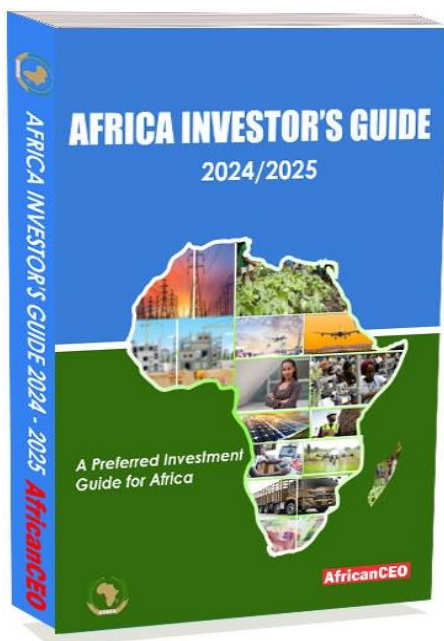


AFRICA INVESTOR'S GUIDE 2024/2025

CONCEPT NOTE

The Africa Investor's Guide seeks to promote emerging opportunities for current and potential investors across the world to tap into the tremendous advantages Africa currently provides.



The Africa Investor's Guide 2024/2025 showcases trade and investment opportunities in the public and private sectors, and profiles the leading investors across the continent. It contains articles on all important events in Africa, focusing on major recent developments and national, sub-regional, regional, and international organisations as well as articles and exclusive interviews on trade policies and investment regulations. The Investor's Guide is mainly oriented to the requirements of a large range of target groups: diplomats, administrators, journalists, local and foreign investors, humanitarian and development professionals, and practitioners in the field of socioeconomic development, trade, foreign affairs, and humanitarian aid, as well as industrialists and businesspeople.

The Africa Investor's Guide will be the essential reference manual highlighting trade and investment opportunities of Africa, and about the need-to-know business issues of the continent. The publication will undoubtedly help potential investors, businesspeople, policymakers, diplomats, foreign NGOs, and the private sector, to have firsthand information about key socioeconomic activities, the environment and culture, foreign policy and trade, business critical information and more.

The Investor's Guide is designed as an invaluable companion, which strives to provide helpful information and insights into the geopolitical, economic, and social ecosystems of Africa.

Features and Key Benefits

The Investor's Guide is a digital and print publication and a highly targeted reference manual. The publisher, Africa Media Corporation, Inc., aims to systematically grow the Guide's readership both across Africa and overseas.

The publication contains excellent print quality A4 in size, 250 pages in depth (using quality art paper) and in full colour throughout. With high resolution specs, and laminated front and back covers, the Investor's Guide is produced to the highest standards. The production and circulation of the 2024/2025 edition will be in April 2024.

Among other key benefits and features, the Africa Investor's Guide:

- Provides an ideal partnership in informing, planning, and strategizing across the key socioeconomic disciplines in the African economy.
- Provides a communication tool on trade and investment promotion activities of the African Union (AU) and African governments' ministries, departments, and agencies (MDAs), promotes opportunities in the public sector and elaborates on public sector specific perspectives.

- Showcases business entities and contains a directory of useful contacts of African embassies abroad, foreign embassies and missions in Africa, useful business contacts, and promotes private sector opportunities and sector specific perspectives through exclusive interviews and investor, company profiles.
- Provides a well-researched information guide useful to investors, development partners, humanitarian aid agencies/NGOs, and researchers whose interests may be specific to an undefined market sector.
- Presents a wide range of information in a 'one stop shop' platform for key stakeholders.
- Provides a forum in the information age for selected organisations that have a valuable contribution to make.
- Helps to provide factual and accurate information both on the web and in print in the days of fake news, inappropriate, misleading and misinformation about Africa.
- Helps to showcase transformation efforts from within in re-branding, showcasing opportunities, and promoting important events and activities of major importance at home and abroad.
- Helps entities compare notes and programs and opens the communication process in an extremely prestigious and powerful setting.

Readers of the Africa Investor's Guide: Who are they?

The readers of Africa Investor's Guide are the decision-makers in government and the private sector across the continent and overseas. An estimated 500 000 CEOs and senior government officials, business executives, African and foreign diplomats, entrepreneurs, investment and financial advisers, business strategies and management and financial consultants, financial analysts, economists, researchers, opinion makers, industrialists and academics in Africa and abroad, and Africans in the diaspora, will read the publication, both in digital format (electronic) and print publication– through controlled circulation and complimentary distribution worldwide.

In summary, the profile of the readers and target audience of the Africa Investor's Guide include:

- Decision makers from all sectors
- Movers and shakers
- High net worth individuals
- Influential personalities in a wide range of areas and at the highest levels in economy
- Heavy consumers and frequent and upscale travellers
- Frequent and large-scale investors
- Opportunists and Information seekers
- Business oriented executives and entrepreneurs.

Distribution Network: Where can you find the Africa Investor's Guide:

Five thousand (5,000) copies of the guide will be printed and distributed on a complimentary basis. In addition, there will be a wide online (email/electronic) distribution of the digital edition and in .pdf format. About 90% of the printed version will be distributed overseas on a complimentary basis (free copies) as follows:

- Chambers of Commerce – UK, France, Germany, Belgium, Canada, Holland, Italy, USA, Denmark, etc.
- First/Business Class Cabins – Selected airlines serving Tanzania like Air France, British Airways, etc.
- VIP/Business Class Lounges – London Heathrow, JFK in New York City, Toronto in Canada, Paris Charles de Gaulle Airports in France, etc.
- Global Events – World Economic Forum in Geneva, European Business Summit in Belgium, UN General Assembly in New York City, UN events in Geneva, and Africa-focused trade and investment summits and other important Bilateral events in the US, UK, Canada, Europe, India, Russia, Japan, and China.

- UN, UNIDO, WTO Offices – UK, US, Canada, Switzerland, France, Belgium, Germany, Austria.
- Top Enterprises, major hotels, banks and other commercial centres and media houses and investor clubs in North America, Europe, Asia-Pacific countries like India and China, and across Africa.
- African Embassies abroad – US, Canada, UK, France, Belgium, Germany, Holland, Italy, Denmark, etc.
- Multilaterals/Funders – World Bank/IMF annual events, EBRD, EC, EU Parliament, African Union, AfDB.
- Pan-Africa events – Annual summits/meetings of the African Union, African Development Bank, UNEP, UNECA, ECOWAS, The Africa CEO Summit, Africa Financial Industry Summit, Africa Energy Indaba, etc.
- Selected headquarters – International NGOs, global event organisers and big consultancy firms operating in Africa, travel agents, export promotion agencies based in North America, Europe and Asia.
- Controlled Subscription.

In Africa, limited copies of the Investor's Guide will be distributed among:

- The Office of the President, Ministries, Departments and Agencies and other public entities in the country.
- Members of the African parliaments.
- Multilateral and bilateral institutions and other development partners such as the EU, IMF, World Bank etc.
- Chambers of commerce, trade associations and other private sector entities, bilateral business associations such as the EU Business Group, US, UK, France, German, India, Chian, and Italy chambers of Commerce, etc.
- African based businesses abroad.
- The VIP lounges of banks and first and business class sections of airlines/airports across the country.
- Foreign embassies and missions in Africa such as Germany, UK, Canada, US, France, Italy, India, etc.
- Leading CEOs and company directors and senior managers of leading brands and multinational companies such as banks, hotels, airlines, mining companies, energy and power, hospitality, shipping and logistics, construction, technology, telecommunication, pharmaceuticals, insurance, consultancies, law firms, investment firms, etc.
- Country head offices of humanitarian aid agencies, national and international non-governmental organisations (NGOs) operating across the country.
- Professional organisations, INGO associations, investment promotion agencies, management and business consultants, top law, audit and investment firms, business clubs and industry specific groups in the country.
- Leading media houses, academic institutions, and research-based organisations across Africa.

The Partners

The Africa Media Corporation, Inc. will work in partnership with different government institutions in Africa and embassies abroad for the successful production and distribution of the Africa Investor's Guide. The AMC believes in the value of understanding our readers and our key stakeholders. We have conducted research to gain insight into our reader's needs, interests, and lifestyle to accommodate them through our content.

In pursuit of this, our partnership list is expected to grow within the next 24 months especially across the continent. We will initiate and strengthen good working relationships with African embassies and missions abroad, such as US, UN, Canada, London, Belgium, UK, Switzerland, etc. and leading government agencies, journalists, political analysts, investment analysts, media houses and corporate entities, private sector organisations such as chambers of commerce, professional associations, business groups, universities, international organisations, banks and financial institutions, advertisers, and African diaspora organisations, and many others in Africa and abroad.

How to Advertise in the Africa Investor's Guide

Make your brand stand out by advertising your business in the Africa Investor's Guide 2024/2025. Featuring trade and investment opportunities and profiles of public institutions and enterprises across Africa.

You can call or WhatsApp Lydia Thomas the Africa Investor's Guide Coordinator at +1-646-444-8182 or lydia.thomas@africanceomagazine.com to place an advert in the 2024/2025 edition.

Kindly complete the form at the back of this page and return it to us on or before 29th February 2024.

TABLE OF CONTENTS OF THE AFRICA INVESTOR'S GUIDE 2024/2025

PUBLISHER'S NOTE

- * CEO, Africa Media Corporation, Inc.

FORWARD

- * Forward by the AU Ambassador to the United States of America

ADDRESS OFFICIAL OPENING OF AFRICAN UNION SUMMIT

- * By His Excellency the Chairman of the African Union

CHAPTER ONE – COUNTRY' FACTS

- * Introduction
- * Geography
- * People and Society
- * Environment
- * Government
- * Economy
- * Energy
- * Communications
- * Transportation
- * Military and Security
- * Tourism
- * Transnational Issues



CHAPTER TWO – AFRICA'S ECONOMIC, POLITICAL AND SOCIAL CONTEXT

- * The Natural Environment and Climate Change
- * Socioeconomic Context of Africa
- * Political Atmosphere
- * African Institutions

CHAPTER THREE – AGENDA FOR PROSPERITY

- * Africa's Pathways to Prosperity

CHAPTER FOUR – REGIONAL COMMUNITIES

- * Regional Structures and Mechanisms

CHAPTER FIVE – PROFILE OF AFRICAN GOVERNMENTS

- * The Three Arms of Government
- * The Executive
- * Ministries Departments and Agencies
- * The Legislature
- * Members of Parliament
- * The Judiciary
- * List of Justices and Judges

CHAPTER SIX – INTERNATIONAL BENCHMARKS

- * Mo Ibrahim Index
- * Global Competitiveness Report
- * Human Development Index, etc. Etc.

CHAPTER SEVEN – ECONOMIC SECTOR PROFILES

- * Agriculture Sector

- * Banking and Financial Sector
- * Infrastructure Sector
- * Energy and Power
- * Transport Sectors (Air, Road, Rail, River)
- * ICT and Innovation
- * Health Sector
- * Labour and Employment
- * Water and Sanitation
- * Livestock and Fisheries Sector
- * Aviation Sector
- * Mining Sector
- * Tourism Sector
- * Education Sector
- * Community Base Tourism

CHAPTER EIGHT – AFRICAN FOREIGN POLICY

- * Foreign Policy Review
- * Africa Affairs
- * Global Affairs
- * Africa Regional Integration

CHAPTER NINE – DEVELOPMENT PARTNERS

- * Multilateral Agencies
- * Bilateral Co-operation
- * The NGO and Humanitarian Community

CHAPTER TEN – INVEST IN AFRICA

- * Investment Opportunities
- * Exclusive Interviews
- * Investor Profiles
- * Starting Your Business
- * Tax Administration in Africa
- * How to Start / Register a Foreign or International NGO in Africa

CHAPTER ELEVEN – FOREIGN MISSIONS

- * Diplomatic Suites - Exclusive Interviews
- * African Embassies, Trade Missions and Consulates Abroad
- * Foreign Embassies, Trade Missions, and Consulates in Africa

CHAPTER TWELVE – PRIVATE SECTOR PROFILE

- * Top Companies' Profile
- * Exclusive CEO Interviews

CHAPTER THIRTEEN – DIRECTORY

- * Listings of Businesses: Airlines, Hotels, Banks, Hospitals, Logistics, Agribusiness, Manufacturers, etc.
- * Chambers of Commerce, Professional and Business Associations
- * Government Ministries, Departments and Agencies
- * Embassies and Consulates
- * Etc. Etc. Etc.

ACKNOWLEDGMENT

Advertisers Index

Map of Africa