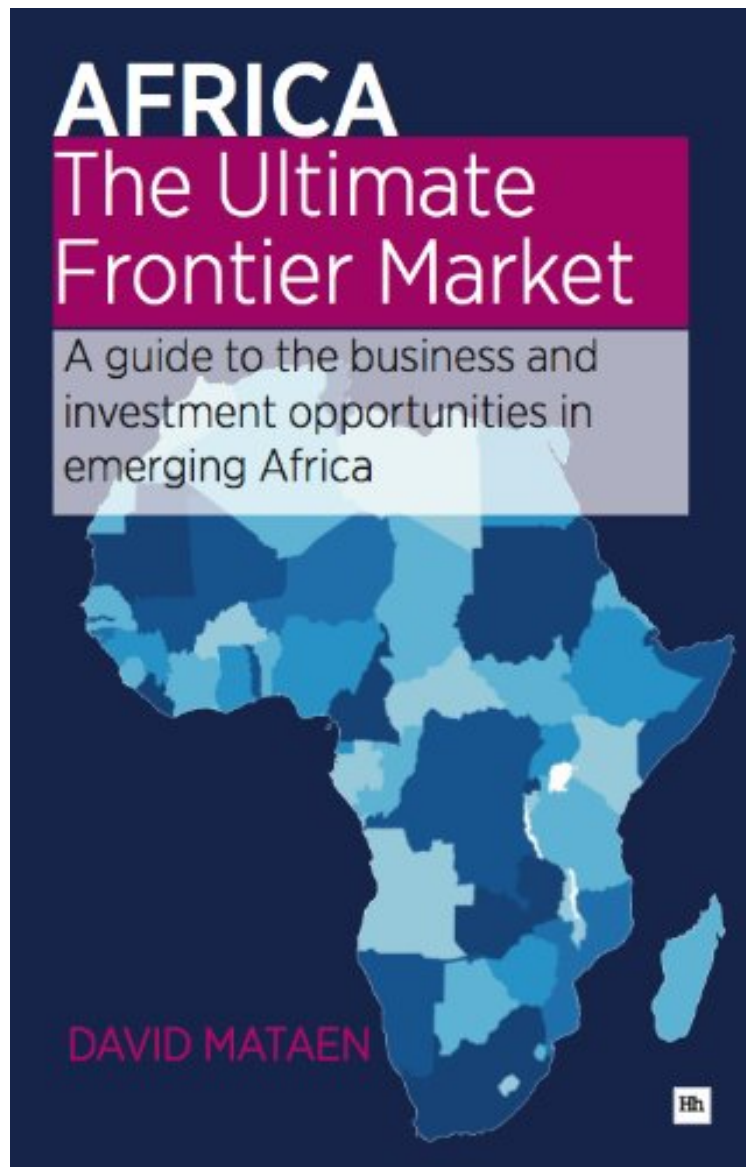


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Africa - The Ultimate Frontier Market: A guide to the business and investment opportunities in emerging Africa

David Mataen

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David Mataen : Africa - The Ultimate Frontier Market: A guide to the business and investment opportunities in emerging Africa before purchasing it in order to gage whether or not it would be worth my time, and all praised Africa - The Ultimate Frontier Market: A guide to the business and investment opportunities in emerging Africa:

0 of 0 people found the following review helpful. The Emerging of Africa: An Analysis of New Markets and Areas for Social Reform By Rustic Traveller Over-all great book, however I would have liked to see more information on healthcare, and Information Technology. My take on this book, Africa is one of the most ripe emerging markets in the world. A continent full of a predominantly young and eager population, Africa is in the most perfect position for development that it has ever been in during its long history. As more companies gradually invest in Africa and humanitarian organizations help shore up the infrastructure in many of its more undeveloped nations, Africa is becoming a fertile ground for developing industries. Information technology, health care, education, medical tourism, and business are all areas that are starting to emerge as strong players in the African economy, and further investments in these areas can make Africa competitive with many of the world's developed western nations, while improving the quality of life for its residents. Now let's talk about healthcare. Health Care--In terms of health care, Africa is still far behind other nations in quality and availability of medical services. It currently relies on investments from foreign governments and humanitarian groups to provide most of its healthcare funding. The governments of Africa met in 2000 to determine the best ways to spend national currency on healthcare. The three main areas they decided to focus on were reducing infant mortality, improving maternal healthcare, and combating AIDS/HIV, malaria, and other epidemic diseases on the continent. To date, only Rwanda, Botswana, Zambia, and Togo have kept up with their promise to spend 15 percent of their national budgets on these healthcare issues. The other African nations that participated in the meeting are spending between 10 and 5 percent of their national budgets on these particular issues, which is far less than what they promised. Africa has the lowest life expectancy of any place in the world. Most of its deaths come from communicable diseases and infant and maternal mortality. The AIDS and Ebola epidemics are especially severe here, and foreign aid workers are doing all they can to bring sanitation and education efforts to remote villages, while also providing basic medical services for those in need. Africa needs these foreign aid workers, because there are only 2.3 local doctors per 1,000 people on the continent...a number far below anywhere in the western world (2). Since this book did not get into healthcare let me talk about it; The healthcare picture may look bleak in Africa, but its problems point the way to its solution. The market is wide open for healthcare investments in Africa. There is a very plain need for a better healthcare infrastructure there. The governments of Africa recognize the need for this, and would likely be willing to provide financial incentives and even matching funds to companies that invested in the market by building private doctor and specialist offices and hospitals with state of the art equipment. Investments by educational institutions in training local doctors would also be a welcome and eagerly accepted thing by the populace and the governments of the continent. With so much excellent health care technology available to the rest of the world, Africa is the most fertile place in the world for expanding that technology. As other foreign investments are made in the nation to improve the IT, business, and education fields, the citizens of Africa will increase their incomes and be able to pay more for medical services. While initial investments may rely largely on international and local government support to stay profitable, a long-term commitment to Africa in the healthcare field will ultimately prove to be profitable on its own as the nation emerges fully into the modern age. Here are some of the things that make Africa so special at this time in history. Its vast potential in many emerging markets is an important thing to explore. Development in these areas will have a strong impact on Africa, as well as the rest of the world. It is time the world came to understand the potential that is just waiting to be explored and developed in Africa.. (Overall this is my take as to what could have been added into this book. David Mataen, looking forward to your next book on Africa.)

1 of 1 people found the following review helpful. Excellent Book on SSABy Clifford Sacks David Mataen succinctly exposes the little known emergent side of Africa's economic landscape- his unique cultural insights have gone a long way to explaining a number of complex issues including land ownership and credit extension-The book is aptly divided into three parts giving the subject an evolutionary perspective. Part I is largely historical in form, recounting the path and the attendant turns and twists which ultimately manifest in the demographic, cultural, social, government policy and financial system factors that have culminated in readying Africa for take-off. Part II dwells on the infrastructure deliberately put in place by both governments and private developers to ease access to resources and develop efficiencies necessary to exploit these resources. Finally, Part III focuses on the investment opportunities that are the product of this evolutionary process. The opportunities are sector-wide, touching on Manufacturing and Processing, Telecoms, Financial Services, Real Estate, Consumer Retail and Transport and Logistics. This book is hugely useful to any investor; prospective or active who may be thinking start-up or expansion. The African economic landscape has finally come of age. The land is so fertile with huge growth potency just waiting to be tapped. Yet it remains grossly underexploited mainly for lack of information. This book gives an authoritative insight into the existence and character of the sleeping giant.

1 of 1 people found the following review helpful. One of the Best books available on Investing in Africa By Rainer Michael Preiss This book on Frontier Markets and the compelling long-term investment case for Africa is a must read for any investors who is worried about their pension and old-age retirement funds. It is one of the best books on Africa and Investing that I have read in a long time. The subject area is still overlooked and under-researched but David's book on Africa - The Ultimate Frontier Market is filling this cap. Most investors wanted to buy Apple when the stock was at \$700, only a few brave investors were willing to buy APPLE shares at \$25 or even at \$100 dollars. Similar fortunes will be made by foresighted investors in Africa, if you are

willing to be an early believer. Reading David's book will give you the roadmap, insights and knowledge to profit from the The Ultimate Frontier Market.

Sub-Saharan Africa is now one of the world's most talked about regions in terms of emerging investment opportunities and sources of new growth. Its economies represent a quintessential frontier market and they are set to develop into an area of long-term investment interest. Africa - The Ultimate Frontier Market is an investor's guide to the transformations that have occurred in the African business landscape in the last 60 years and the key areas of interest for the future. This book provides a detailed but lucid look at the changing trends in social life, government and business since the 1960s. It explains the background to consumer market developments and why they have occurred, the enablers that have been laid down within Africa that ready it for business expansion, and the sectors where there is opportunity for investment and growth. The business environment is then broken down into seven key areas on which investors should focus: Agriculture - Real estate - Consumer retail - Financial services - Telecoms - Transport and logistics - Manufacturing and processing. Each of these chapters describes the major themes in the area and identifies the specific consumer sectors anticipated to experience the biggest growth in the years to come. By following the long-term developments described by David Mataen, you will understand the pace of change in Africa in the past and gain an appreciation for how its business and economy will progress in the future. At this time of great opportunity, this book is an essential addition to your investment library.

About the Author During David Mataen's 13 years in financial services spanning commercial banking, stock brokerage, management consultancy and investment banking he has had the singular opportunity of becoming a scholar of African investing. His travels and tours of duty across the continent, though not to each and every corner, have allowed him to put his hand on the pulse and feel the heartbeat of African economies. Being born, bred and educated, and having worked in Africa grants David the luxury of being first witness to the comings and goings in the continent, especially its commerce and economics. In his two and a half years as a contributing columnist to Business Daily, a publication of the Nation Media Group, he wandered far and wide intellectually and picked up invaluable insights, broad perspectives and sound reflexes that have become a foundation for his analysis of business on the continent. Add to this his habits of extensive reading in finance and economics, and intense fascination with systems and their mechanics, which has favoured him the unique privilege of discovering just a little more of Africa's economic soul. David's travels outside of Africa gave him glimpses of a future Africa, when it grows up, and of what it has to do to reach that point. Above all, he is a hopeless romantic about the future and the intuitive signs of the future that appear in the course of ordinary life and business in the present. David is currently the head of Corporate Finance at Faida Investment Bank in Nairobi, Kenya.