



AFRICA HOUSE

Insight & Access. Projects & Trade.

Market Ranking and Selection

For Companies looking at Structured Expansion
into Sub-Saharan Africa

Why?

- Allows export managers and business development managers to understand:
 - The relative size of each of the 50 countries in Sub-Saharan Africa for their products or services;
 - Understand the dynamism and growth of each country;
 - Identify growth markets at a national and regional level;
- Provides the tools to motivate expansion plans to boards or investors, through:
 - Accurate market sizing and forecasting;
 - Realistic growth forecasts for individual countries and regions;
 - The ability to cluster countries for development, either as a region or through a hub and spoke approach;

What is included?

- Five-year historical analysis of size and growth of global exports, by tariff code and exporter country, to each country in Sub-Saharan Africa;
- Five-year historical analysis of size and growth of key end-user sectors in each Sub-Saharan African country as markers of current and potential growth countries;
- Five-year analysis of size and growth of other key indicators such as GDP, population, urbanisation, etc. that have an influence on consumption of a particular product or service;
- Analysis of key current and upcoming projects of interest by sector;
- Projections of growth for five years (or ten in some industries) by country as an indicator of both potential market size, as well as those countries emerging on the radar as next-country opportunities;
- Presented in PowerPoint format for ease of use and understanding;

Who Has Benefitted From This?

- A sample of our clients who have benefitted from these rankings reports include:
 - Global producer of plasterboards, plasters and related products;
 - European producer of power transmission products looking for new horizons in Africa;
 - South African manufacturer of copper products used in industrial and medical applications;
 - Global law firm with a specialisation in energy and infrastructure;
 - South African manufacturer of agricultural and industrial inputs;
 - South African Wine industry representative bodies looking for expansion opportunities in the region;
 - South African and global cement producers identifying new markets of potential for direct investment;



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