

Future Markets in Africa: Which countries are particularly interesting for initiating business?

Yves Bagna presents a new study on African future markets and develops a "Porter Competitiveness Index". In this fact-rich book, important theoretical approaches are used to make statements about the attractiveness of African countries to small and medium-sized German (and other European) companies. Companies wishing to invest in Africa or to establish a co-operation with a local partner can use the analysis framework and the results for their own evaluations. Yves Bagna was advised by Professor Dr. Karl Wohlmuth, IWIM, University of Bremen, during the elaboration of the study. The study was published in 2017 by the Research Institute of the IWVWW e. V. in Berlin and can be obtained from there. Detailed abstracts in German, English, and French give the reader a compact overview.

Yves Bagna was born in Cameroon and studied mechanical engineering at the Ruhr-University Bochum after completing his Baccalauréate ("Abitur"). He has held a prominent position as an engineer at Siemens AG since 2010, first as engineer for the thermodynamic calculation of steam turbines and for 4 years thereafter as a proposal manager for steam turbines and turbo-generators. He graduated with an MBA (Master of Business Administration) degree from the University of Bochum. Regarding his cultural background, he follows topics and development processes in Africa with great interest and tries to present these questions in a simple comprehensible manner. In this publication, he intensively studies the perspectives of the competitiveness of African countries based on the diamond theory of Michael E. Porter, Harvard Business School. Using a total of 30 indicators based on the Porter diamond, he examines the question of which African countries are suitable as sites for small and medium-sized enterprises from Germany (and from other EU countries).

The result of the investigation leads to three groups of countries: 1. The most attractive countries in Africa (recommended as target markets with preference); 2. African countries of medium attractiveness (recommended for second choice); 3. African countries with low attractiveness (generally not recommended for business development or location selection). The comparison of the calculated indices in this work, which is used to assess the country's attractiveness, is largely in line with the results of the "Global Competitiveness Index" of the World Economic Forum in Geneva and even better reflects the reality of development in Africa. Hence the "Porter Competitiveness Index" developed by Yves Bagna is a very useful general indicator that shows which countries in Africa are attractive to investors.

Bibliographical information on the study:

Yves Bagna, Standortwahl bei Markteintritten von kleinen und mittelständischen deutschen Unternehmen in Afrika Research Institute of IWVWW, Berlin 2017, consultant of the project: Prof. Dr. Karl Wohlmuth, IWIM, University of Bremen

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